



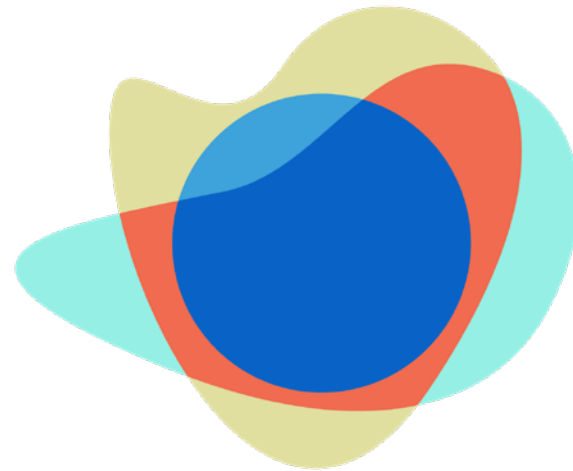
# **DESIGN GUIDELINES**

**JANUARY 2024**

**4<sup>TH</sup>  
INTERNATIONAL  
CONFERENCE ON  
SMALL ISLANDS  
DEVELOPING  
STATES / 2024**

## LOGO

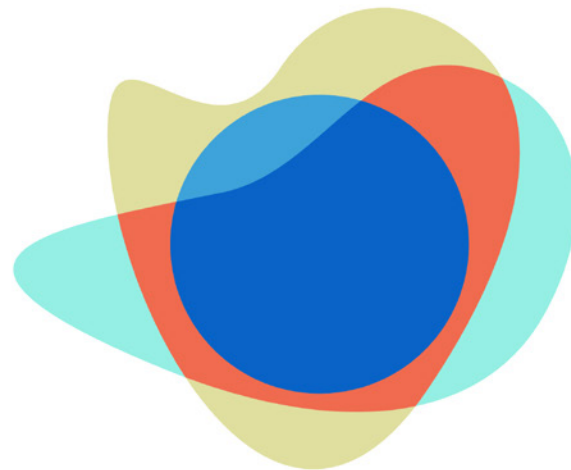
The 2024 SIDS logo conveys the connection between small islands and the world, their importance within it. This is shown as overlapping layers with an infused sense of vitality and dynamism, to convey the interconnectedness between the islands, their ecosystems and the continents. To serve as a reminder that small islands should not be overlooked and demands immediate collective actions.



## 4TH INTERNATIONAL CONFERENCE ON **Small Island Developing States** 2024

## LOGO

The alternate version of SIDS logo in English, which includes the full date and location.



**4TH INTERNATIONAL  
CONFERENCE ON  
Small Island  
Developing States  
27-30 MAY, 2024  
ST. JOHN'S, ANTIGUA AND BARBUDA**

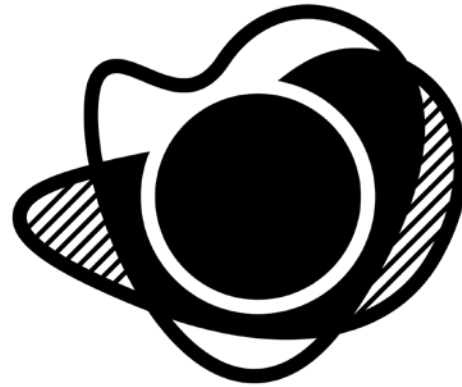
## LOGO

### **Black and white**

The logo should only be reproduced in all black when printing colour is not available (such as in one colour newspaper printing) or when high contrast is required for a campaign.

### **On black**

When placed on a black background, the logo should be reproduced in all white. Use solid black, not tints or grays.



4TH INTERNATIONAL  
CONFERENCE ON  
**Small Island  
Developing States**  
**2024**



# LANGAUGES

The 2024 SIDS logo is available in the six official languages of the United Nations.



# COLOUR

The colour palette features deep blues reminiscent of the oceans, with earthy colors to represent land. A vibrant warm red is included to convey the urgent need for actions from the global community.

Artwork is available for all approved colour combinations, in a variety of formats and colour spaces. Use RGB files for on-screen use, CMYK files for colour printing, and Pantone spot colour files when printing in spot colours or other production processes that utilize match colours.

R9 G99 B199 C100 M60 Y0 K0 #0963C7 PANTONE 2728 C	R62 G163 B218 C68 M20 Y1 K0 #3EA3D9 PANTONE 2727 C	R149 G239 B228 C28 M0 Y14 K0 #95EFE4 PANTONE 7471 C	R224 G223 B159 C12 M5 Y45 K0 #E0DF9F PANTONE 460 C	R240 G107 B79 C0 M73 Y72 K0 #F06B4F PANTONE WARM RED	R183 G219 B164 C30 M0 Y45 K0 #B7DBA4 PANTONE 579 C	R247 G252 B249 C5 M0 Y5 K0 #F7FCF9 PANTONE 9063 C
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**Roboto Bold**

**Roboto Condensed Regular**

## SAFE AREA

Make sure there is at least 20 px of clear space around the logo.

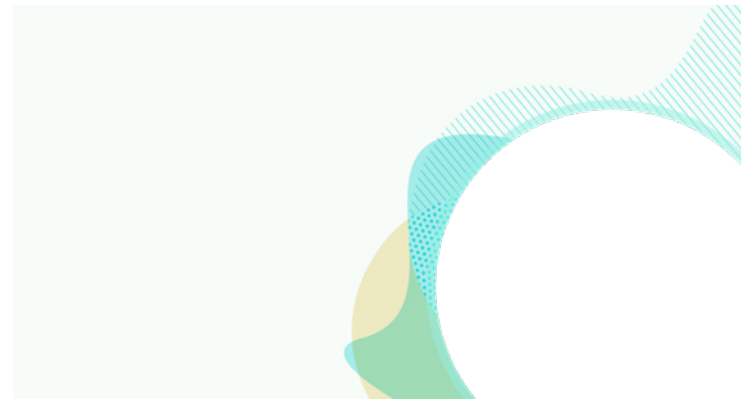




## SUPPORTING ELEMENTS

The addition of line and dot patterns allude to marine ecosystems below water and soil above water. Transparent color layers enhance the idea of lands and water transitioning, connecting.

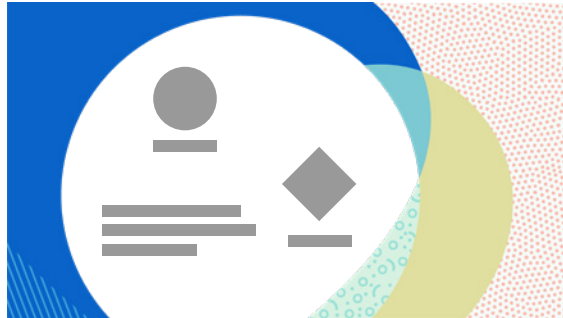
These organic graphics are used in framing and to highlight the main images and messages. They should never obscure or make illegible the important content. It is a fluid visual system to work with multiple formats and content.



## MISUSE – SUPPORTING ELEMENTS

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

LAYOUT A – Use this layout where no text is needed, only to showcase a photograph.



**X DO NOT USE** graphics, text or multiple images within circle.



**✓ DO USE** one nicely cropped photograph within white circle.

LAYOUT B – Use this layout when text is the focus, not photography.



**X DO NOT USE** colours other than those specified in the design file.



**✓ DO USE** minimal text on graphics such as hashtag or keep that area clear.

LAYOUT C – Use this layout when text is the focus, not photography.



**X DO NOT USE** logos and/or a lot of text on the areas of colorful background graphics.



**✓ DO USE** minimal text on graphics such as hashtag or keep that area clear.

## MISUSE – SUPPORTING ELEMENTS

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

### LAYOUT D – Use this layout when text is the focus, not photography.

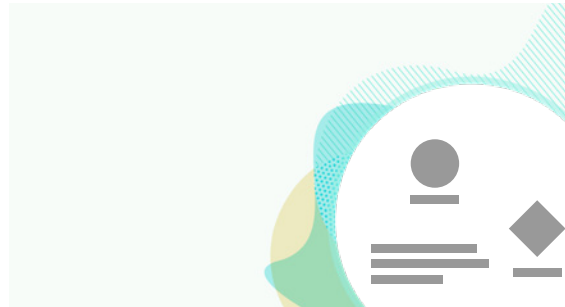


**✗ DO NOT USE** logos and/or a lot of text on the areas of colorful background graphics.



**✓ DO USE** minimal text on graphics such as hashtag or keep that area clear. The background can also be flipped horizontally.

### LAYOUT E – Use this layout when text and photography is the focus.



**✗ DO NOT USE** graphics, text or multiple images within circle



**✓ DO USE** one nicely cropped photograph within white circle.

### LAYOUT F – Use this layout when text is the focus, not photography.



**✗ DO NOT USE** logos on the areas of colorful background graphics.



**✓ DO USE** minimal text on graphics such as hashtag or keep that area clear.

## MISUSE – LOGO

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



**X DO NOT USE** dark and bright colors behind the logo which reduce legibility.



**X DO NOT USE** colours other than those specified in the logo file.



**X DO NOT USE** busy photographs behind the logo which reduce legibility.



**X DO NOT USE** drop shadows, embossing, or add other effects to the logo.

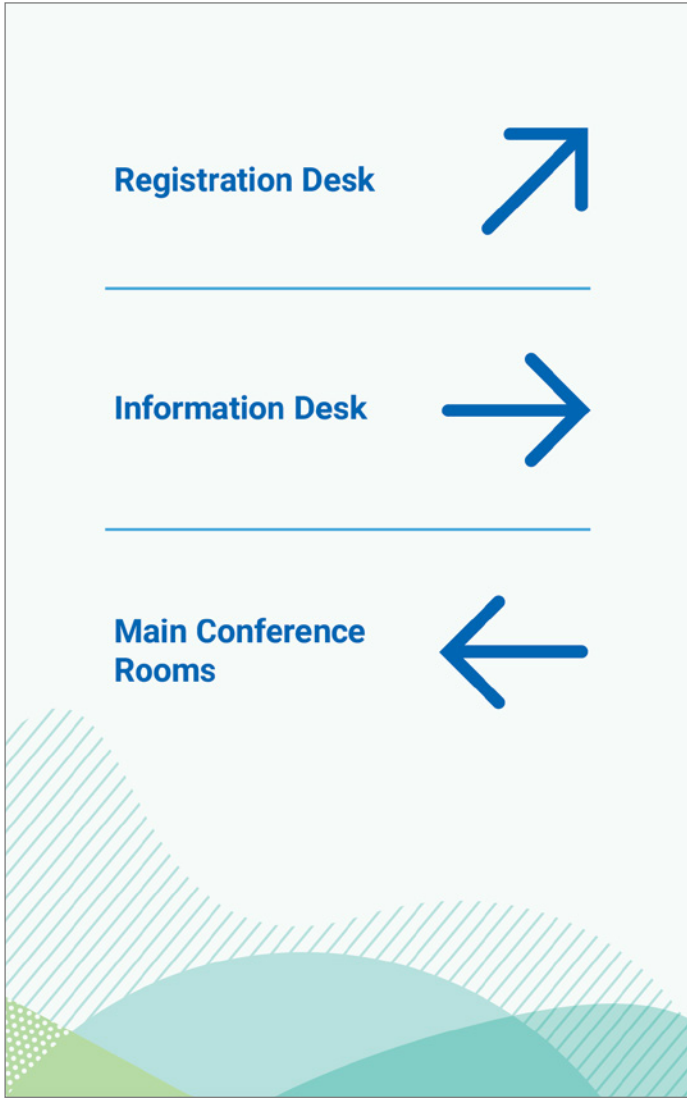
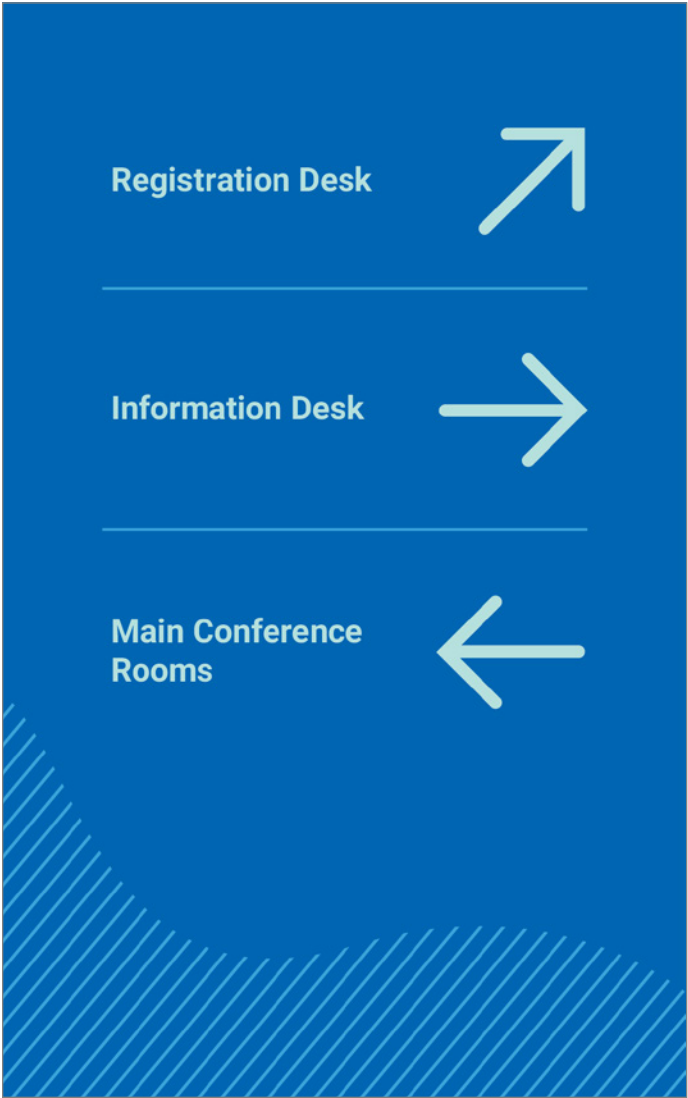


**X DO NOT DISTORT** the logo in any way, no stretching or skewing is permitted.



**X DO NOT ADD** graphic elements to the logo, or place within icons such as the SDG Wheel.

# DESIGN APPLICATION - WAYFINDING



# DESIGN APPLICATION – BILLBOARD 1



# DESIGN APPLICATION – BILLBOARD 2



# DESIGN APPLICATION – BILLBOARD 3





# DESIGN APPLICATION – POSTER



# DESIGN APPLICATION – BACKDROP



## DESIGN APPLICATION – RETRACTABLE BANNERS



# DESIGN APPLICATION – SOCIAL MEDIA

For best legibility make sure the graphics and text have sufficient contrast and clear space when overlaid on a background.

