# BRANDING GUIDELINES FOR GEO

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The following Branding Guidelines are designed to increase GEO's visibility by better communicating, through use of consistent branding, the work being done within the GEO framework. Common and consistent usage of the GEO logo will create more alignment and visibility within the GEO community and externally, thereby reinforcing the significant contributions the GEO community is making globally to coordinated, comprehensive and sustained Earth observations.

From its inception, GEO has been designed to integrate data and information, largely created by its Members and Participating Organizations, and to facilitate the development of products and services using this integrated information. So while the actual ownership of the composite parts lie with the contributing institutions, it is the sum total of these global contributions that are branded as enabled by the GEO framework.

These Branding Guidelines are designed to visually and thematically reinforce the *GEO Strategic Plan 2016 – 2025: Implementing GEOSS*, particularly GEO's mission, to connect the demand for reliable and timely environmental data and information with the supply of data and information available through the Global Earth Observation System of Systems (GEOSS). Quality, consistent branding is essential to maintain the visibility and credibility of GEO as a sound intergovernmental organization as well as bring increased recognition of the added value that working within the GEO framework brings by building on community contributions across, and among, the immense range of stakeholders involved. Branding guidelines are provided for consistent use of

    I.    The GEO logo, GEO tagline; and GEO Vision;
   II.    Increased use of the GEO brand in, and for, GEO Flagships, Global and Regional Initiatives, Community Activities, National GEO logos and GEOSS references and data.

Resources for the GEO logo, templates and up-to-date standard texts are available on the branding page of the GEO **website**.

These branding resources are provided to organizations, entities and individuals contributing to the GEO Work Programme as tools to aid implementation of the branding guidelines.

GEO Flagships are required, and GEO Initiatives are encouraged, to show how they will comply with these guidelines as part of their proposals for inclusion in the GEO Work Programme.

# 1   THE GEO LOGO, GEO TAGLINE, AND GEO VISION

## 1.1   GEO Logo

Use of the GEO logo is intended for events (conferences, meetings, symposia), publications, reports, websites and other on-line material produced within the GEO framework and/or co-sponsored by GEO.

The GEO logo has been branded with both form and a colour palate. One of the three logos shown below may be used, depending on function, format, space available and audience familiarity with GEO. For further branding recommendations, see the *GEO Style Guide*.

## 1.2   Standalone GEO Logo



For broad use in banners and event information such as websites or pamphlets which include a list of other organizations and their logos. This is particularly useful when the audience is familiar with GEO, and therefore does not need the organizational name. It is concise, strong and holds up very well in comparison to many other organizational logos.

## 1.3   GEO logo with organization name



For use where audience familiarity with GEO is limited, or lacking altogether.

## 1.4   GEO logo - letterhead



For use on letterhead– generally GEO Secretariat use only.

## 1.5   Use of the GEO tagline

A tagline can also reinforce participation in GEO. We therefore encourage use of taglines as another means to show connections to GEO. The following are suggested GEO taglines that can be used at the bottom of web pages and on relevant reports and publications:

1.  Contributing to the Vision of GEO;
2.  Contributing to GEO Objectives;
3.  Developed within the GEO Framework (for reports);
4.  Powered by GEOSS (for GEOSS-linked applications).
5.  Enabled by GEO and/or Enabled by GEOSS

## 1.6   GEO Vision

 *"To realize a future wherein decisions and actions, for the benefit of humankind, are informed by coordinated, comprehensive and sustained Earth observations and information."*

### 1.7 GEO Background Text

Standard background text is maintained on the GEO website to describe GEO's Vision and organization, with the most up-to-date information on the number of Members, Participating Organizations and Observers.

For the current text, see Annex II, and see the [GEO Website](#) for current list of Members, Participating Organizations and Observers.

## 2 INCREASED USE OF THE GEO BRAND IN, AND FOR, GEO FLAGSHIPS, GLOBAL AND REGIONAL INITIATIVES, COMMUNITY ACTIVITIES, NATIONAL GEO LOGOS, AND GEOSS REFERENCES AND DATA

### 2.1 GEO Flagships or GEO Initiatives

Logos for GEO Flagships (required) and GEO Initiatives (recommended).

GEO Flagships are required, and GEO Initiatives are encouraged, to show how they will comply with GEO branding guidelines as part of their proposals for inclusion in the GEO Work Programme.

When the Flagship or Initiative name includes the letters 'GEO', the three-letter logo (font and colors) described above should be used. Integrating this logo into the Flagship/Initiative logo helps make the GEO connection instantly recognizable. When the name does not include GEO, using GEO's color palates and logo font (Segoe UI Semibold) can produce a similar effect. Examples of both include:



### 2.2 GEO Flagship or GEO Initiative Taglines

A tagline that makes explicit reference to which institutional decision-making process the Initiative supports is recommended for GEO Flagships and GEO Initiatives. The GEO Secretariat is available to work with Flagships and Initiatives to compose appropriate taglines.

The suggested format is along the following lines:

*Initiative name / action / policy framework /* with */ output service.*

e.g. GEOGLAM, through its Early Warning Crop Monitor, harnesses data and information to support the G20 Agriculture Ministers' Directive and the Global 2030 Agenda on creating a more food secure world.

### 2.3 Branding Templates for GEO Flagships and GEO Initiatives

Templates for GEO Flagships and GEO Initiatives will be made available on the branding page of the GEO website for the following:

- Publications, brochures, other reports, e.g. the Flagship/Initiative should feature the GEO logo on the front cover of the publication, preferably top left;

- Pamphlets should be produced in A5 size to conform with existing information pamphlets about GEO Flagships/Initiatives;
- PowerPoint presentations;
- Posters; and
- Banners.

Web pages: the GEO logo should appear in the top left of the home page banner, with the GEO Flagship/Initiative appearing top right. The GEO logo in the Flagship/Initiative banner should be a hyperlink to the GEO website homepage, as the Flagship/Initiative logos are hyperlinked to their websites from the GEO website homepage. Hyperlinks to the relevant GEO webpage are also suggested when a GEO Initiative publishes information about an event or meeting.

## 2.4 Branding for GEO Community Activities

Community Activities, while much more distributed, can also take advantage of the GEO Brand. The example below is from the European project titled ConnectinGEO, which clearly shows the linkages with GEO.



## 2.5 Branding GEOSS

A logo for GEOSS, the Global Earth System of System has also been created.



When there is a need for something more than just the GEOSS logo shown above, the graphic below reflects the renewed commitment to build a Global Earth Observation System of Systems (GEOSS) for societal benefit.

Additional Societal Benefit Area graphics are available as resources on the GEO website.

## 2.6    National GEOs

Increasingly, GEO Members are creating logos for their national efforts.  Shown below are some very good examples where the GEO Branding Guidelines have been employed by Austria, China, France, Greece and South Africa.



As shown above, the national logo should integrate the GEO logo. Font and colour schemes for additional letters are available in the Style Guide.

## 2.7    Branding by GEO Participating Organizations

Some Participating Organizations have also implemented these branding guidelines as a means to give their participation in GEO more visibility, as well as give more visibility to GEO and its brand.  A good example of this is shown below from the GEO Participating Organization – the Inter-Balkan Environment Center (i-BEC).
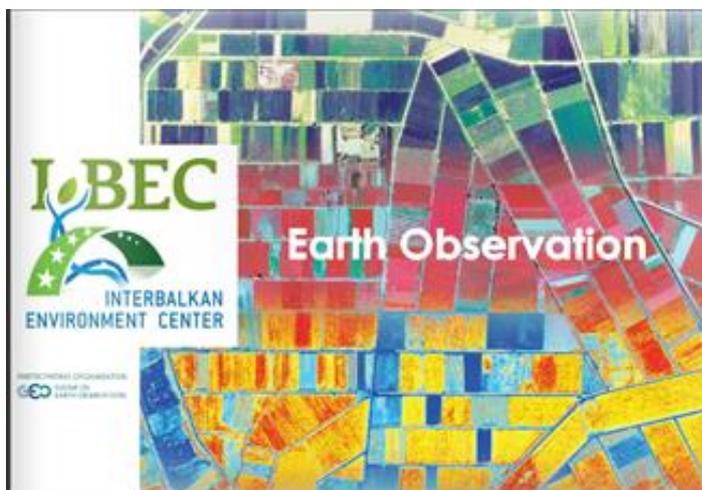
## 2.8 Branding data

GEO recognizes that the societal benefits arising from Earth observations can only be fully achieved through the sharing of data, information, knowledge, products and services. GEO has therefore promoted fundamental principles for data sharing and re-use, expanding the trend towards open data worldwide. Use of data provided by the GEO community through the GEOSS Common Infrastructure (GCI) is growing. From January to June 2016 there were more than 4.2 million queries to the GCI, double the number of queries from the previous year, and an order of magnitude more than in 2014.

### GEOSS Data Sharing Principles

Data outputs from GEO Initiatives and GEO Flagships are to conform to this latest version of the Data Sharing Principles:

- Data, metadata and products will be shared as Open Data by default, by making them available as part of the GEOSS Data Collection of Open Resources for Everyone (Data-CORE) without charge or restrictions on reuse, subject to the conditions of registration and attribution when the data are reused;

- Where international instruments, national policies or legislation preclude the sharing of data as Open Data, data should be made available with minimal restrictions on use and at no more than the cost of reproduction and distribution; and

- All shared data, products and metadata will be made available with minimum time delay.

Data that conforms with the Data Sharing Principles is branded in the GCI as GEOSS Data Collection of Open Resources for Everyone (GEOSS Data-CORE). A tagline of "part of GEOSS Data-CORE" may also serve useful in some instances. The Data Core logo and tag line may also be used in other organizational or community portals for datasets conforming to GEO's Data Sharing Principles.



### GEOSS Data Management Principles

To further maximize the value and benefits arising from Earth observation data, GEO continues to work with partners to promote the use of the GEOSS Data Management Principles adopted at GEO-XII Plenary in 2015. The 10 principles address the need for common standards and interoperability arrangements to facilitate re-use of data, and are laid out under five headings: discoverability, accessibility, usability, preservation and curation. A dataset that adheres to these principles is considered valuable, and through the use of a GEO data label for the data management principles, can be recognized more easily for its quality.

Data outputs from Community activities, GEO Initiatives and GEO Flagships that conform to the Data Management Principles may be branded either with an integrated label showing conformity with principles or individual icons for each data management principle. The integrated label or the icons may also be used in organizational or in community portals or websites for datasets conforming to the GEO Data Management Principles. Information on how to apply the Data Management Principles as well as icons both for the integrated GEO label icon and also for individual principles is available at www.geolabel.info



Example of a proposed icon for data discoverable in the GCI, one of the 10 Data Management Principles.