



Graphic mark

Visual identity application guide



INTERNATIONAL DAY OF LIVING TOGETHER IN PEACE

On Friday, December 8, 2017, the 72nd General Assembly of the United Nations adopted the International Day of Living Together in Peace, by a consensus of 193 member countries. This day will be celebrated each year on May 16th. Since then, 172 countries have included the celebration of this day in their official agenda.

This day is a reminder of the precious and vital reconciliation of the human family and a call of hope plus a generous offering to all those who believe and aspire to the human fraternity.

This day commits to « citizens living together », promoters of a culture of peace, building a society of living together and acting together so that our children can build their future one with the other and not one against the other.

VISUAL IDENTITY

It is important to give this day a strong and recognizable visual identity at first glance. The day reflects a new dynamic, a desire for peace and participates in promoting the International Day of Living Together in Peace.

During its design, it was decided to insist on marking the date, which explains the inscription «16».

This guide will allow you to integrate the logo of the Day on all your communication materials.

General Assembly,

1. *Declares* 16 May the International Day of Living Together in Peace;
2. *Underlines* that the International Day of Living Together in Peace constitutes a means of regularly mobilizing the efforts of the international community to promote peace, tolerance, inclusion, understanding and solidarity, and to express its attachment to the desire to live and act together, united in differences and diversity, in order to build a sustainable world of peace, solidarity and harmony;
3. *Invites* all Member States, organizations of the United Nations system and other international and regional organizations, as well as civil society, including non-governmental organizations and individuals, to observe the International Day of Living Together in Peace in accordance with the culture and other appropriate circumstances or customs of their local, national and regional communities, including through education and public awareness-raising activities;
4. *Invites* all Member States to further promote reconciliation to help to ensure peace and sustainable development, including by working with communities, faith leaders and other relevant actors, through reconciliatory measures and acts of service and by encouraging forgiveness and compassion among individuals;
5. *Requests* the Secretary-General to bring the present resolution to the attention of all Member States, organizations of the United Nations system and other international and regional organizations, as well as civil society, including non-governmental organizations and individuals;
6. *Invites* the United Nations Educational, Scientific and Cultural Organization to facilitate the observance of the International Day of Living Together in Peace, in collaboration with other relevant organizations, mindful of the provisions of the annex to Economic and Social Council resolution 1980/67;
7. *Stresses* that the cost of all activities that may arise from the implementation of the present resolution should be met from voluntary contributions.

Extract from UN Resolution A / RES / 72/130

The logo



Symbolism

May 16: International Day of Living Together in Peace



The logo

Colour matching

Blue: CMYK : C69 M15 J0 N0 | RVB : R50 V170 B226 | Pantone : PMS 279

White

Typography

Optima

For «May 16 - International Day of Living Together in Peace» in French and English

An original font, balanced, clean lines and a modern look, easy to read whether in large or small print. To evoke confidence, stability and sustainability.

Times New Roman for «May 16 - International Day of Living Together in Peace» in Arabic.

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(.,;?!€\$£%&@) 0123456789

Simplified version

A simplified version of the IDLTP logo is prepared to serve as an illustration and basis for some elements. It does not have text. The simplified version is drawn in the same way as the original logo, in all the variations envisaged in this plan.



Size, Margins and Neutral Zone

Size:

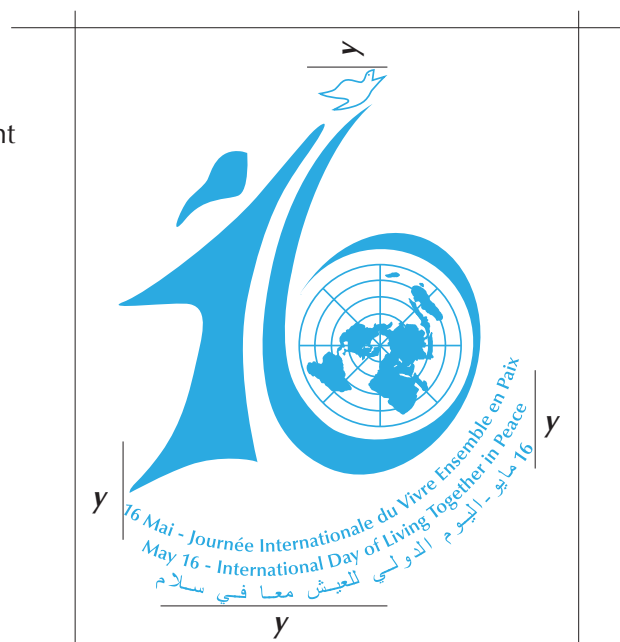
To maintain visibility and legibility, the logo should not be displayed in a size less than 7.1 centimetres in length by 6 centimetres in width. If it's necessary, it can be presented in a minimum size of 3.5 centimetres in length by 3 centimetres wide without text, as shown in the images below.

Logo in absolute minimum size, and in minimum recommended size:



Margins and Neutral Zone:

The illustrative application of the IDLTP logo must take into account a margin zone, called the neutral zone, in which no other textual or graphical element can be present, in order to guarantee readability. This area is represented in the diagram where the variable represents the minimum margin, which can be more extensive.



Variations

The logotype can not be modified for any reason. It is used as is on all communication material.

Background

The original version of the logo can only be used on a white background, it is displayed in blue. On a blue background, it will be displayed in white.



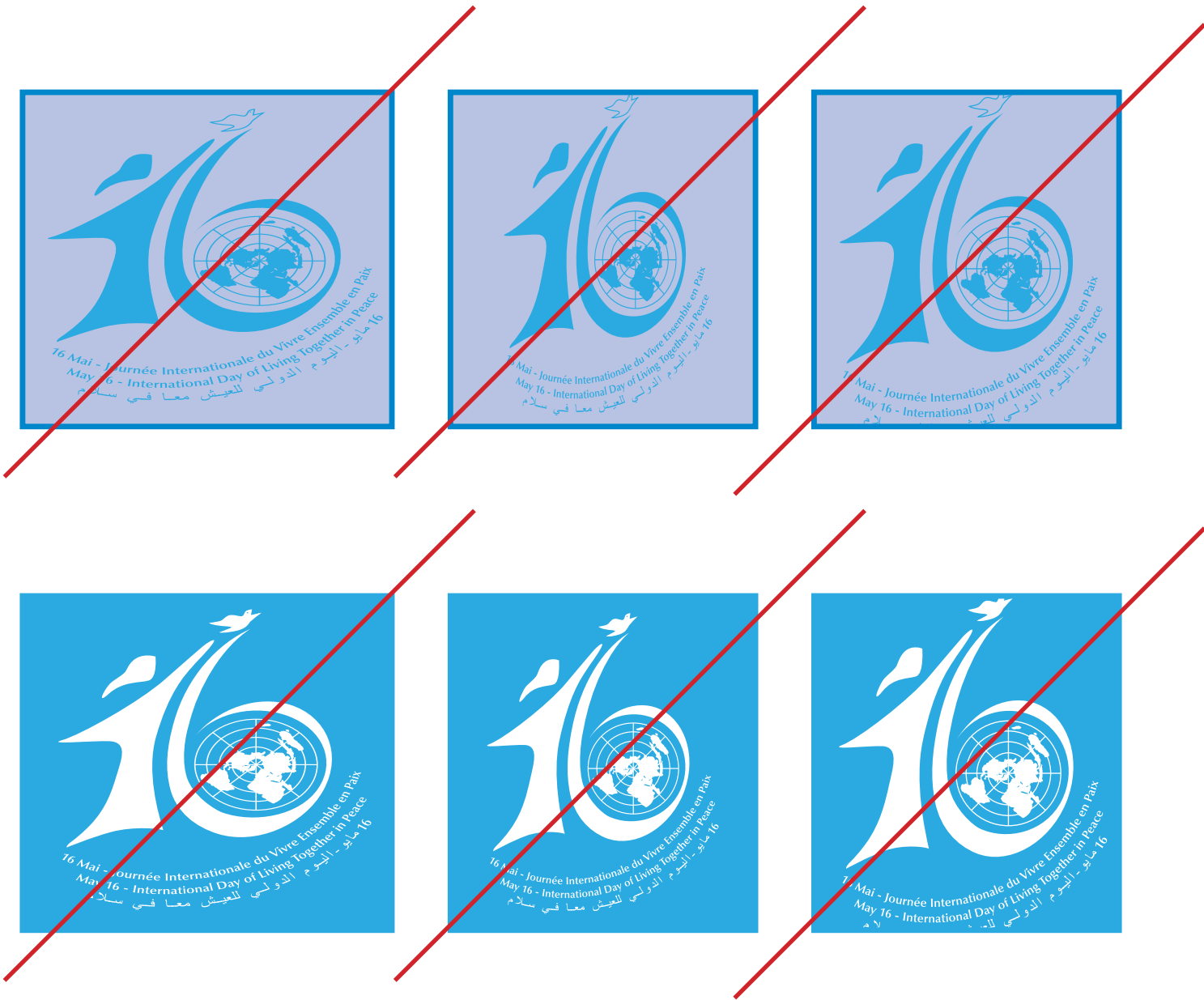
Grayscale:

The IDLTP logo is available in grayscale (0.40 tone medium) for use in case of absence of colour, for example photocopies or stencils. Variations in grayscale, are therefore provided for this purpose.



Prohibitions

The logo must be reproduced without any alteration. Its design, typography and colours can not be modified. Any distortion is prohibited. It is forbidden to modify the relationship between the different elements.



Rules for creating documents

The documents created according to IDLTP's graphic charter must comply with the criteria defined therein:

- The symbol «IDLTP» must be written and fixed in this form.
- The typographic rules are those already described.
- The logo must be used in the declination that suits the document created.
- The margin zone, called the zone of neutrality of the logo, must be respected.
- Any document for internal use (working document, reports etc) use the grayscale logo and black and white printing.
- In the case of a document for external use, make the colorimetric choice according to its importance.
- Sample documents prepared with this charter provide an example basis for creating new documents.
- Finally, note that readability and visibility take precedence over the aesthetics of the rendering!

Examples of use

A4 official letter template



16 Mai - Journée Internationale du Vivre Ensemble en Paix
May 16 - International Day of Living Together in Peace
16 مايو - اليوم الدولي للعيش معا في سلام

logo de l'organisateur

A Monsieur
Ihitiatisias vendit et renimin ctemperferum
Itiantur, ut ommolup ictur, sintibus.

Paris le 16/05/2018

Objet : xxxxxxxxxxxxxxxxxxxxxxxxxxxx
Réf : 1111111

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Examples of use

Kakemononos model



Examples of use





16mai.org