Assets_Style guidelines

The Race Is On for a Nature Positive world.

#TheRaceIsOn campaign has been co-developed by the LPN core team and civil society. It is designed as a multi-stakeholder communications campaign to drive ambition and action on nature through to the CoPs, and beyond, in support of climate action and the Sustainable Development Goals.

Campaign guidelines [here](#) (or in the Trello board).

Below you will find details of all assets available and information about how to maintain a visual identity for #TheRaceIsOn campaign, whilst creating assets to suit your own focus.

A template 'master' for layout is available to edit using Photoshop [here](#) (or in the Trello board).

Identity

#TheRaceIsOn is focused on the hashtag. The main identity for the campaign uses this in a sleek, simple design in two colours:

These should be used on images, or communications around the campaign, and should be aligned with the left side of the image. The logo should be flush against the side of the image. It should be smaller than the main body of text in the image (if text is used) and be positioned in the top or bottom third.

The identity is available for you to download, including vector files, jpeg, png and eps files.

Examples

Governments which have endorsed the Leaders' Pledge for Nature have the option of using assets which include the Leaders' Pledge for Nature logo (also available for you to download). This is placed on the opposite side to #TheRaceIsOn identity, in the top or bottom right side corner.

Organizations may also place their logo in the top or bottom right side corner of the template assets, alongside The Race Is On identity.

Examples

Typography

- The font used on images is Sanchez.
- The text should be off centered to the left of the image.
- The text should be the largest feature on the image (if included). This should convey a short, strong message in line with the rest of the campaign aims, which ladder up to the ultimate goal of reversing nature loss by 2030 for a nature-positive world.
- If the text doesn't show up over the image a shadow or effect can be used to emphasise text. A semi-transparent box can be added under the image if absolutely essential, but the preference is for text directly onto the image.

Imagery

Images have been chosen in the initial asset set to suit different regions, different environments and different priorities (e.g. sustainable food systems, ocean biodiversity, people and nature etc).

When choosing your own image for the assets please keep in mind the main campaign guidance, and pick images that are bold and striking yet simple. The assets should reflect the key messages and the 10 commitments in the Leaders' Pledge for Nature, and visually represent either the urgency of action needed (for example in images of nature loss) or the positive outcomes that will be achieved through action.

We have created an image library you can use here.

Add credits to the image in the bottom left or right corner, size 16 in Arial.

Template assets

These slides are ready for you to amend, adding your own text in the text boxes provided and switching the image if desired. Each slide can be downloaded as a jpeg. to suit your needs. Please note this is a back-up option for those who do not have access to design programmes, please use the template design and guidelines above in the first instance.

More information

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