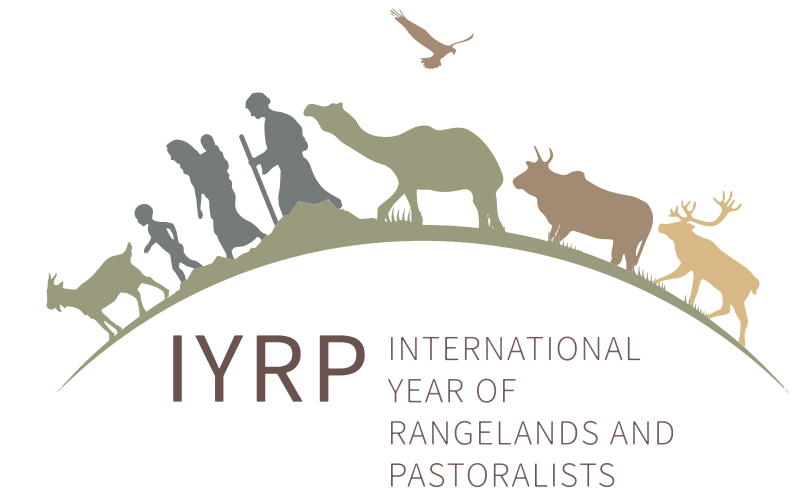


International Year of **Rangelands** and **Pastoralists**



<http://iyrp.info>
BRANDING GUIDELINES
August **2021** update



You can download this publication at: www.iyrp.info/resources/front

This publication has been made possible by funding from the MAVA Foundation.

—

Cover Photo: Gilles Coulon/Tendance Floue, for Acting For Life, 2016

This document is developed and designed by:

Burcu Ateş, *Yolda Initiative*

Ömer Burak Polat, *Yolda Initiative*

Engin Yılmaz, *Yolda Initiative*

www.yolda.org.tr

—

August, 2021

The designation of geographical entities in this publication does not imply the expression of any opinion whatsoever on the part of the Yolda Initiative or IYRP network concerning the legal status of any country, territory or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries. The views expressed in this document do not necessarily reflect the views of Yolda Initiative and IYRP network.

ACKNOWLEDGEMENTS

This document was prepared for the IYRP Global Communication Campaign by the Yolda Initiative with the contribution of many IYRP supporters starting with Ann Waters-Bayer, Barbara Hutchinson, Barry Irving, Gregorio Velasco, Hijaba Ykhanbai, Jürgen Hoth, Layne Coppock, Mandakh Nyamtseren, Maryam Niamir-Fuller, Mounir Louhaichi, Peggy Strankman, Sarah McDonald and Serena Ferrari.

Many thanks to everyone who supplied visuals: Engin Yılmaz, Gilles Coulon/Tendance Floue, Lawrence Hislop, Katy Gomez Catalina, Leopold Obi, Marc Foggin, Mark Thorne, Petra Dilthey, Santiago Stucchi Portocarreo, Stamos Abatis, Yuriy Rzhemoskiy and Wendy Sheehan.

02 • AIM OF THIS DOCUMENT

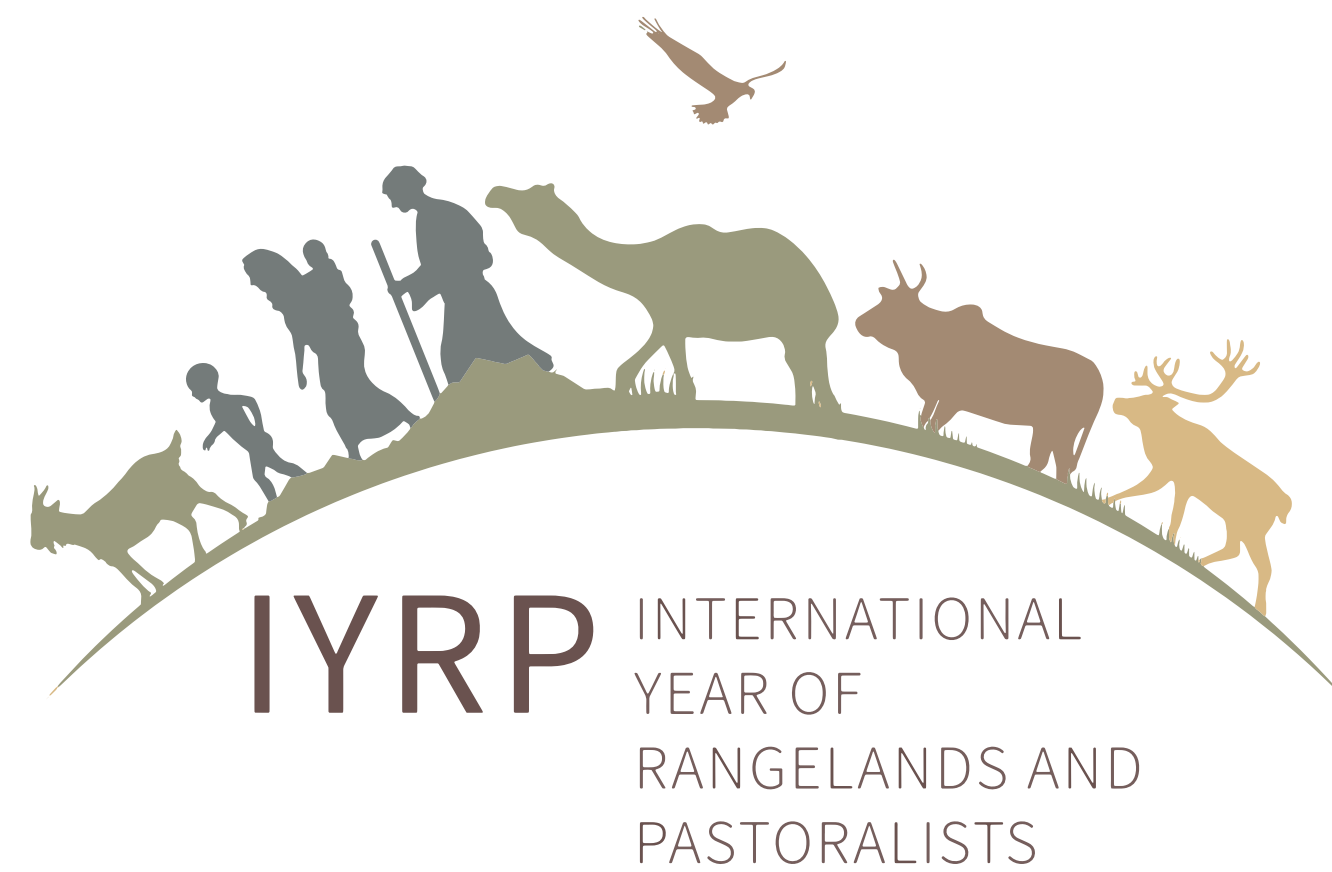


© Kalyan Varma

This document is designed to facilitate the common communication campaign of IYRP initiative. By these guidelines, it is aimed to present a general overview of the branding principles of IYRP (the use of the logo, definition of IYRP, selected key messages and taglines, collateral items, etc.) and thus to provide a consistency in both oral and visual language used.

Please be informed that all the key messages, taglines and visuals are only to inform Friends of IYRP about “general” exemplaries; therefore, it is strongly encouraged for all partners to adapt these given sources according to the very dynamics of their own contexts.

03/01 • LOGO COLOUR



Full Logo Coloured



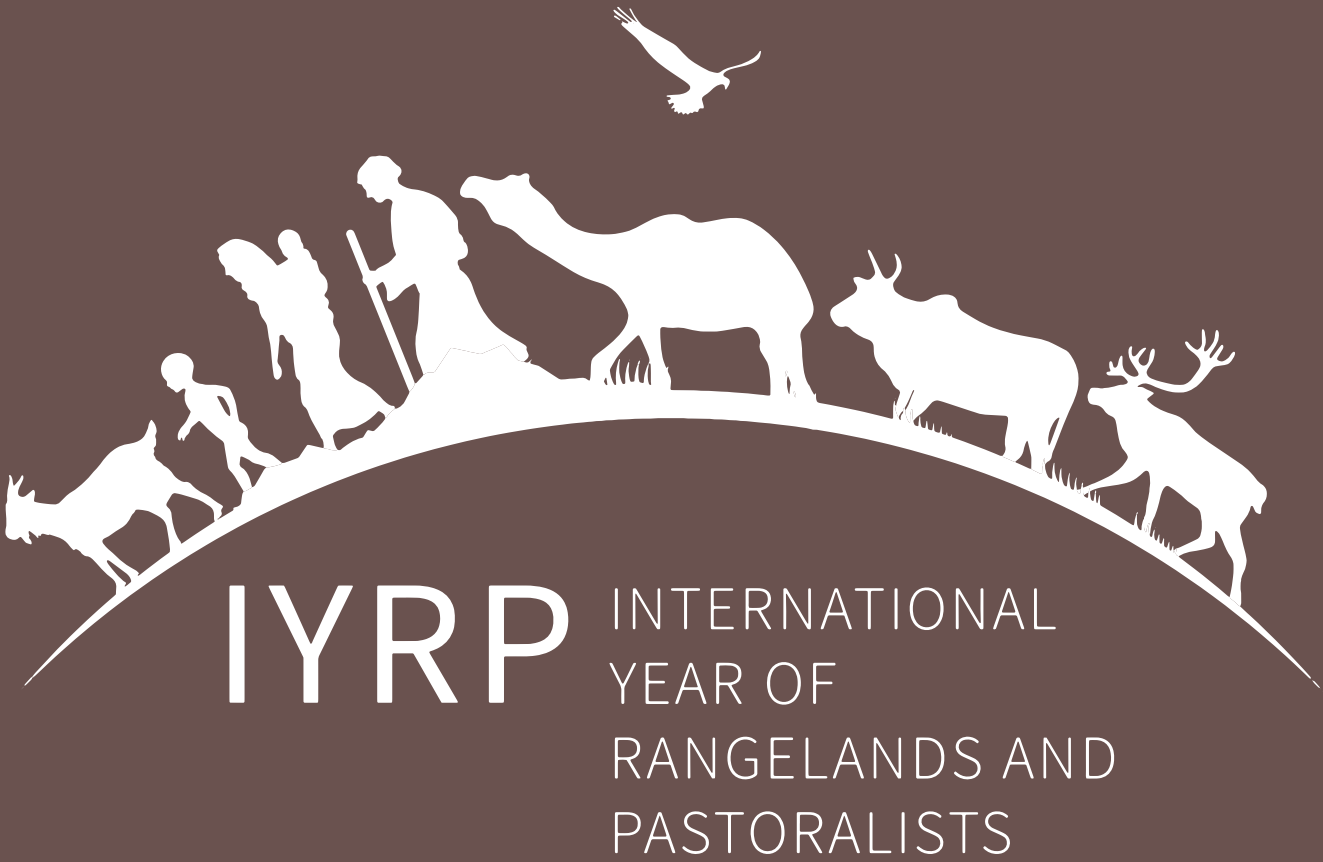
Reduced Logo Coloured

The official logo of IYRP is provided above. Please avoid using any other colour schemes or formats.

Please be attentive while using IYRP logo together with other logos; the general principle is to always use IYRP logo on the left.

If the logo will be used under 96px height, please use the one on the right.

03/02 • LOGO *WHITE*



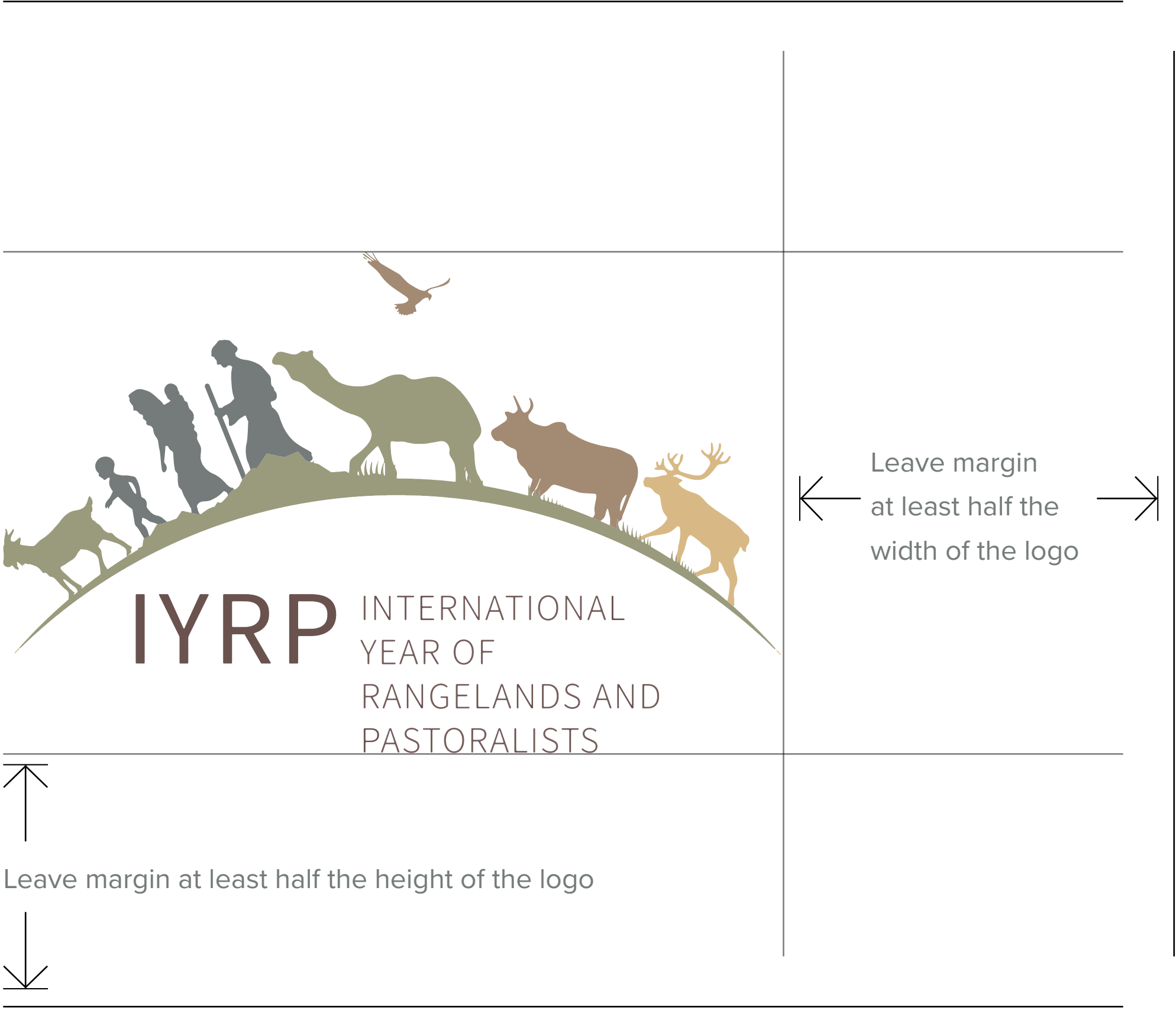
Full Logo White



Reduced Logo White

Please only use white logo on coloured surfaces.

03/03 • LOGO *USAGE*



Leave some margin from the sides at least half the width of the logo and leave vertical space at least half the height.

03/04 • LOGO *LOCKUP*



With the logos of partner organisations, leave space between the logos half the width of the IYRP logo between them.

04/01 • ELEVATOR PITCH & TAGLINES



© CENESTA

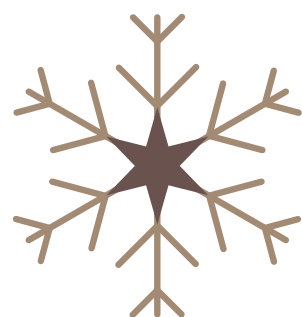
Elevator Pitch

International Year of Rangelands and Pastoralists (IYRP) is a global initiative to provide the impetus and momentum necessary for a worldwide understanding of the importance of rangelands and pastoralism to healthy ecosystems, global food security, climate change adaptation and mitigation, and rural economies.

04^{/02} • ELEVATOR PITCH & TAGLINES



for **NATURE**



for **CLIMATE**



for **SOCIETY**

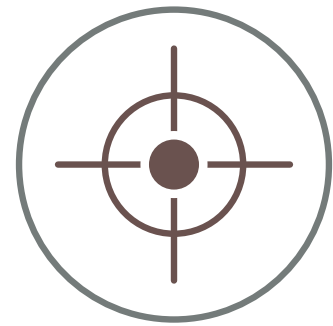


for the **FUTURE**



Tagline: For nature, for climate, for society and for the future

05 • KEY THEMES (*WHY IYRP?*)



Target Audience

Highest representatives of governments, policymakers



Important Notice:

It is important to remind that all the taglines and key messages in this document are created for general use; they may not address other issues related to the IYRP or specific issues in particular contexts. Please feel free and encouraged to adjust them or add new key messages and taglines that you think proper for the IYRP branding; just be attentive to apply the same logic provided within this document. You may also support your own messages by using photos from your sites.

IYRP for No Poverty



Enhanced Rural Economies



Small-scale industries



Tagline 1

FOR RESILIENT RURAL AND NATIONAL ECONOMIES AND EQUITABLE GLOBAL TRADE

Key Messages

Pastoralism is the predominant production system in rangelands, which cover more than half of the earth's land mass. Seasonally, pastoralists interact with other landscapes and ecosystems such as crop farming, forests or wetlands. → <http://iyrp.info> #IYRPforSociety #IYRP2026

Balancing incentives in favor of pastoralists, organic certification & local livestock processing can increase pastoralists' incomes. Global trade can flourish with environmental cost/benefit accounting of all livestock systems. → <http://iyrp.info> #IYRPforEconomy #IYRP2026

Rangelands and pastoralism are critical to hundreds of millions of people's livelihoods worldwide. Sustainable pastoralism is a way of life with cultural identity & economic stability for local communities around the world. → <http://iyrp.info> #IYRPforSociety #IYRP2026

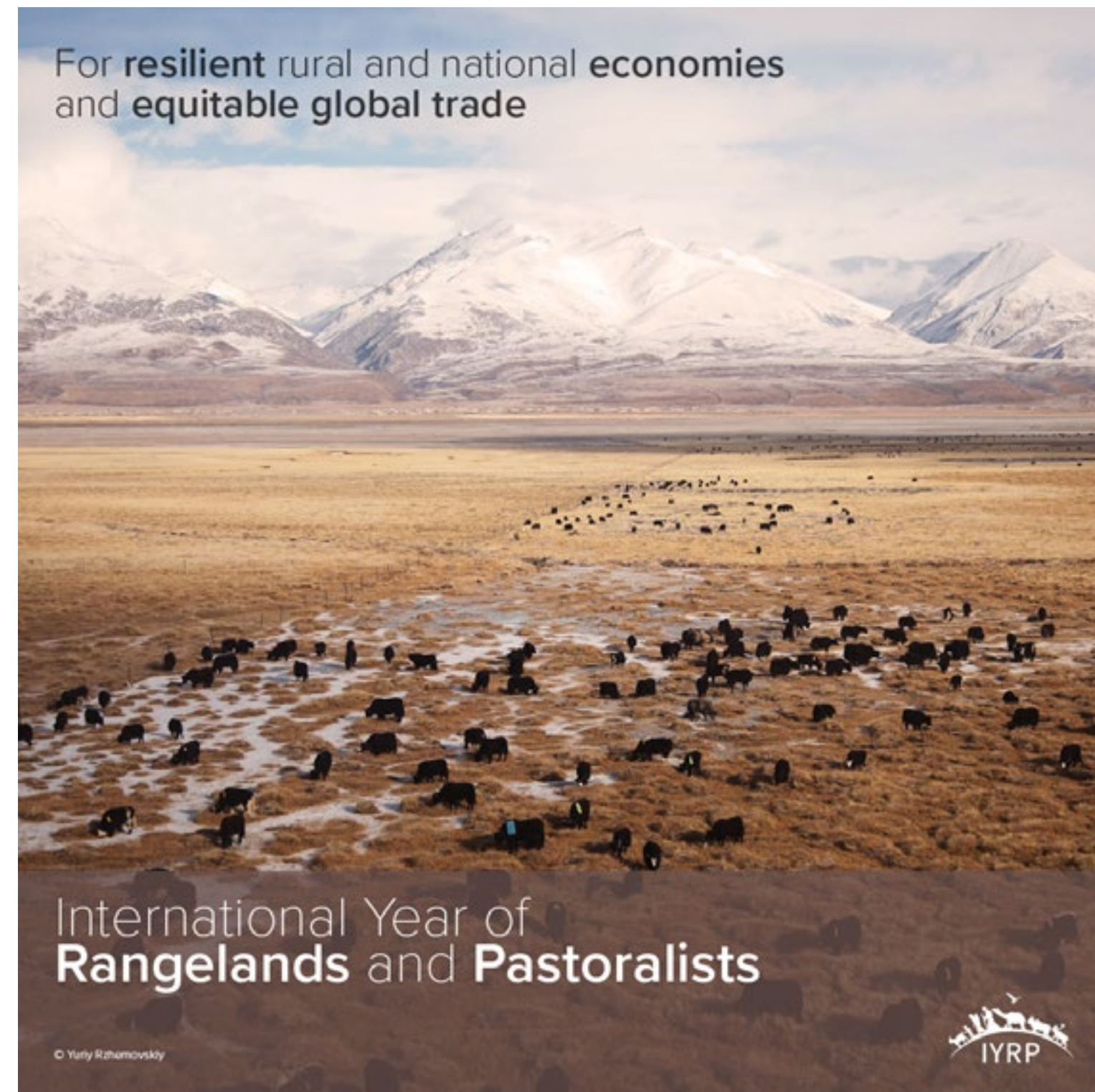
#IYRPFORSOCIETY

#IYRPFFORECONOMY

#IYRP2026

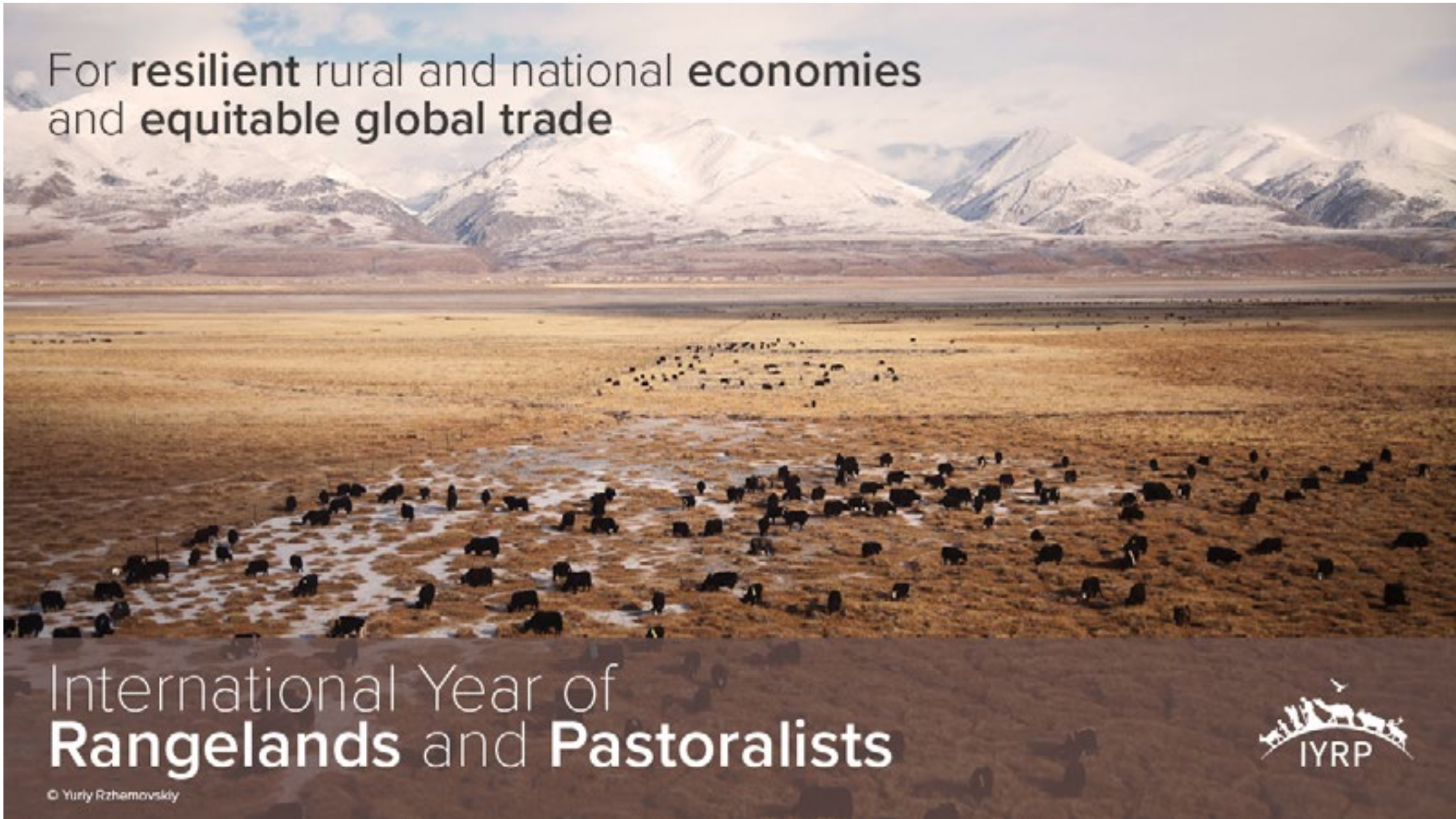
Tagline 1

FOR **RESILIENT RURAL AND NATIONAL ECONOMIES**
AND **EQUITABLE GLOBAL TRADE**



Tagline 1

FOR **RESILIENT RURAL AND NATIONAL ECONOMIES**
AND **EQUITABLE GLOBAL TRADE**



IYRP for Zero Hunger



Good Health and Well-being



and Sustainable Consumption and Production



Tagline 2

FOR **SAFE, NUTRITIOUS, SUSTAINABLE** AND **EQUITABLE FOOD** SYSTEMS

Key Messages

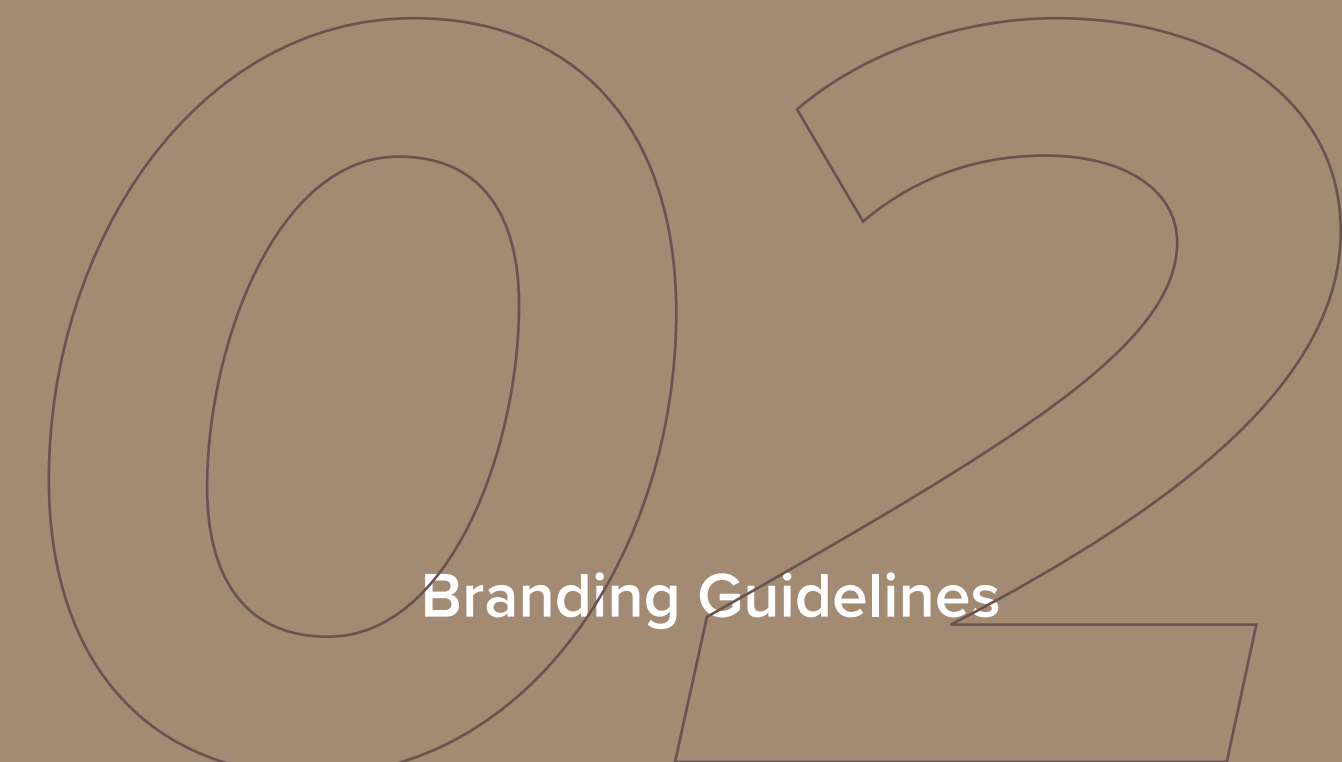
Millions of people depend directly or indirectly on pastoralism for their food. Rangelands & pastoralism can play a major role in achieving safe, diverse, healthy, sustainable and equitable food systems. → <http://iyrp.info> #IYRPforLife #IYRP2026

Pastoralism uses rangelands to benefit human and environmental health. With low reliance on external chemical inputs, it converts natural vegetation into healthy and nutritious food. → <http://iyrp.info> #IYRPforHealth #IYRP2026

#IYRPFORLIFE

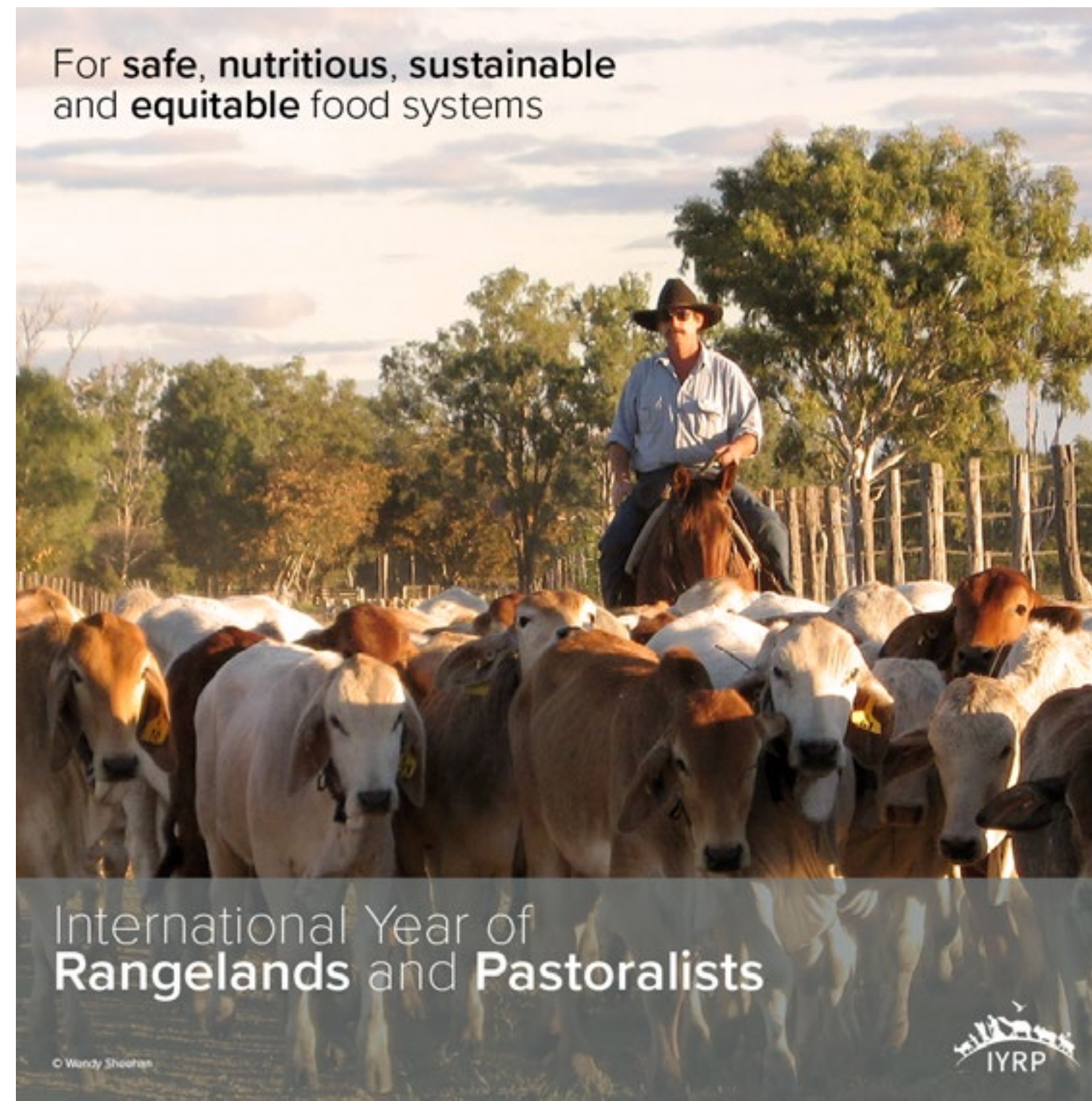
#IYRPFORHEALTH

#IYRP2026



Tagline 2

FOR **SAFE, NUTRITIOUS, SUSTAINABLE** AND **EQUITABLE FOOD** SYSTEMS



Tagline 2

FOR **SAFE, NUTRITIOUS, SUSTAINABLE** AND **EQUITABLE FOOD** SYSTEMS



IYRP for Climate Action



Tagline 3

FOR TACKLING THE **CLIMATE CRISIS** AND CONTRIBUTING
TO ITS **MITIGATION & ADAPTATION**

Key Messages

Rangelands sustained by pastoralism are one of the largest carbon sinks on the planet. Sustainable grazing management practices in rangelands enrich the soil with carbon and are essential for climate change mitigation. → <http://iyrp.info> #IYRPforClimate #IYRP2026

Pastoralism is a livestock production system that requires the least fossil fuel energy, helping reduce the demand for industrial feed, whose production and transport produce large GHG emissions. → <http://iyrp.info> #IYRPforClimate #IYRP2026

Pastoralism is a cost-effective method of reducing catastrophic wildfires since grazing on rangelands consumes biomass, which otherwise forms the fuel for wildfires. → <http://iyrp.info> #IYRPforClimate #IYRP2026

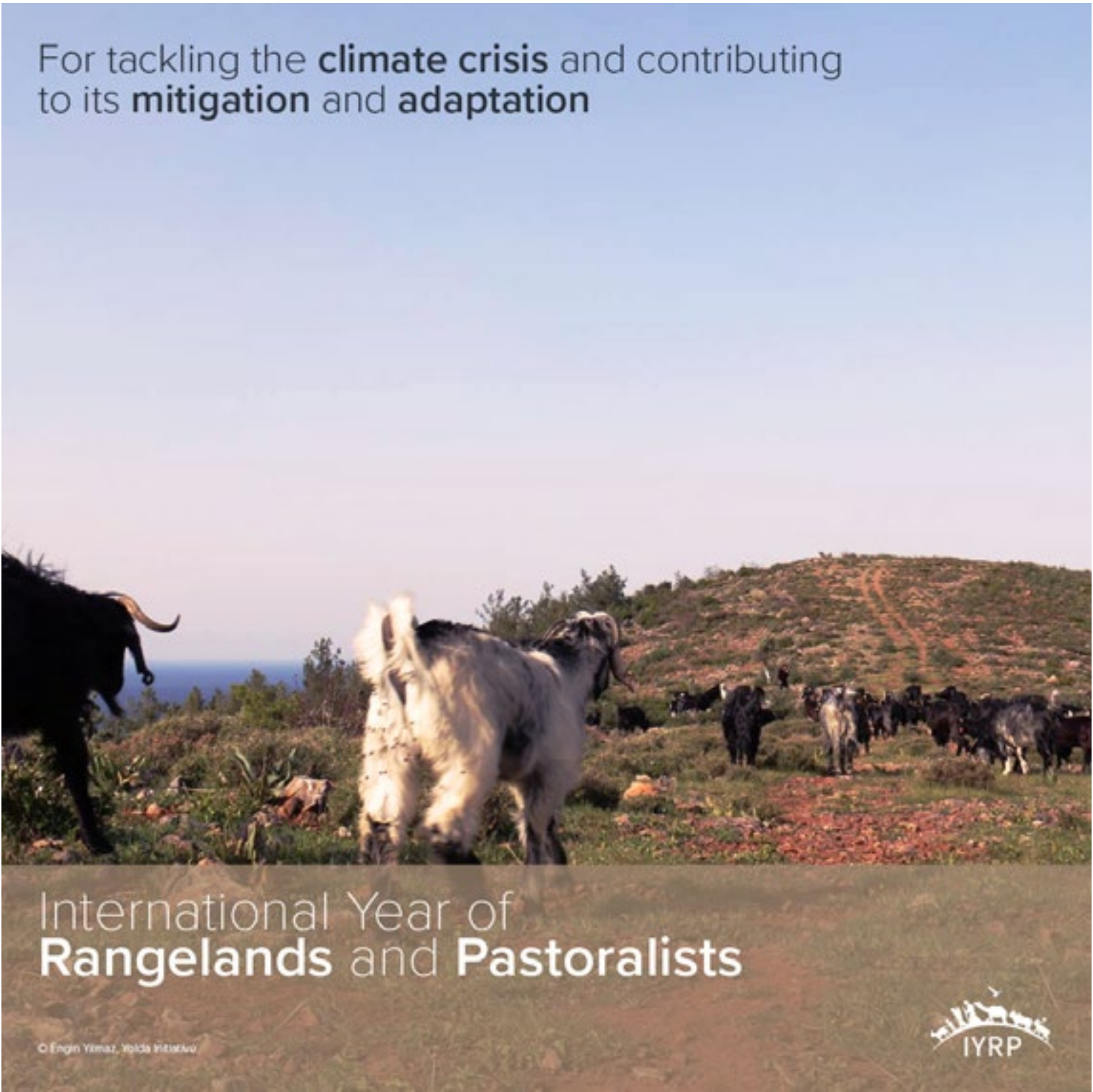
#IYRPFORCLIMATE

#IYRP2026



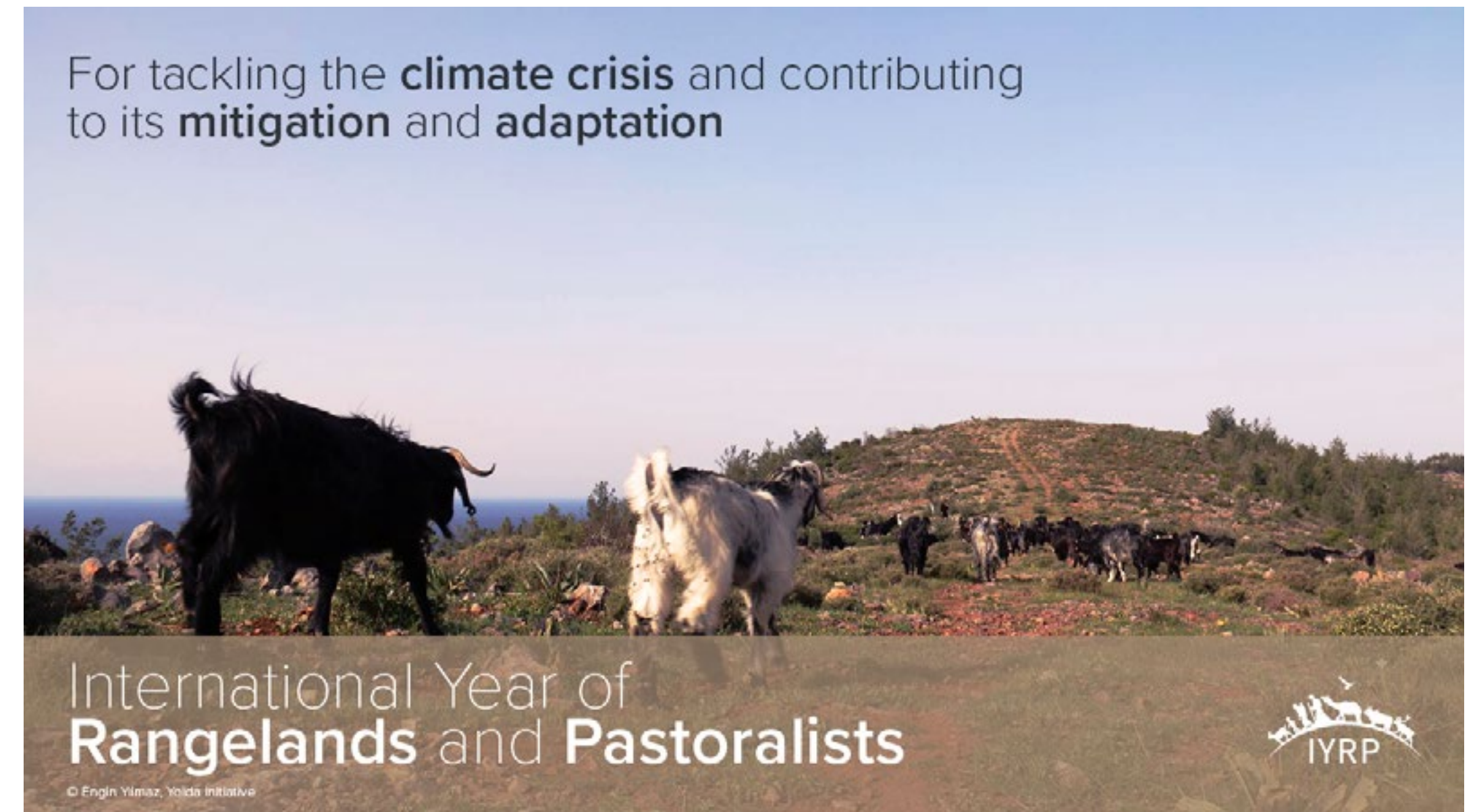
Tagline 3

FOR TACKLING THE **CLIMATE CRISIS** AND CONTRIBUTING
TO ITS **MITIGATION & ADAPTATION**



Tagline 3

FOR TACKLING THE **CLIMATE CRISIS** AND CONTRIBUTING
TO ITS **MITIGATION** & **ADAPTATION**



IYRP for Life on the Land



for Climate resilient livelihoods



and protection of watersheds



Tagline 4

FOR **NATURE**, FOR **CLIMATE**, FOR **SOCIETY**, AND FOR **LIFE**

Key Messages

Pastoralism continues over centuries because of its harmonious interaction with nature. Relying on a constant interdependency, pastoralists have maintained their lifestyles, as well as rangeland ecosystems, for many generations. → <http://iyrp.info> #IYRPforNature #IYRP2026

Pastoralism helps combat genetic erosion in the livestock sector by maintaining a wide diversity of local breeds and domestic animal populations adapted to diverse environments. → <http://iyrp.info> #IYRPforNatureConservation #IYRP2026

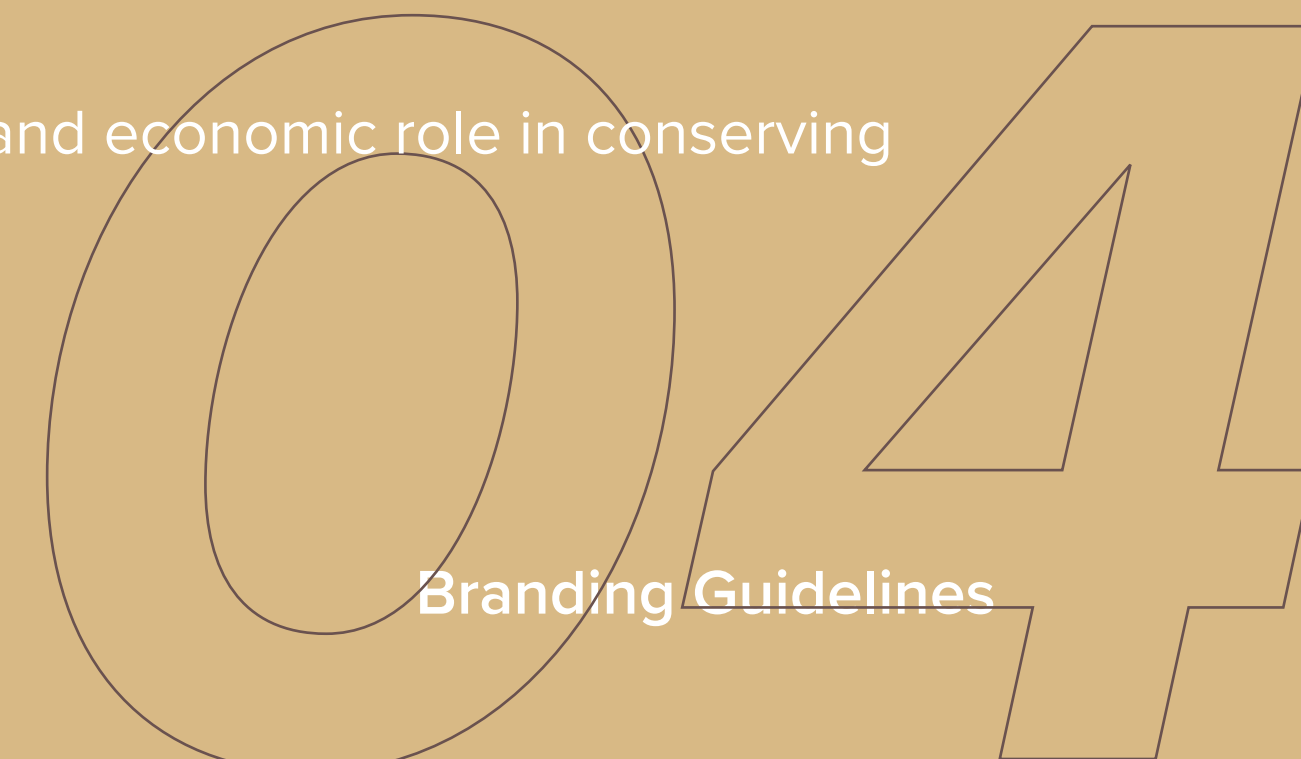
Degraded rangelands can be rehabilitated cost effectively by empowering pastoralists' stewardship in applying sustainable management practices that often include increasing mobility of livestock. → <http://iyrp.info> #IYRPforNatureConservation #IYRP2026

Rangelands are a critical and sustainable grazing resource for pastoral systems. Pastoralists play an important ecological and economic role in conserving rangelands. → <http://iyrp.info> #IYRPforNatureConservation #IYRP2026

Forests are a critical and sustainable grazing resource for many pastoral systems. Pastoralists play an important ecological and economic role in conserving forests. → <http://iyrp.info> #IYRPforNatureConservation #IYRP2026

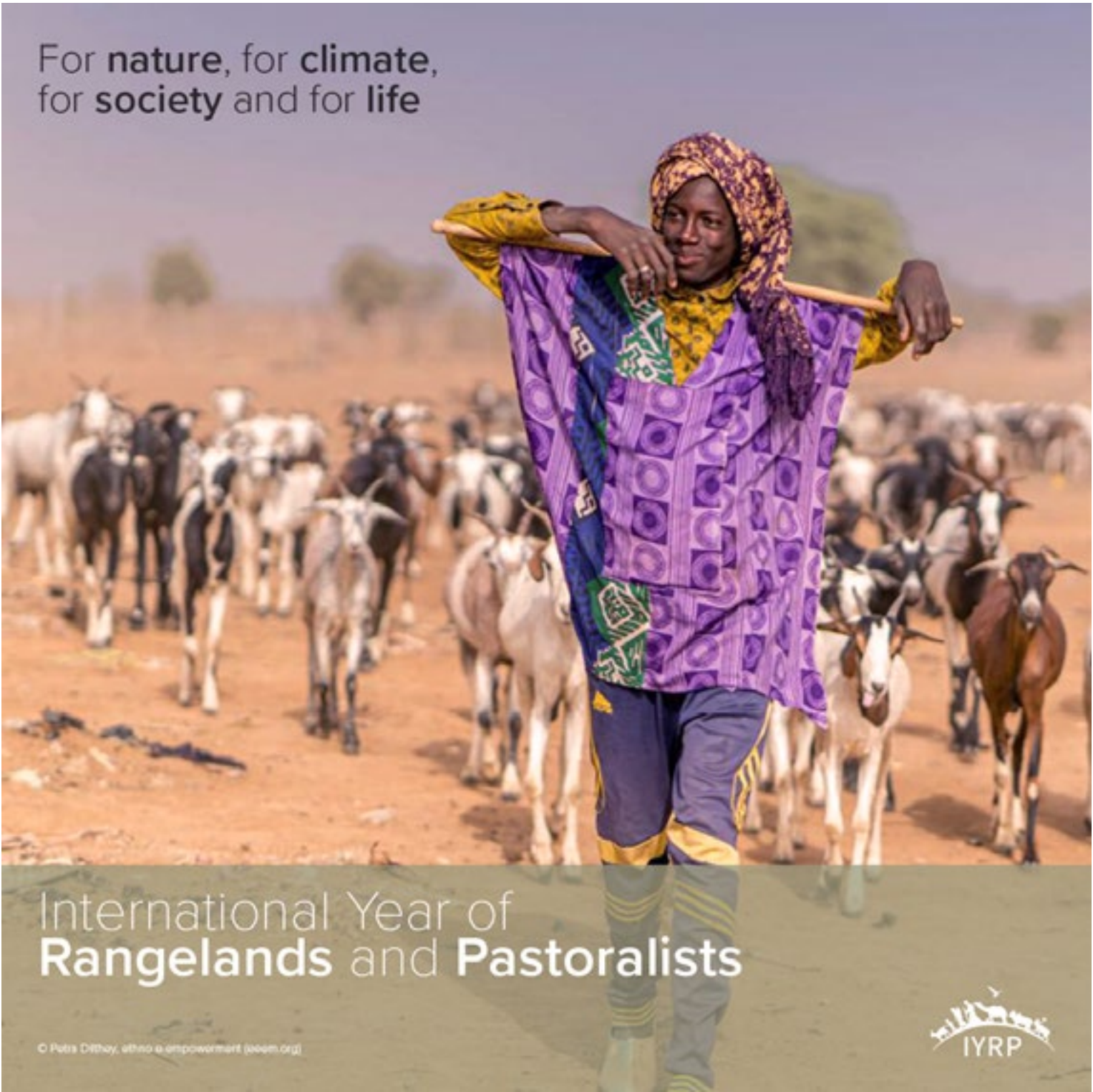
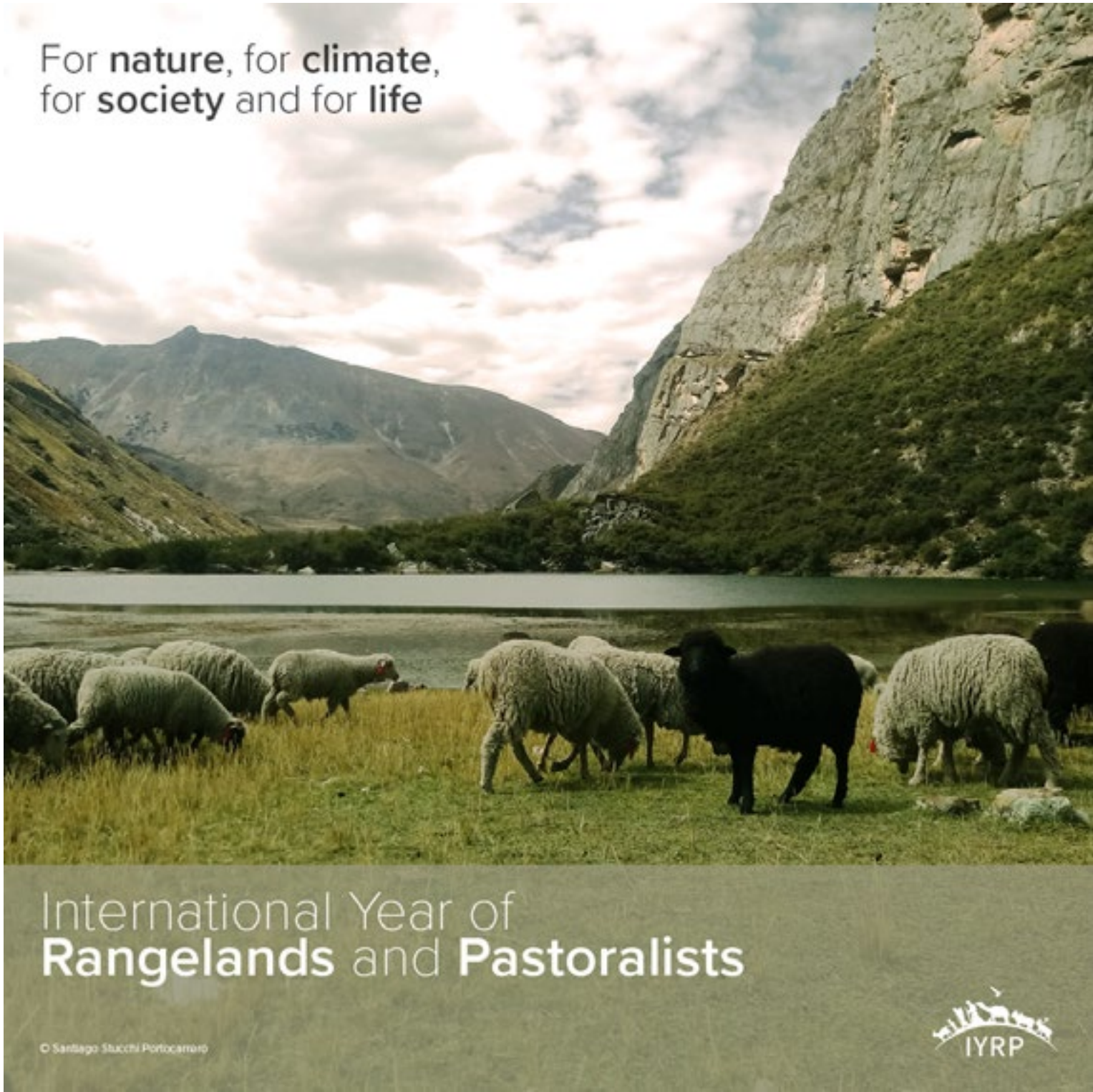
#IYRPFORNATURE

#IYRP2026



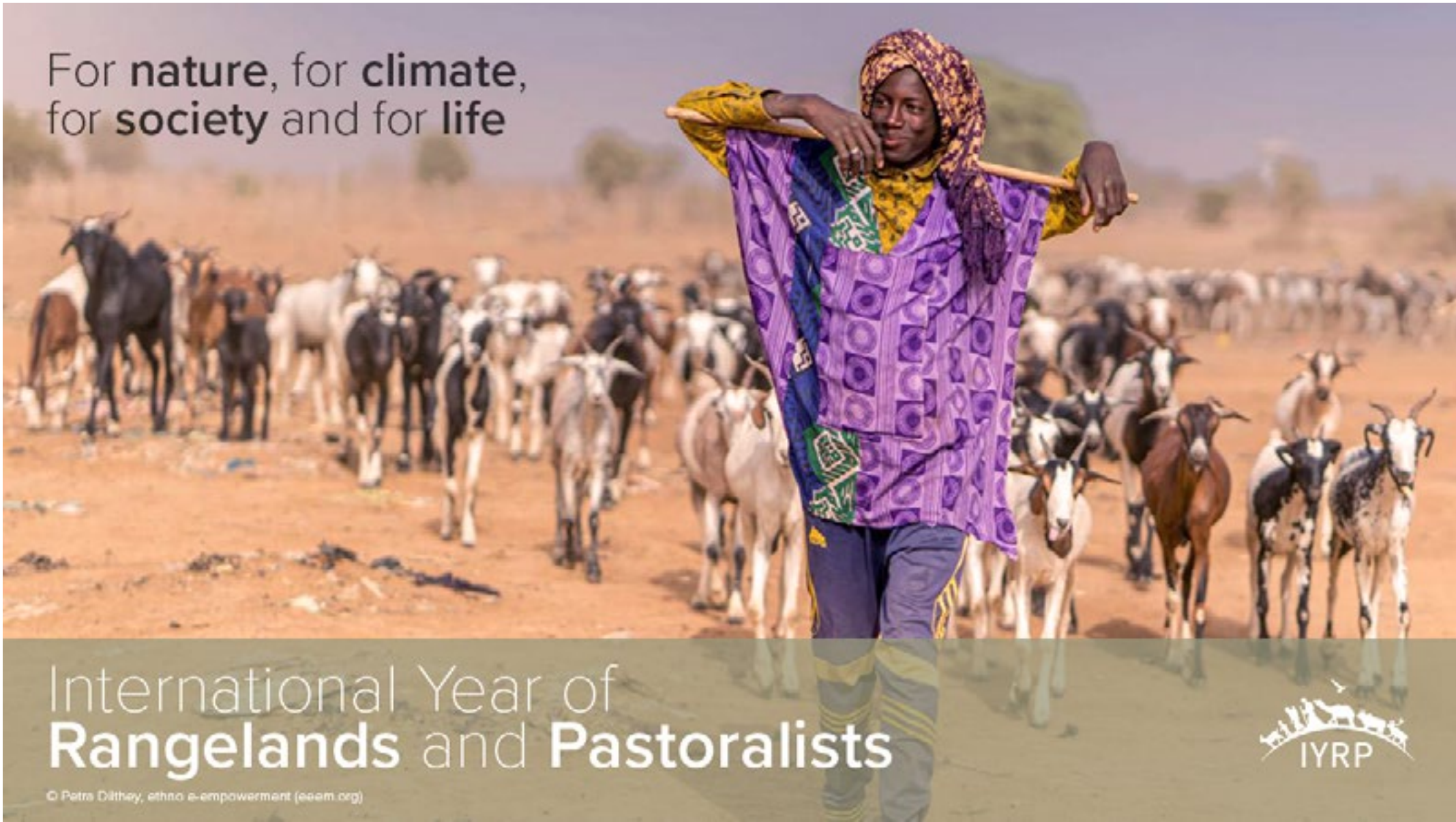
Tagline 4

FOR **NATURE**, FOR **CLIMATE**, FOR **SOCIETY**, AND FOR **LIFE**



Tagline 4

FOR **NATURE**, FOR **CLIMATE**, FOR **SOCIETY**, AND FOR **LIFE**



IYRP for Life on the Land



and a circular economy



Tagline 5

FOR **NATURE, CIRCULAR ECONOMY** AND **CLIMATE-FRIENDLY LIVESTOCK** SYSTEMS

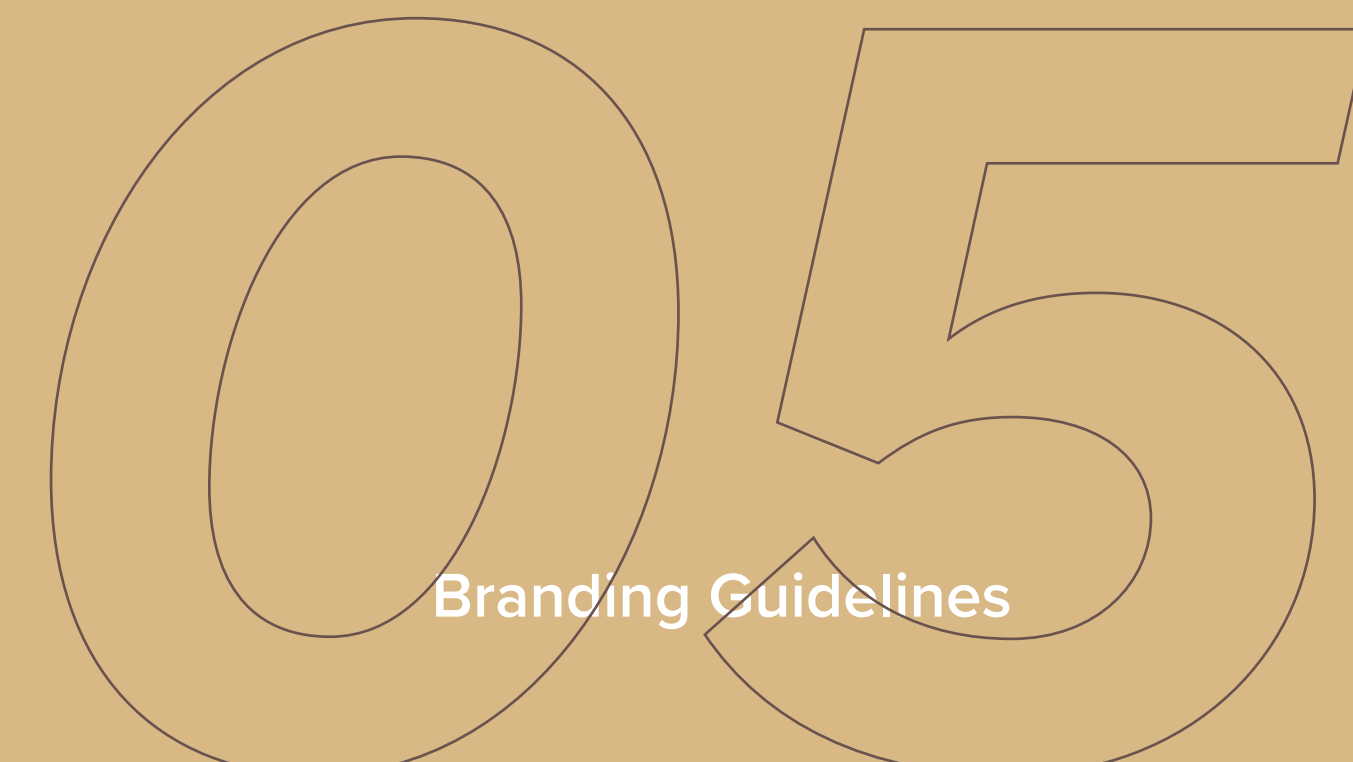
Key Messages

Rangelands are a globally significant source of ecosystem services such as carbon storage, wildlife habitat & recharge of aquifers. Pastoralism is a nature- & climate-friendly production system compatible with many ecosystem services → <http://iyrp.info> #IYRP2026

Pastoralism boosts the circular economy and agroecology by recycling energy and nutrients from manure into organic fertilisers for pastures and crop fields, and using crop residues and byproducts as feed. → <http://iyrp.info> #IYRPforSustainability #IYRP202

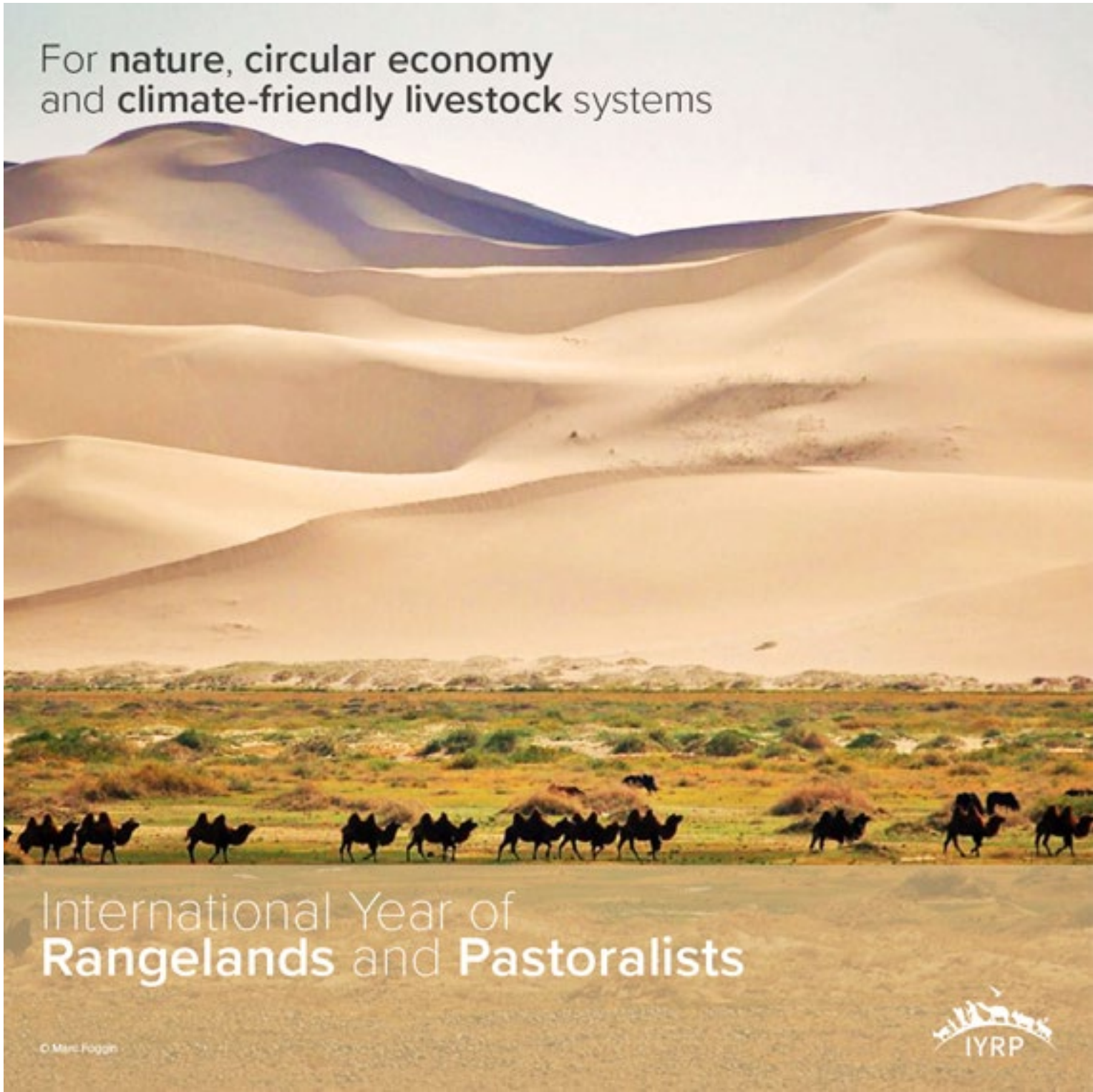
#IYRPFORSUSTAINABILITY

#IYRP2026



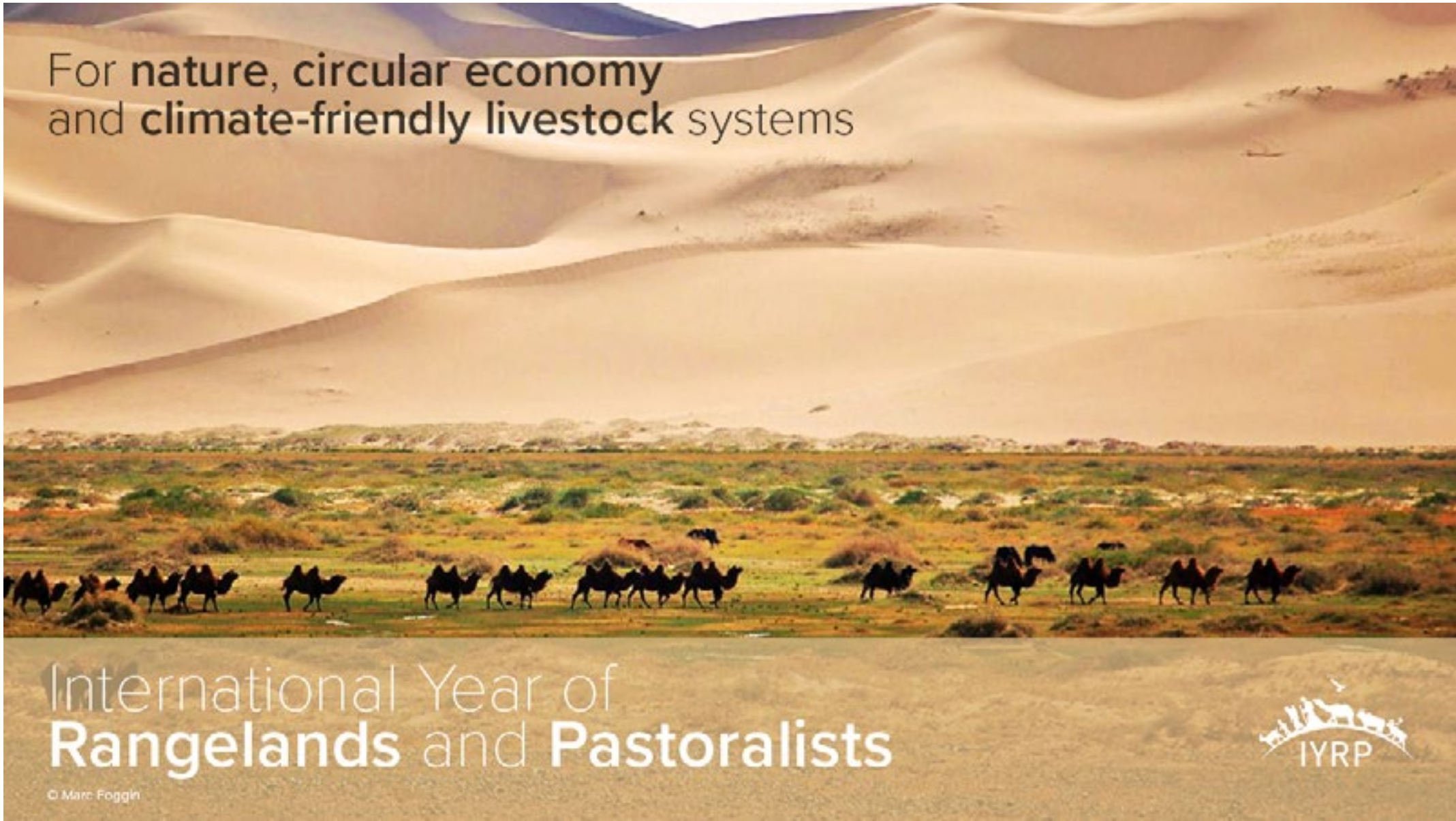
Tagline 5

FOR **NATURE, CIRCULAR ECONOMY** AND **CLIMATE-FRIENDLY LIVESTOCK** SYSTEMS



Tagline 5

FOR **NATURE, CIRCULAR ECONOMY** AND **CLIMATE-FRIENDLY LIVESTOCK** SYSTEMS



IYRP for Reduced Inequalities  **SDG/10** Universal Health  **SDG/3** Education  **SDG/4**
Gender equality  **SDG/5** and access to Justice  **SDG/16**

Tagline 6

FOR **EQUITY** AND **JUSTICE** IN THE RANGELANDS

Key Messages

Many pastoral communities suffer from benign neglect. They deserve equal rights and access to financial safety nets, secure land tenure, rule of law, technology and appropriate health, veterinary & education services.→ <http://iyrp.info> #IYRPforJustice #IYRP2026

Gender equity can empower pastoral women, who play a vital role in the social, economic and environmental wellbeing of their communities. Valuing traditional knowledge and cultures will fuel innovation for future generations.→ <http://iyrp.info> #IYRPforEquity #IYRP2026

Pastoralism is multi-generational, spanning decades and centuries. Education and programming needs to target youth and promote pastoralism as a viable career and lifestyle choice.→ <http://iyrp.info> #IYRPforEquity #IYRP2026

#IYRPFORJUSTICE

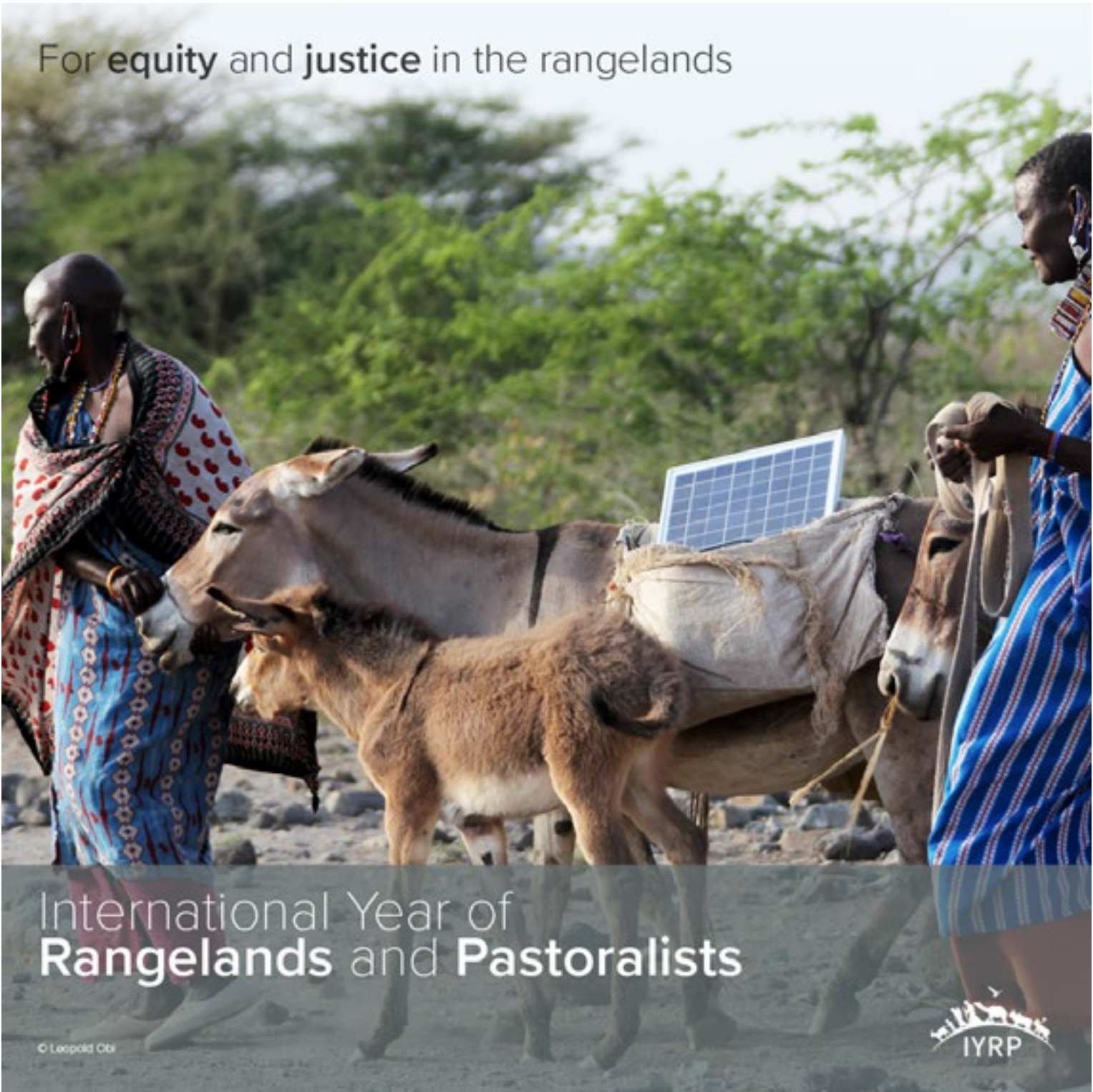
#IYRPFFOREQUITY

#IYRP2026



Tagline 6

FOR **EQUITY** AND **JUSTICE** IN THE RANGELANDS



Tagline 6

FOR **EQUITY** AND **JUSTICE** IN THE RANGELANDS



06 • HOW TO USE TAGLINES & KEY MESSAGES?

All taglines and key messages listed here address the related process of the United Nations General Assembly, during which the designation of the IYRP will be decided.

Within the global communication campaign targeting the United Nations General Assembly, a calendar of social media posts will be prepared.

Each key message with its accompanying visuals will be tweeted/posted according to this calendar **first** from official IYRP 2026 social media accounts.

In order to amplify the impact of the communication efforts, as a friend of IYRP, you are kindly suggested to follow the steps below:

- 1.** Follow the social media accounts of IYRP 2026.
@IYRP2026
- 2.** Invite your social media community to follow IYRP 2026 accounts.
- 3.** Retweet/repost the key messages tweeted/shared from IYRP 2026 accounts.
- 4.** Tweet/post the key messages in your own language from the social media accounts of your organisation/yourself.

07 • HASHTAGS

It is strongly recommended to use the hashtags provided here in order to create a joint synergy through social media. This also allows us to pick your messages and amplify them through social media accounts of IYRP global. While using hashtags, please always use #IYRP2026 as the main hashtag and then apply other listed here according to the theme of your key message.

#IYRP2026

#IYRPFOR**CLIMATE**

#IYRPFOR**NATURE**

#IYRPFOR**EQUITY**

#IYRPFOR**SUSTAINABILITY**

#IYRPFOR**CULTURE**

#IYRPFOR**JUSTICE**

#IYRPFOR**SOCIETY**

#IYRPFOR**HEALTH**

#IYRPFOR**LIFE**

#IYRPFOR**ECONOMY**

#IYRPFOR**NATURECONSERVATION**

08 • COLOUR PALETTE

Primary colours for IYRP branding are analogous with the colours used in IYRP logo.



09/01 • TYPOGRAPHY

PROXIMA NOVA THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROXIMA NOVA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

We have only one font as part of our brand guide with three kind of weights, to be used for printed material, website, designed communications and presentations.

09/02 • TYPOGRAPHY

Header - 96pt - UPPERCASE -----

QUISQUE FAUCIBUS

Title - 48pt - Title Case -----

Aliquam at Erat Ullamcorper

Body - 24pt
Leading: 28pt -----

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum id dapibus diam. Fusce et felis eget risus semper efficitur. Ut gravida sagittis urna, a vestibulum ex pharetra sed. Fusce congue nunc at ipsum tincidunt, ac interdum sapien elementum. Cras sollicitudin elementum lacus consectetur sodales. Phasellus ligula tellus, varius eu lectus vel, mattis consequat erat.

Body Print - 11pt
Leading: 13pt -----

Donec tincidunt nunc tellus, sit amet pretium magna vestibulum eu. Praesent molestie pulvinar aliquam. Maecenas aliquam malesuada elit vel pretium. Nulla eget sapien in orci pharetra venenatis. Pellentesque egestas vulputate velit.

Tagline Text - 24pt - UPPERCASE -----

INTEGER DAPIBUS MI A ORNARE

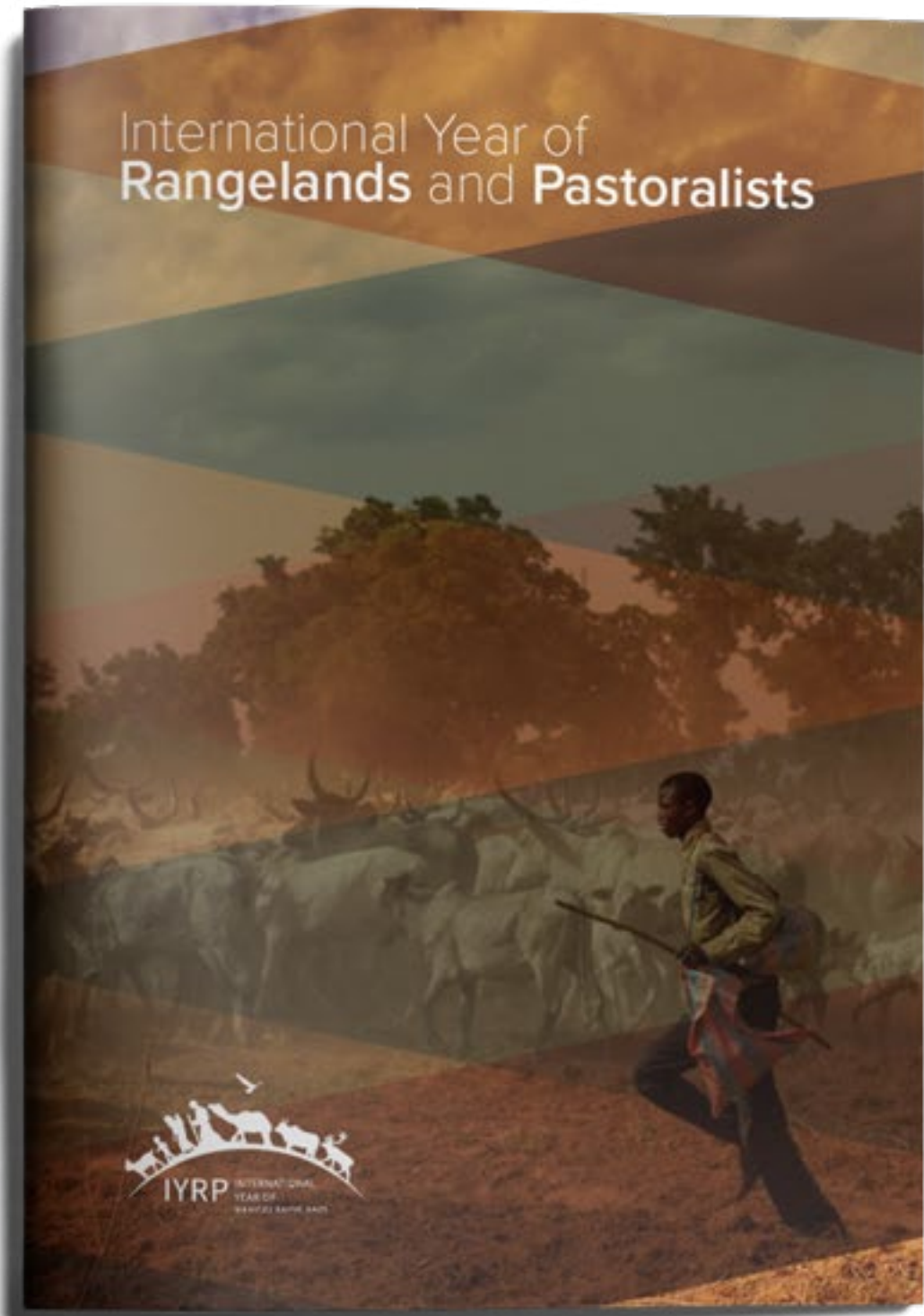
Footer - 18pt -----

Sed porttitor risus vulputate lectus pulvinar

10/01 • BRAND IN ACTION

Brochure Sample

Examples of how the IYRP identity can be used on different printed materials such as event handouts and reports.



Brochure Cover

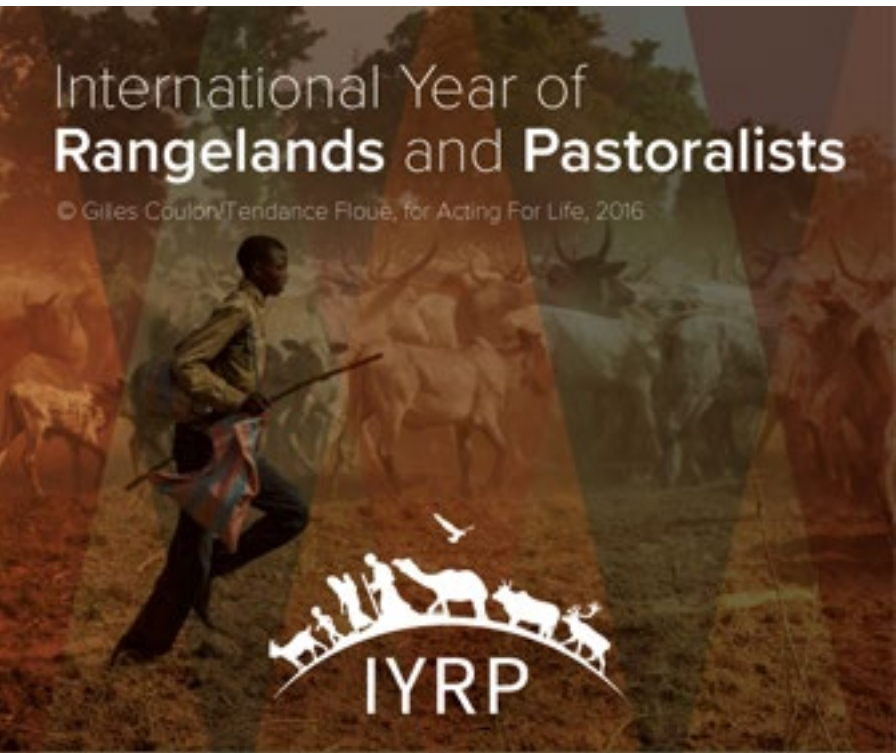
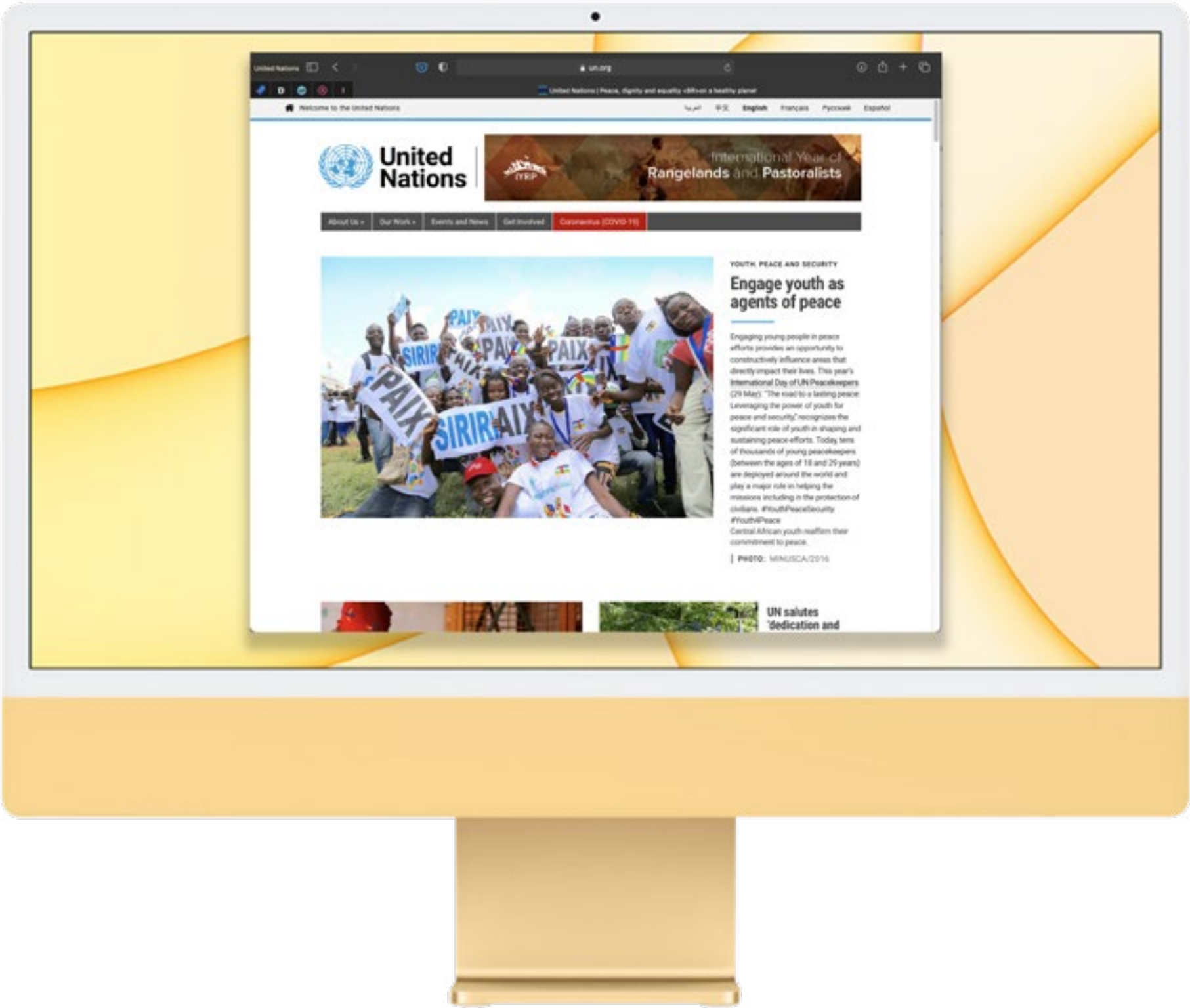


Brochure Inside

10/02 • BRAND IN ACTION

Web Banner Sample

Example of how the IYRP web banner can be seen when embedded to other websites. All links should click through to: www.iyrp.info

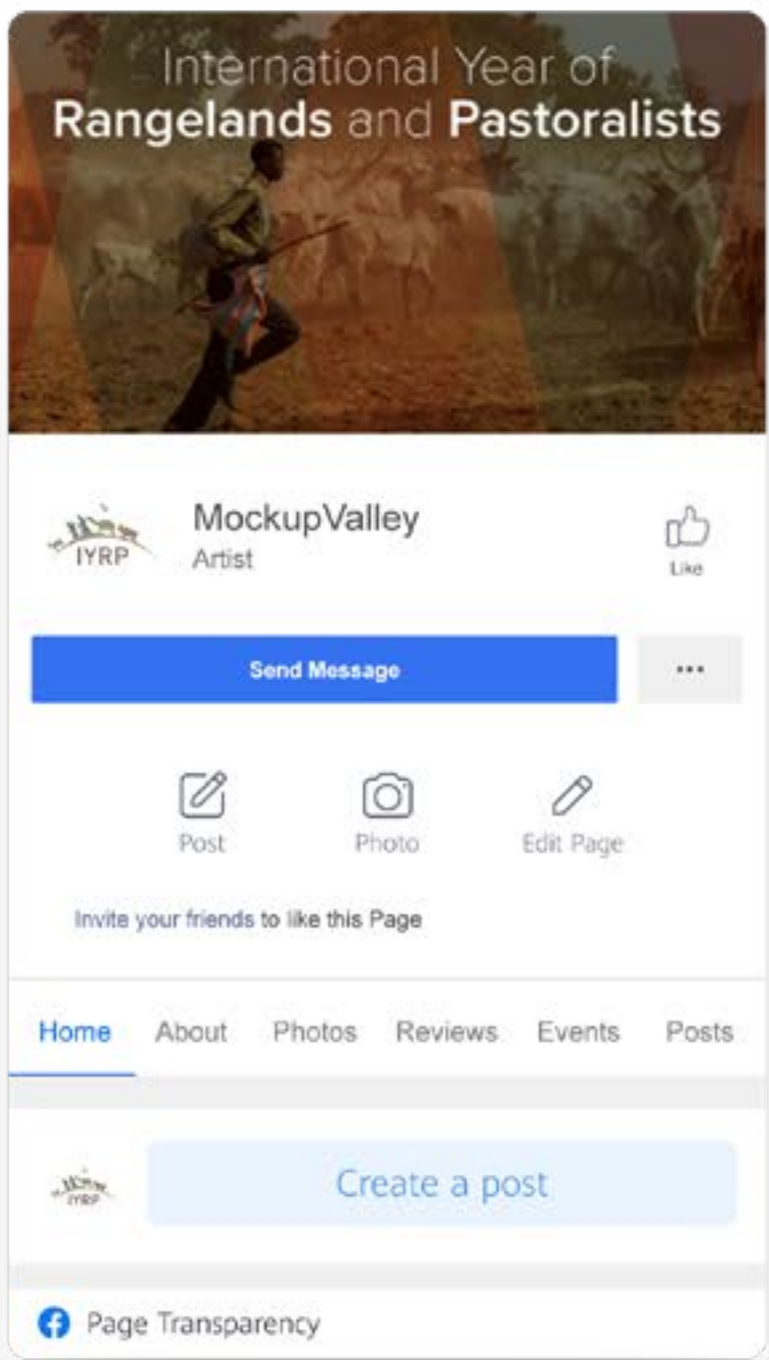
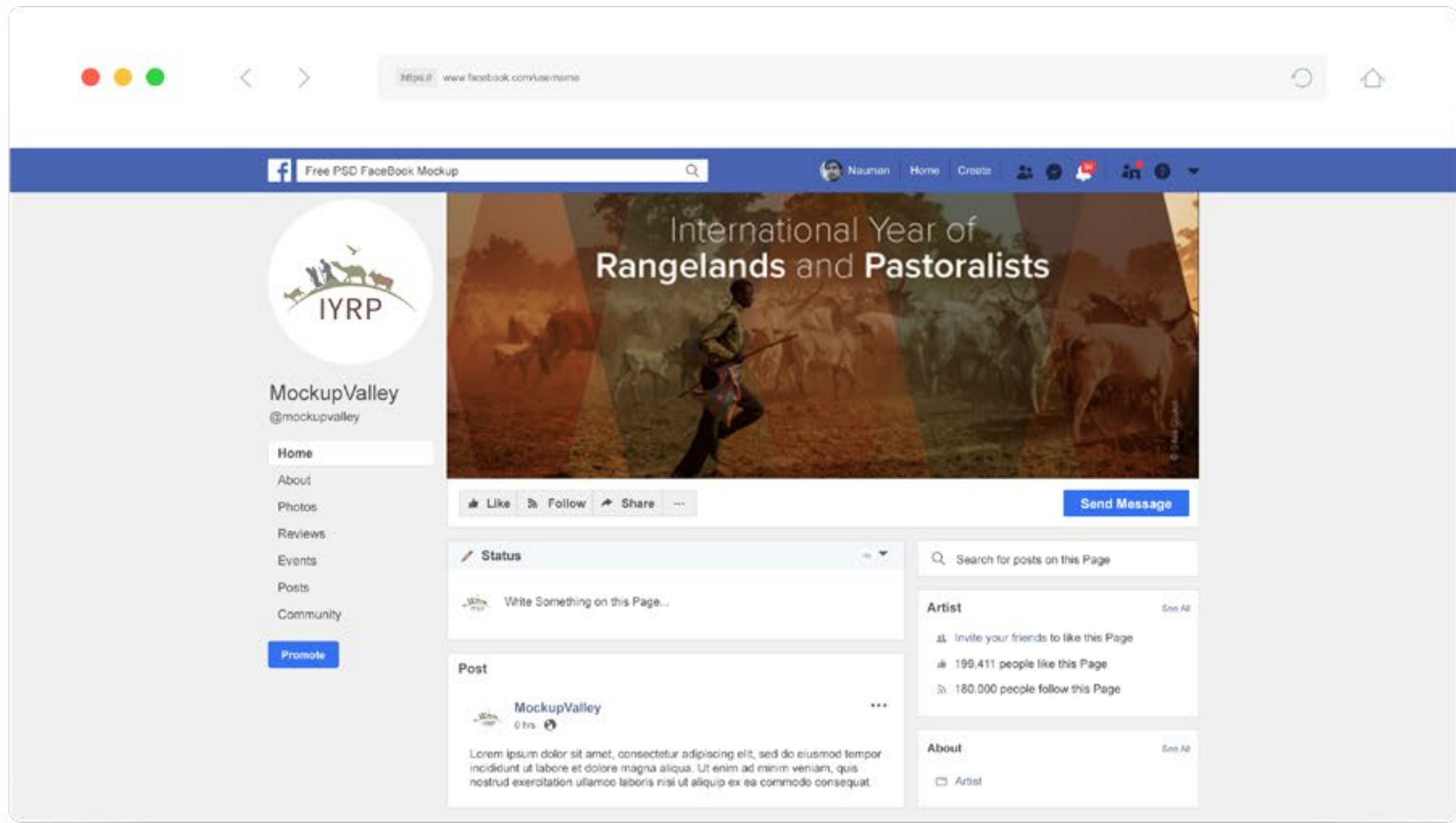


All links should click through to: www.iyrp.info

10/03 • BRAND IN ACTION

Social Media Banner Sample

Please feel encouraged to use the official social media banners of IYRP throughout the whole IYRP process.



10/04-01 • BRAND IN ACTION

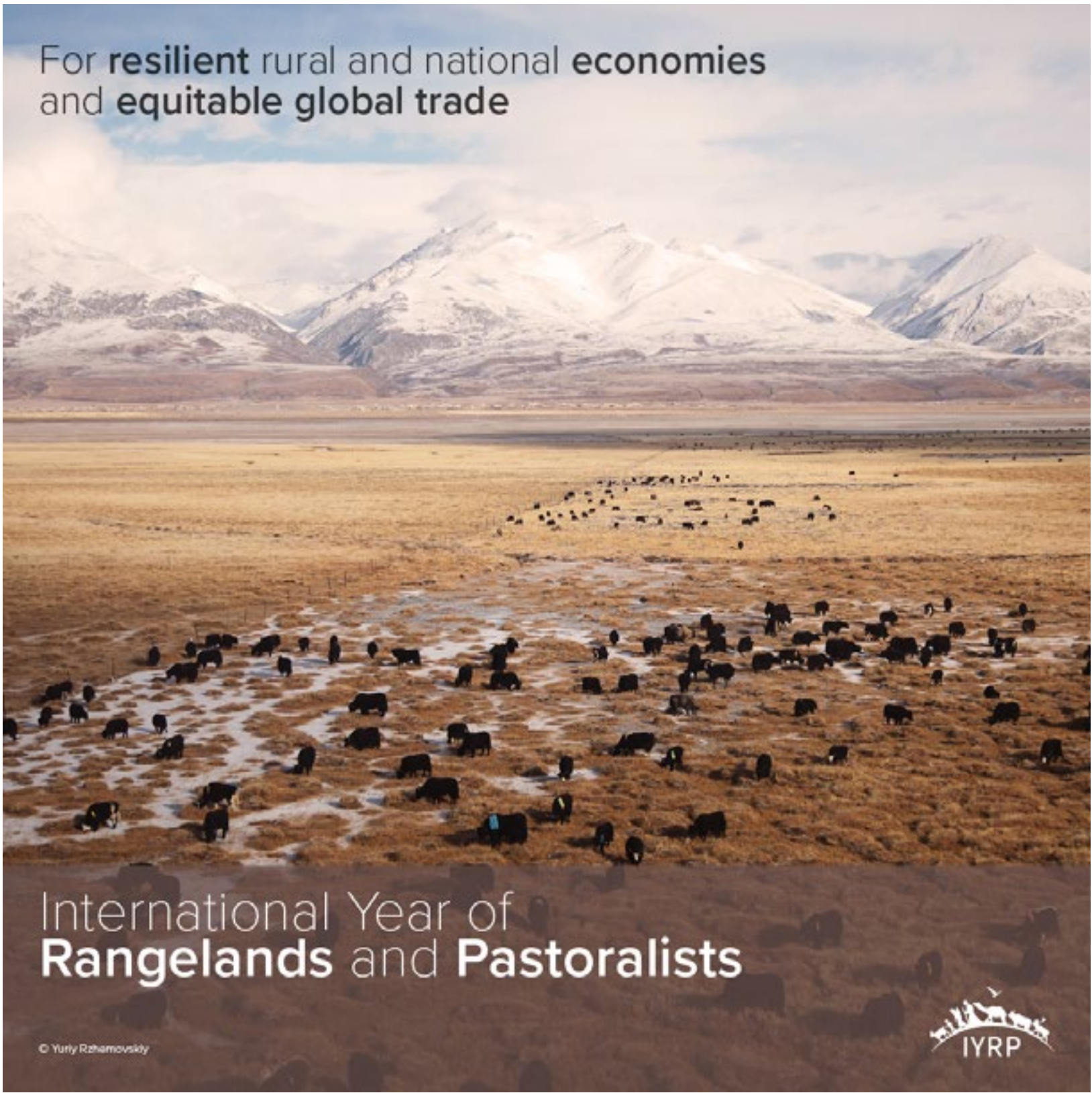
Social media post and story images/banners for selected key themes, for twitter, facebook and instagram

Write the tagline black or white according to the readability then set it to 75% opacity



State IYRP here

Do not forget to mention the copyright info



Examples of visuals for social media posts designed for each selected thematic tagline.

As reminded in the beginning of the guidelines, you can always adjust the content of the taglines and key messages and choose different accompanying visuals according to your choice and context.

Select one of the IYRP colours then set it to 80% opacity



Use reduced and white IYRP Logo

10/04-02 • BRAND IN ACTION

Social Media Post Sample for Instagram



10/04-03 • BRAND IN ACTION

Social Media Post Sample for Facebook & Twitter



10/05 • BRAND IN ACTION

E-Mail Footer Sample

Please feel encouraged to use the following e-mail footer throughout the whole IYRP process.



LORENZO E. LLOYD

4620 Copperhead Road
Meriden, CT 06450

+1 860-671-6787
LorenzoELloyd@iyrp.info

iyrp.info

LORENZO E. LLOYD

4620 Copperhead Road
Meriden, CT 06450

+1 860-671-6787
LorenzoELloyd@iyrp.info

iyrp.info

#IYRPforNature - #IYRPforClimate - #IYRPforSoceity - #IYRPforFuture

10/06 • BRAND IN ACTION

Presentation Slide Sample

Examples of slides to be used in the IYRP-focused presentations



11 • ACCESS TO MATERIALS

The guidelines and raw materials can be found in the link below, under “Branding Materials” section:

<https://rangelandsgateway.org/international-year-rangelands-and-pastoralists-initiative>



iyrp.info

