

# Branding Toolkit

[A link to download the brand assets](#)



## Branding Information

### Polyommatus erivanensis as the Symbol of CBD COP 17 Yerevan

Polyommatus erivanensis, a butterfly endemic to Armenia and living in Yerevan, stands as the symbol of CBD COP 17. The symbol represents the connection between people and nature and embodies the shared responsibility for biodiversity, and also the need for transformation. It resonates across three key dimensions: the CBD, the Global Biodiversity Framework (GBF), and Armenia as the host country.

### Polyommatus erivanensis and the objectives of the Convention on Biological Diversity (CBD)

Polyommatus erivanensis embodies both sensitivity and resilience, showcasing the critical aims of the Convention on Biological Diversity (CBD). Its response to habitat and climate changes signals pressures on ecosystems, which highlights the significant need for the CBD's objective of conserving biological diversity. On the other hand, its capacity for renewal, illustrates the potential for adaptation, underlining the potential for the sustainable use of biological components, which is another key CBD objective. The global commitment to its protection reflects a recognition of biodiversity's intrinsic value and a commitment to collective action, inspired by the vision, adopted under the Kunming-Montreal Global Biodiversity Framework (KMGBF), of achieving a world "living in harmony with nature".

### Visualizing the 23 Targets: The KMGBF Through Symbolism and Metaphor

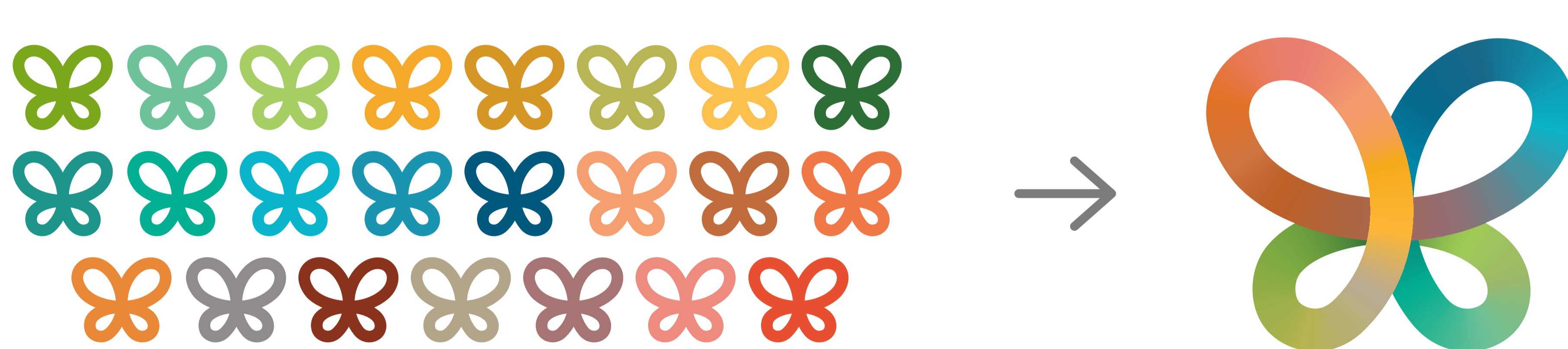
The symbol expresses the Kunming-Montreal Global Biodiversity Framework (KMGBF) through visual and conceptual elements. Visually, the gradient of 23 colors represents the 23 action targets of the Framework, highlighting their interconnection and shared responsibility. Conceptually, the butterfly's life cycle mirrors the transformative pathway of the KMGBF: the egg and larva stages relate to halting biodiversity loss and restoring ecosystems (Targets 1-8); the chrysalis reflects sustainable management of species, agriculture, and forests (Targets 9-13); emergence illustrates equity and fair sharing of nature's benefits (Targets 14-18); and the adult flight represents enabling tools such as finance, policy, monitoring, and collective action (Targets 19-23).

### Armenia as Host Country

Polyommatus erivanensis is a local species living alongside people in Yerevan. Its selection underscores Armenia's rich biodiversity and the potential of all communities to contribute to global conservation. The butterfly symbolizes both local heritage and a universal call to reconnect with and take action for nature and advance transformative biodiversity action.

## Our Logo

We studied the 23 key targets of KMGBF and their color solutions. Based on each shade, we created a butterfly. Then, just as COP17 brings together all the targets on a single platform, we combined the symbolic shades. As a result of this unification, the COP17 logo was created.



23 Colors of KMGBF Targets

COP17 Symbol



Vertical Logo



Horizontal Logo

## Our Slogan

### COP17 Slogan: "Taking Action for Nature"

Biodiversity loss is accelerating, and its impact on ecological and human stability is already measurable. "Taking Action for Nature" articulates an essential transition in global environmental policy: moving from passive acknowledgment of ecological decline to active, evidence-based intervention.

Biodiversity loss has reached a scale that directly threatens ecological stability and, by extension, human well-being. "Taking Action for Nature" reflects a shift from awareness to responsibility. The slogan signals that safeguarding nature is not aspirational - it's a strategic necessity and positions nature not as a backdrop to human progress, but as the foundation that enables it. The slogan also links to the idea of the butterfly effect - a reminder that nature operates through complex, interconnected systems. In such systems, one change can influence many others, shaping outcomes across wider ecological networks. This perspective reinforces the need for deliberate, coordinated action: what we decide and implement today can redirect the broader environmental trajectory in meaningful ways.

"Taking Action" functions as a global call to respond to the environmental crisis with urgency and shared responsibility. The slogan is flexible and can be adapted across different contexts, allowing various groups and communities to identify themselves as both drivers and beneficiaries of action for nature. It supports a whole-of-society approach, where responsibility is distributed rather than concentrated.

This adaptability allows the slogan to evolve naturally and it can be used in multiple settings:

- Cities taking action for nature
- Cities committing to green infrastructure and sustainable planning.
- Businesses taking action for nature
- Businesses reducing environmental impact and investing in conservation.
- Youth taking action for nature
- Youth gaining the tools and knowledge to lead future climate and biodiversity efforts.
- Women taking action for nature
- Women and communities whose leadership is essential in environmental decision-making.

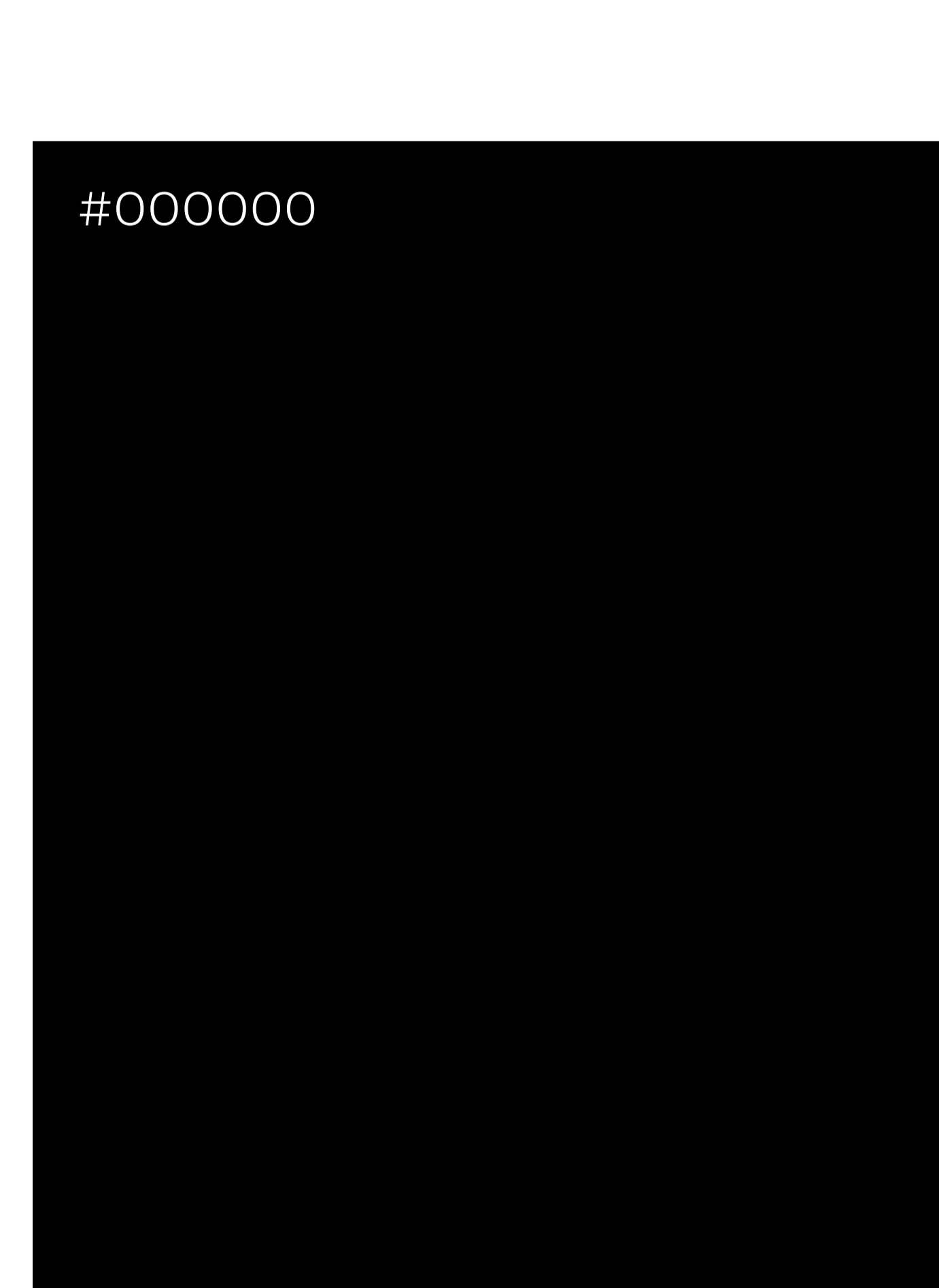


Vertical Logo with Slogan

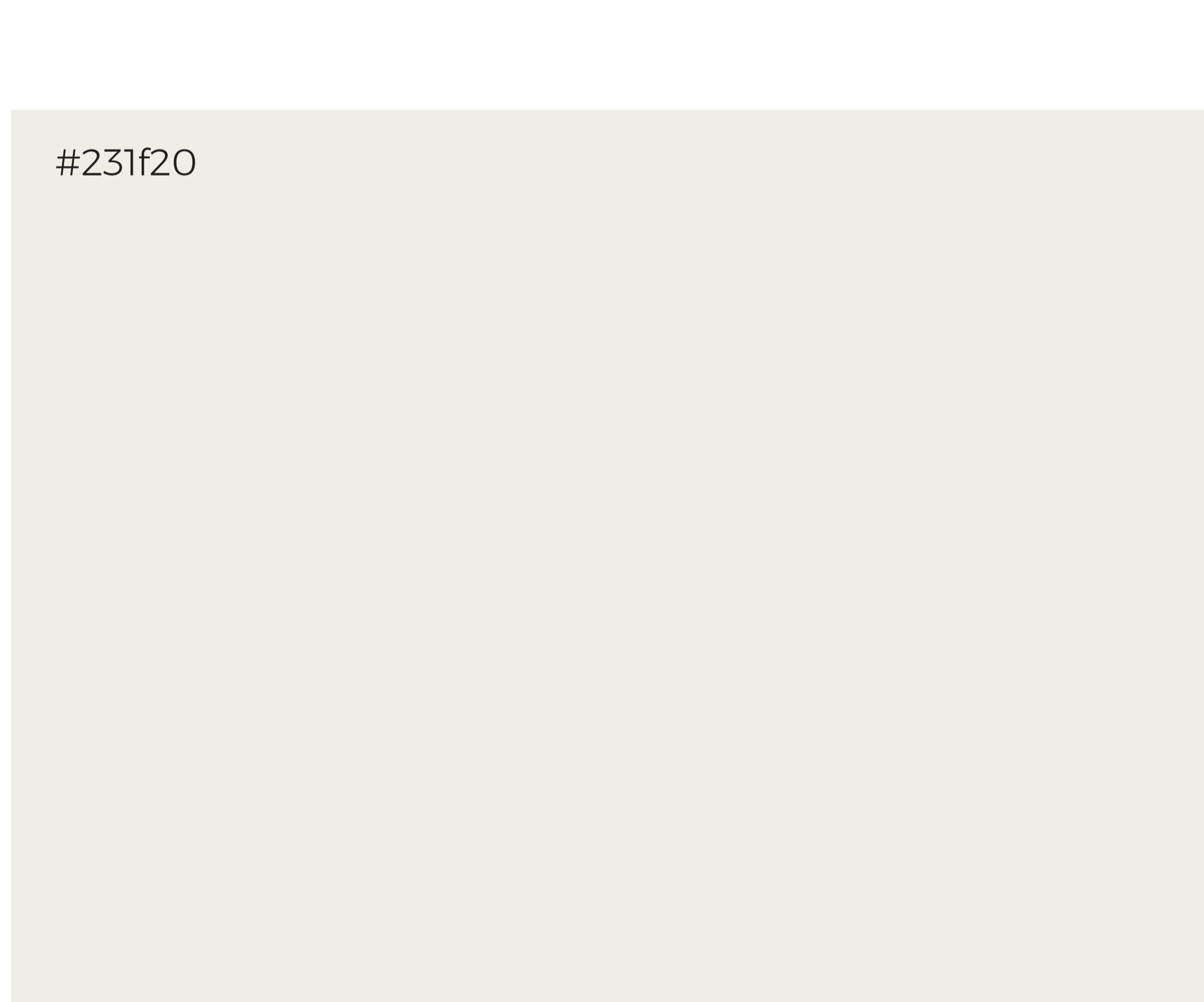


Horizontal Logo with Slogan

## Main Background Colors



#ffffff



## Typography

### MONTERRAT FONT FAMILY

For communication in English

### MONTERRAT ARM FONT FAMILY

For communication in Armenian

Example:

# HEADER

## Subheading

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