The Logo

The logo represents the inhabitants of planet Earth moving around the world in a sustainable, clean and responsible way. Representing humans as seeds, the logo shows the fundamental purpose of travel: breaking boundaries, growing understanding and connecting culture and knowledge all around the world.

Minimum Size

70mm x 45mm
Colours

C75M0Y100K0  C70M15Y0K0  C80M10Y45K0  C85M50Y0K0  C17M10Y0K0
R149G193B31  R0G159B227  R0G161B154  R29G113B184  R218G224B243

Fonts

THE BOLD FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Official Languages

Arabic, Chinese, English, French, Russian and Spanish
Misuses of the logo
Applications

Applications over complex backgrounds must use the white shape shown. Sizes in millimeters based on A4 proportion.
2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT