

Branding Guidelines for GEO 2016 – 2025

The following guidelines are designed to reinforce common usage of the GEO logo and to create more alignment and consistency within the GEO community pertaining to the GEO brand.

The logos, colour schemes, taglines and imagery are intended as resources to make it easy for the GEO community to achieve a common look and feel for all materials relating to GEO. The guidelines will be updated periodically.

Resources such as logos, templates and up-to-date standard texts are available on the branding page of the GEO website: <http://earthobservations.org/documents.php?smid=2300>

Branding guidelines are provided for:

- I. Consistent use of the GEO logo
- II. Branding templates
- III. Use of the GEO tagline.
- IV. Use of the GEO Initiative tagline
- V. Societal Benefit Areas and cross cutting areas
- VI. GEO background text
- VII. Language and spelling
- VIII. Data – core and non-core//GEO Label
- IX. Imagery

This reference document refers to the *GEO Brand Style Guide 2016 – 2025* and contains the current standard background text for GEO.

The 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 GEOSS.

GEO works to unlock the power of Earth observations by facilitating their accessibility and application to global decision-making within and across many different domains. Quality, consistent branding is essential to maintain the credibility of GEO as an intergovernmental organization and its recognition across and among the range of stakeholders involved.

Of GEO's three strategic objectives, Advocate, Engage, Deliver, there is a strong requirement for branding in advocacy – which subsequently reinforces the other areas of activity. GEO's Engagement Strategy contains overarching communications activities, developing messaging for targeted stakeholders, convening the GEO community and developing partnerships – all of which necessitate recognizable and consistent branding.

Any organization, entity or individual contributing to the GEO Work Programmes in 2016 – 2025 is requested to use these Branding Guidelines.

I. GEO Logo

Use one of two logos, depending on format, space available and audience familiarity with GEO. Minimum dimension of the 'E' of GEO is 0.5cm. Use the height of the E for sizing when positioning with other logos.



The following logo should be used for banners, sponsorship or where audience familiarity with GEO is lacking or non-existent.



For further branding recommendations, see the *GEO Style Guide*.

GEO Logo use with GEO Flagships and GEO Initiatives

When the Initiative/Flagship logo includes the GEO logo, the three-letter logo described above should be used. Integrating the GEO logo into the Flagship/Initiative logo helps to make the GEO connection instantly recognizable.



Branding GEOSS

A new logo has been created for GEOSS 2016 – 2025.



A new graphic reflects the renewed commitment to build a Global Earth Observation System of Systems.



Branding proposal for GEO Members and Logo use with Regional GEOs

Members are requested to use GEO branding to increase of recognition of GEO efforts at the national level, as these Members, South Africa and China have done.



The national or regional programme logo should integrate the GEO logo. Font and color schemes for additional letters are available in the Style Guide.



II. Branding templates

Branding templates for GEO Flagships and GEO Initiatives

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

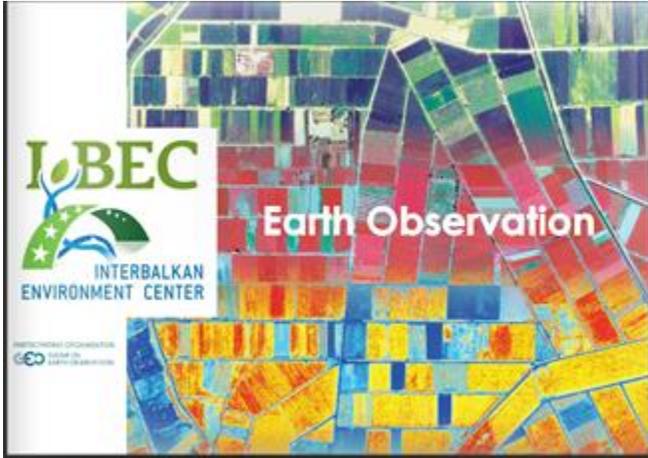
- Publications, brochures, white papers. The Flagship/Initiative should feature the GEO logo on the front cover of the publication, preferably top right.
- Pamphlets should be produced in A5 size to conform with existing information pamphlets about GEO Flagships/Initiatives.
- PowerPoint presentations
- Posters
- Banners
- Web-pages: the GEO logo should appear in the top right of the home page banner, with the GEO Flagship/Initiative appearing top left.



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.

Branding by GEO Participating Organizations

POs are also requested to illustrate their commitment to GEO in their branding, as appropriate. The following is an example of a Participating Organization’s effort to demonstrate its connection with GEO.



Branding for GEO Community Activities

Use of the GEO logo for Community Activities, in this example of ConnectinGEO, will clearly link the Activity to GEO.



III. Use of the GEO tagline

Where use of the GEO logo is not appropriate, the connection to GEO can still be made clear through use of a tagline. The following are suggested GEO taglines which can be used at the bottom of web pages and on relevant documents:

- i. Contributing to the Vision of GEO
- ii. Contributing to GEO objectives
- iii. (for reports) Developed within the GEO framework
- iv. (for GEOSS-linked applications) Powered by GEOSS

IV. Use of the GEO Flagship or GEO Initiative tagline

GEO Flagships and GEO Initiatives should each have an aspirational tagline to make explicit which institutional decision-making process they support, and, therefore, GEO is supporting. The GEO Secretariat will work with Flagships and Initiatives to compose appropriate taglines.

The formula would be as follows:

Initiative name uses observations to (contribute to the Convention on Biodiversity (CBD)/ support SDG 2 Zero Hunger/support REDD+ implementation) etc.

V. Societal Benefit Areas and Cross Cutting Areas

The Societal Benefit Areas (SBA) graphic provides an overview of the domains linking GEO activity to outcome.



Graphics for cross-cutting areas:

- Climate:



- 2030 Agenda:



- Open Data:



Alignment of SBAs, GEO Initiatives and Community Activities

SBA	GEO Initiatives		Community Activities	
	GI-01	GEOGLAM-Global Agricultural Monitoring and Early Warning		
				
	GI-04	Global Observing System for Mercury and Persistent Pollutants	CA-07	Integrated Water-cycle Products and Services - Overall coordination
	GI-12	Integrated Information Systems for Health (Cholera, Heat waves)	CA-14	GEO Water Quality
	GI-13	Integration of Methods for Air Quality and Health Data, Remote Sensed and In-Situ with Disease Estimate Techniques	CA-18	Water Cycle Integrator (WCI)
			CA-19	E2E Water Indicators
			CA-22	Linking water tasks with wider societal benefit areas and the post-2015 global development framework
	GI-17	Global Urban Observation and Information	CA-24	Earth Observation in Cultural Heritage documentation
	GI-21	Human Planet Initiative		

SBA	GEO Initiatives		Community Activities	
	GI-02	GEOBON-Global Biodiversity Observation (GEO BON)	CA-29	Using Geospatial Data to Identify and Monitor Ecosystem Service and Track in a Natural Capital – Ecosystems Accounts Framework
	GI-03	GFOI Global Forest Observation Initiative	CA-30	Harmful Algal Bloom (HAB) Early Warning System
	GI-14	GECO: the GEO Global Ecosystem Initiative	CA-31	For Global Mangrove Monitoring
	GI-15	GEO-GNOME Initiative: GEO Global Network for Observation and information in Mountain Environments		
	GI-08	GEO Geohazard Supersites and Natural Laboratories (GSNL)	CA-23	Space and Security
	GI-09	Global Wildfire Information System	CA-26	Towards Chinese tsunami mitigation system under GEO framework
	GI-16	GEO-DARMA = Data Access for Risk Management <i>(to support the implementation of Sendai framework).</i>	CA-27	Foster Utilization of Earth Observation Remote Sensing and In Situ Data for All Phases of Disaster Risk Management (new-CEOS)
			CA-28	Global Flood Risk Monitoring
	GI-10	EO data and renewable energies	CA-06	EO data and mineral resources (Includes Impact Monitoring System for Geo-Resource Exploration and Exploitation)
			CA-25	Africa Global-scale Geochemical Baselines for mineral resource and environmental management: Capacity-building phase

SBA	GEO Initiatives		Community Activities	
	GI-11	Information Services for Cold Regions	CA-07	Integrated Water-cycle Products and Services - Overall coordination
	GI-20	GEO Global Water Security (GEOGLOWS)	CA-08	Water Vapor and Clouds (Aerosol & Precipitation)
			CA-09	Precipitation
			CA-10	Evapotranspiration (and Evaporation)
			CA-11	Soil Moisture
			CA-12	River Discharge
			CA-13	Groundwater
			CA-14	GEO Water Quality
			CA-15	Water Cycle Capacity Building
			CA-16	Global Drought Information System (GDIS)
			CA-17	GEO Great Lakes Activity
			CA-18	Water Cycle Integrator (WCI)
			CA-19	E2E Water Indicators
			CA-20	Earth2Observe
		CA-21	Total Water Prediction: Observations Infrastructure	
		CA-22	Linking water tasks with wider societal benefit areas and the post-2015 global development framework	

VI. GEO vision - background text

The ‘elevator pitch’ or short description of GEO is the 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.”

A standard 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 and Participating Organizations.

For the current text, see Annex II.

VII. Language and spelling

GEO is an English language organization and the GEO Secretariat does not issue communications in other languages.

Both British and American English are acceptable.

VIII. Visibility of GEO Data; Data Quality; and Data Citation

[draft text on data – core and non-core]

IX. Imagery

A selection of images is available in the branding section of the GEO website for use in brochures, PowerPoint slides, banners, etc.

Images should be credited: (name of photographer or institution)/(year).

Images featuring people who can be identified should be used only with their permission and to be respectful of the person the photo should be portrayed in a dignified way.

Earth observation images are available from a variety of sources including the following locations:

USGS: <http://glovis.usgs.gov/>

ESA Copernicus: http://www.esa.int/spaceinimages/Sets/Earth_observation_image_of_the_week

Annex I GEO Brand Style Guide 2016 – 2025

Draft available on request.

Annex II GEO Background Language

Group on Earth Observations (GEO)

GEO is a voluntary partnership of governments and organizations that envisions “a future wherein decisions and actions for the benefit of humankind are informed by coordinated, comprehensive and sustained Earth observations”. GEO membership includes 102 Member governments and 95 Participating Organizations comprised of international bodies with a mandate in Earth observations. Together, the GEO community is creating a Global Earth Observation System of Systems (GEOSS) that will link Earth observation resources world-wide across multiple Societal Benefit Areas - Biodiversity and Ecosystem Sustainability; Disaster Resilience; Energy and Mineral Resources Management; Food Security; Infrastructure & Transportation Management; Public Health Surveillance; Sustainable Urban Development; and Water Resources Management - and make those resources available for informed decision-making.

Below are links to several documents and resources that provide a brief overview of GEO and its activities. As GEO begins its second decade we are looking to deepen our engagement with decision makers in the government, science/research and private sectors, explore the potential value of Earth observations to these sectors, and identify existing gaps in important EO data and information.

GEO Homepage - provides access to detailed information about GEO's eight Societal Benefit Areas and the GEOSS Portal (access to 200-million plus resources provided by GEO's partners).

<http://earthobservations.org>

GEO Strategic Plan 2016-2025: Implementing GEOSS - adopted by the GEO-XII Plenary and Ministerial in Mexico City in November 2015, this document articulates GEO's vision and objectives for its second decade.

http://www.earthobservations.org/documents/GEO_Strategic_Plan_2016_2025_Implementing_GEOSS.pdf

GEO Highlights Fact Sheet (a 4 page summary of GEO's history and mission, along with several examples of specific initiatives) [ftp://ftp.earthobservations.org/GEO-X/GEO-](ftp://ftp.earthobservations.org/GEO-X/GEO-X_MS5_Highlights%20Fact%20Sheet.pdf)

[X_MS5_Highlights%20Fact%20Sheet.pdf](ftp://ftp.earthobservations.org/GEO-X/GEO-X_MS5_Highlights%20Fact%20Sheet.pdf)

Report on Progress 2011-2013 (a brief report on GEO achievements between the 2nd and 3rd Ministerial meetings, including more robust descriptions of 24 specific initiatives.)

http://earthobservations.org/documents/ministerial/geneva/MS3_GEO%20Report_on_Progress_2011_2013.pdf