



WORKING TOGETHER FOR A SUSTAINABLE FUTURE

GOBBRAGH COOIDJAGH SON TRAA RY-HEET SHASSOOAGH

VISION AND STRATEGY 2021-2026

A Brand Guide For Partners/Stakeholders

As a Stakeholder/Partner of UNESCO Biosphere Isle of Man, you are uniquely allowed to use our logo and, where applicable, may adopt our fonts and colours, into your publications, websites, packaging and labelling, etc.

We hope this guide will assist you. You may be providing us with photos and this guide sets out the sizes we ideally require.

**Should you require any advice, please email biosphere@gov.im
or phone 01624 686080 / 01624 695738**

With our thanks for your support

Our logo incorporates the blue of the sea, the green of the land, the purple of the heather and has Celtic influence.

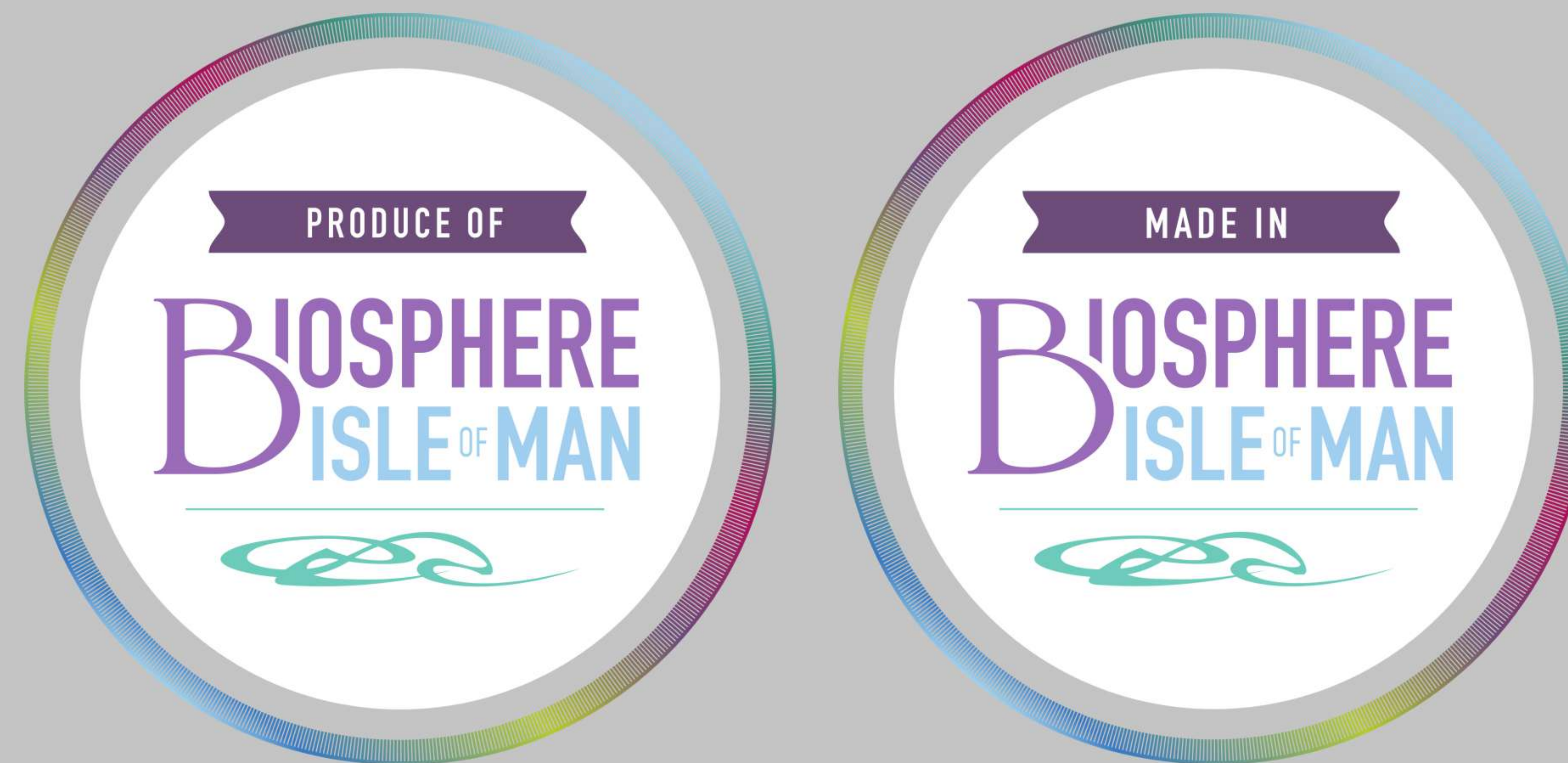
It has been provided to you in colour in three types – standard, 'Proud to Partner' and 'Celebrating' – in PNG format.

We can provide the logo(s) in black and white, and/or in EPS or SVG formats on request.

You are free to use the logos on any of your products or services, but you must not alter the logos or add wording to the logos. You must take care not to imply in any accompanying wording that the product or service belongs to or is endorsed by UNESCO Biosphere Isle of Man.



In addition, we have 'Produce of' and 'Made in' versions of the logos in the above colours and formats.



You are not permitted to use the global UNESCO logo or the combined UNESCO/Isle of Man Biosphere logo.

Combined logos

**unesco**

Biosphere Reserve

**unesco**

Isle of Man
Biosphere Reserve
since 2016
Man and the Biosphere
Programme

Global UNESCO logo



Should you wish to use the 'Five Es' – economy, education, engagement, enjoyment, environment – icons that feature in our strategy and on our website, please request these.

ECONOMY
TARMAYNYS



ENGAGEMENT
CO-PHOBBLE



ENVIRONMENT
CHYMMYLTAGHT



EDUCATION
YNSAGH













ENJOYMENT
TAITNYS



Our colours:

These are our core colours:

 <p>ECONOMY TARMAYNYS</p>	 <p>ENGAGEMENT CO-PHOBBLE</p>	 <p>ENVIRONMENT CHYMMYLTAGHT</p>	 <p>EDUCATION YNSACH</p>	 <p>ENJOYMENT TAITNYS</p>
 <p>#C6CA26</p>	 <p>#7A557A</p>	 <p>#1F8E80</p>	 <p>#B60057</p>	 <p>#AAD3F2</p>

Where black and grey is used on text areas we use:

 <p>#000000</p>	 <p>#637381</p>	 <p>#C4C4C4</p>
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These are examples of how our fonts are used across web and print in order to maintain a consistent look and feel to the brand:

GOBBRAGH COOIDJAGH SON
TRAA RY-HEET SHASSOOAGH

CONSERVATION

SUSTAINABLE DEVELOPMENT

Ventura Edding Bold used
for Manx translations
and highlighting
information

To download these fonts go to:

fonts.adobe.com/fonts/din-condensed
dafont.com/ventura-edding.font

WORKING TOGETHER FOR A SUSTAINABLE FUTURE

DIN Condensed Bold
used for main
headline

VISION AND STRATEGY 2021 - 2026

Our vision and aims for
a sustainable future,
for people and the rest
of nature.

DIN Condensed Light
used secondary
headlines and
bodycopy

Bodycopy can be
grey or black

OUR VISION
AND STRATEGY AND
THE 5 Es

Isle of Man Strategic
and Area Plans

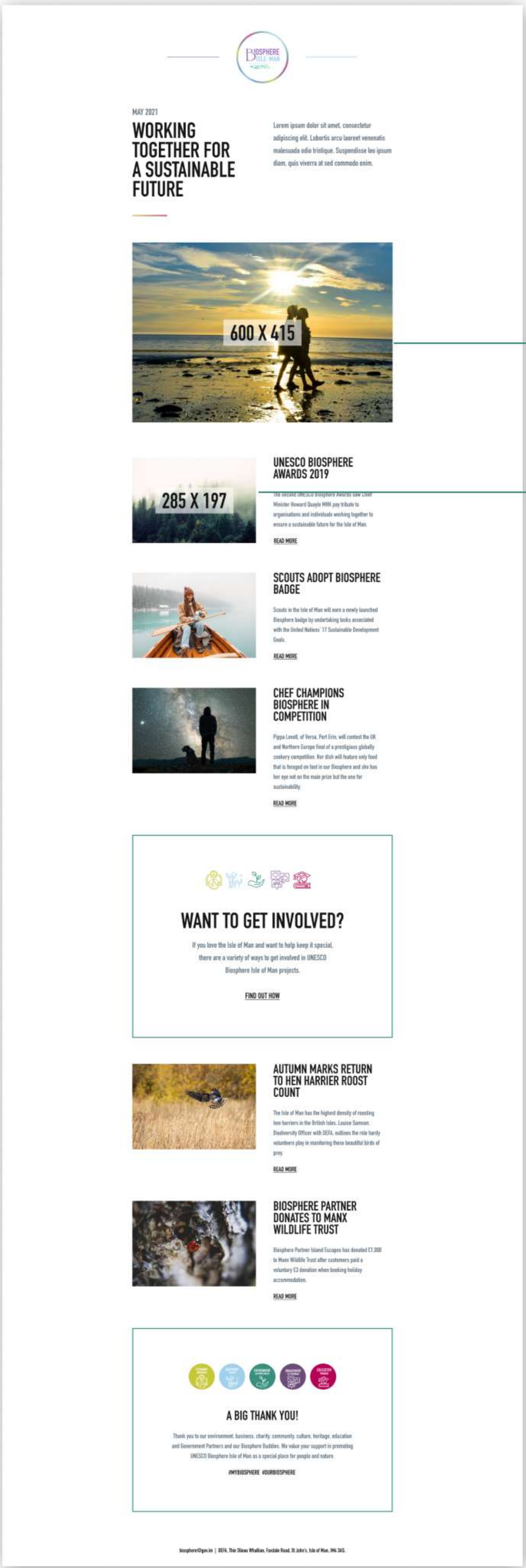
Main heading style
can be used smaller
if used in isolation

Bodycopy can also
be
in DIN Condensed
Bold for boxes of
info

Should you be supplying us with photos for web, email or social media use, please use the guide to different sizes to work to in the following pages.

- Images should be saved in Photoshop as 'Export>Save for Web>JPEG HIGH or PNG-24. If this is not possible we can scale the images on your behalf.
- Please do not send us any one image or collection of images above 10MB on a single email. If sending large images/large quantities of images, please use separate emails and/or WeTransfer.

Email Newsletter



Hero Image/Main Image:
600 X 415 Pixels

Article Image/Story Image:
285 X 197 Pixels



HOMEPAGE: Intro Block



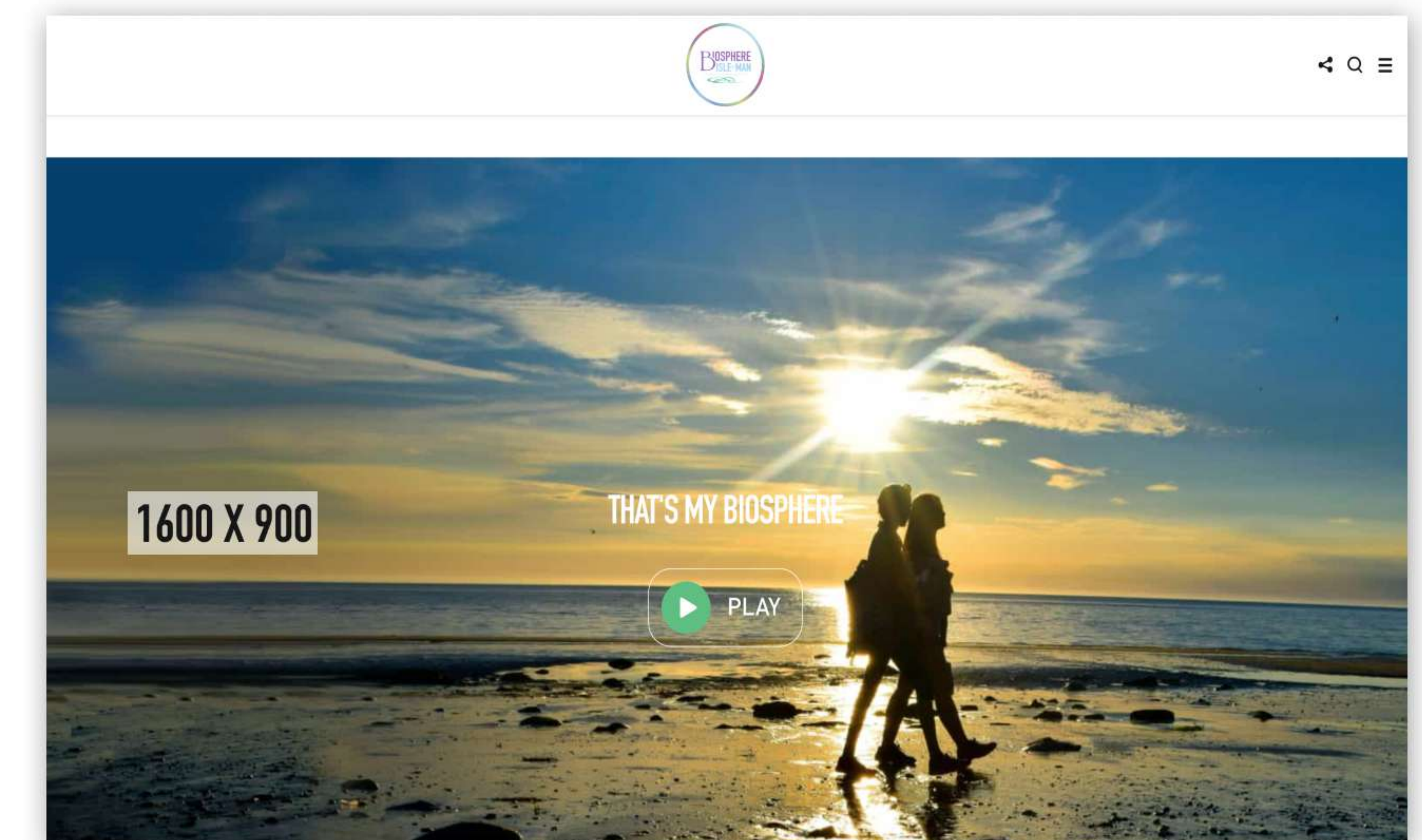
Main Image:
1399 X 927 Pixels

Slider Image:
300 X 333 Pixels

HOMEPAGE: Video Block

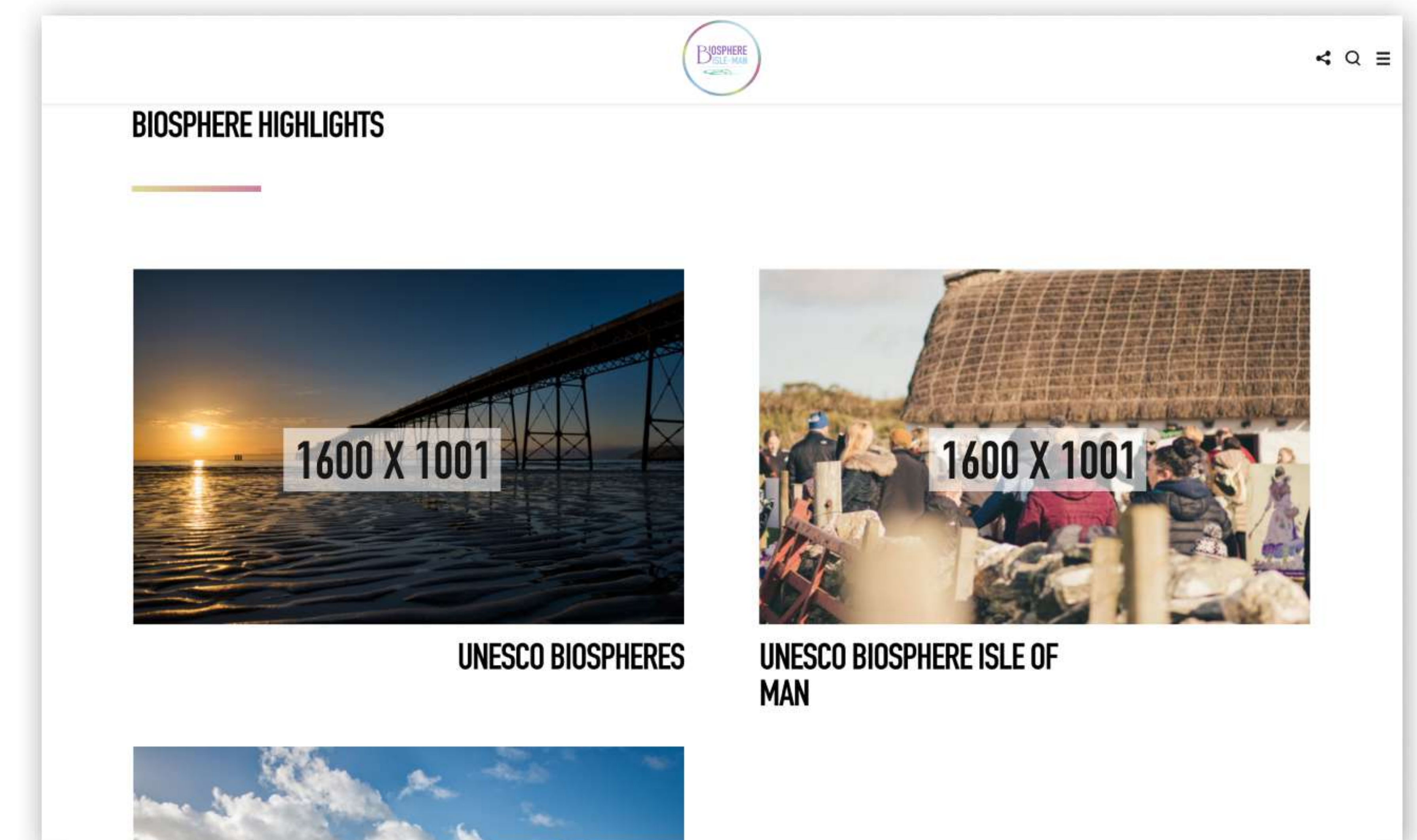
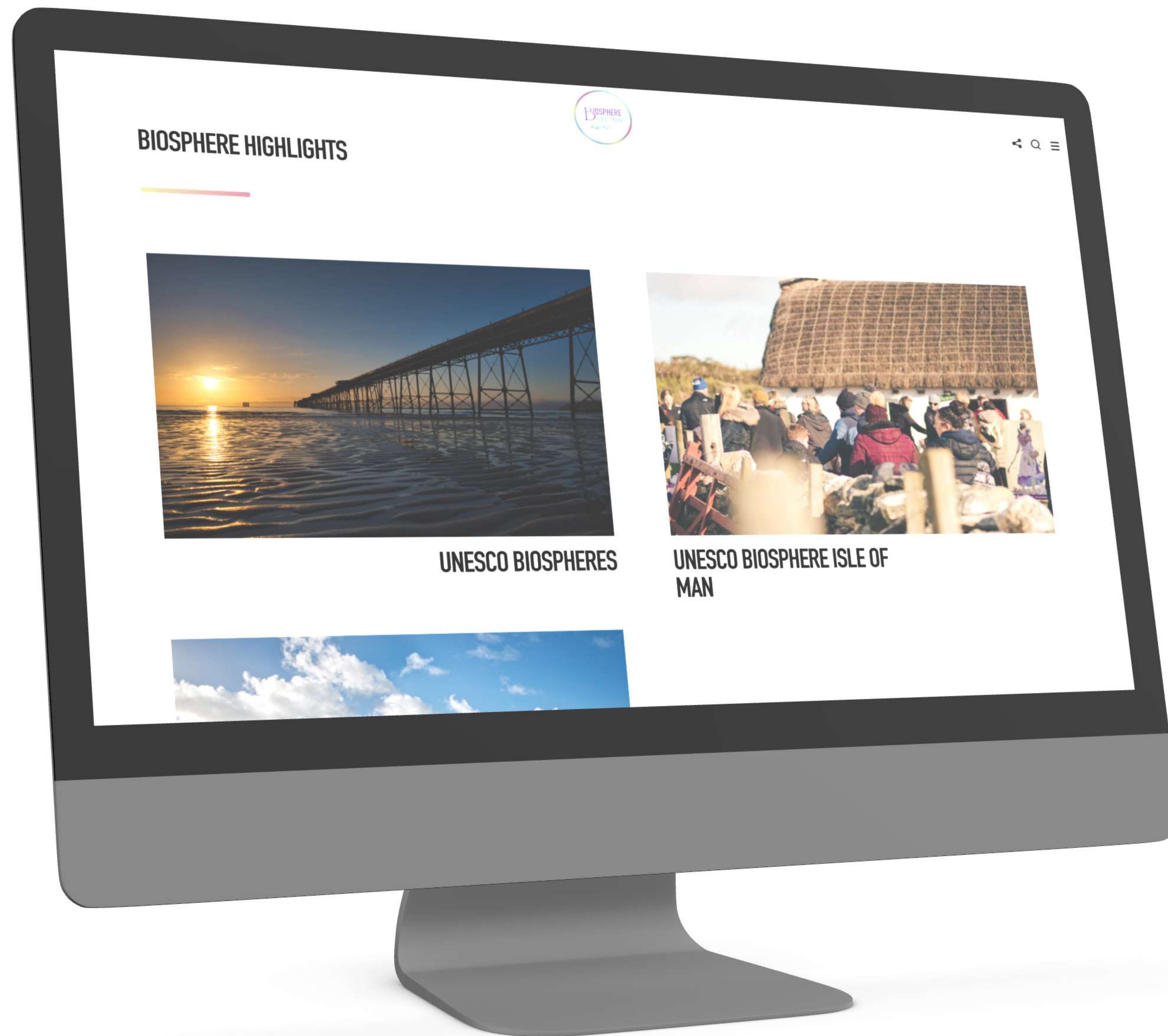


HOMEPAGE: videoblock image



The image that sits behind the video play button:
1600 X 900 Pixels

HOME PAGE: Highlight Article Block

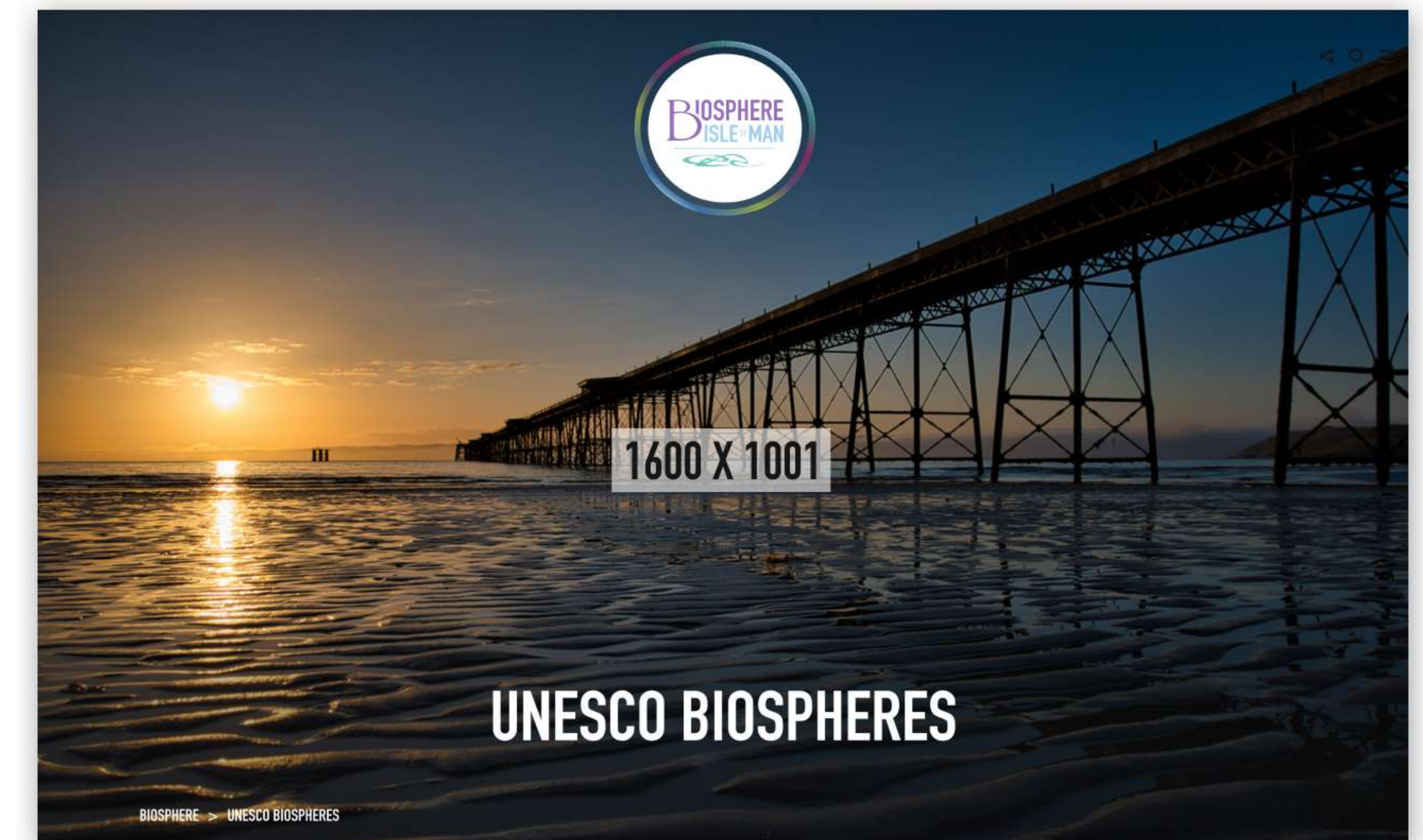


Article images (automatically scaled down by site to be 750 X 500 pixels/ thumb version in this area)
1600 X 1001 Pixels

SUBPAGE: Intro Block

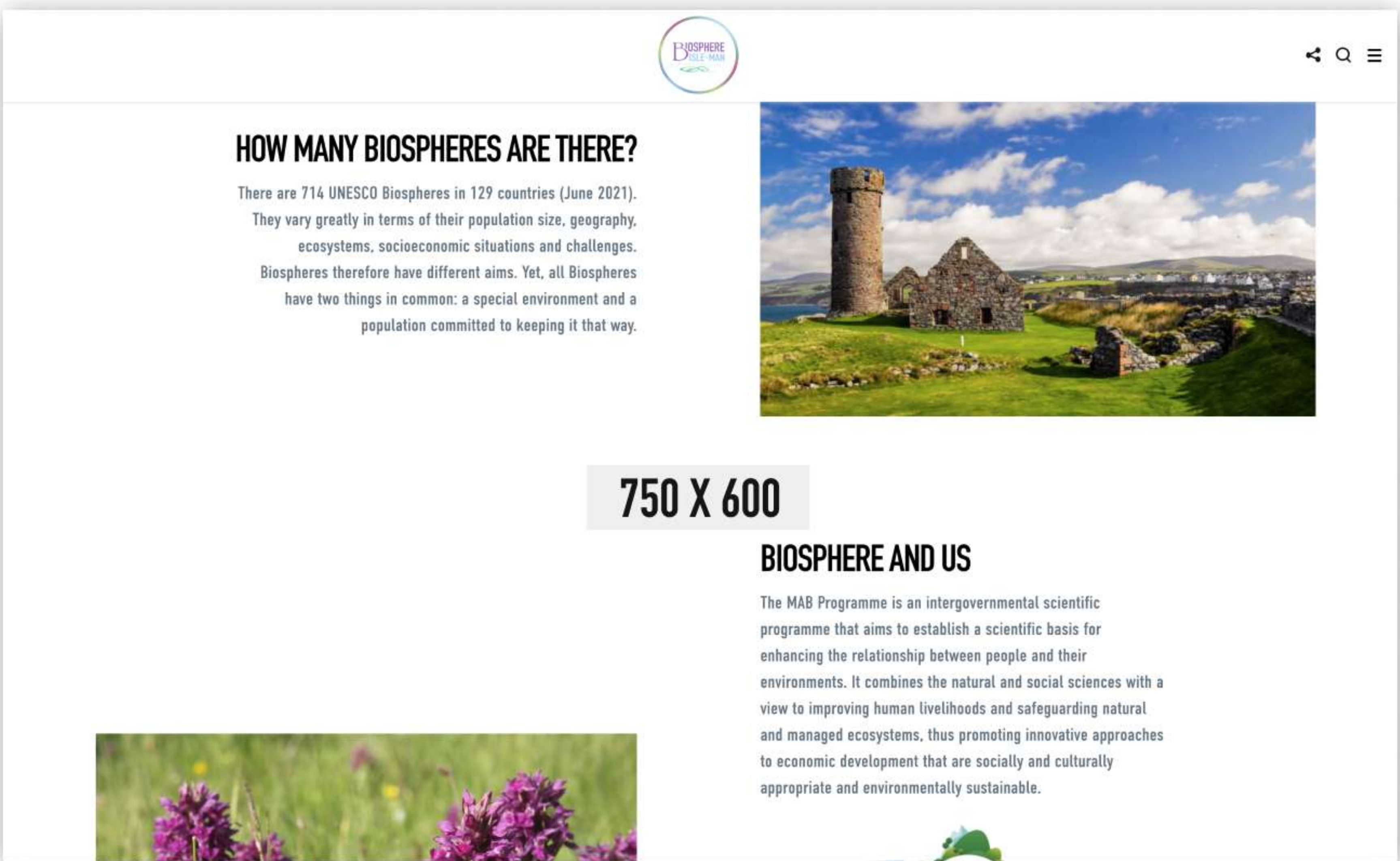


SUBPAGE: Introblock/main image



The article images become the hero/main image for the subpage
1600 X 1001 Pixels

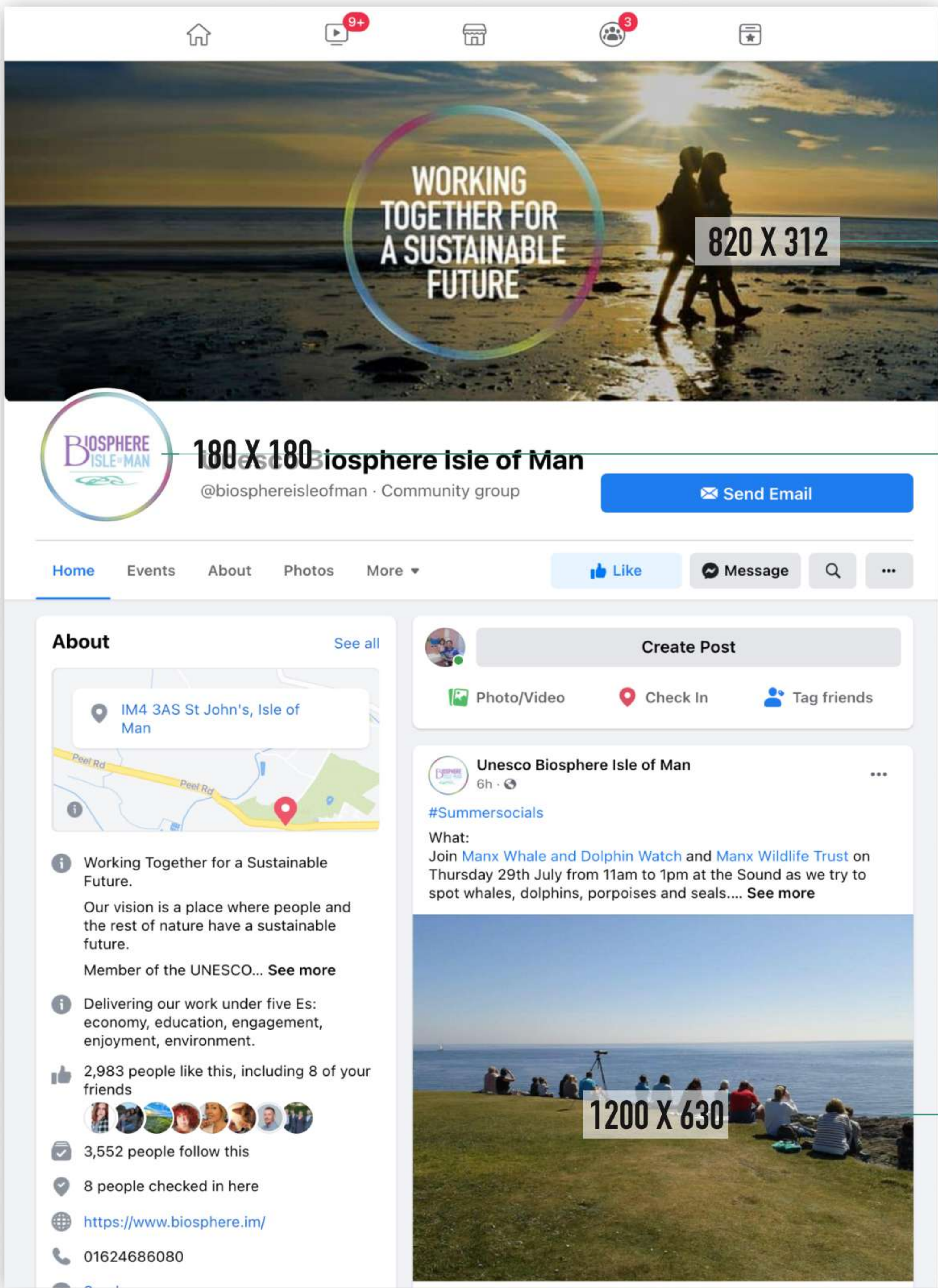
SUBPAGE: Article Images Standalone



Subpage images that do not need to lead to a page with a large main image at the top 750 X 600 Pixels



Facebook Posts



Cover photo
820 x 312 pixels

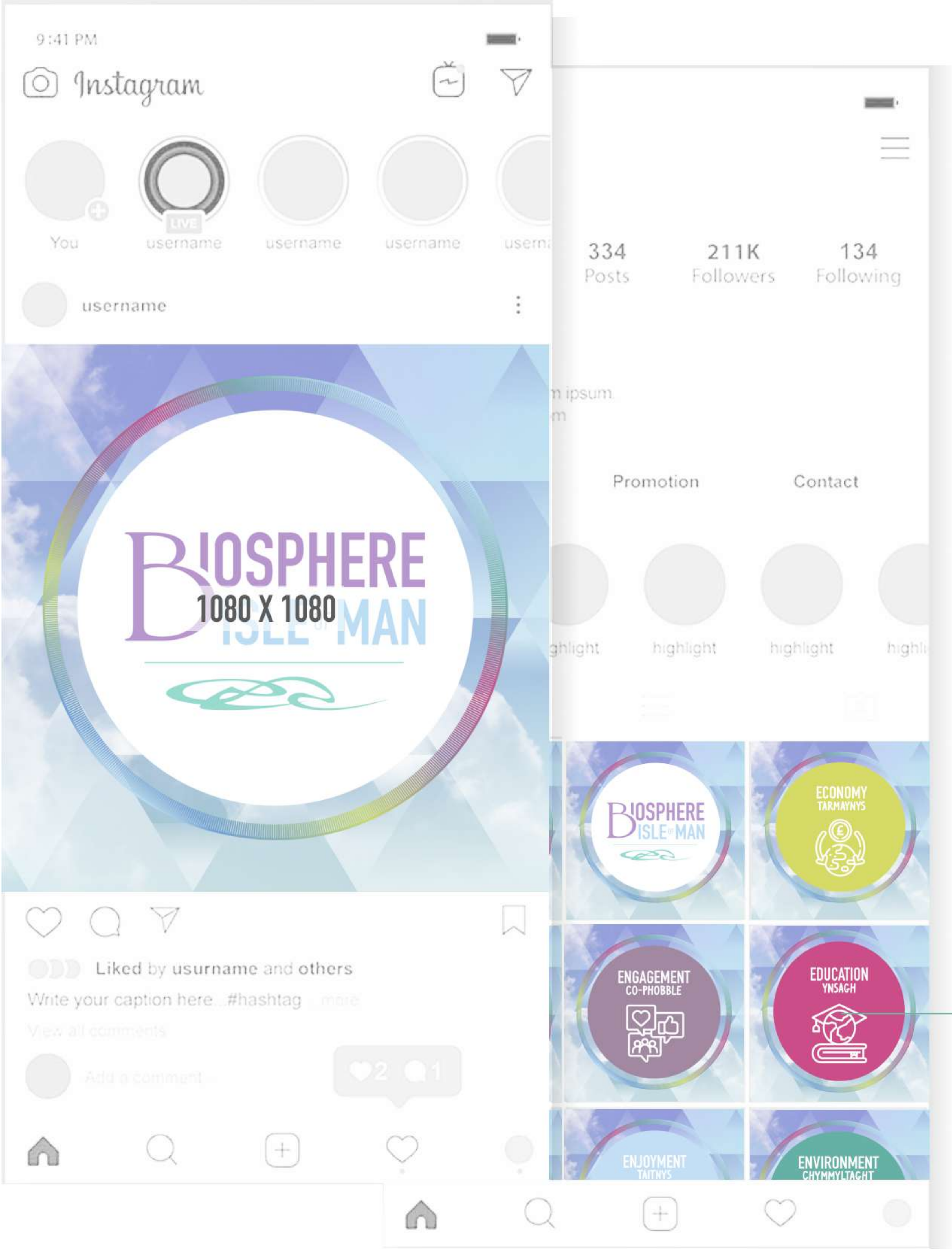
Profile
180 x 180 pixels

Post images
1200 X 630 Pixels

Mobile viewed best as
1080 X 1080 Pixels



Instagram Posts



Post images
1080 X 1080 Pixels

When creating images for normal instagram posts it is advised to create at this 1:1/square format so that our instagram posts populate neatly on our profile as shown here.



A summary of sizes

EMAIL

Hero Image/Main Image:
600 X 415 Pixels

Article Image/Story Image:
285 X 197 Pixels

WEBSITE

Article Images For Click-Through Article Page:
1600 X 1001 Pixels

Article Image Standalone:
750 X 600 Pixels

SOCIAL

Facebook:
1200 X 630 Pixels

Instagram:
1080 X 1080 Pixels



For further information or assistance please contact:

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