



COP 10/COP-MOP 5 Logo and Slogan Concept and Specifications

10th Meeting of the Conference of the Parties to the Convention on Biological Diversity (COP10)/ 5th Meeting of the Conference of the Parties Serving as the meeting of the Parties to the Cartagena Protocol on Biosafety (COP-MOP5) Logo and Slogan Concept and Specifications

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(1)

The logo illustrates the harmony of humanity and diverse living beings, with a human parent and child at the center of a circle of origami plants and animals. The parent and child express the desire to pass on abundant biodiversity to future generations. The origami symbolizes the wisdom and culture of Japan.

The COP 10 agenda is to include evaluations of the achievement of the 2010 biodiversity target adopted at COP 6 “to achieve by 2010 a significant reduction of the current rate of biodiversity loss” as well as discussions on setting subsequent targets, revising the Strategic Plan, otherwise determining the future direction for the Convention on Biological diversity, and forming international rules.

The logo arrangement of diverse origami into a circle also signifies that as the host country of COP 10/COP-MOP5, which is expected to draw nearly 10,000 people from Japan and overseas, Japan will direct the meeting with Japanese sensibility while giving consideration to the conditions in each country.



(2)

The slogan corresponds to the logo, and portrays the harmony of all living beings, including humanity, into the future. It expresses our determination to pass on abundant biodiversity on Earth to future generations.

(English)

Life in harmony, into the future

(Japanese)

いのちの共生を、未来へ

2 Logo Specifications

(1) Logo Display Coloring

There are three types of logo display coloring: multicolor, grey scale and single color. Use the specified colors and shades for the multicolor and grey scale versions. Leave an ample white border when displaying the logo against dark backgrounds. Make this white border as large or larger than the separately specified framing areas. For single color versions only, negative displays, displays in colors that do not deteriorate the logo's visibility and displays taking advantage of the color of the material can also be used.

Multicolor Version



Elephant	Process/C100+M50 Color /PANTONE 2935C	Camel	Process/M60+Y100 Color /PANTONE 158C
Tree	Process/C100+M10+Y100 Color /PANTONE 356C	Gorilla	Process/C60+M100+Y80 Color /PANTONE 195C
Flower	Process/M80+Y20 Color /PANTONE 1915C	Flamingo	Process/M70 Color /PANTONE 224C
Sea Turtle	Process/C100+M80 Color /PANTONE 2736C	Butterfly	Process/C40+M70 Color /PANTONE 7441C
Polar Bear	Process/C65+Y10 Color /PANTONE 298C	Bird	Process/C50+Y100 Color /PANTONE 376C
Walrus	Process/C50+M70+Y100 Color /PANTONE 7516C	Kangaroo	Process/M35+Y100 Color /PANTONE 130C
Fish	Process/C100+Y40 Color /PANTONE 320C	Penguin	Process/C50+K30 Color /PANTONE 549C
Dolphin	Process/C80+M25 Color /PANTONE 279C	Humans	Process/C10+M100+Y100 Color /PANTONE 186C

Grey Scale Version



Elephant	K85	Camel	K50
Tree	K65	Gorilla	K85
Flower	K40	Flamingo	K65
Sea Turtle	K65	Butterfly	K40
Polar Bear	K50	Bird	K40
Walrus	K85	Kangaroo	K50
Fish	K40	Penguin	K40
Dolphin	K65	Humans	K90

Single Color Version (Only the colors that do not deteriorate the logo's visibility are allowed to use.)



K100



WHITE

(2) Regarding Joint Display with the Slogan, etc.

While the logo can be used by itself, use the logo together with the slogan, meeting name, location and other information whenever possible to promote recognition of the meeting name and purpose, and to make it easy to understand the nature of the logo.

i. Meeting Name and Location (English)

COP10/MOP5 AICHI-NAGOYA, JAPAN 2010

ii. Meeting Name and Location (Japanese)

生物多様性条約第10回締約国会議及びカルタヘナ議定書第5回締約国会議 (may be displayed as “COP10/MOP5”) 愛知—名古屋 2010

(3) Minimum Display Size

The minimum display size for the logo is 15 millimeters.



3 Slogan Specifications

There are two versions of the slogan: English and Japanese. These may be displayed alone or together. The font is not specified, but extreme letter/character shapes and sizes should be avoided. While the slogan can be used by itself, use the slogan together with the logo, meeting name, location and other information whenever possible to promote recognition of the meeting name and purpose, and to make it easy to understand the nature of the slogan.

4 Logo and Slogan Combinations

(1) Combinations

We have prepared five sample combinations of the logo, slogan, meeting name and other information, both in Japanese and in English. While the logo, slogan and other information may be combined in other ways, please follow these recommended sample combinations whenever possible.

English Versions

A type



B type



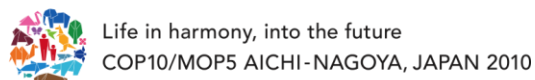
C type



D type



E type



Japanese Versions

A type



B type



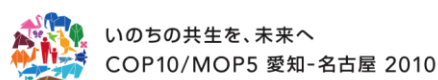
C type



D type



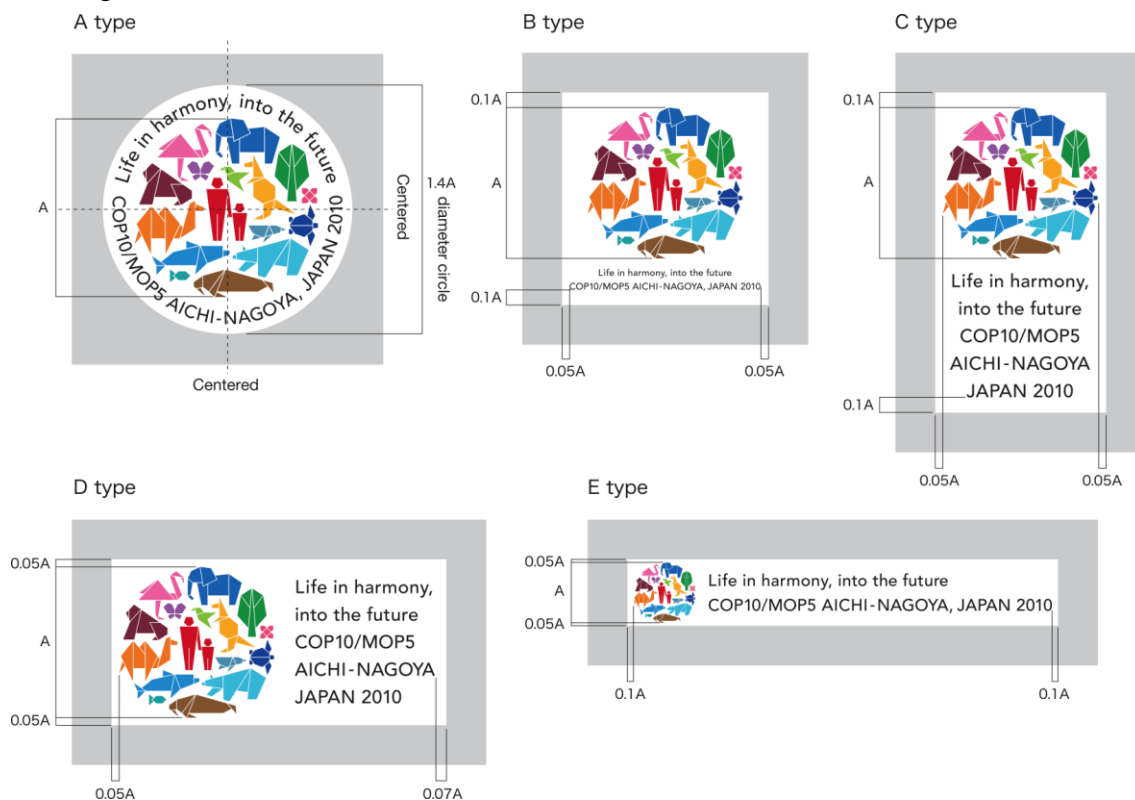
E type



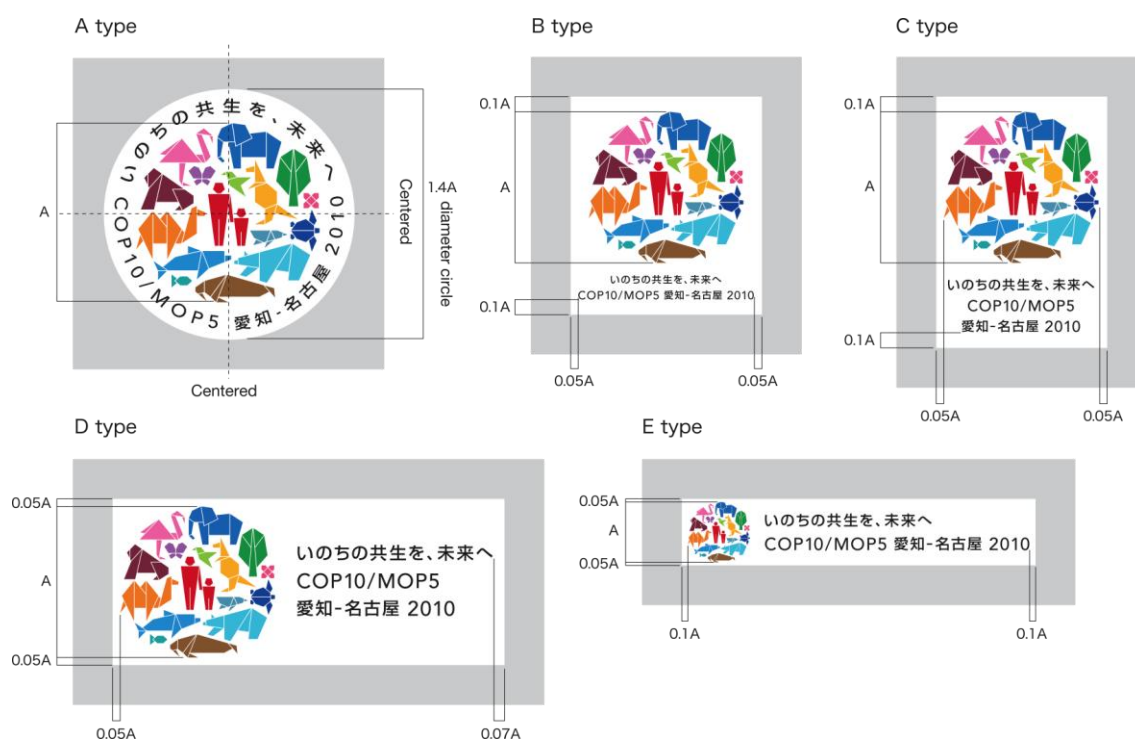
(2) Framing Areas

We have set framing areas for each of the display samples. While the logo, slogan and other information can be used in other ways, please use these samples as a reference and be certain to provide sufficient framing areas.

English Versions

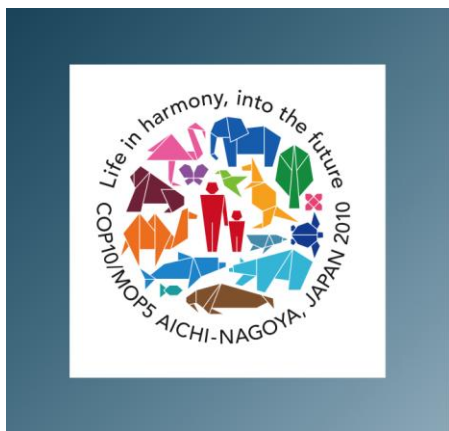


Japanese Versions



(3) Logo Display Examples

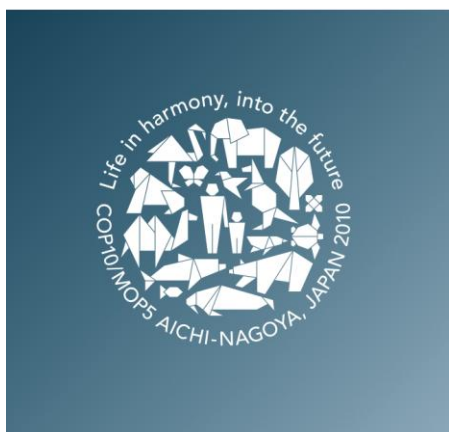
Make an effort to display the logo effectively, using the following examples as a reference.



Leave an ample white border when displaying the logo against dark backgrounds.



The logo can be displayed without a white border when the background is light enough that the logo does not lose its visibility.



Negative displays are possible for single color versions only.



Displays taking advantage of the color of the material can also be used for single color versions only.

Inquiries regarding items not specified in these COP10/MOP5 Logo and Slogan Concept and Specifications should be made to the Biodiversity Policy Division, Ministry of the Environment, Government of Japan.