



Graphic Charter

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- GEOLAC
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- Indigenous People Working Group
- Youth Forum

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- French Geoparks Network
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Introduction

The **GGN 2024 Graphic Charter** responds to a requirement articulated by the Global Geoparks Network Executive Board. With the approaching of the 20th anniversary of the GGN, the document is designed to establish and maintain graphic consistency across all GGN representations, whether at the National or Regional level.

Given the unique history of the GGN, it has evolved over time without predefined standards. This evolution and expansion of the network have unintentionally resulted in a certain degree of visual confusion. This confusion is evidenced by the presence of multiple independent logos at both the regional and national levels.

Within this visual complexity, the affiliation of these various entities to the global network is not immediately apparent, which may give the impression of a globally disorganized network operating independently of the international institution that should, in fact, unify all its diverse subnetworks.

The graphic charter, meticulously developed throughout 2023, serves to address and rectify this visual inconsistency. It is specifically tailored to accommodate the diverse entities falling under the GGN umbrella, presenting a coherent and robust image of the GGN as a whole.



**Working together.
As one.**

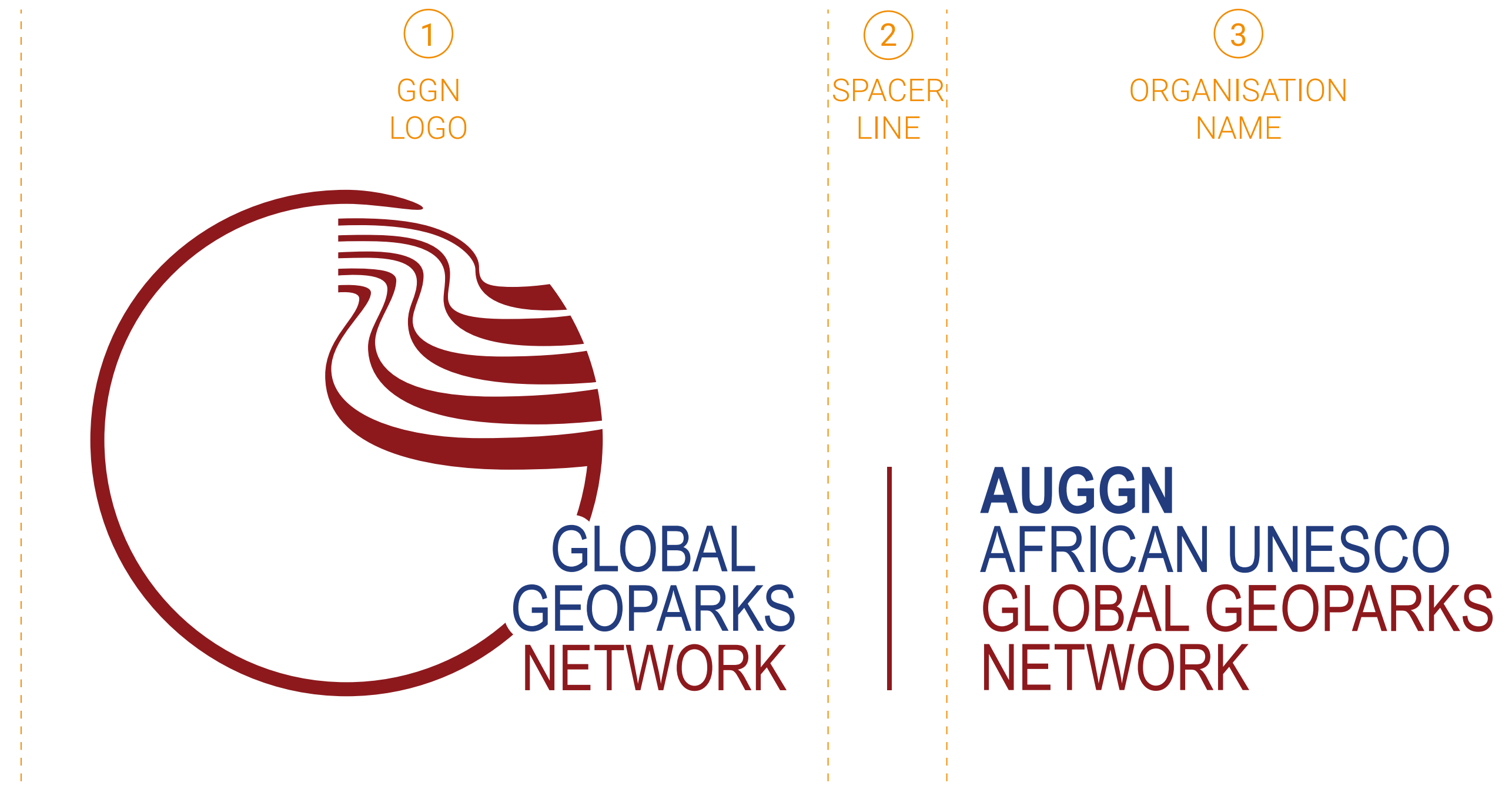
Visual Unity

The new logos for all entities operating under GGN umbrella must embrace the visual identity of GGN logo, presenting themselves as its official part, strengthening the network.



The Elements

The logos are made up of 3 elements:



Spaces and Protection Zone

The logos must respect the spaces between the elements, their proportions and the exclusion zone, a border of minimum clear area around the complete logo that protects its integrity. **The spaces are determined by the height of the letter on GGN logo.** Nothing, including the edge of a page, should fall within the exclusion zone.

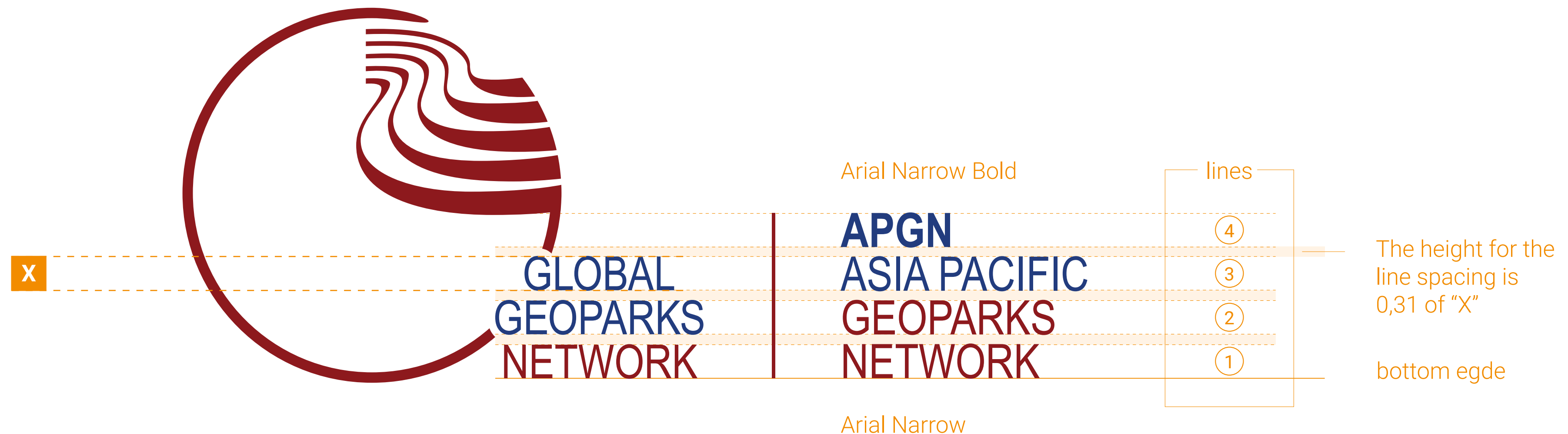


Textual Information

The entities names must be distributed up to four lines, aligned with GGN wordmark, starting from the bottom edge. The text must be in **Arial Narrow**.

Regional Networks must start their names with abbreviations in **Arial Narrow Bold**.

Arial Narrow font family is available under Microsoft license within all Microsoft Office applications.



Colours

The colours for GGN entities logos are **GGN Brown** and **GGN Blue**.



 **CMYK:** 30, 100, 90, 30
RGB: 141, 25, 29
PANTONE: 7622C
HEX: #8D191D

 **CMYK:** 100, 90, 20, 10
RGB: 34, 60, 126
PANTONE: 7687C
HEX: #223C7E

Top
in GGN Blue

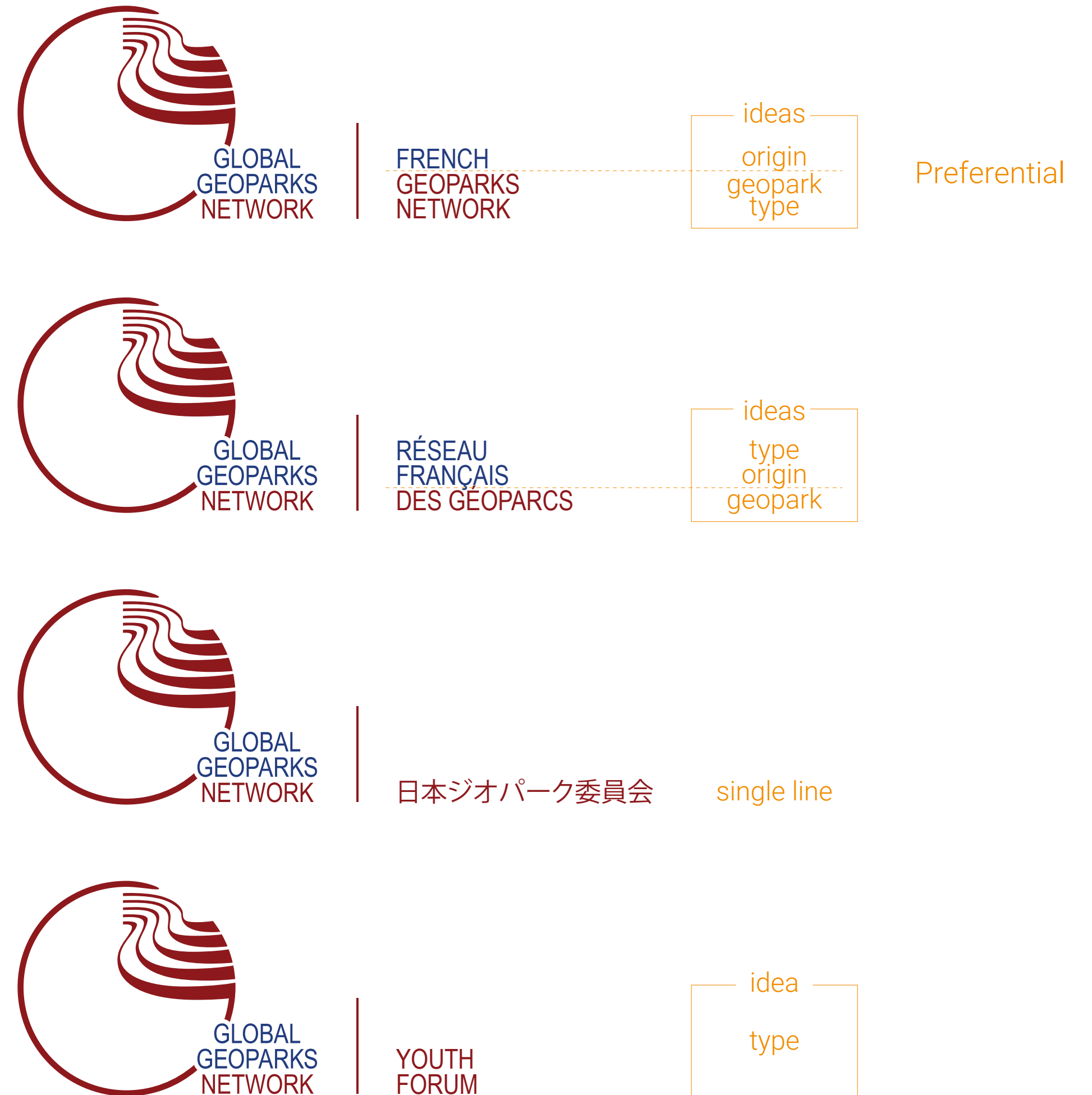
Bottom
in GGN Brown

Colours

The top and bottom colours must be defined according to the language and the text used on the logo. The preferential construction uses the bottom 2 lines in GGN Brow.

It can be changed to give a better understanding of the ideas for:
type of organisation / place of origin /
geopark textual relation.

If the result of the logo is a single line text or a single idea, the text must be all in GGN Brown.

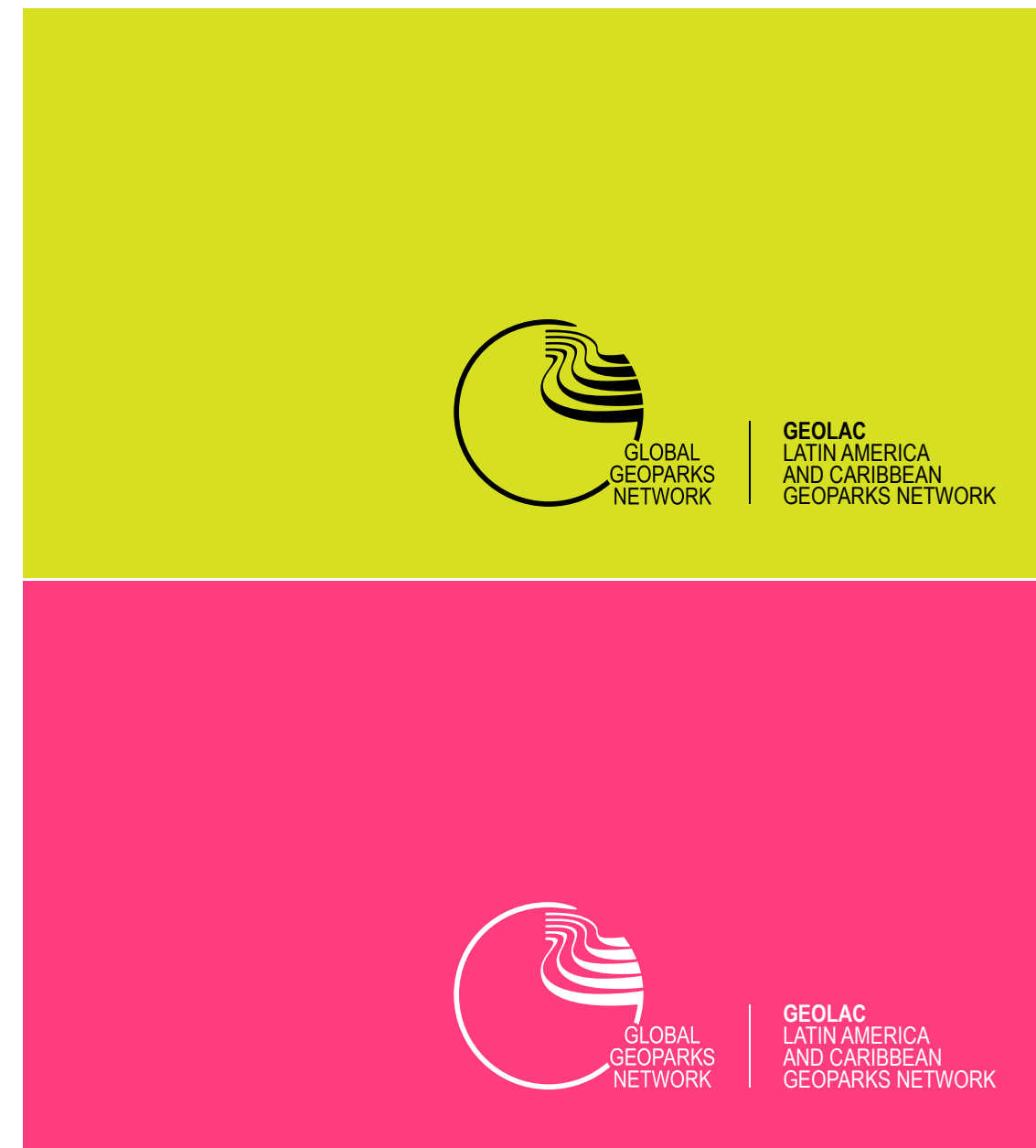


Colours

One-color logos should be used only over photographs or full color backgrounds. Backgrounds should not compete with the logos, which must always be clearly visible. For busy or patterned backgrounds which impair visibility, logos must be placed in a white or light area or over a color lens applied on background.



© Renato Ponte, on Pexels



© Behnam Ramezani, on Pexels



Reduction

The minimum size of the GGN logo element should measure **no less than 110 px for electronics**, or **25 mm for printing materials**, in width.



Coexistence

Do not duplicate the GGN logo.

GGN entities are not separated from GGN. We work together, as one.

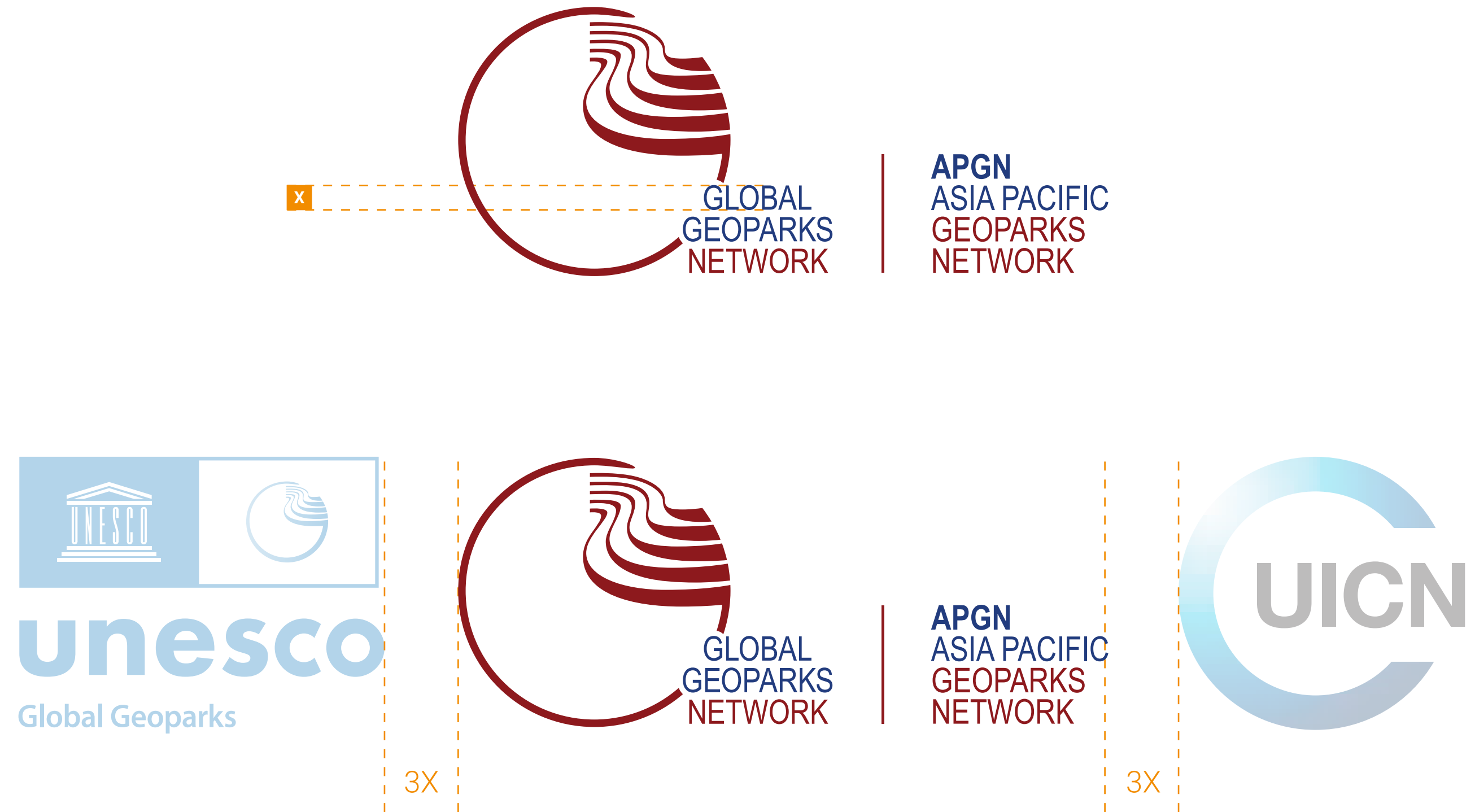


© Harrison Haines, on Pexels



Coexistence

When applying GGN entity logo with other organisations, keep the minimum distance among them.

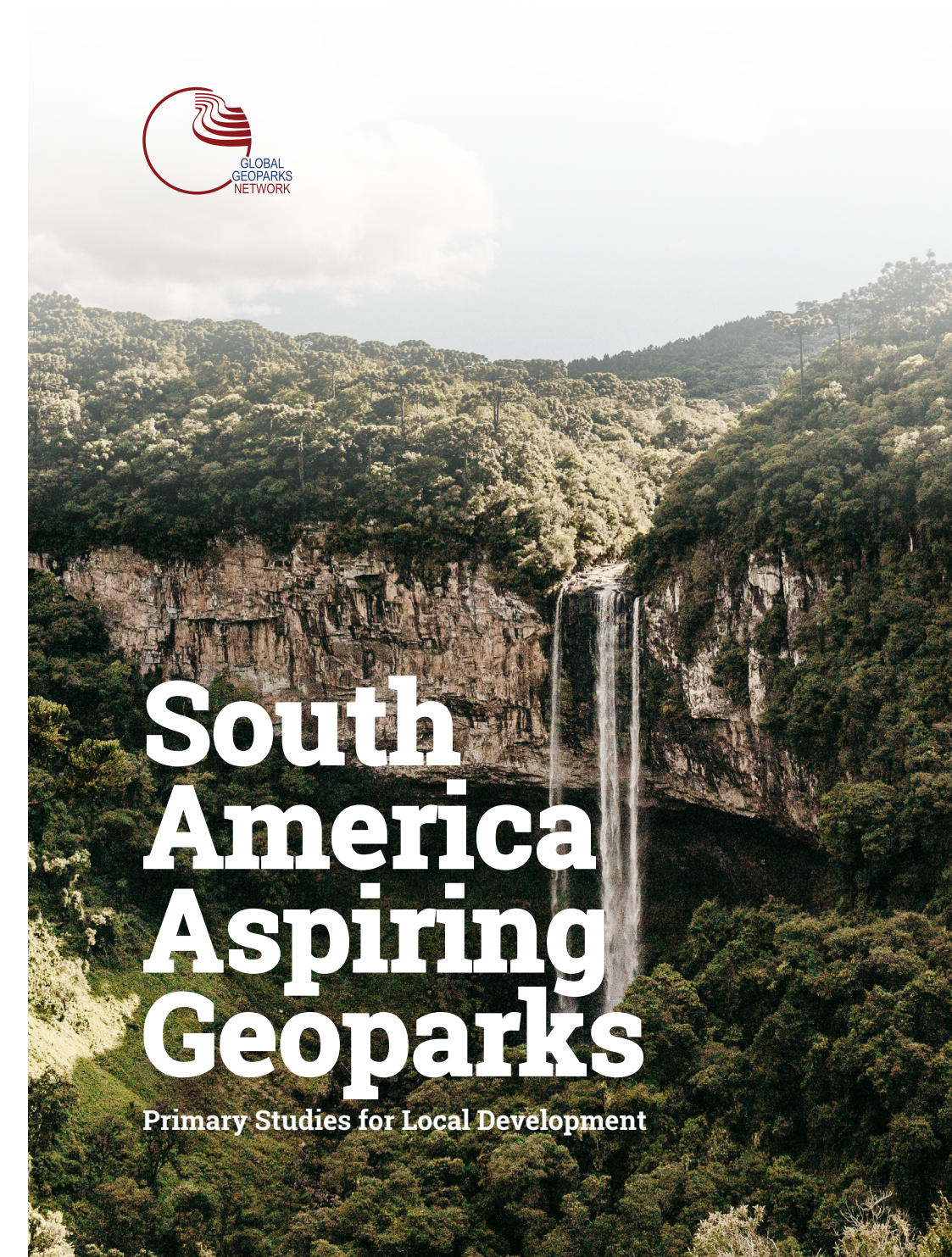


Coexistence

When a material is co-produced by several GGN entities, is preferable to use only GGN logo as signature.

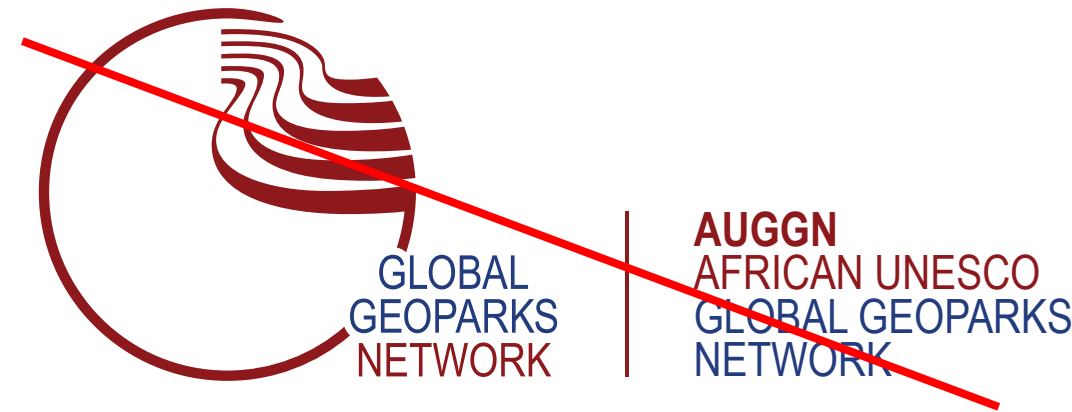


© Jonathan Borba

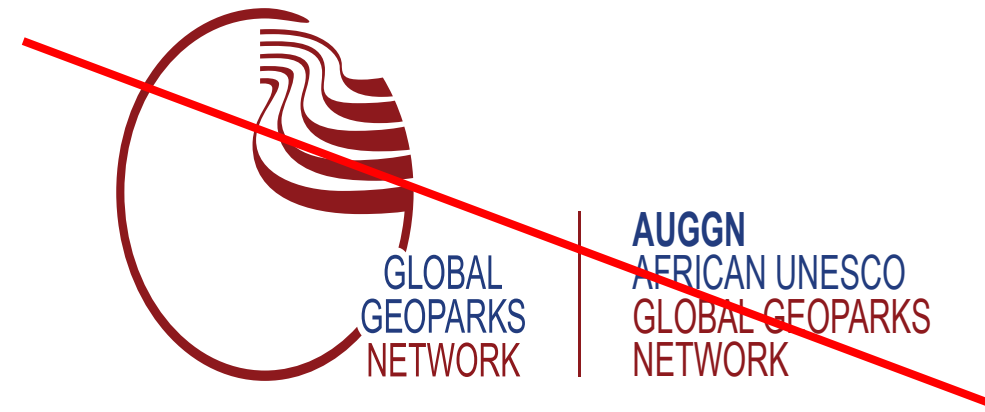


Improper Use

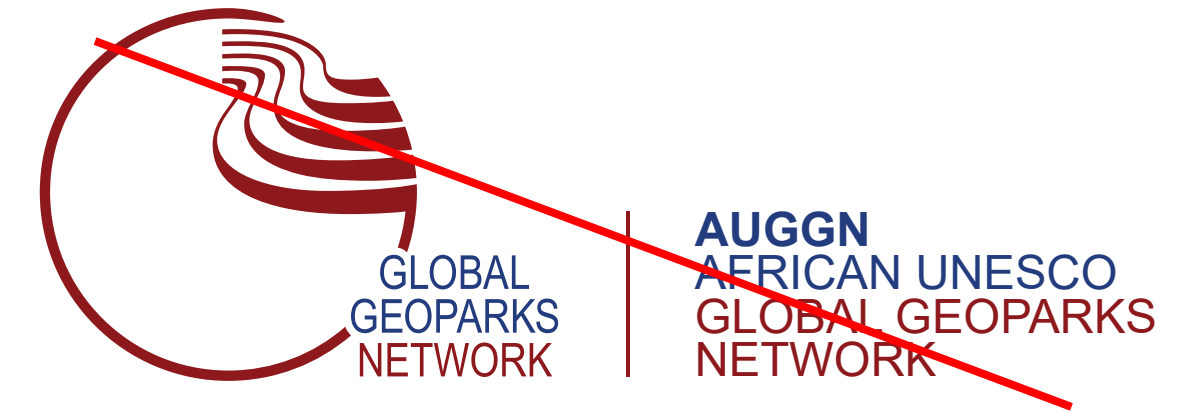
Do not invert the colour orientation



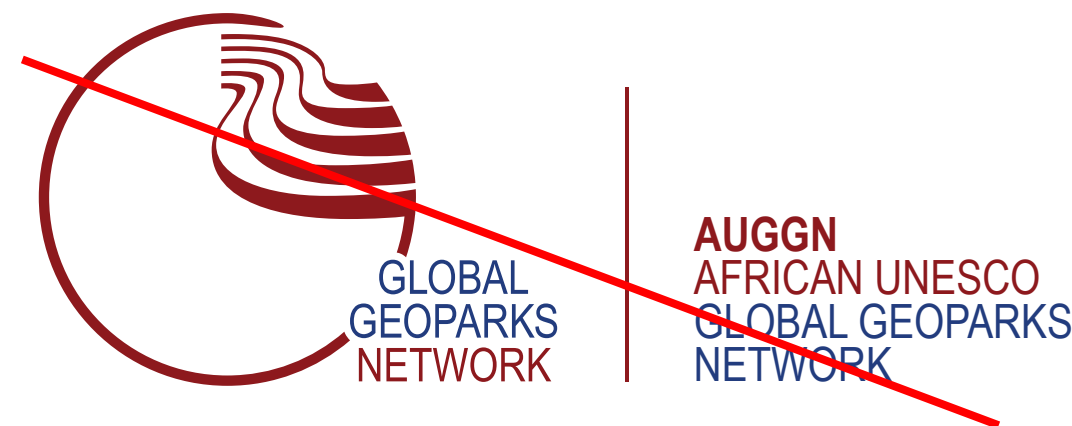
Do not stretch the logo



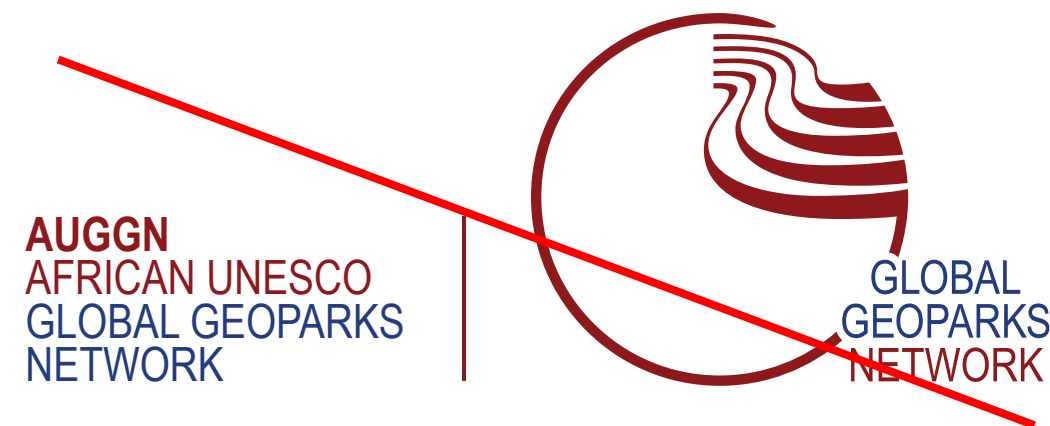
Do not change the font



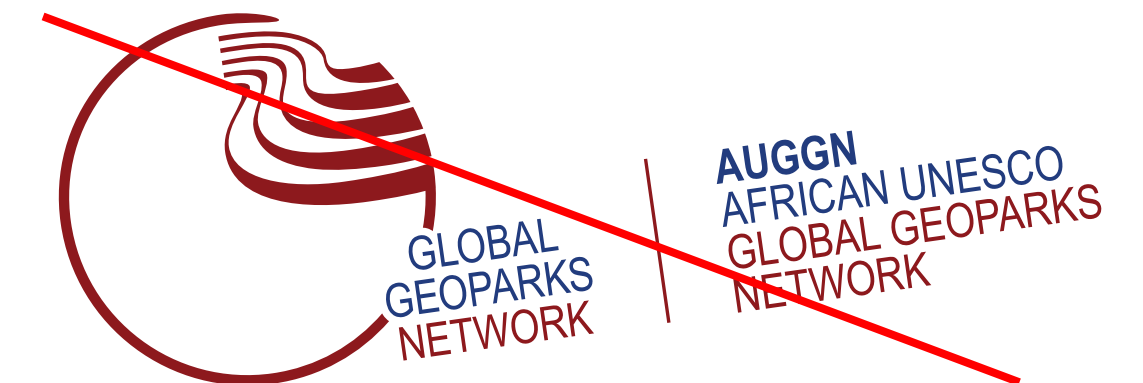
Do not change the scale among the elements



Do not change the elements position



Do not rotate



Regional Geoparks Networks

GGN representations must use their logos in accordance with GGN standards find on this graphic charter, in order to maintain a visual consistency between all the Regional Networks.

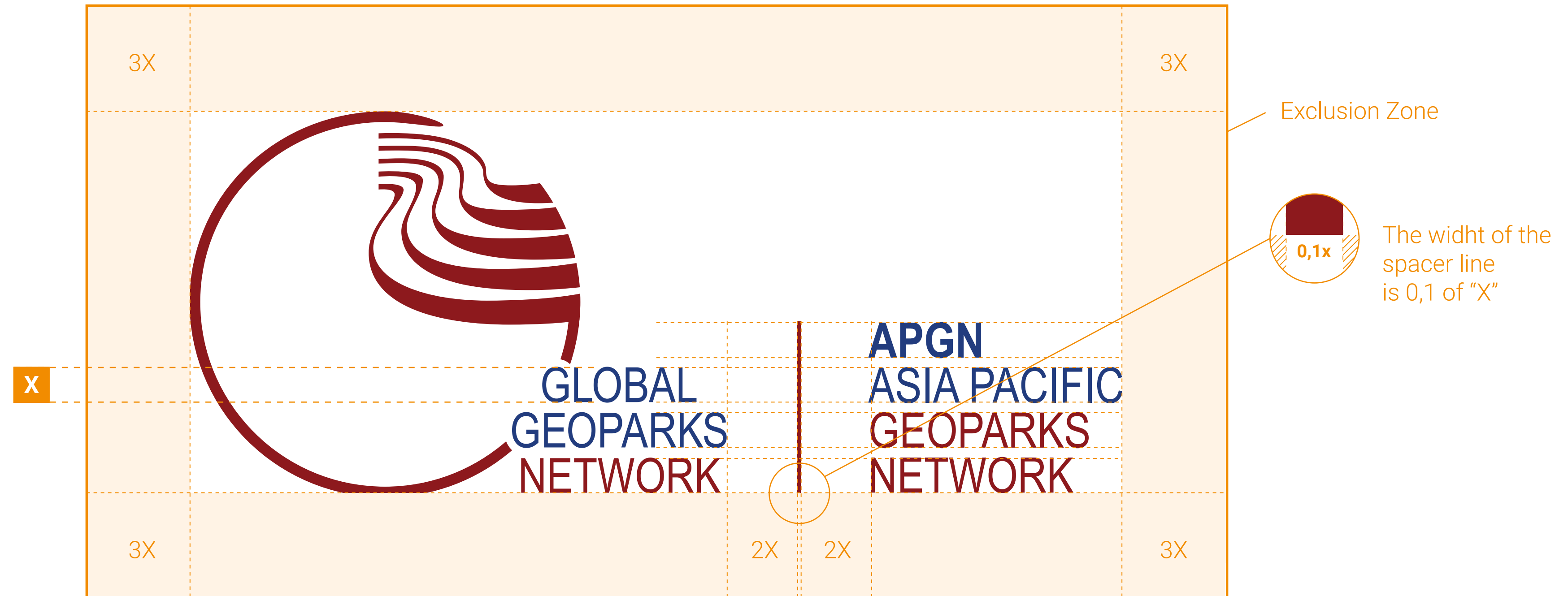
The logos of each organisation are available for download in different formats for print and electronic materials.


 [Click here to download](#)


Regional Geoparks Networks



Regional Geoparks Networks



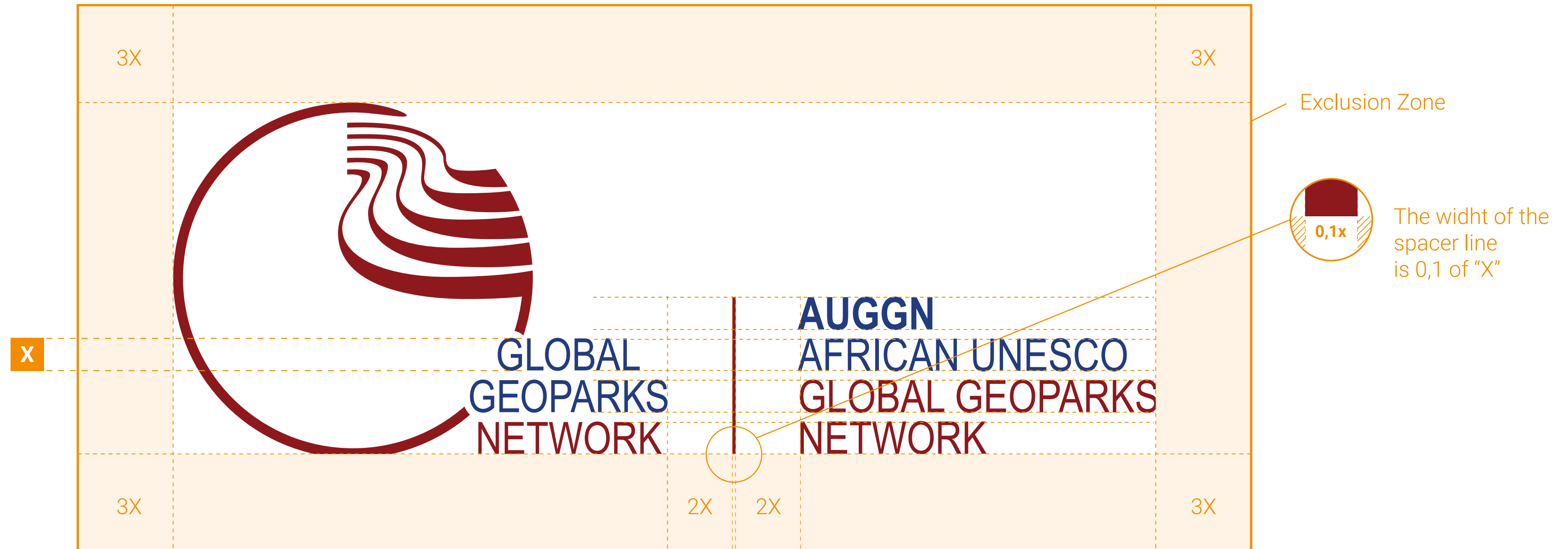

CMYK: 30, 100, 90, 30
RGB: 141, 25, 29
PANTONE: 7622C
HEX: #8D191D



CMYK: 100, 90, 20, 10
RGB: 34, 60, 126
PANTONE: 7687C
HEX: #223C7E


Regional Geoparks Networks



Regional Geoparks Networks



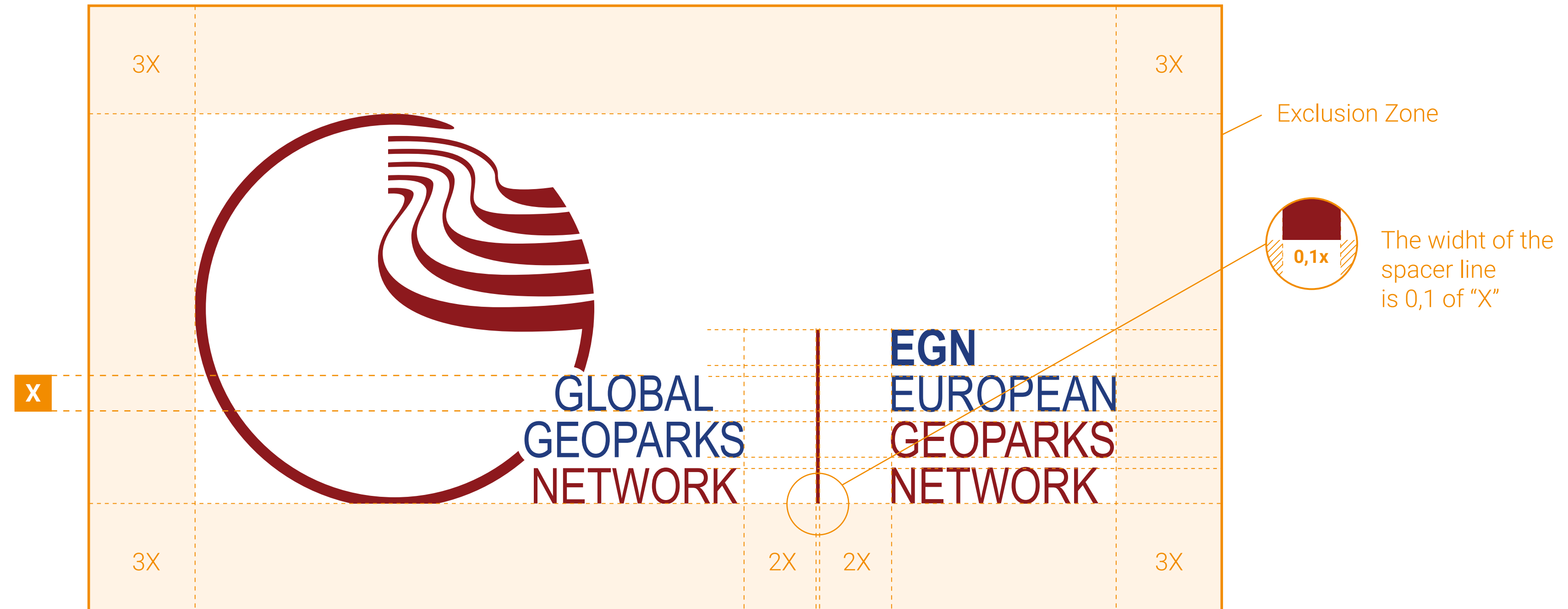
 **CMYK:** 30, 100, 90, 30
RGB: 141, 25, 29
PANTONE: 7622C
HEX: #8D191D


 **CMYK:** 100, 90, 20, 10
RGB: 34, 60, 126
PANTONE: 7687C
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Regional Geoparks Networks



Regional Geoparks Networks



 **CMYK:** 30, 100, 90, 30
RGB: 141, 25, 29
PANTONE: 7622C
HEX: #8D191D

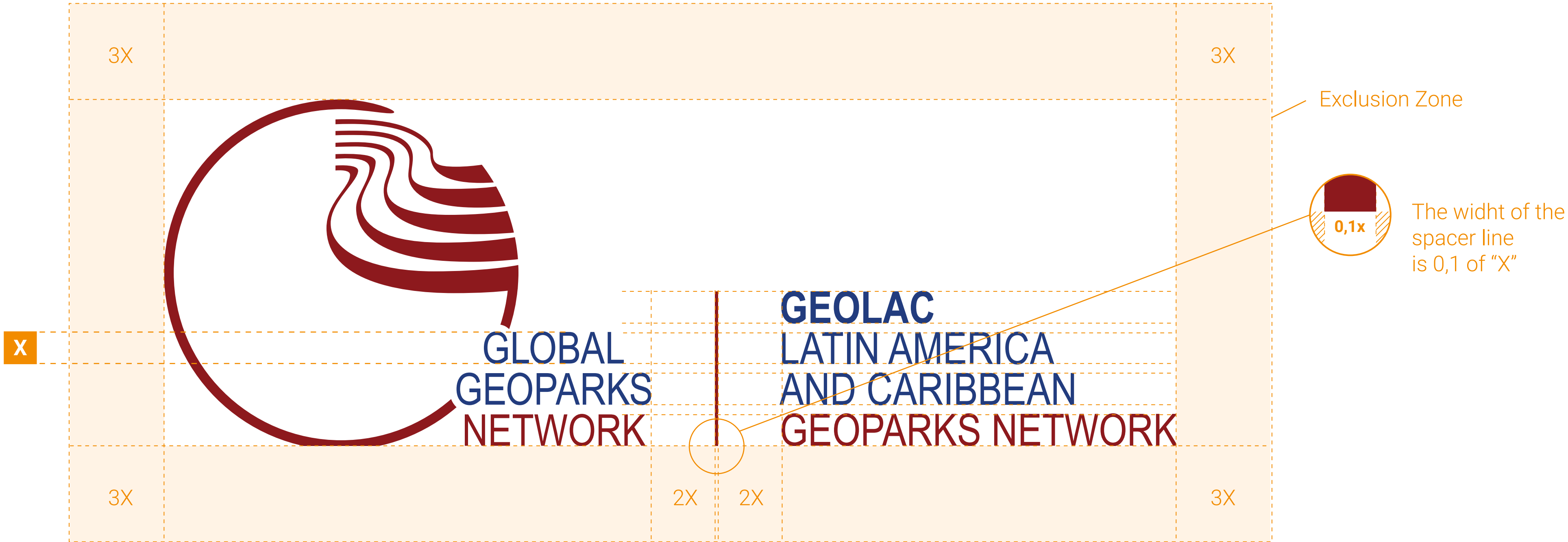
 **CMYK:** 100, 90, 20, 10
RGB: 34, 60, 126
PANTONE: 7687C
HEX: #223C7E

Regional Geoparks Networks



GEOLAC
LATIN AMERICA
AND CARIBBEAN
GEOPARKS NETWORK

Regional Geoparks Networks



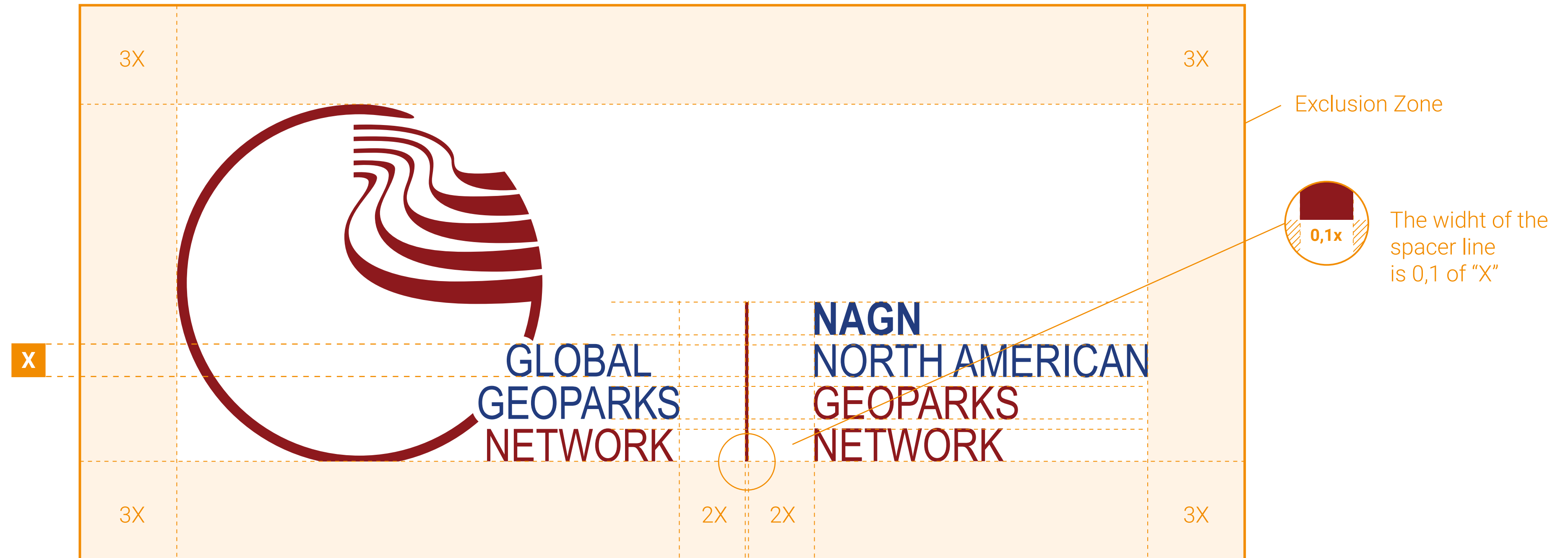
CMYK: 30, 100, 90, 30
RGB: 141, 25, 29
PANTONE: 7622C
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RGB: 34, 60, 126
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Regional Geoparks Networks



Regional Geoparks Networks




CMYK: 30, 100, 90, 30
RGB: 141, 25, 29
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HEX: #8D191D


CMYK: 100, 90, 20, 10
RGB: 34, 60, 126
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GGN Organisms

Every subgroup that is structurally dependent on the GGN has the option to create and utilize its own logo, in accordance with this graphic charter.

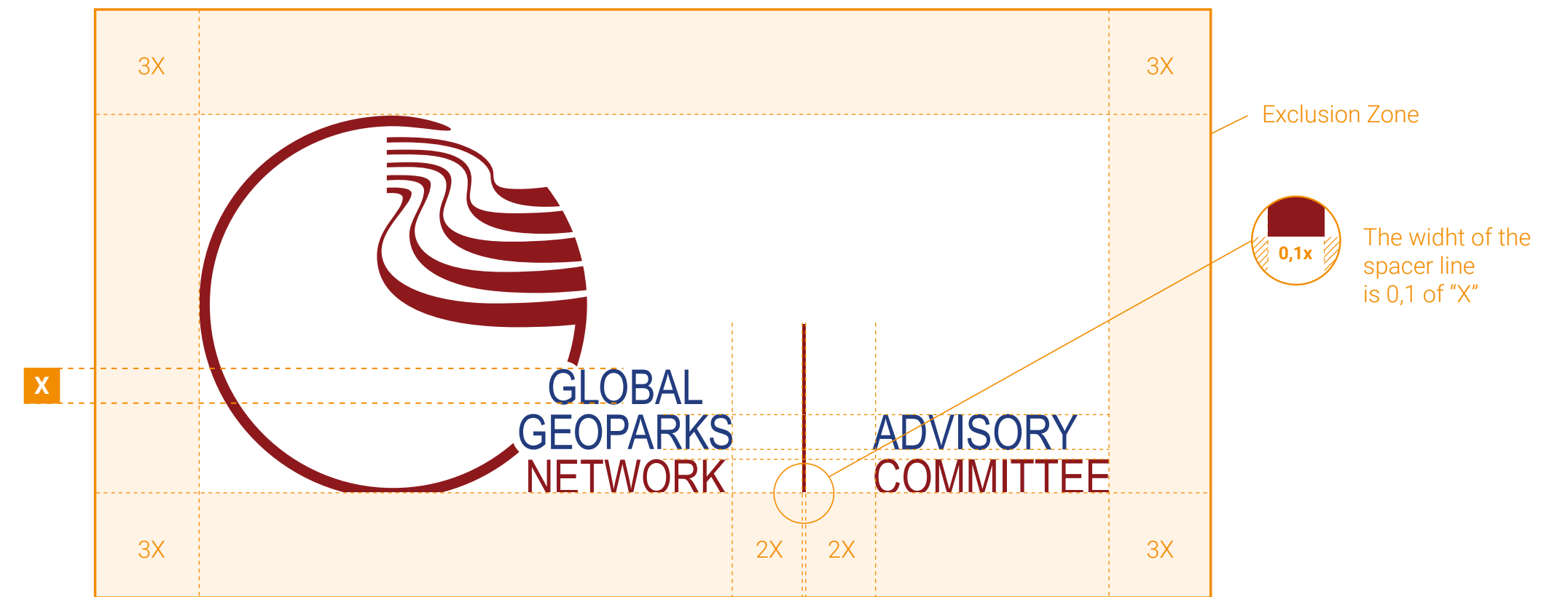
Prior to using this logo, it must be submitted to the GGN Secretariat.


The Secretariat is responsible for ensuring that the logo complies with the GGN's graphic charter before granting official usage authorization.


On the following screens you will find examples of logos from these structural subgroups.

[!\[\]\(23d9fc146e83b5c3013cfa32c784f8d5_img.jpg\) Click here to download the base file for the logo](#)

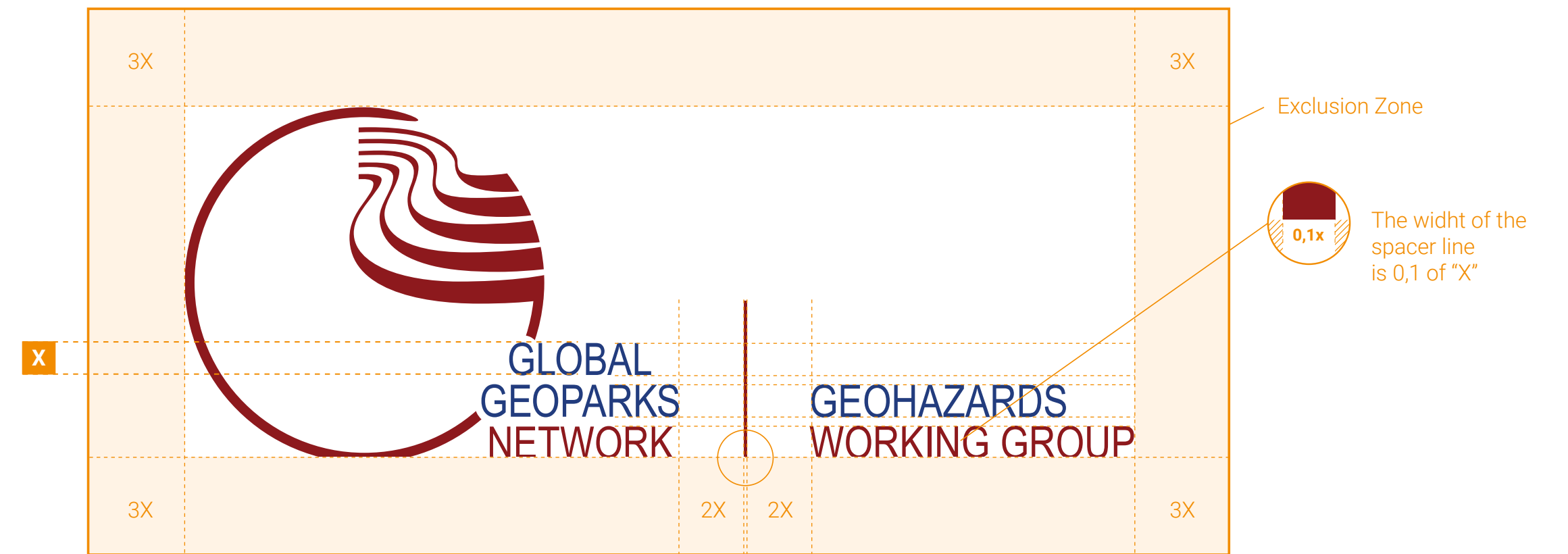
GGN Organisms



 **CMYK:** 30, 100, 90, 30
RGB: 141, 25, 29
PANTONE: 7622C
HEX: #8D191D

 **CMYK:** 100, 90, 20, 10
RGB: 34, 60, 126
PANTONE: 7687C
HEX: #223C7E

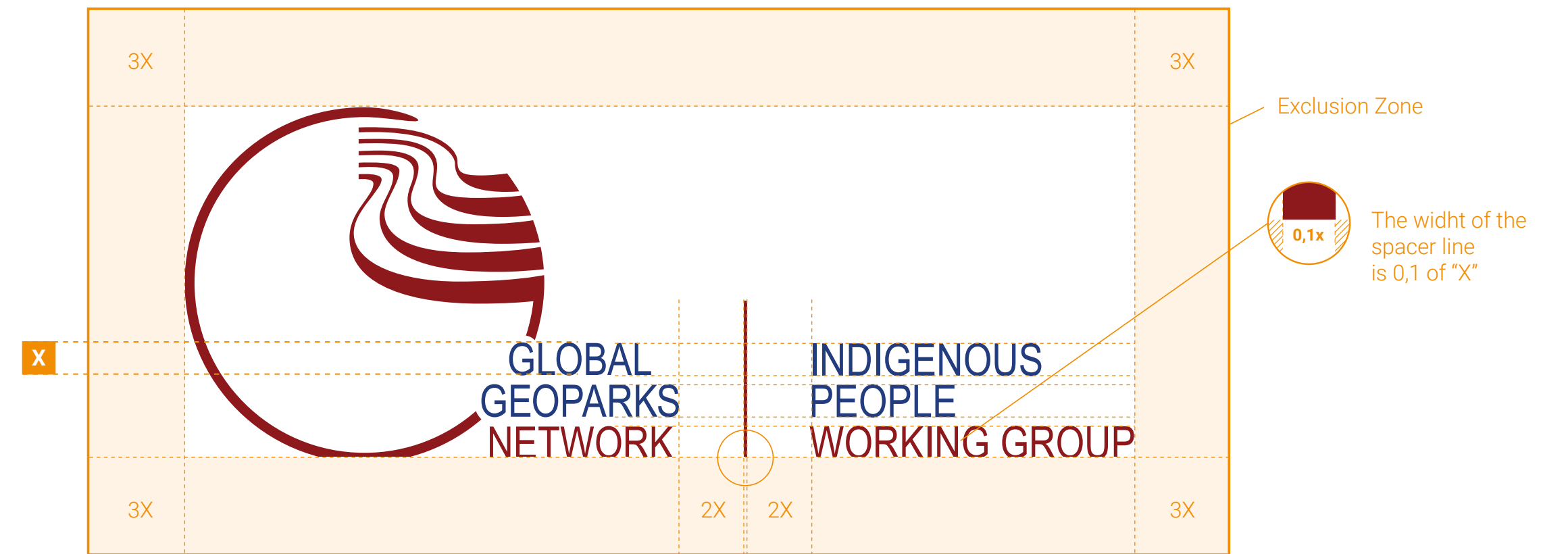
GGN Organisms



CMYK: 30, 100, 90, 30
RGB: 141, 25, 29
PANTONE: 7622C
HEX: #8D191D

CMYK: 100, 90, 20, 10
RGB: 34, 60, 126
PANTONE: 7687C
HEX: #223C7E

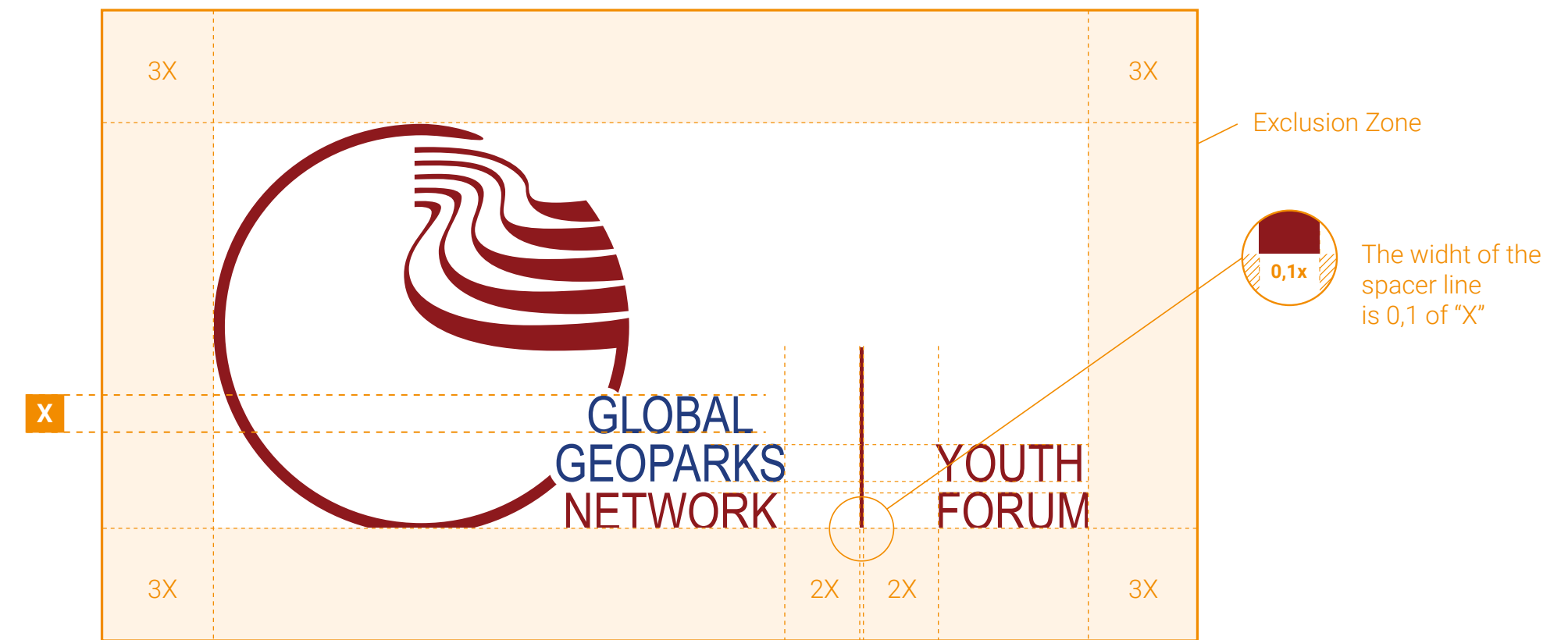
GGN Organisms





CMYK: 30, 100, 90, 30
RGB: 141, 25, 29
PANTONE: 7622C
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CMYK: 100, 90, 20, 10
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GGN Organisms



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RGB: 34, 60, 126
PANTONE: 7687C
HEX: #223C7E

GGN Organisms: National Level

National Geoparks forums, or GGN subgroups with national representation, may choose to affirm their affiliation with the GGN by using the GGN logo.

For domestic operations and communications, entities may use names in their official language. For international purposes, however, it is preferable to use an English or a multilingual version.

Prior to using these logos, they must be submitted to the GGN Secretariat. The Secretariat is responsible for ensuring that the logo complies with the GGN's graphic charter before granting official usage authorization. On the following screens you will find examples of logos from these structural subgroups.

 [Click here to download the base file for the logo](#)

GGN Organisms: National Level




NATIONAL LANGUAGE




ENGLISH VERSION



MULTILINGUAL VERSION

 **CMYK:** 30, 100, 90, 30
RGB: 141, 25, 29
PANTONE: 7622C
HEX: #8D191D

 **CMYK:** 100, 90, 20, 10
RGB: 34, 60, 126
PANTONE: 7687C
HEX: #223C7E

GGN Organisms: National Level




NATIONAL LANGUAGE




ENGLISH VERSION



MULTILINGUAL VERSION

 **CMYK:** 30, 100, 90, 30
RGB: 141, 25, 29
PANTONE: 7622C
HEX: #8D191D

 **CMYK:** 100, 90, 20, 10
RGB: 34, 60, 126
PANTONE: 7687C
HEX: #223C7E

GGN Organisms: National Level




NATIONAL LANGUAGE




ENGLISH VERSION



MULTILINGUAL VERSION

 **CMYK:** 30, 100, 90, 30
RGB: 141, 25, 29
PANTONE: 7622C
HEX: #8D191D

 **CMYK:** 100, 90, 20, 10
RGB: 34, 60, 126
PANTONE: 7687C
HEX: #223C7E

Contact

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Zapall