



INTERNATIONAL YEAR OF  
**MILLETS**  
2023

Prepared by the Office of Communications,  
Food and Agriculture Organization of the United Nations



**Visual identity  
guidelines**

for graphic designers

July 2022

# VISUAL IDENTITY GUIDELINES

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# Introduction

# 1 Introduction

## 1.1 About these visual identity guidelines

The United Nations General Assembly has declared 2023 the International Year of Millets (IYM 2023). The Food and Agriculture Organization of the United Nations (FAO) is the lead agency for celebrating the Year in collaboration with other relevant organizations and bodies of the United Nations (UN) system. The celebration of the International Year of Millets 2023 (IYM 2023) is an opportunity to remember the value these crops have, from their resilience to their high nutritional content, as well as introducing this cereal to new consumers. These visual identity guidelines were designed to support all stakeholders that want to take part in activities and events related to the IYM 2023.

Therefore, for consistency, when using the IYM 2023 visual identity you must always comply with these visual identity guidelines.

For further details regarding authorized uses and users, kindly refer to the [Guidelines for the use of the International Year of Millets Visual Identity and Waiver of Liability](#).

**For FAO employees** - These guidelines do not supersede in any way the FAO brand guidelines. When using the FAO logo please refer to them.

When using the IYM visual identity in co-branding with the FAO logo for social media purposes, please refer to the FAO Social Media Guidelines.





# 1 Introduction

## 1.2 Concept

The visual, represented by ears of millets, depicts the five main types of this cereal. The ears are arranged such that they form an open hand - symbolizing the cultivator - who plays a vital role in the value chain, transforming the cereal from plant to food. The composition is also meant to represent the importance of the re-emergence of multi-crop agriculture.

The ripe and warm colours of the ears evoke a sense that they are ready for harvest, emphasizing the importance of cultivating and consuming millets to help achieve food security.

**LIFE**  
**RESILIENCE**



**ENVIRONMENT**

# 1 Introduction

## 1.3 Design

The visual identity is composed of three parts:

- 1. The pictogram** represents the five main types of this cereal. They are positioned forming an open hand, a reference to small holder farmers. The warm colours chosen emphasize concepts such as the importance of agricultural communities, food security, climate resilience and the re-emergence of multi-crop agriculture.
- 2. The text** appears to the side or under the pictogram, depending on whether it is the vertical or the horizontal version. It's always divided in two lines:  
1) "International Year of" 2) "Millets"
- 3. The SDG wheel**, representing the Sustainable Development Goals, is present in the zero of "2023". The year "2023" appears underneath to ensure that there is an understanding that the campaign is active up until 31 December 2023.

**The pictogram and the text shouldn't be separated.**





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**Visual identity**

## 2 Visual identity

### 2.1 Colour versions

The IYM 2023 visual identity comes in two main versions that should be used as much as possible:

- Horizontal – to be used in co-branding with the other entity logo on a white background.
- Vertical – to be used in co-branding with the other entity logo on a white background.



#### **WHITE Background**

R 255 G 255 B 255

C 0 M 0 Y 0 K 0

HEX: ffffff





## 2 Visual identity

### 2.2 Languages (vertical version)

The IYM 2023 visual identity is available in the six official United Nations languages:

- Arabic
- Chinese
- English
- French
- Russian
- Spanish



## 2 Visual identity

### 2.2 Languages (horizontal version)

The IYM 2023 visual identity is available in the six official United Nations languages:

- Arabic
- Chinese
- English
- French
- Russian
- Spanish



## 2 Visual identity

### 2.4 Size

#### Horizontal version

To maintain clarity and legibility, for all six-language versions, the minimum height of the IYM visual identity is:

- print: height = 15 mm
- web: height = 45 pixels

There is no maximum reproduction size.

ENGLISH & ALL  
LANGUAGES  
Minimum height:  
15mm / 45px



#### Vertical version

To maintain clarity and legibility, for all six-language versions, the minimum height of the IYM visual identity is:

- print: height = 30 mm
- web: height = 90 pixels

There is no maximum reproduction size.

ENGLISH & ALL  
LANGUAGES  
Minimum height:  
30mm / 90px



## 2 Visual identity

### 2.5 Structure and clear space (vertical version)

The construction of the IYM 2023 visual identity follows a square-based grid.

The IYM 2023 visual identity commands a clear space area of  $x/4$  modules per side, where "x" is the square size of the pictogram.

Clear space must be maintained on all sides of the visual identity. This is necessary for it to be perceived as separate from any other elements in the environment in which it appears.



## 2 Visual identity

### 2.5 Structure and clear space (horizontal version)

The construction of the IYM 2023 visual identity follows a square-based grid.

The IYM 2023 visual identity commands a clear space area of  $x/4$  modules per side, where "x" is the square size of the pictogram.

Clear space must be maintained on all sides of the visual identity. This is necessary for it to be perceived as separate from any other element in the environment in which it appears.



## 2 Visual identity

### 2.6 Backgrounds

The visual identity should always be used in full colour against a solid background, ideally white.

Overlaying it onto busy photography or a background without sufficient contrast is not recommended.

Solid black/white versions have been created as alternatives, but these should only be used when absolutely necessary.





## 2 Visual identity

### 2.7 Misuse

To ensure consistent and appropriate visuals for communicating the desired message, a general set of guidelines is outlined here.





3

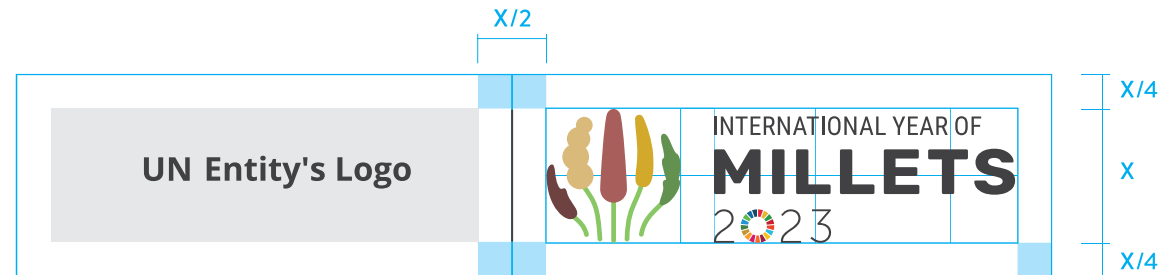
**Use with  
other logos**

### 3 Use with other logos

#### 3.1 UN entities (horizontal version)

When using the horizontal version of the IYM 2023 visual identity as co-branding alongside the logo of another UN entity (maximum of 2 partners), their size should be harmonized.

The logos must be centered horizontally and a thin black line should be used as a separator. The horizontal distance between each element and the separating line should be equal to the IYM 2023 visual identity clear space area (three square modules per side).



### 3 Use with other logos

#### 3.1 UN entities (vertical version)

The vertical version of the IYM 2023 visual identity should be used as a label that can be placed freely.

For co-branding, the use of the vertical version should be limited to only when necessary.

When using the vertical version of the IYM 2023 visual identity alongside the logo of another UN entity (maximum of 2 partners), their size should be harmonized.

The logos must be centered vertically and a thin black line should be used as a separator. The vertical distance between the UN entity logo and the line should be equal to double of the clear space area (six square modules) of the IYM 2023 visual identity. The space between the line and the label should be equal to the IYM 2023 visual identity clear space area (three square modules).



### 3 Use with other logos

#### 3.2 UN entities - partnership with multiple entities

When UN entity is in partnership with other non-UN entities, the non-UN entities shall appear clearly separated from the UN entity and the IYM 2023 visual identity.

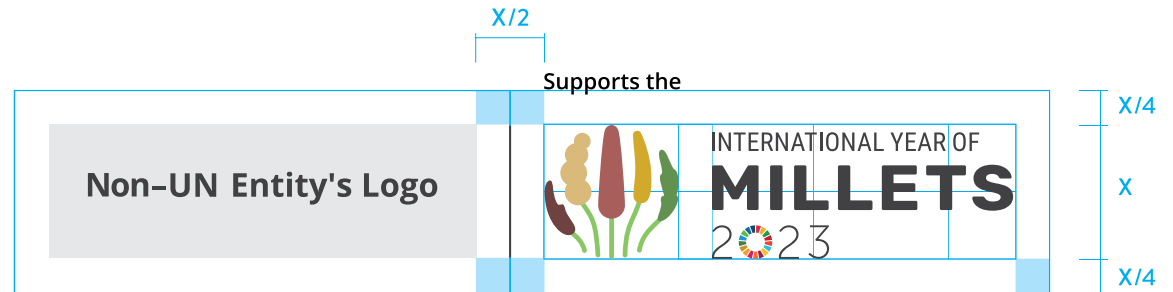


### 3 Use with other logos

#### 3.3 Non-UN entities - (horizontal version)

Authorized entities outside the UN system, including governments, intergovernmental organizations, and non-state actors, may use the IYM 2023 visual identity versions in co-branding in communication materials, activities or events related to the Year.

**The logo of the non-UN entity shall be accompanied by the following statement: “Supports the” above the IYM 2023 visual identity.**





### 3 Use with other logos

#### 3.3 Non-UN entities - (vertical version)

Authorized entities outside the UN system, including governments, intergovernmental organizations, and non-state actors, may use the IYM 2023 visual identity versions in co-branding in communication materials, activities or events related to the Year.

**The logo of the non-UN entity shall be accompanied by the following statement: “Supports the” above the IYM 2023 visual identity.**

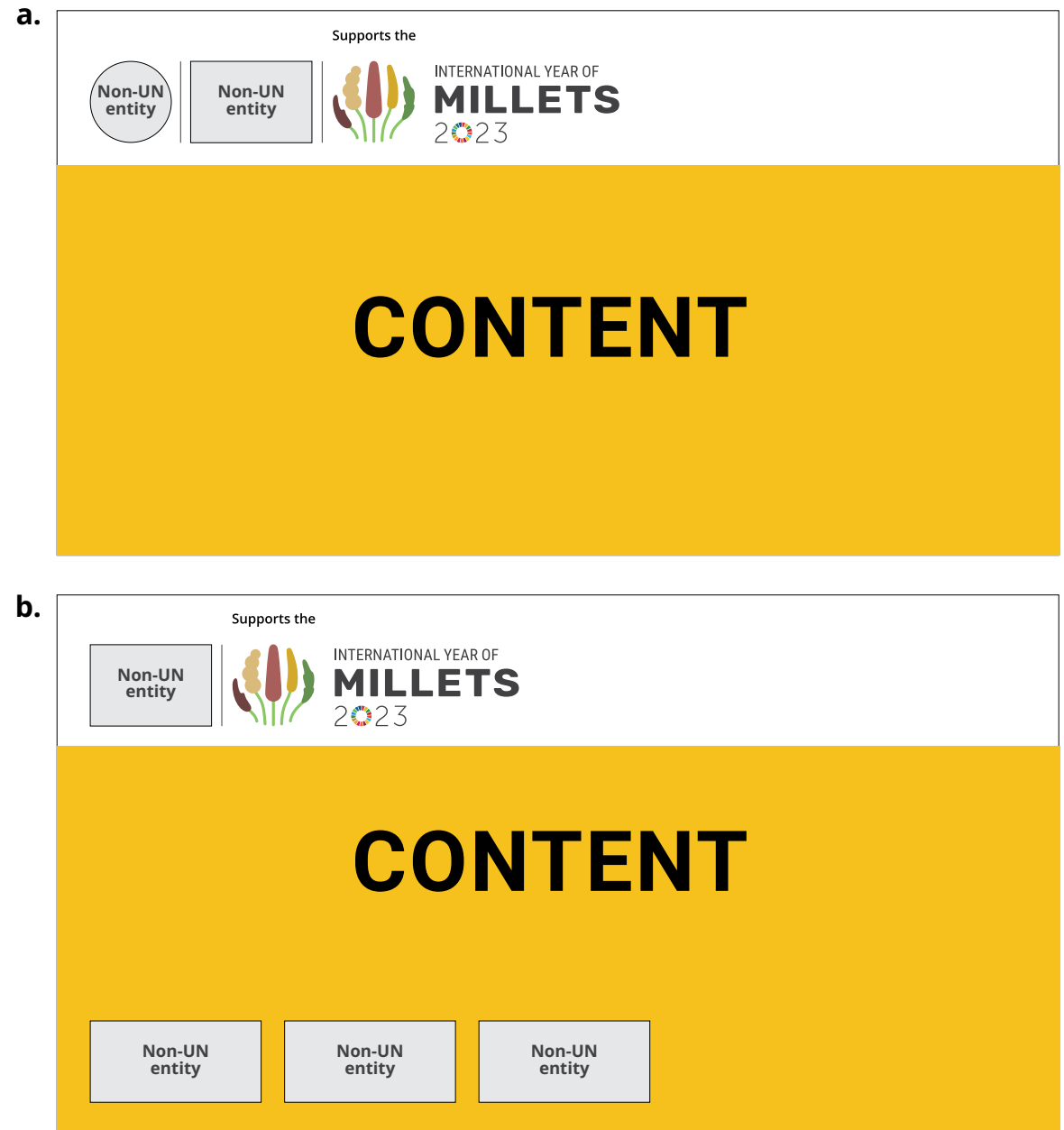


### 3 Use with other logos

#### 3.4 Non-UN entities - partnership with multiple entities

If authorized non-UN entities are in partnership with other entities, the co-branding approach depends on the established agreements between them; if the partners have the same level of importance, the logos can be used vertically or horizontally in co-branding with the IYM 2023 visual identity (for a maximum of 2 partners).

Secondary partners shall appear clearly separated from the main partners and the IYM 2023 visual identity.





4

**Visual identity  
elements**

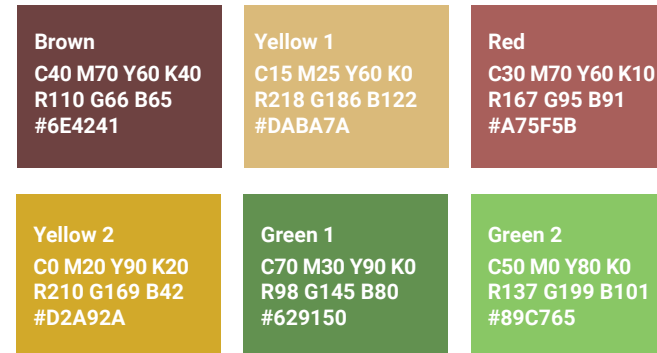
## 4 Visual identity elements

### 4.1 Main colour palette

The main colour palette for the IYM 2023 visual identity is composed of two shades of yellow and green, shades of brown and red. These colours represent the main types of millets.

A light black (90% black) can be used for the typeface.

The 17 SDGs colours are used to build the zero of the 2021.



Light Black  
 C0 M0 Y0 K90  
 R61 G61 B60  
 #3D3D3C

## 4 Visual identity elements

### 4.2 Typefaces (Latin and Cyrillic)

Rubik and Roboto are the primary typefaces for all communication products (print and digital) produced for the IYM 2023 for languages using the latin alphabet.

- [Rubik](#) can be downloaded for free from Google Fonts.
- [Roboto](#) can be downloaded for free from Google Fonts.

If possible, use Rubik Bold for headings and Roboto Light for body text. Other weights (semibold, regular) are also acceptable.

Font for  
headings

## Rubik Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Rubik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Font for  
body text

## Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## 4 Visual identity elements

### 4.2 Typefaces (Traditional Chinese)

Noto Sans TC is the primary typeface for all communication products (print and digital) produced for the IYM 2023 for languages using the Traditional Chinese alphabet.

- [Noto Sans TC](#) can be downloaded for free from Google Fonts.

If possible, use Noto Sans TC Bold for headings and Noto Sans TC Light for body text. Other weights (semibold, medium) are also acceptable.

Font for  
headings

#### Noto Sans TC Bold

一二三四五六七八九十百千万上中下左右大小春夏秋冬东南西北金木水火土  
天地日月星黑白红橙黄绿蓝靛紫食住行育乐忠孝仁爱信义和平子曰父母兄  
弟夫妇君臣马牛羊鸡犬豕喜怒哀惧恶目耳口手足见闻声贝车雨赤青言语鱼鸟  
羽电不乃之乎人以何俱伦仪先光入具初则匏协去友同名善器严执孟孙学宜容  
专少山师席常幼序从性恩恭情情应成所才扬择教敬数文断方于族昔时智曾有  
朋本杼某梨机次欲此岁温为燕玄玉琢畜当相知石祖礼稷稻谷穷窳竹梁素丝纲  
习老者而能自至与苟菽处融亲调识让贵身近运过道远迁邻长非革音顺饲养首  
香高麦黍龄思源谷歌年早林川空田生花草虫女男見力氣円出立休夕字校村町  
森正王糸貝車多半形太細広長点丸交角計直線矢弱強親姉妹体毛頭顔心時曜  
朝昼夜分週今新古間東遠前後内外場園野原里市京風雪雲池海岩室戸家寺  
通門話答聞語讀書記紙画絵図工晴考理算作元肉馬魚鳥鳴米茶色黒来帰歩走  
止活店買売午汽弓回会組船明社切電毎合台案公引科刀番用1234567890

Font for  
body text

#### Noto Sans TC Light

一二三四五六七八九十百千万上中下左右大小春夏秋冬东南西北金木水火土  
天地日月星黑白红橙黄绿蓝靛紫食住行育乐忠孝仁爱信义和平子曰父母兄  
弟夫妇君臣马牛羊鸡犬豕喜怒哀惧恶目耳口手足见闻声贝车雨赤青言语鱼鸟  
羽电不乃之乎人以何俱伦仪先光入具初则匏协去友同名善器严执孟孙学宜容  
专少山师席常幼序从性恩恭情情应成所才扬择教敬数文断方于族昔时智曾有  
朋本杼某梨机次欲此岁温为燕玄玉琢畜当相知石祖礼稷稻谷穷窳竹梁素丝纲  
习老者而能自至与苟菽处融亲调识让贵身近运过道远迁邻长非革音顺饲养首  
香高麦黍龄思源谷歌年早林川空田生花草虫女男見力氣円出立休夕字校村町  
森正王糸貝車多半形太細広長点丸交角計直線矢弱強親姉妹体毛頭顔心時曜  
朝昼夜分週今新古間東遠前後内外場園野原里市京風雪雲池海岩室戸家寺  
通門話答聞語讀書記紙画絵図工晴考理算作元肉馬魚鳥鳴米茶色黒来帰歩走  
止活店買売午汽弓回会組船明社切電毎合台案公引科刀番用1234567890



## 4 Visual identity elements

### 4.2 Typefaces (Arabic)

El Missiri is the primary typeface for all communication products (print and digital) produced for the IYM 2023 for languages using the Arabic alphabet.

- [El Missiri](#) can be downloaded for free from Google Fonts.

If possible, use El Missiri Bold for headings and El Missiri Light for body text. Other weights (Semibold, Regular) are also acceptable.

Font for  
headings

#### Cairo bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Zabcdefghijklmnopqrstuvwxyzءو ه  
ن ج ح خ ذ ز ر س ش ص ض ط ظ ع غ ف ق ك ل م ن  
ت ا ب 1234567890

Font for  
body text

#### Cairo Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyzءو ه  
ن ج ح خ ذ ز ر س ش ص ض ط ظ ع غ ف ق ك ل  
ت ا ب 1234567890

## 4 Visual identity elements

### 4.4 Visual language

Some examples of promotional items using the IYM 2023 visual identity.



## 4 Visual identity elements

### 4.4 Visual language

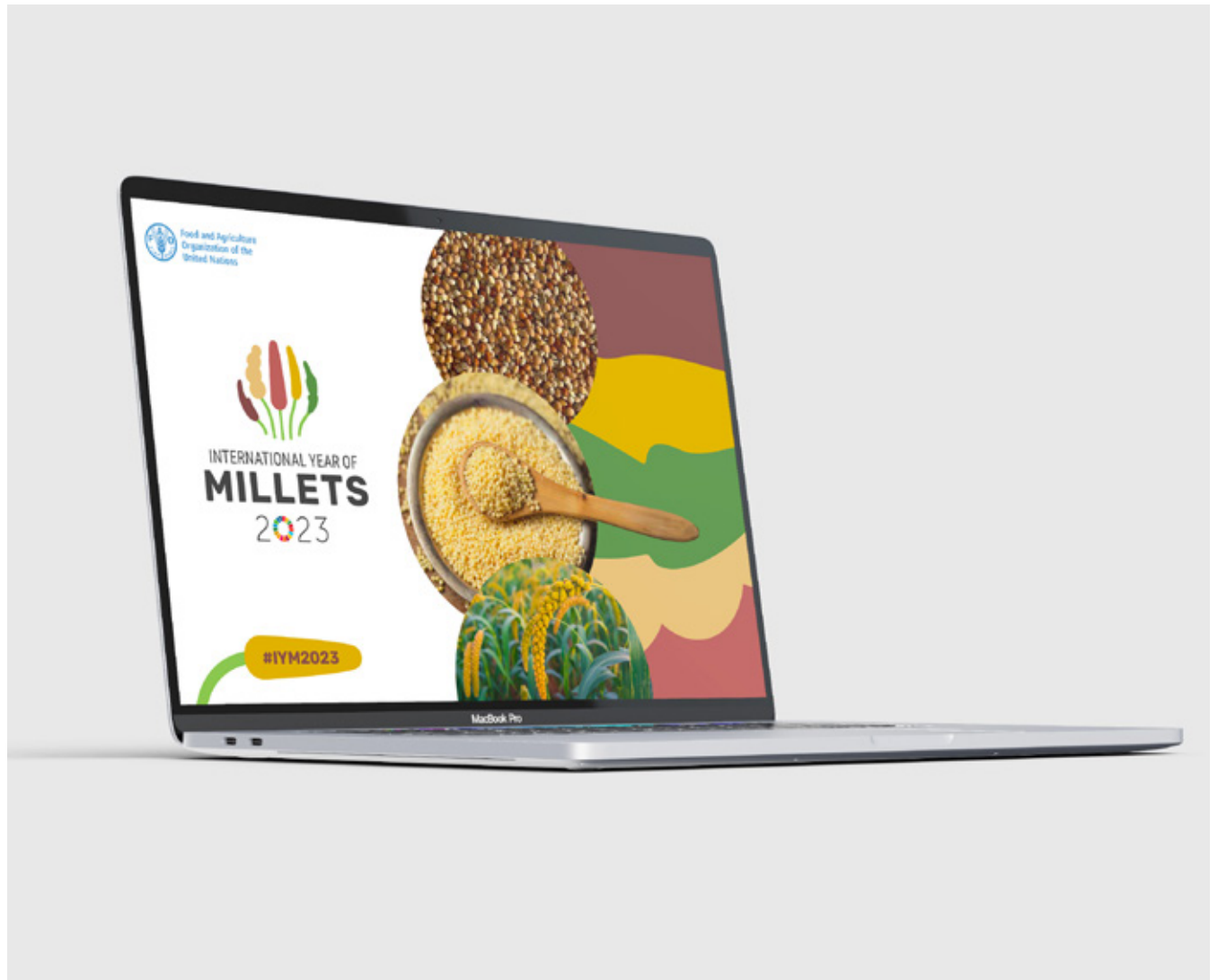
Some examples of promotional items using the IYM 2023 visual identity.



## 4 Visual identity elements

### 4.4 Visual language

Some examples of promotional items using the IYM 2023 visual identity.



## 4 Visual identity elements

### 4.4 Visual language

Some examples of promotional items using the IYM 2023 visual identity.



## CONTACT

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**[DOWNLOAD THE TOOLKIT](#)**