GEO
Brand book

GEO
GROUP ON
EARTH OBSERVATIONS

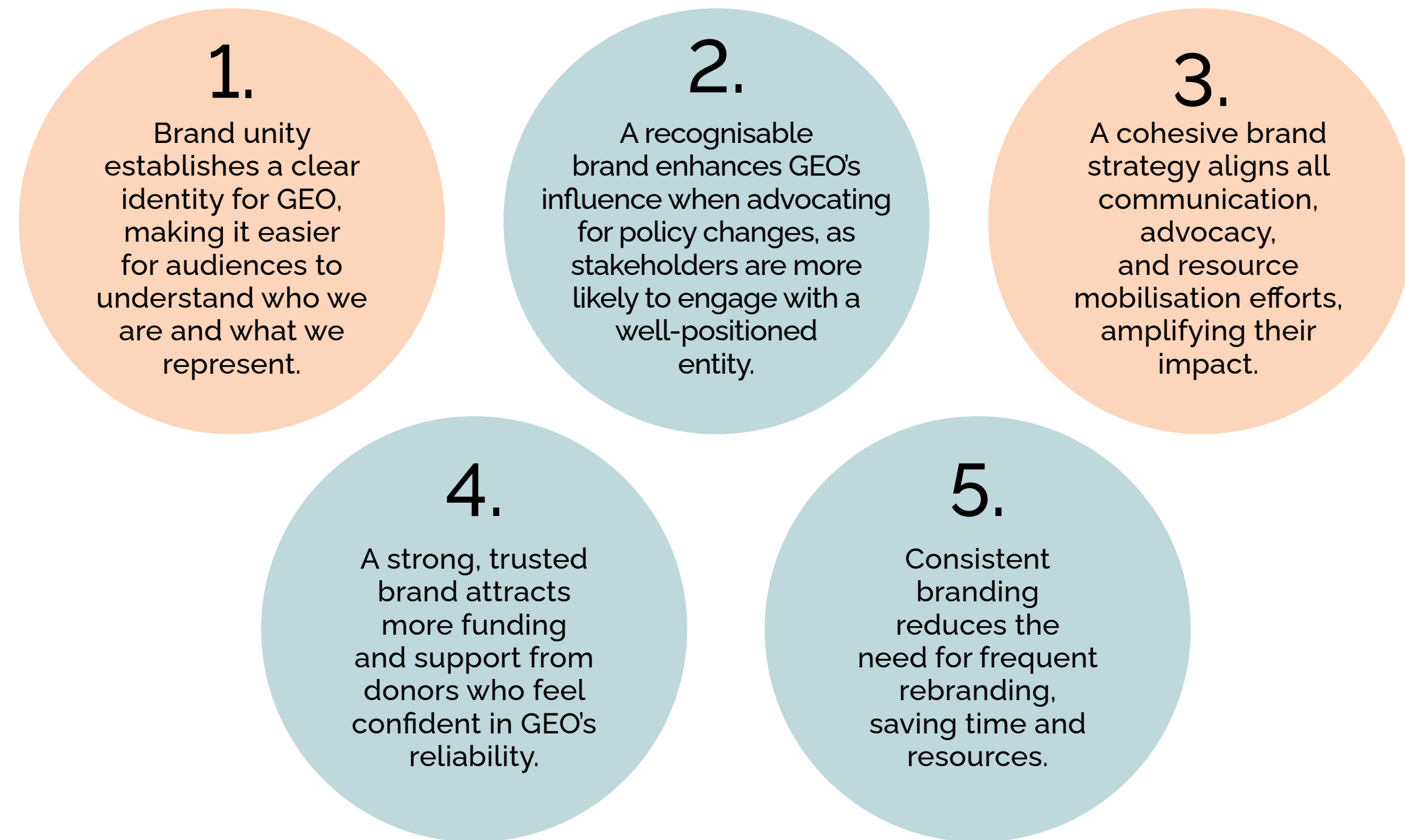# contents

I.
Why a Brand Book?

Why a Brand Book?

Our work is complex, but our brand must convey a simple message: when Earth Intelligence is accessible to everyone, nature can recover, and humanity can thrive.

Our brand strategy ensures we communicate clearly about what we do, why it matters, and what we stand for. Think of brands like UNICEF or WWF; their logos, colours and styles are instantly recognisable and trusted around the world. With a unified brand, GEO can be just as strong and recognisable.

Collaboration is at the core of GEO's identity, and a unified brand reflects our shared mission. It reassures stakeholders that working with GEO means engaging with a global network committed to making Earth Intelligence accessible to all.

5 REASONS WHY WE'VE ENGAGED IN THIS REBRANDING:

1. Brand unity establishes a clear identity for GEO, making it easier for audiences to understand who we are and what we represent.

2. A recognisable brand enhances GEO's influence when advocating for policy changes, as stakeholders are more likely to engage with a well-positioned entity.

3. A cohesive brand strategy aligns all communication, advocacy, and resource mobilisation efforts, amplifying their impact.

4. A strong, trusted brand attracts more funding and support from donors who feel confident in GEO's reliability.

5. Consistent branding reduces the need for frequent rebranding, saving time and resources.

This Brand Book is here to help you communicate GEO's mission consistently and effectively, ensuring that everyone within the GEO community and beyond can share our story with clarity and impact.

What is this Brand Book?

This Brand Book is your comprehensive guide to understanding and using the GEO brand. It is a toolkit to ensure that all communications, both internal and external, reflect our core values, mission and vision. By using this brand book, you will help present a single, consistent and powerful message about GEO, ensuring that our work is instantly recognisable and trusted by the audiences you're engaging with.

Who is it for?

This Brand Book is designed for the entire GEO community. It serves as a key resource for communications focal points, work programme teams, regional GEOs, member countries, and anyone responsible for telling the GEO story accurately and effectively. It ensures that everyone within GEO speaks with one voice, presenting a consistent and compelling message.

External suppliers may also reference this Brand Book, in line with contractual agreements, to ensure that all materials produced reflect the GEO brand with precision and integrity.

How to use this Brand Book

This Brand Book contains everything you need to know about our visual identity, messaging and how to apply these elements across different platforms and media. For example, if you're designing a report, use the Brand Book to help you choose the right colours, fonts and images to match GEO's visual identity.

If you're preparing a presentation, use the Brand Book to ensure that your slide design, typography and layout are consistent with GEO's branding. When creating social media content, check the brand book for guidelines on logo placement, tagline usage and appropriate visual elements.

And if you're writing an email or press release, use the brand book to include the correct boilerplate text and follow the guidelines for messaging and logo use.

Why launch the Brand Book now?

The launch of the Post-2025 Strategy and its implementation plan is a perfect opportunity to strengthen the GEO brand. This strategic shift towards Earth Intelligence marks a significant evolution in our mission. We need a unified brand to effectively communicate a message that is clear, consistent and compelling.

A strong, cohesive brand will help raise awareness of the importance of Earth Intelligence and attract the necessary support from policy makers, partners and the public. It will also incentivise individuals and organisations across the Earth observation value chain to identify gaps and co-create solutions to make Earth Intelligence even more accessible.

Our unified brand will also serve as a rallying cry for all key audiences. It will amplify indigenous voices, inspire young people, and incentivise governments, the development sector and private entities to access, use and produce Earth Intelligence.

Where to find GEO branded resources?

All GEO branded elements can be found in the brand section of the website, available here https://earthobservations.org/brand-assets. This section contains all the materials organised according to the categories outlined in the brand book, including logos, templates, banners, and more. The site will be regularly updated with new content, ensuring it remains a dynamic and valuable resource for the entire GEO community.

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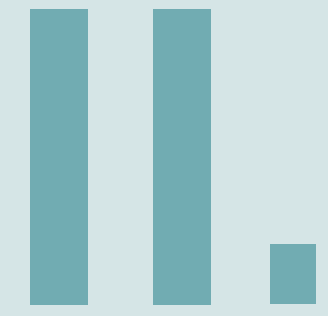
II.
About
GEO

"Our Story"

Our story began in 2005, when the need to understand and protect our planet became more urgent than ever.

The Group on Earth Observations (GEO) was born out of a global coalition of governments and organisations that recognised the power of Earth observation data to better understand our planet, monitor changing patterns, and improve the lives of billions by using this data to make the best possible decisions. The original founders realised that no single organisation could tackle these big challenges alone, so they came together to share knowledge, resources and technology. Twenty years on, as climate change, pollution, nature loss and land degradation impact our world on an unprecedented scale, GEO's mission has never been more relevant.

"Our Mission"

GEO leverages its unique position as an established intergovernmental body to co-produce user-driven Earth intelligence solutions that inform decisions and accelerate action.

We believe that data alone is not enough, it must be converted into tools and resources that improve our capacity to monitor planetary changes, understand their impacts, and develop solutions that benefit all. For this reason, GEO's Post-2025 Strategy aims to move beyond observing the Earth to creating Earth intelligence, transforming data into actionable insights that enhance decision-making. Our vision for the next decade is to make Earth Intelligence available to everyone, everywhere.

"Our Offer"

GEO empowers anyone to use and contribute to Earth Intelligence to make better decisions for people, planet and nature.

GEO leverages the expertise of a global network consisting of 116 governments and 162 organisations from the international, private, and civil society sectors. This diverse coalition includes the world's leading space agencies, renowned research institutes, and UN agencies. By uniting key players across different sectors, GEO uniquely builds international consensus and brings the right partners around the table to co-create fit-for-purpose solutions.

"How to talk about GEO"

"How to talk about GEO"

Our brand embodies our mission to transform Earth observation data into actionable Earth Intelligence, which supports informed decision-making for the benefit of people, the planet, and nature.

These brand definitions should be used for any communications, advocacy or press materials requiring a description of GEO.

LONG PITCH

Introducing GEO:
GEO empowers everyone, everywhere to use and contribute to Earth Intelligence, enabling better decisions for people, planet, and nature.

The Group on Earth Observations (GEO), hosted by the World Meteorological Organization, has a mission to provide Earth Intelligence as a public good to support evidence-based decision-making.

HARNESSING THE POWER OF INTERDISCIPLINARY COLLABORATION

GEO draws upon the expertise of an extensive global network of Earth system experts, comprising 116 governments, 162 international, private sector, and civil society organisations. This diverse network includes the world's leading space agencies, renowned research institutes and UN agencies. By convening relevant stakeholders across sectors, GEO has the unique ability to forge international consensus and drive evidence-based decisions to promote systems change.

A STRATEGIC APPROACH

GEO builds strategic partnerships among public agencies, academia, and the private sector to co-design information products that are open, reproducible and scalable. This approach ensures that the expertise and technology from different stakeholders are leveraged to drive innovation and creates tangible value for them.

By organising and translating Earth observation data into trusted open tools and services, GEO helps to bridge the digital divide and close knowledge gaps between stakeholders and the earth observations data they need.

PROVIDING DEMAND-DRIVEN SERVICES

GEO offers a portfolio of demand-driven services that drive positive change and deliver measurable impact. By tailoring its solutions to meet the specific needs of diverse stakeholders, GEO ensures that its Earth intelligence products are both relevant and actionable.

SHORT PITCH

The Group on Earth Observations (GEO), hosted by the World Meteorological Organization, provides Earth Intelligence to support evidence-based decision-making. GEO draws upon a global network of 116 governments and 162 organisations, including leading space agencies, research institutes, and UN agencies, to drive international consensus and systems change.

GEO co-designs open, reproducible, and scalable information products with public agencies, academia, and the private sector, driving innovation and creating value. GEO's services are tailored to stakeholder needs, delivering Earth Intelligence that drives positive change and measurable impact.

BOILERPLATE FOR PRESS RELEASES

The Group on Earth Observations (GEO), hosted by the World Meteorological Organization, is a global collaboration of 116 governments and 162 organisations dedicated to understanding our Earth in all its complexity. As a collaborative intergovernmental body, GEO is dedicated to co-producing user-driven Earth Intelligence solutions.

By collecting and sharing vital information, ranging from satellite images of forests to oceanic temperature readings and beyond, GEO provides a comprehensive view of our planet's well-being, allowing us to monitor and safeguard its health.

TAGLINE

GEO's tagline, "Earth Intelligence for All,"
reflects our commitment to making vital Earth observation data accessible and actionable for everyone. It emphasises inclusivity, collaboration, and the democratisation of information to drive positive global change.

The tagline should always be written exactly as "Earth Intelligence for All" to maintain consistency and reinforce our brand message.

On social media, the official hashtag is:

#EarthIntelligenceforAll

DEFINITION OF
EARTH INTELLIGENCE

Earth Intelligence comprises integrated Earth and social science derived knowledge and insights that inform strategic decisions, build capacities and empower society to address environmental, societal, and economic challenges. Its design is based on user needs at all scales and across sectors and integrates Earth observation data, socioeconomic data, research and science, citizen observations, indigenous knowledge and other sources of information and combines this with modelling, prediction scenario analysis.

OUR OFFER FOR DIFFERENT STAKEHOLDERS

FOR INDIGENOUS PEOPLES AND LOCAL COMMUNITIES:
GEO works with indigenous communities to amplify their voices in international fora, and to co-produce culturally sensitive, innovative solutions that incorporate traditional knowledge and protect cultural heritage.

FOR THE GLOBAL GENERAL PUBLIC:
GEO creates opportunities for anyone to learn about the potential of Earth observation applications for sound decision-making, to contribute to practical solutions for the planet, and to advocate for change.

FOR YOUNG PEOPLE:
GEO empowers young people with inspiration, knowledge, possibilities, networks and direct access to Earth experts and resources to advocate for change and accountability for the future they want.

For academia & research: GEO provides a global platform for researchers and scientists to share knowledge and co-create practical solutions that address environmental and socioeconomic challenges.

FOR GOVERNMENTS:
GEO offers a unique global platform for governments to share and gain streamlined access to Earth intelligence, creating solutions to national and international challenges and unlocking socioeconomic value for countries.

For I/NGOs: Access to Earth intelligence and collaboration opportunities across sectors and countries helps I/NGOs advocate, plan, implement, and achieve meaningful changes faster and more efficiently.

FOR THE PRIVATE SECTOR:
GEO provides opportunities for Earth observation companies to engage with our global network and contribute commercial solutions to key sustainability challenges. GEO also enables companies in a wide range of sectors, from insurance to healthcare, to make better decisions and provide better services based on trusted Earth intelligence.

For the UN: GEO provides the UN system with the integrated, holistic tools to monitor, report and accelerate action on multilateral environmental agreements and sustainable development.

III.
Visual Guide

This section provides a comprehensive overview of GEO's visual identity. It includes guidelines on the correct usage of the GEO logo, fonts, colours, and styles to ensure consistency across all communications.

Logotype

The GEO logo is a visually striking representation of the Group on Earth Observations. It features the acronym "GEO" in bold, modern font with overlapping circles that symbolise the interconnectedness of our planet and the collaborative nature of our work.

GEO logotype exceptional versions usage

The exceptional versions of GEO's logotype should only be used when the application of the main logotype would compromise its legibility, such as when printed on a pencil or pen, or on a small pin.

Logotype / safety area

To maintain the integrity and visibility of the GEO logo, it is essential to ensure there is adequate space around it. The safety area is the clear space that surrounds the logo, free from any other graphic elements, text, or images. This space helps to protect the logo from visual clutter and ensures it stands out clearly in all communication materials.

Logotype / minimum size

To ensure legibility and brand integrity, the GEO logo must be used at or above the minimum size specifications. When the logo is accompanied by the text "GROUP ON EARTH OBSERVATIONS", the minimum width should be 35 mm. For instances where the logo is used without this text, the minimum width should be 10 mm.

35 mm

minimum size width
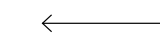
10 mm

minimum size width

Logotype

usage
on photography

The GEO logo should be carefully placed on photographs to ensure it remains visible and effective. Here are the main guidelines for logo placement on images:

The logo should be placed where there is sufficient contrast between the logo and the background image. This ensures that the logo is easily visible and stands out clearly.

The logo can be placed in any corner of the image, but it should not be too close to the edges. Allowing a margin around the logo helps to keep it separate from other elements in the photo.

The logo can be used in its standard colour version, in white or in black, whichever provides the best contrast and visibility against the background image.

The GEO logo can also be placed on a coloured background in one of the GEO colours (blue/green, deep green, dark blue, white or black). This can help maintain the integrity of the logo and ensure it stands out clearly against different photographic backgrounds.

GEO Brand Book
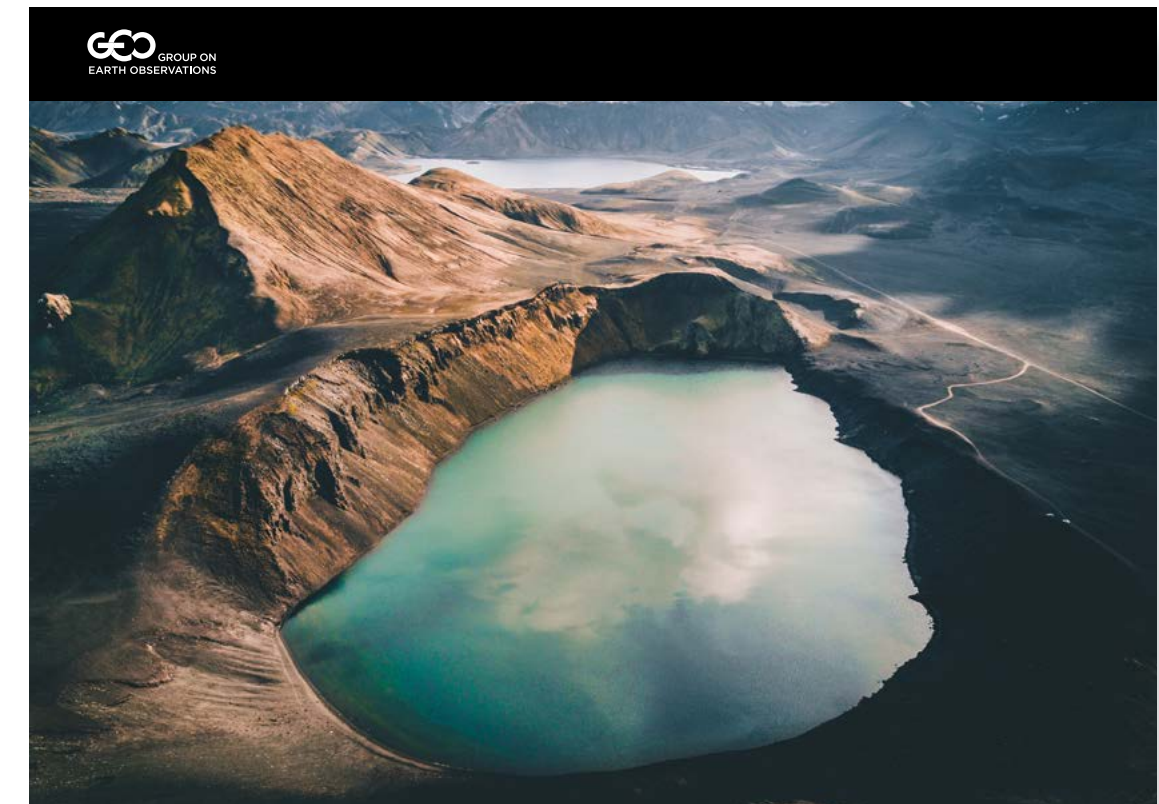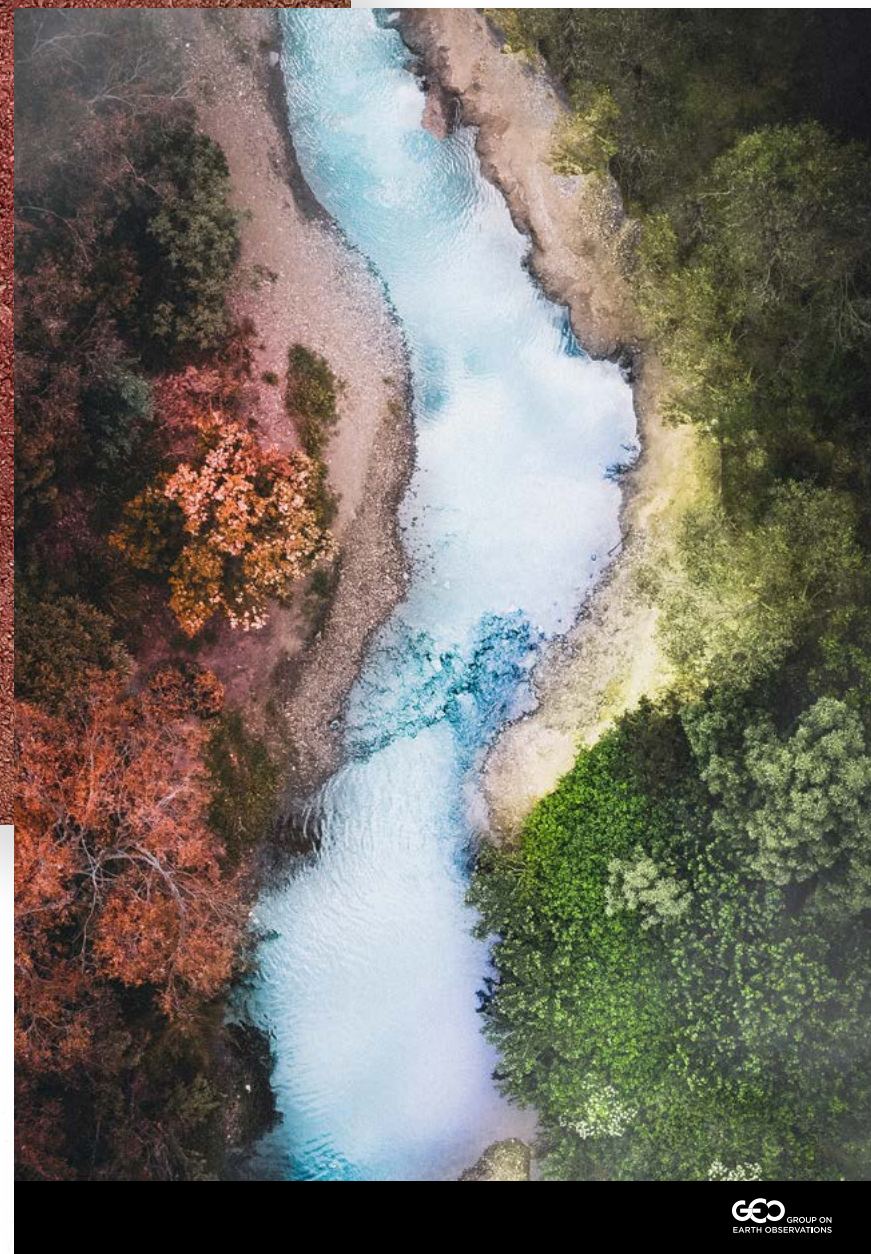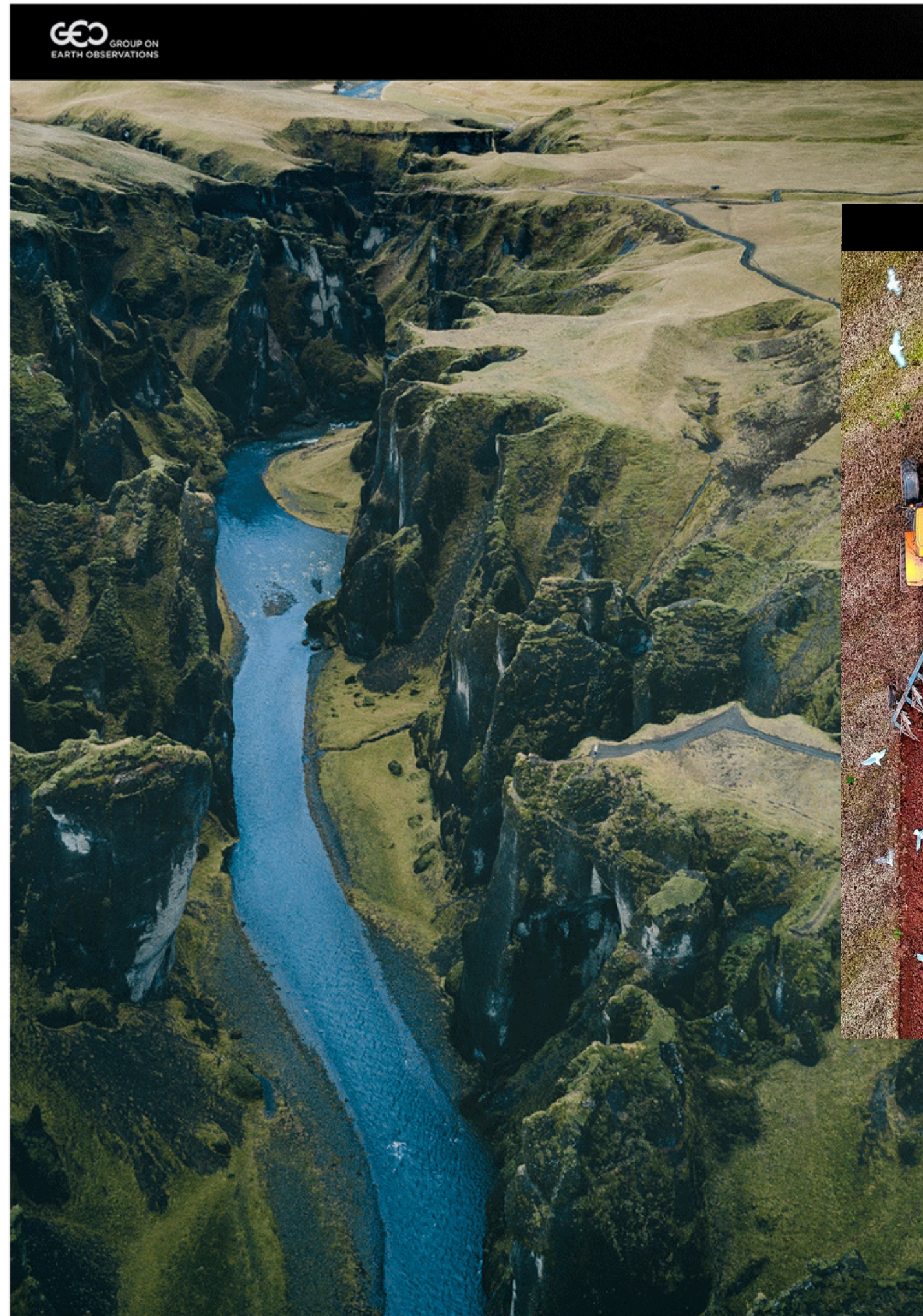
Logotype / usage on photography

The coloured version of the logo should be protected by a white bar. Alternatively, the white version of the logo can be protected by a rectangle in the GEO colours (blue/green, deep green, dark blue).
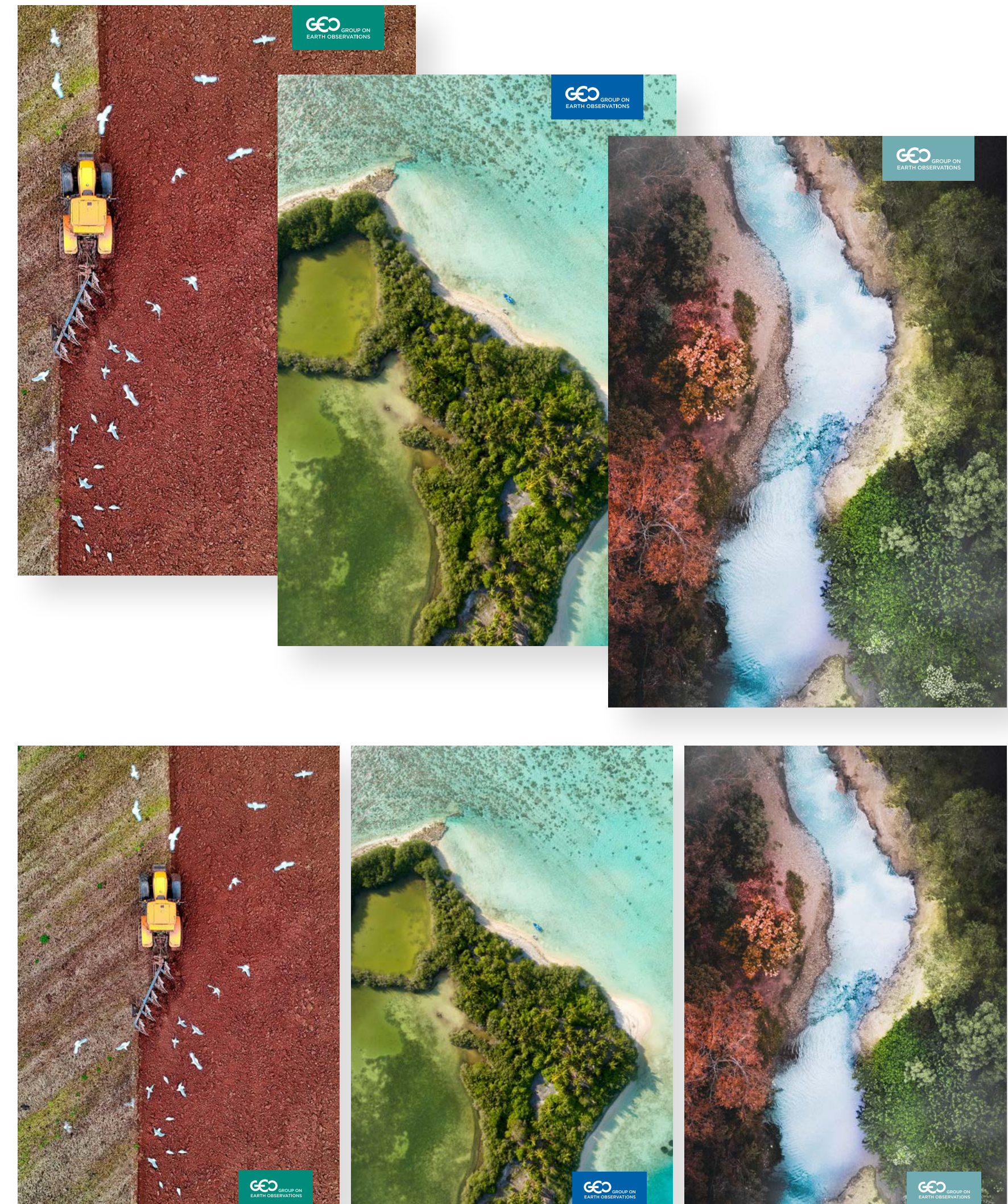
Don'ts
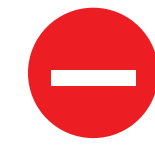
It is important to maintain the integrity of the GEO logo by avoiding certain misuses that may compromise its consistency and recognition. The logo should not be distorted, stretched or altered in any way. Do not change the colours of the logo or apply special effects such as shadows, gradients or outlines. Avoid placing the logo on backgrounds that reduce visibility or clash with its colours. The logo should not be used in a way that implies endorsement or partnership without proper authorisation.

Don'ts

🚫 Do not add colours, textures or shadow:

🚫 Do not alter text placement or size separate to the emblem:

🚫 Do not stretch or distort:

Strengthening our brand across the GEO Work Programme

A unified identity not only strengthens our external presence but also reinforces collaboration across our programmes and initiatives. To support this, the brand strategy recommends using similar designs, colours, and fonts across all logos for the GEO Work Programmes. This cohesive approach ensures that, while each Programme maintains its unique focus, they all align under the shared identity of GEO, presenting a consistent, recognisable brand to our global audiences.

Starting in 2025, all new Work Programmes will adopt the new branding. Existing programmes, flagships, and regional GEOs are encouraged to gradually transition to the new branding for their logos.

Global
Water
Sustainability

Biodiversity
Observation
Network

Global
Agricultural
Monitoring

Land
Degradation
Neutrality

The
Netherlands

Global
Water
Sustainability

Biodiversity
Observation
Network

Global
Agricultural
Monitoring

Land
Degradation
Neutrality

The
Netherlands

Global
Water
Sustainability

Biodiversity
Observation
Network

Global
Agricultural
Monitoring

Land
Degradation
Neutrality

The
Netherlands

The GEO Colours

The GEO colours are the colours of our planet, reflecting the beauty and complexity of the Earth we strive to understand and protect. They represent the hues of our vast oceans and skies, the diverse landscapes, and the complexity of nature as seen both from the ground and from space. By maintaining a uniform colour palette, we ensure clear and recognisable communication across all platforms, which helps to unify our communication efforts and strengthens the visual impact of our work.
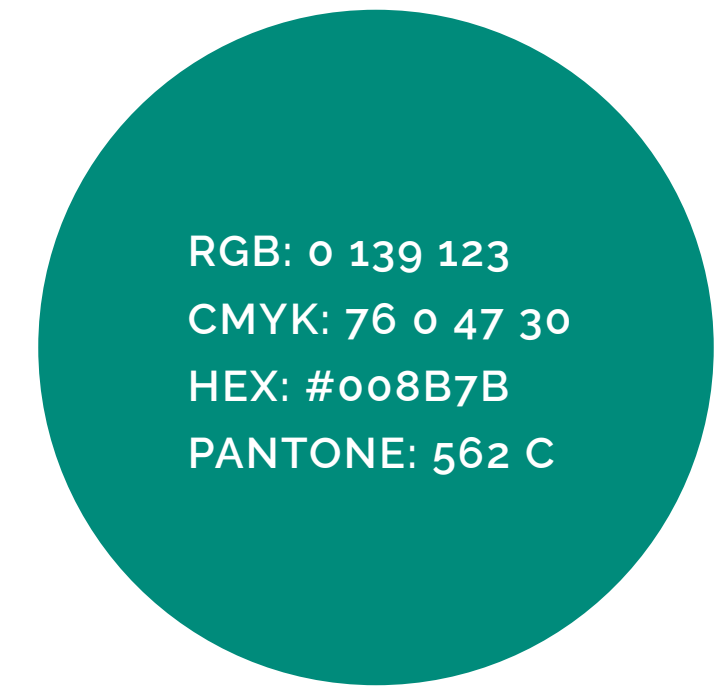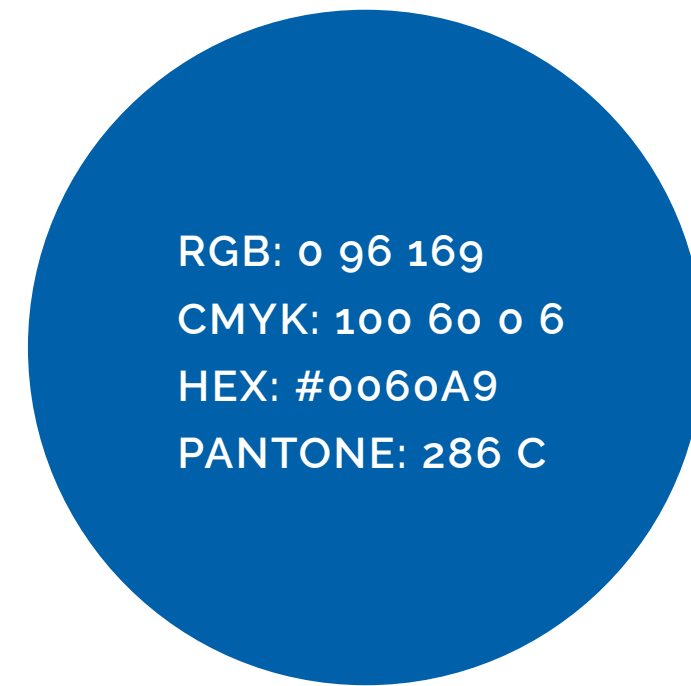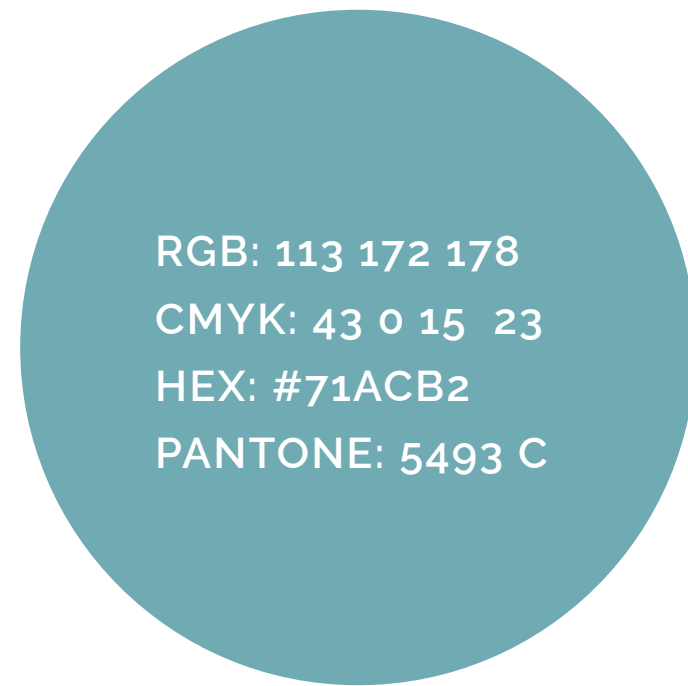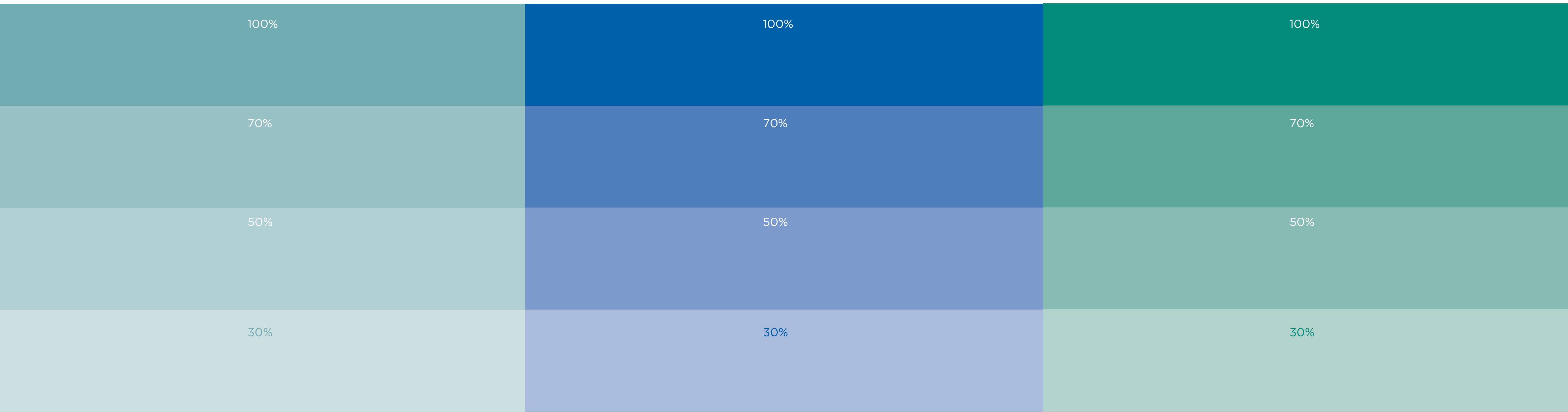
colours / main colours and tint colours

MAIN colours

RGB: 113 172 178
CMYK: 43 0 15 23
HEX: #71ACB2
PANTONE: 5493 C

RGB: 0 96 169
CMYK: 100 60 0 6
HEX: #0060A9
PANTONE: 286 C

RGB: 0 139 123
CMYK: 76 0 47 30
HEX: #008B7B
PANTONE: 562 C

Tint colours

100%	100%	100%
70%	70%	70%
50%	50%	50%
30%	30%	30%

secondary colours

RGB: 75 95 58
CMYK: 96 42 81 36
HEX: #4B5F3A
PANTONE: 574 C

RGB: 36 55 84
CMYK: 93 75 40 37
HEX: #243754
PANTONE: 534 C

RGB: 29 29 36
CMYK: 82 73 56 75
HEX: #1D1D24
PANTONE: 532 C

RGB: 240 78 35
CMYK: 0 85 100 0
HEX: #F04E23
PANTONE: 172 C

RGB: 244 0 25
CMYK: 0 97 88 0
HEX: #F40119
PANTONE: 185 C

RGB: 88 114 70
CMYK: 67 36 78 24
HEX: #587246
PANTONE: 575 C

RGB: 204 219 220
CMYK: 24 8 14 0
HEX: #CCDBDC
PANTONE: 7541 C

RGB: 96 96 101
CMYK: 59 49 43 33
HEX: #606065
PANTONE: COOL GRAY 10 C

RGB: 244 121 32
CMYK: 0 65 100 0
HEX: #F47920
PANTONE: 165 C

RGB: 255 190 0
CMYK: 0 28 93 0
HEX: #FFBF00
PANTONE: 1235 C

RGB: 174 196 171
CMYK: 38 13 38 0
HEX: #AEC4AB
PANTONE: 7494 C

RGB: 230 234 239
CMYK: 12 6 5 0
HEX: #E6EAEF
PANTONE: 663 C

RGB: 128 128 128
CMYK: 49 39 38 20
HEX: #808080
PANTONE: COOL GRAY 9 C

RGB: 250 167 85
CMYK: 0 40 75 0
HEX: #FDCBA0
PANTONE: 1375 C

RGB: 231 240 237
CMYK: 12 2 9 0
HEX: #E7F0ED
PANTONE: 621 CP

RGB: 230 230 230
CMYK: 12 8 9 0
HEX: #E6E6E6
PANTONE: COOL GRAY 1 C

RGB: 252 199 155
CMYK: 0 25 40 0
HEX: #FCC79B
PANTONE: 1555 C

RGB: 245 245 247
CMYK: 5 4 3 0
HEX: #F5F5F7
PANTONE: WARM GRAY 1 CP

RGB: 254 230 211
CMYK: 0 10 15 0
HEX: #FEE6D3
PANTONE: 474 C

Typography

The RALEWAY font family is the main typography, to be used in all designed digital and print communications.

It has been chosen for its modern, clean, and professional appearance, which aligns perfectly with our mission to provide trusted and clear Earth Intelligence. The Raleway font family includes a variety of weights and styles, providing flexibility for different design needs. From light to bold, each weight can be used to create a visual hierarchy and guide the reader's attention to key information. For example, Raleway Bold can be used for headings and titles, while Raleway Regular is ideal for body text. Raleway Light can be employed for secondary information or captions.

Raleway can be downloaded from Google Fonts: https://fonts.google.com/specimen/Raleway

TYPE **Raleway**

Raleway > Light

Aa

BCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
\·@?¿()[]{}!%©®˚ʻ×,<>"„≈÷¦∕

Raleway > Bold

Aa

BCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
\·@?¿()[]{}!%©®˚ʻ×,<>"„≈÷¦∕

TYPE **Raleway**

AaAaAa**AaAaAa**

Raleway
Light Regular Medium **Bold Extrabold Black**

*AaAaAa**AaAaAa***

Raleway
*Light Regular Medium **Bold Extrabold Black***

Raleway > Medium

Aa

BCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
\·@?¿()[]{}!%©®˚ʻ×,<>"„≈÷¦∕

Raleway > Bold

Aa

BCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
\·@?¿()[]{}!%©®˚ʻ×,<>"„≈÷¦∕

Typography

As a web safe font, OPEN SANS should be used on the GEO website and digital applications.

Open Sans has been chosen for its readability, versatility, and clean design, making it ideal for digital environments. It ensures that our online content is accessible and visually appealing across various devices and browsers.
Open Sans complements our primary Raleway font, maintaining consistency in our visual identity while ensuring optimal performance and legibility on the web. It is available in multiple weights and styles, providing flexibility for different types of content and allowing for a clear visual hierarchy.

TYPE **Open Sans**

Open Sans > Light

Aa

BCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
\•@?¿()[]{}!%©®°*×,‹›"„≈÷˘| ¦/

Open Sans > Semibold

Aa

BCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
\•@?¿()[]{}!%©®°*×,‹›"„≈÷˘| ¦/

Open Sans > Regular

Aa

BCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
\•@?¿()[]{}!%©®°*×,‹›"„≈÷˘| ¦/

Open Sans > **Extrabold**

Aa

BCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
\•@?¿()[]{}!%©®°*×,‹›"„≈÷˘| ¦/

TYPE **Open Sans**

AaAaAaAa**Aa****Aa**

Open Sans
Light Regular Medium Semibold **Bold** **Extrabold**

*AaAaAaAa**Aa****Aa***

Open Sans
*Light Regular Medium Semibold **Bold** **Extrabold***

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Typography
Alternative font options

If Raleway is not available, please use the **Helvetica** font family **only for GEO PowerPoint presentations.** **If you only have the option of a system font, use** **Arial** **for GEO PowerPoint presentations.**

Text layouts

GEO's text layouts are designed to ensure clarity, readability, and a professional appearance. The images below illustrate the consistent and effective use of our brand typography and layout principles across different sections of a publication.

Section headings use the Raleway Bold font to ensure they stand out and are easily identifiable. They are in title case, providing a clear and professional look, and are accompanied by a horizontal line and a section number to enhance readability.

HERE ARE SOME SPECIFIC GUIDELINES FOR USING RALEWAY IN GEO MATERIALS:

Headings and titles:
Use Raleway Bold or Extra Bold to ensure headings stand out and capture attention.

Body text:
Use Raleway Regular for the main body of text to ensure readability and a clean appearance.

Captions and secondary text:
Use Raleway Light or Thin for less prominent text, maintaining a clear visual hierarchy.

Emphasis:
Use italics or bold text to emphasise key points, but use these sparingly to avoid clutter.

our story

GEO IS A PARTNERSHIP OF MORE THAN 100 NATIONAL GOVERNMENTS AND IN EXCESS OF 100 PARTICIPATING ORGANIZATIONS

GEO is a partnership of more than 100 national governments and in excess of 100 Participating Organizations that envisions a future where decisions and actions for the benefit of humankind are informed by coordinated, comprehensive and sustained Earth observations.

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our story

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our story

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Section 3.
Preparing to mobilise resources
—

This section describes the strong foundation required by groups and organisations to attract and secure resources. The focus for the GEO community includes identifying the needs, while also ensuring the organisational and programmatic foundations to comply with the requirements of prospective donors.

3.1.
What resources do we

To be strategic in the identification of donors and impleme mobilisation activities, a comprehensive list of the require Identifying and describing resources can happen through th for project activities and annual operations planning. A bud required resources for a project and highlights the resource gaps is a good foundation. Including resources already sec demonstrates that the project is validated and supported b complete budget is to create a simple table listing the reso value, justification and the potential sources to guide the de mobilisation plan, including donor research.

The types of resources required can include the following

• **Financial resources** - Financial resources can be requested to cover all resource gaps that will be listed below. These costs should be budgeted based on actual prices with a clear description. It is more difficult to secure unrestricted or untied funding than tied.

• **Human resources** - Do you need additional personnel or specialised skills to achieve identified objectives? Do you need training, secondments, internships or another kind of human resource? Have you budgeted for additional project management support?

• **Facilities** - Do you need to use specialised facilities or meeting venues?

• **Goods and services** - Do you need access to data and software and training in use?

Section 5.
Engaging with donors and building relationships

This section outlines a process for purposeful and strategic engagement with donors from research to outreach.

5.1.

## What is the value in engaging with donors before requesting resources?

An application for funding should not be your first engagement with a donor. Relationship development is the single most important aspect of resource mobilisation. An investment of time in building relationships can both increase chances of receiving funding through existing mechanisms and can create new opportunities for funding outside of grant rounds.

The value of engagement for GEO:

• A deeper understanding of the priorities of the foundation and unspoken preferences for partners and projects.
• Builds the relationship and reputation of the Work Programme.
• Strengthens donor engagement through project influence and/or co-design.
• Potential to advocate for funding for the GEO Work Programme including additional funding outside of grant rounds.
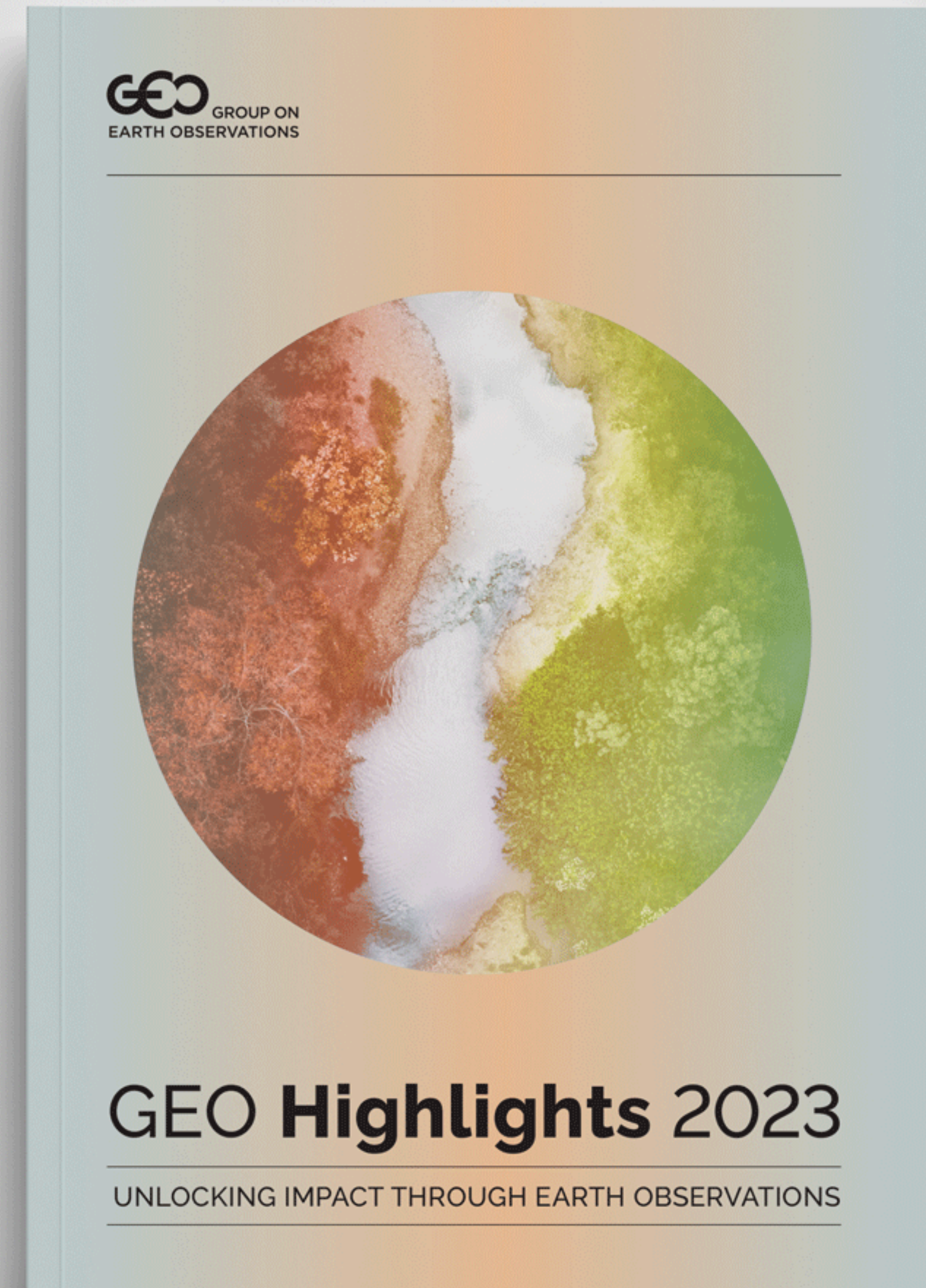
Photography mood

GEO's photography mood captures the breathtaking beauty of our planet, showcasing the diverse and dynamic aspects of Earth, and all the facets of Earth Intelligence. We aim to use stunning images of nature, from lush forests and tranquil lakes to arid deserts and icy landscapes. Our visual storytelling also includes powerful images of people, emphasising the human connection to the environment. On-land observations are complemented by inspiring satellite images and pictures of Earth seen from space. These high-altitude views provide a unique perspective, illustrating the interconnectedness of global ecosystems and the impact of human activities on a planetary scale. The use of satellite imagery underscores our commitment to leveraging Earth observations for the benefit of people and the planet.
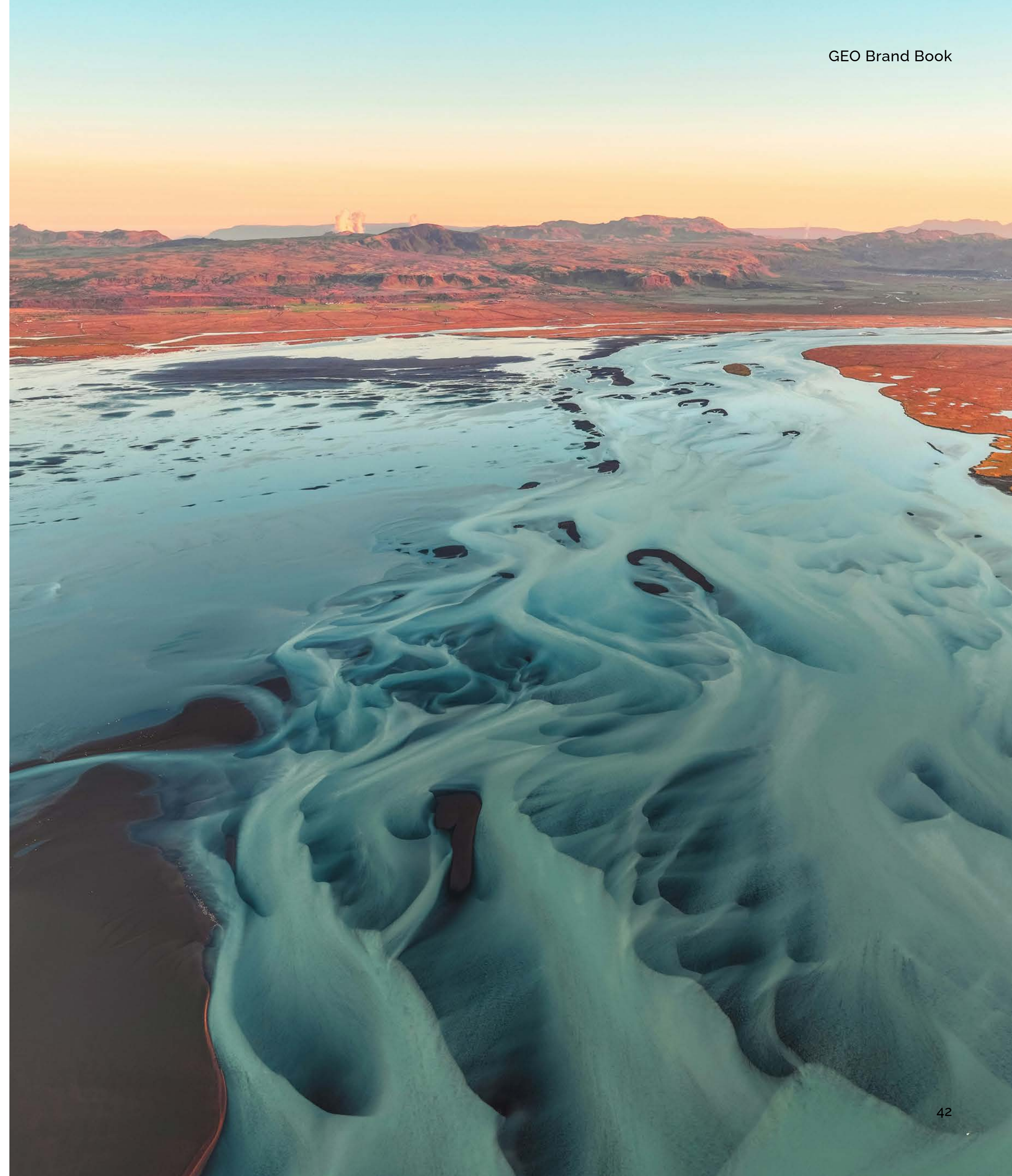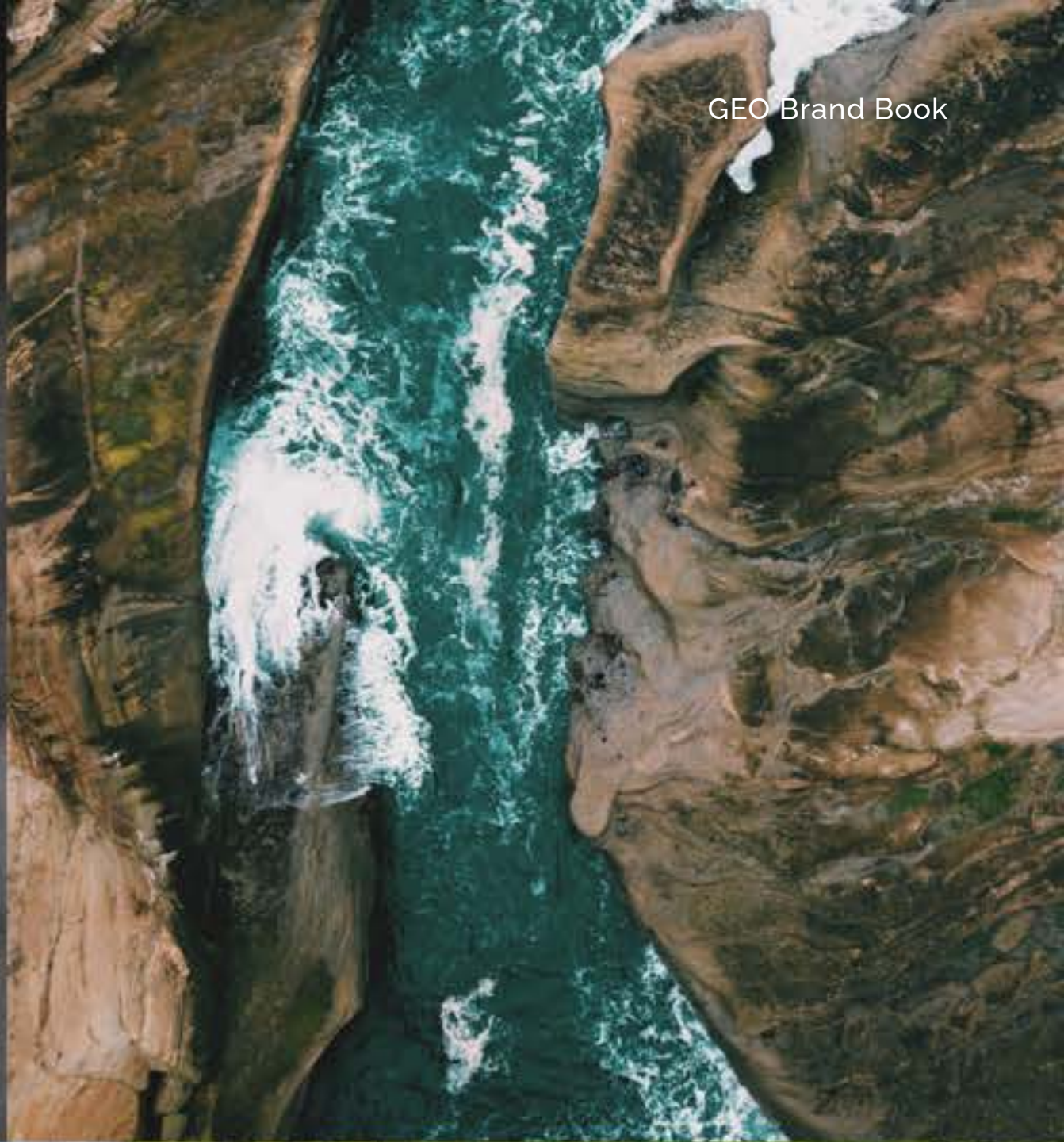
Graphic elements

The proposed graphic elements are designed to create a cohesive and impactful brand presence across all publications, enhancing the recognition and understanding of GEO's mission and values.

Planet Earth concept
for visuals

The Planet Earth concept is a central graphic element in GEO's visual identity. This iconic image of Earth from space symbolizes our global perspective and commitment to planetary well-being, reinforcing the interconnectedness of Earth's systems and the importance of Earth Intelligence. This powerful representation is also used to evoke a sense of unity and shared responsibility for our planet. By integrating this image across various communications and materials, GEO emphasises its dedication to monitoring and protecting the environment on a global scale, ensuring that our mission and vision are consistently communicated.

Circle usage

The circle is a fundamental element in GEO's visual identity, symbolising Planet Earth. This shape reflects unity, inclusiveness, and continuity, mirroring GEO's mission of fostering global collaboration. Circles are used to frame diverse content, including satellite imagery, human-centric photographs, and key messages. This design element emphasises the interconnectedness of Earth observations and the human experience.
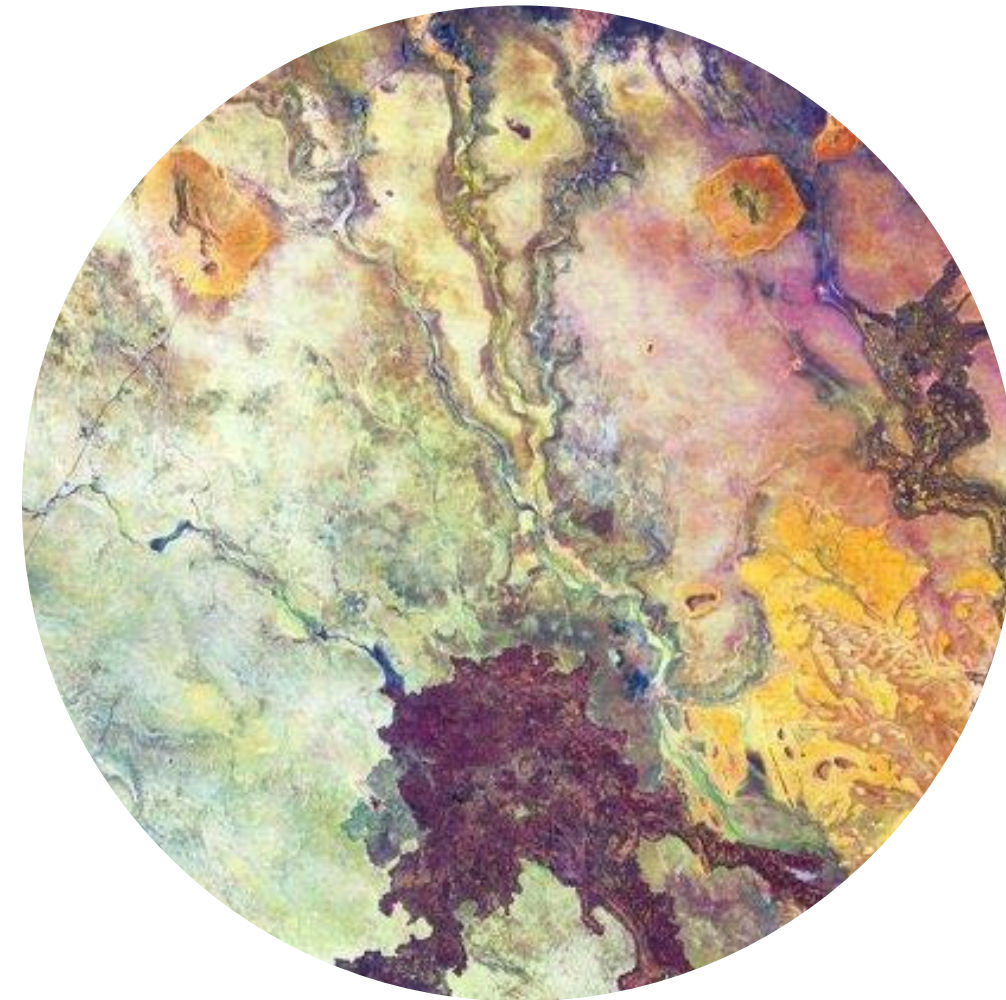
our story

GEO is a partnership of more than 100 national governments and in excess of 100 Participating Organizations that envisions a future where decisions and actions for the benefit of humankind are informed by coordinated, comprehensive and sustained Earth observations.

Graphic elements / circle usage / **layouts**

BANNER
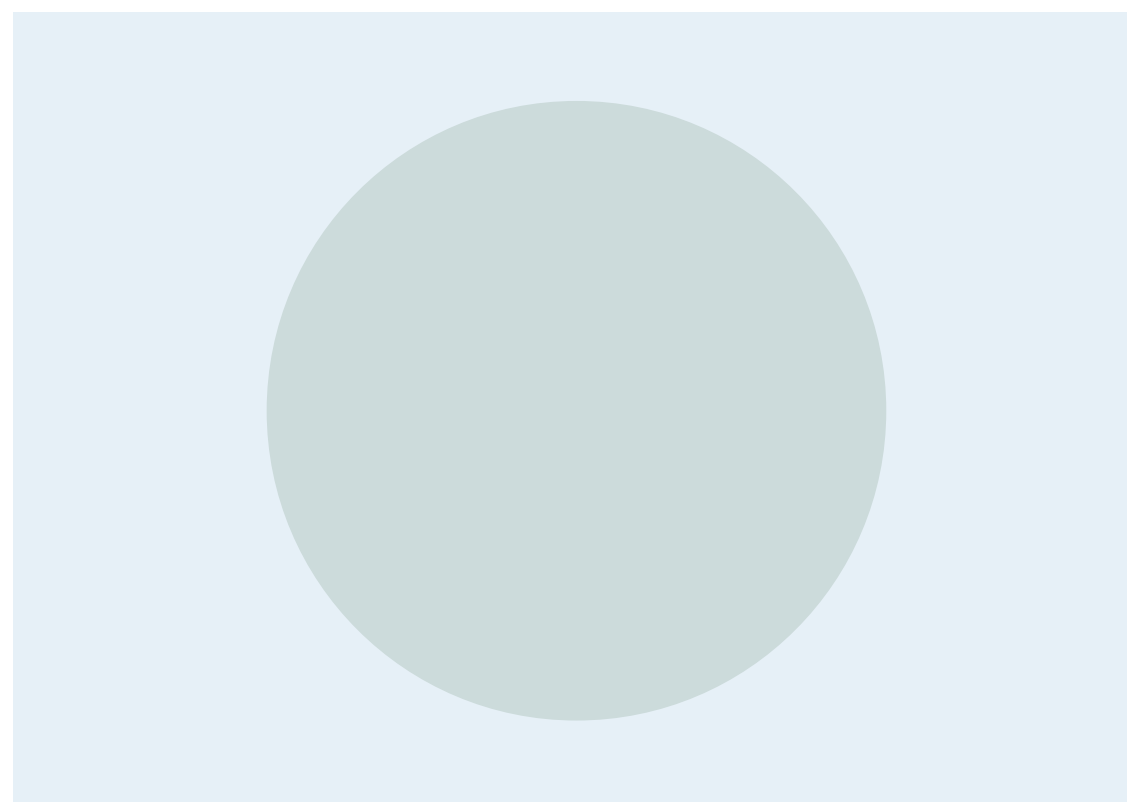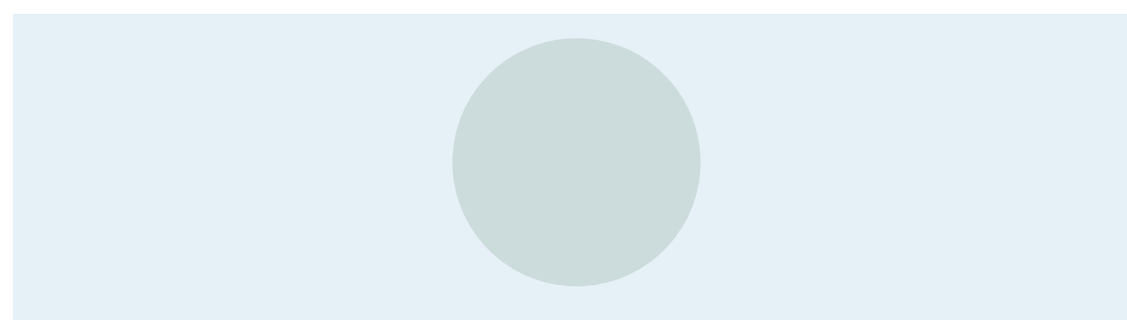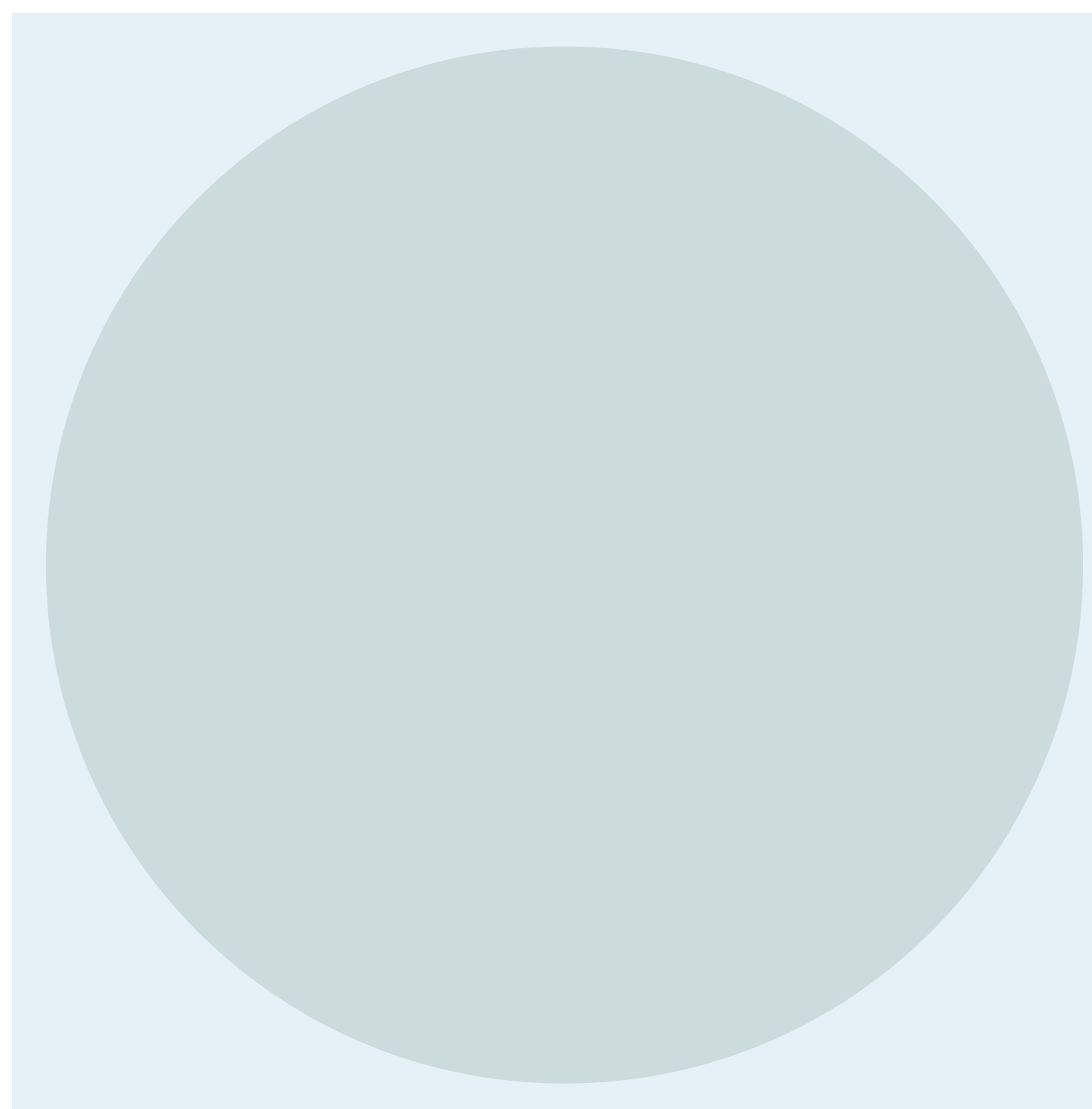
POST

POST
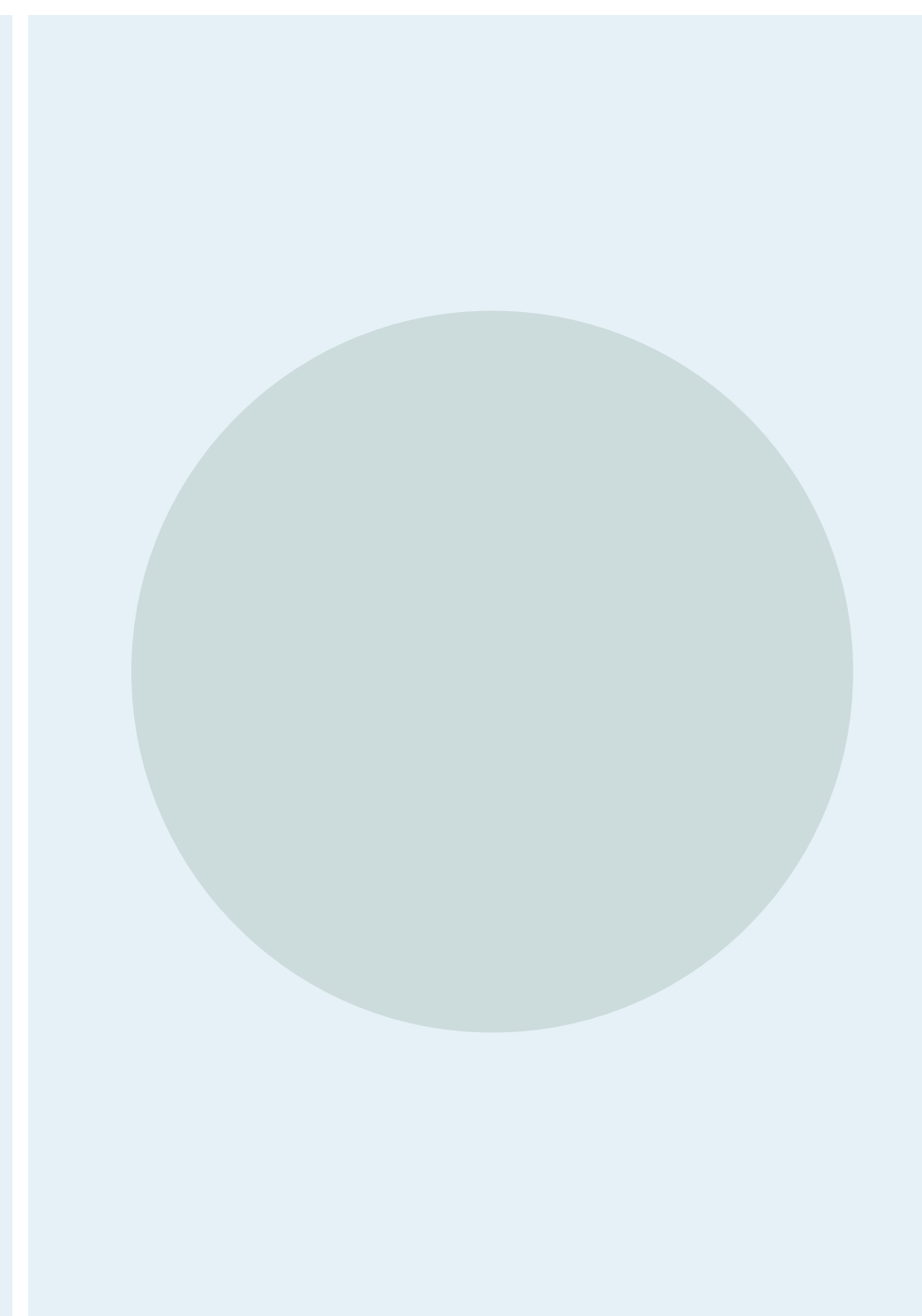
COVER

Print Materials

GEO's print materials are unified by the consistent implementation of our brand guidelines on covers and inside pages. This applies to flagship reports, major global publications, brochures, one-off editions, or series.

Covers

GEO Logo:

The GEO logo is prominently displayed on the cover, ensuring brand recognition. It is typically positioned at the top left or bottom right corner, depending on the layout and image composition.

GEO GROUP ON EARTH OBSERVATIONS

GEO
Resource Mobilisation Toolkit

Title/ Subtitle:

The Raleway font family is used for all cover text. Titles, including series titles, should use bold weights and can be in either uppercase or title case. Subtitles should use sentence case.
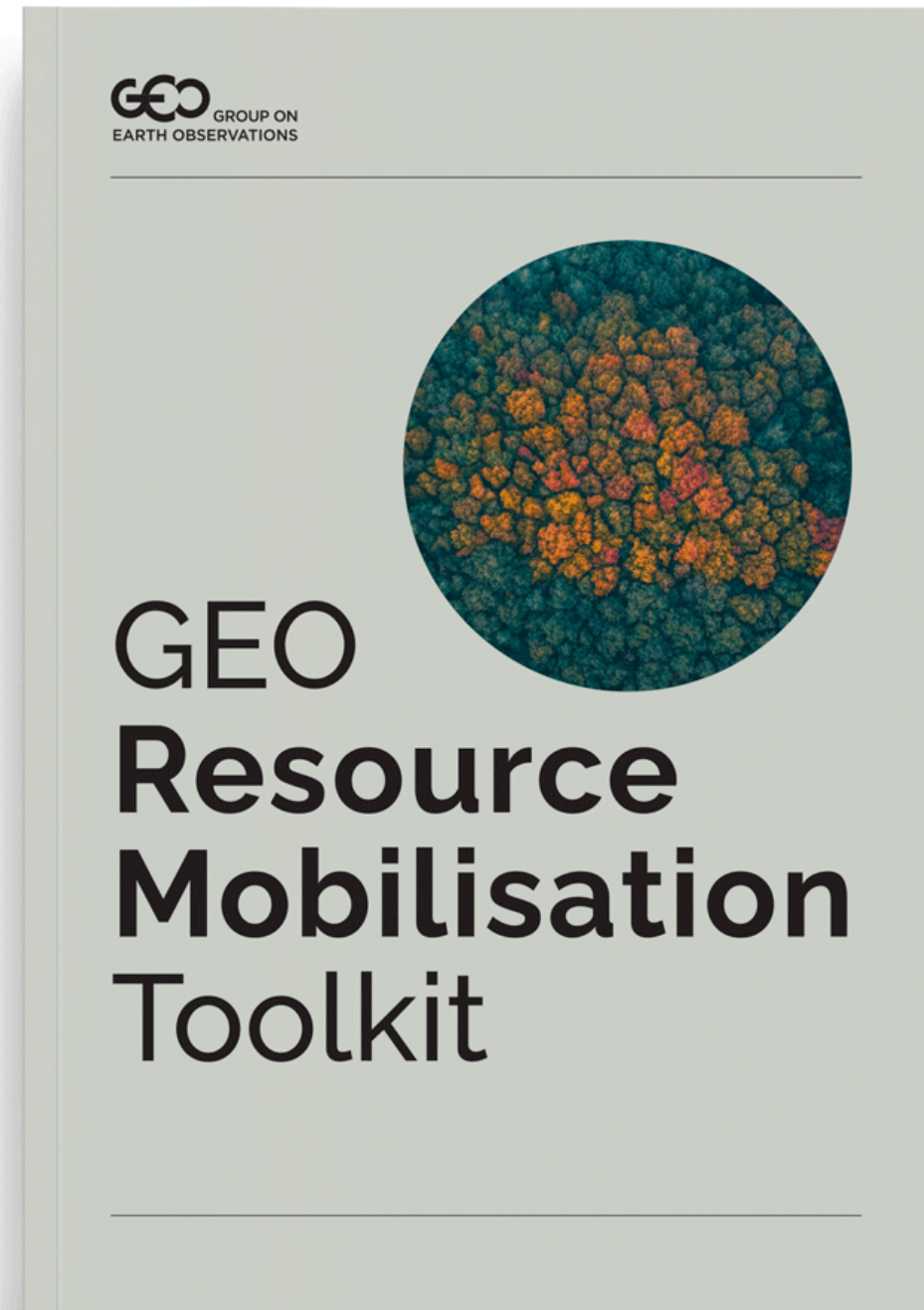
When applicable, **the back covers** should feature the GEO logo and relevant contacts.

GEO GROUP ON EARTH OBSERVATIONS

Earth Intelligence For All

GEO POST 2025 STRATEGY

Photography:

Covers ideally feature a single, striking photograph related to Earth observations. The image should be placed as a full-bleed image, extending to all four sides of the cover. When the photograph doesn't provide enough contrast for the text, a background panel using one of the GEO colours (blue/green, rich green, or dark blue) can be used behind the text for clarity.

The Group on Earth Observations (GEO)

is a unique intergovernmental partnership for people, nature and the planet.

OUR VISION
A world where trusted Earth intelligence is universally accessible and empowers society to achieve a sustainable future.

OUR MISSION
GEO co-produces user-driven Earth intelligence solutions that inform decisions and accelerate action on global, societal, and environmental challenges.

OUR OFFER
GEO empowers anyone to use and contribute to Earth intelligence to make better decisions for people and planet.

photo: FAO / Giancarlo Pucci

Since its creation as the global partnership on Earth observations in 2005, **GEO has built strong foundations and developed characteristics and common values that put it in a unique position to address complex and interconnected challenges.**

GEO is intergovernmental
Governments, as the trusted custodians of GEO, drive the implementation and evolution of GEO, engaging inclusively with a broad range of stakeholders to create solutions to global challenges, enhancing trust and ensuring a long-term perspective and sustainability.

GEO is multiscale
GEO services provide insights at the global, regional, national and local levels and are designed to be scalable and customizable, allowing for flexible and agile implementation in a rapidly changing world.

GEO's Strengths

GEO is transdisciplinary and multisectoral
A global network of partners from across disciplines and sectors mobilizes to respond to different demands. This transdisciplinary and cross-sectoral nature of GEO makes it a unique proposition.

GEO is cooperative and adaptive
GEO develops services with inputs from multiple stakeholders and communities, makes these services accessible through the principle of open data and knowledge, and brings in new actors and services to meet Earth observation needs.

Unlocking REDD+ payments to protect tropical forests

PROJECT:
Global Forest Observations Initiative

LOCATION:
Costa Rica, Ghana

Challenge

Ghana is the world's second-largest cocoa producer. Its economy relies on cocoa, however, cocoa production is one of the main causes of deforestation and forest degradation in the south-eastern and western regions of the country. Additionally, the greenhouse gas (GHG) emissions associated with cocoa production contribute significantly to climate change. The World Bank trust fund for reducing emissions from deforestation and forest degradation, commonly known as REDD+, provides funding to developing countries who reduce GHG emissions, deforestation, and land degradation. To receive funding, countries must be able to measure, report, and verify their results-based actions.

Solution

For more than 10 years, GEO's Global Forest Observations Initiative (GFOI) and the World Bank's Forest Carbon Partnership Facility (FCPF) have worked with Ghana and other tropical countries to use Earth observations to measure, report, and verify GHS emissions from forests.

GFOI develops and disseminates IPCC-compliant methods and guidance materials for REDD+ Measurement, Reporting, and Verification (MRV). The materials provide a user-friendly approach to guide countries through the complex process of needs assessment, system design and implementation. They complement GFOI partners' own guidance materials and present these within the context of a complete national MRV framework for REDD+.

By providing access to quality data, methods, products and training, GFOI played a critical role in helping countries to build and improve their own capacities for forest monitoring.

Impact

As a result of this work, Ghana became the second country in Africa, after Mozambique, to receive payments for reducing its net forest loss and GHG emissions. In 2023, the FCPF paid Ghana US$ 4.86 million to reduce 972,456 tons of carbon emissions for the first monitoring period. The funding will be used to shift from traditional, slash-and-burn agriculture to climate-friendly, climate-smart agriculture.

Similarly, Costa Rica has become the first country in Latin America and the Caribbean to receive FCPF payments (US$ 16.4 million) for reducing 3.28 million tons of carbon emissions. These efforts exemplify how Earth observations can support better forest management and performance-based payments to save forests and drive global climate action.
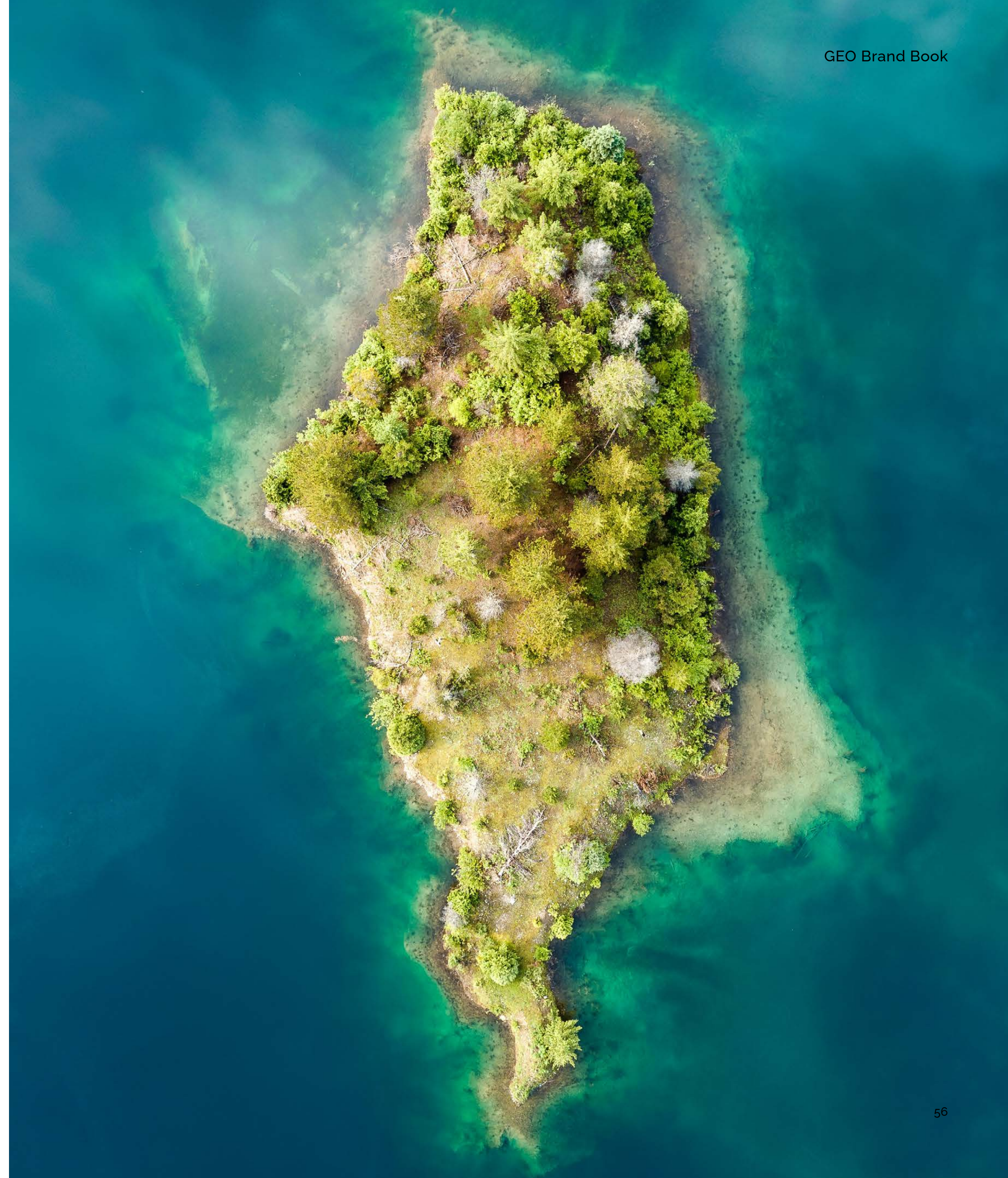
photo: FAO / Giancarlo Pucci

PARTNERS: Australian Government, Committee on Earth Observation Satellites (CEOS), European Space Agency (ESA), Food and Agriculture Organization (FAO), Forest Carbon Partnership Facility (FCPF), German Federal Ministry of Economic Cooperation and Development (BMZ), Norway's International Climate and Forest Initiative (NICFI), SilvaCarbon, UK Government and World Bank
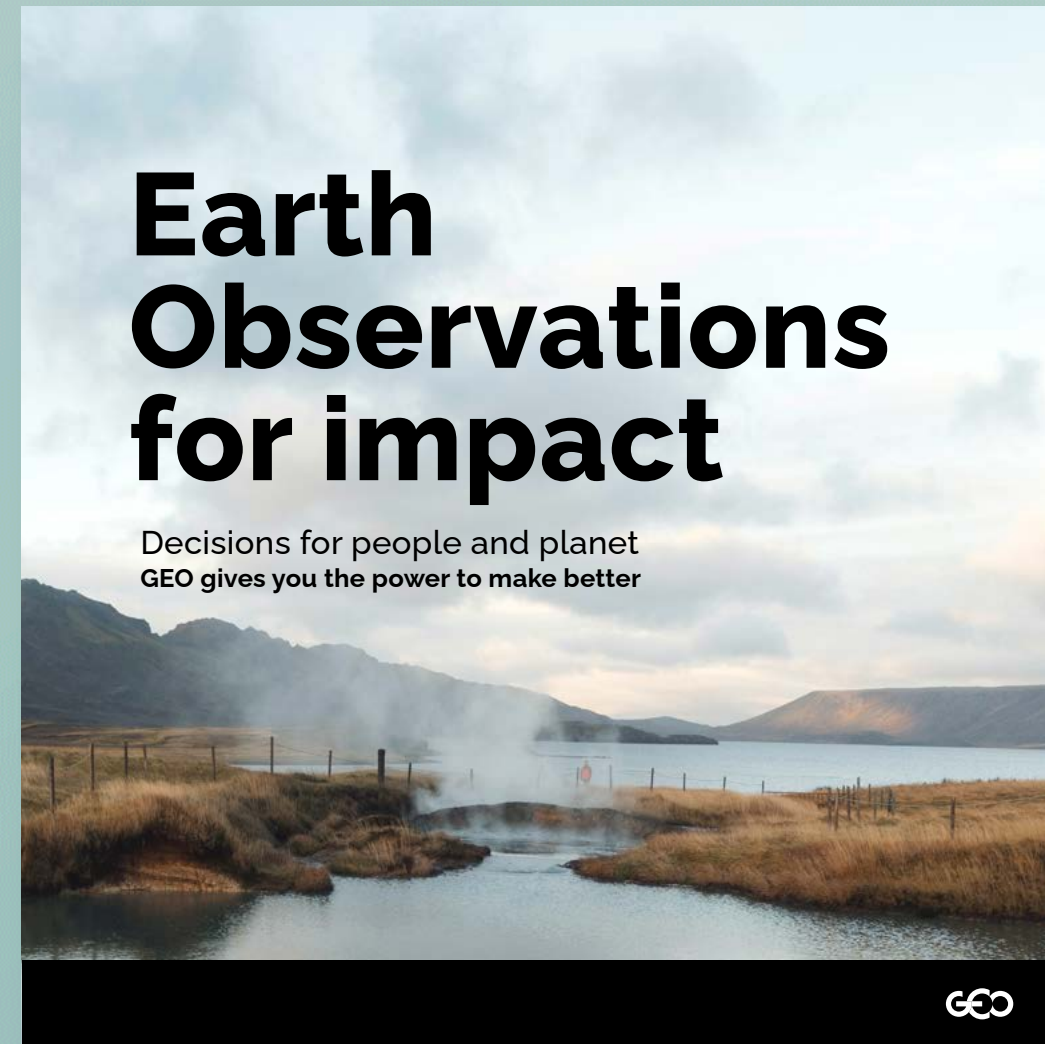
Graphic elements

Alternative layout options

It is also possible not to use the Planet Earth concep for visuals,

Instagram post

Banner

Content Page

Graphic elements

GEO printed Roll-ups

On the branding section of the website, a large selection of physical banners, such as roll-ups, is available for download and local printing. These banners are designed to help promote GEO's initiatives, events, and activities, ensuring a consistent and professional visual identity at in-person engagements.
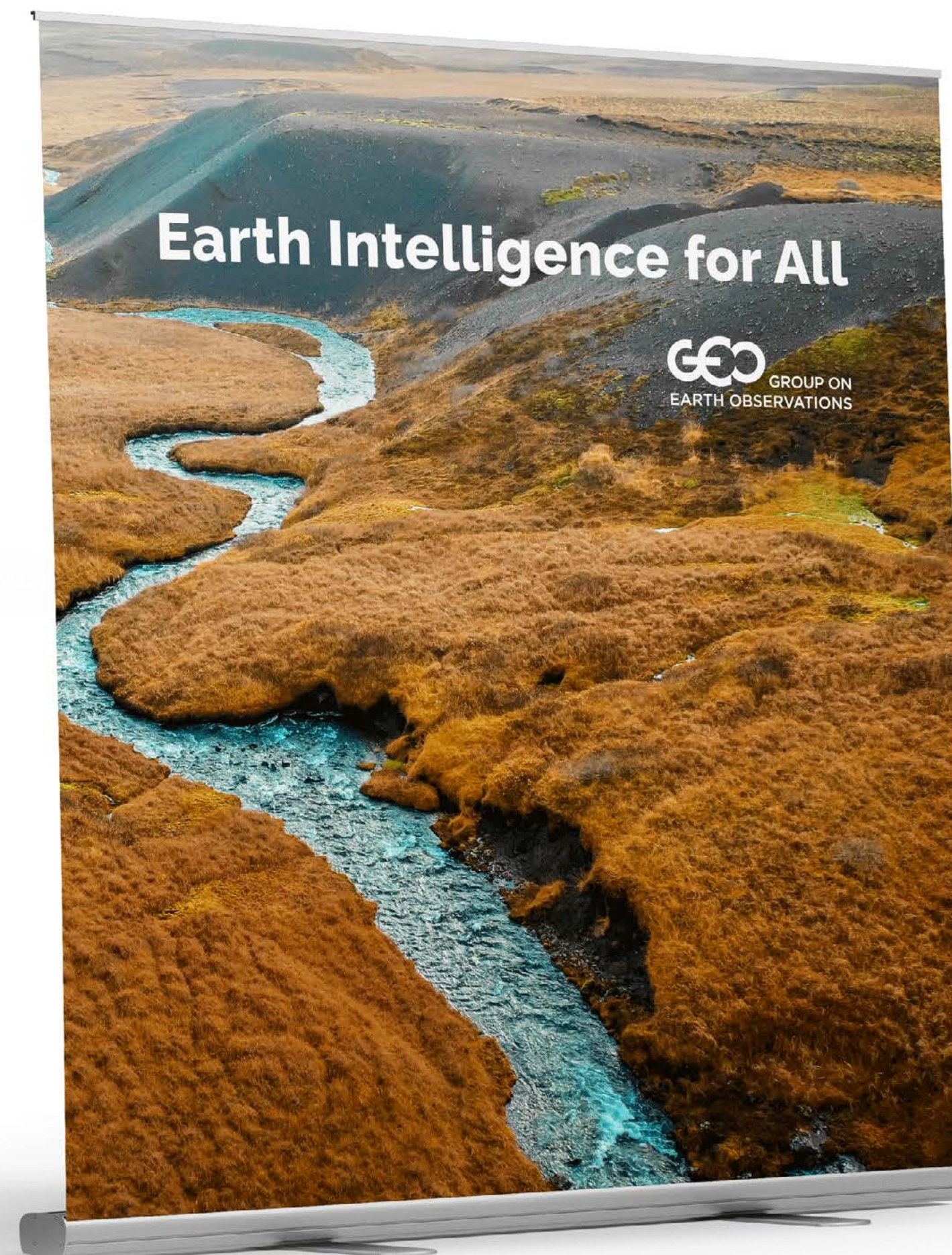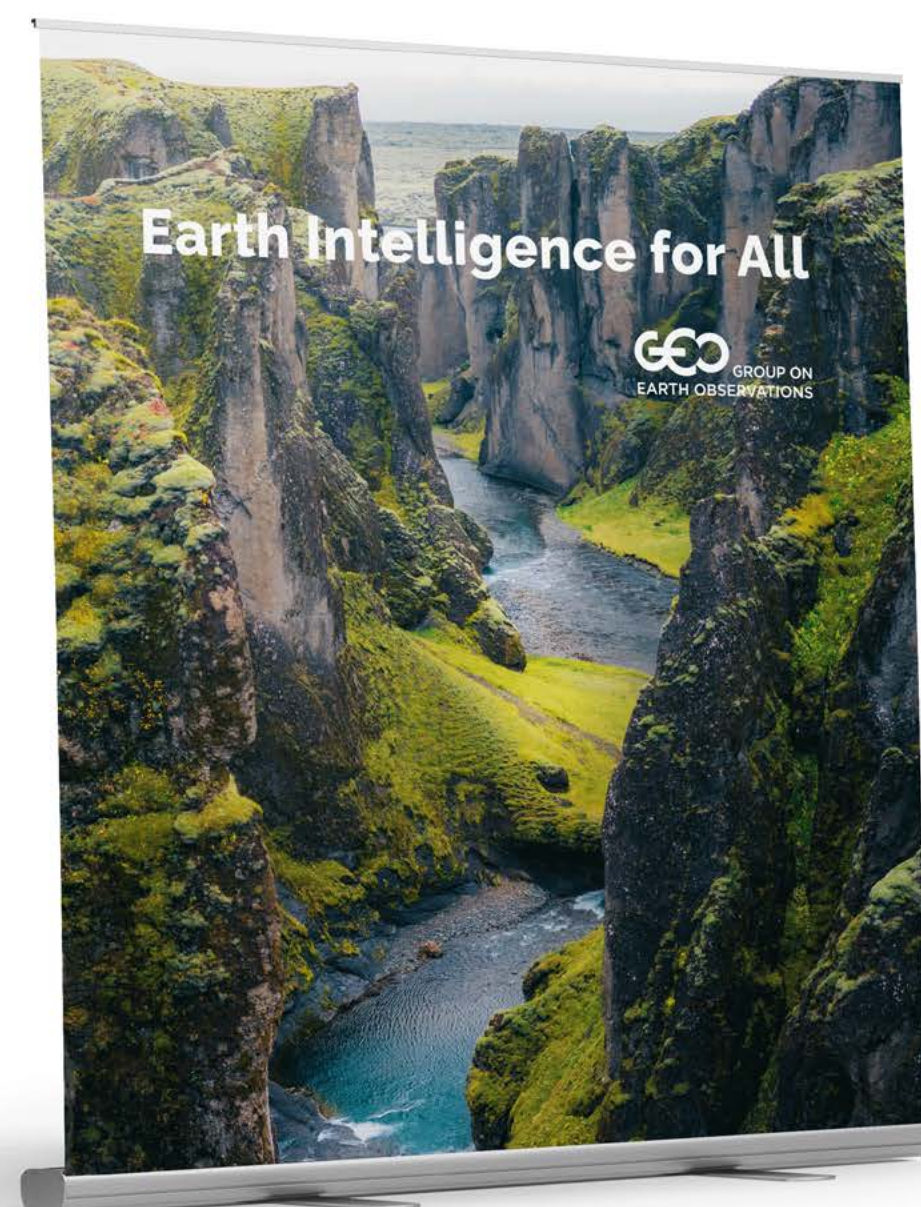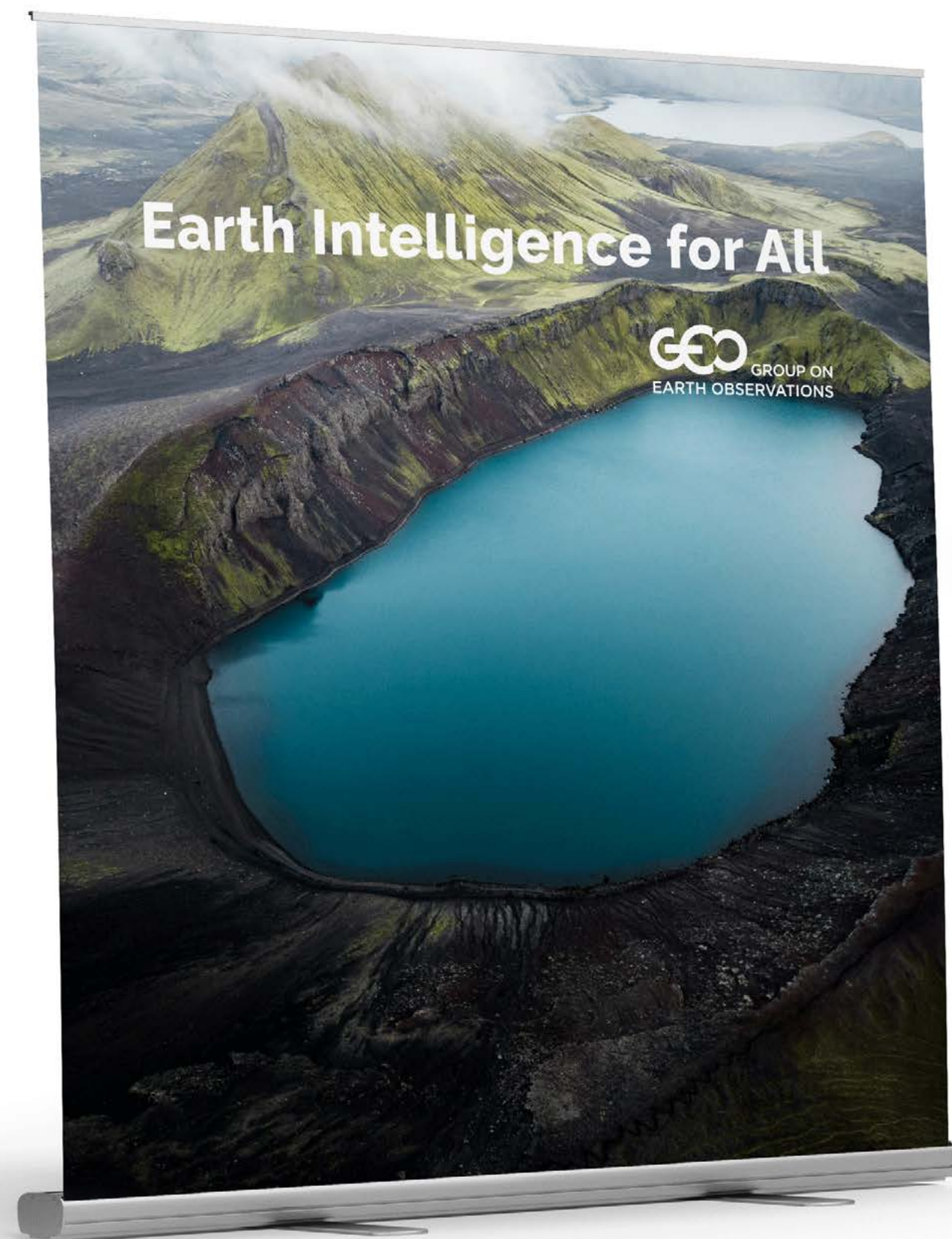
Graphic elements
Website

The GEO website provides a cohesive design system across all sections. Photography plays a pivotal role on the GEO website. Large hero images dominate the top of most templates, including landing pages and content pages featuring articles and programmatic content. The GEO logo is prominently placed in the upper left corner of the website, ensuring brand recognition and consistency.
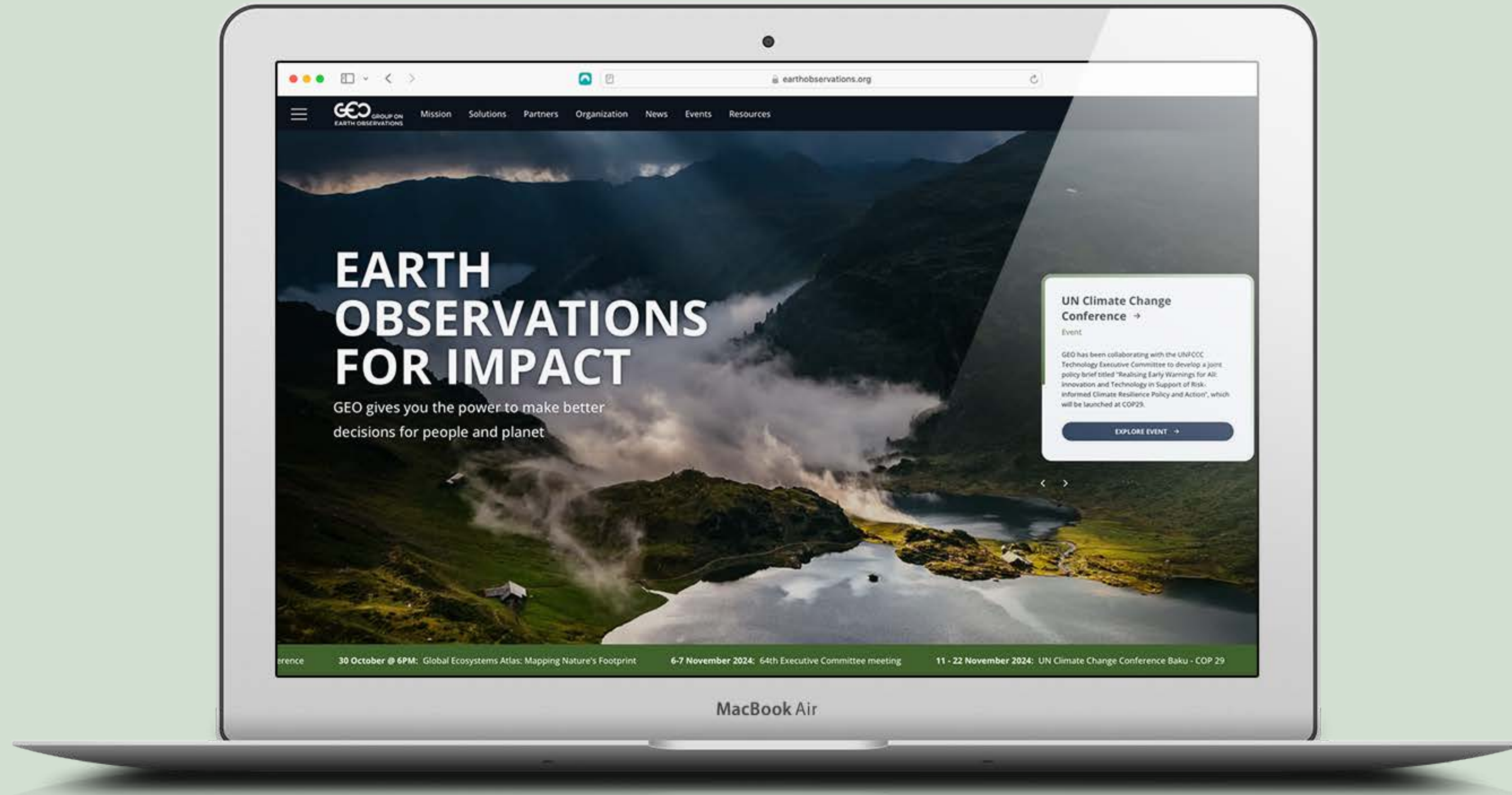
Website homepage

Graphic elements / website / designed layouts

DOCUMENTS & RESOURCES

Terms of Reference

The Terms of Reference will remain in effect for the period of the 2020-2022 GEO Work Programme. It may be revised with the approval of the Programme Board.

EXPLORE

Roadmap and subgroup work plans

A Roadmap is proposed to guide the work of the CC-WG and prioritize action based on the approved Terms of reference. The Roadmap also outlines the way members engage and contribute to the objectives of the CC-WG. It contains priority deliverables, milestones and the working timeline, as well as the work plan of each subgroup. While the CC-WG activities are outlined for the 2020-2022 period, some have an ongoing nature and are intended to be continued beyond the first term.

EXPLORE

Presentations

Data Working Group Terms of Reference

Data Sharing and Data Management principles work plan

Data Sharing and Data Management Principles

Analysis of the Data Management Principles vs Fair Principles

Analysis of the 1st Questionnaire

OCEAN-CLIMATE:

Global Marine Debris Monitoring System

Ossum ant res et apictotatem sitis nemos que posantur? Ovitate mquiscis a nullore henderf ernamus dem. Ugiat mil inUt aliquis aperibus. Igendic torrumque odi blautatur, unt aut quibus enem

READ MORE →

FOOD-WATER-BIOSPHERE:

TBC

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READ MORE →

LATEST DEVELOPMENTS

A new project to improve access to analysis - Ready water data in Africa

The DE-Africa partnership organizes decades of satellite data into an analysis-ready ÖOpen Data CubeÖ, and the International Water Management Institute (IWMI) will work with them to develop tools to translate this data into decision-ready information for water resource management.

OUR SOLUTIONS

Geodesy for the Sendai Framework	GEO Citizen Science	In-Situ Observations and Applications for Ecosystem Status of China and Central Asia	Open Earth Alliance
Forest Biomass Reference System from Tree-by-Tree Inventory Data	GEO Cold Regions Initiative	Global Geochemical Observation Network and Digital Chemical Earth	Antarctic Ice Sheet Monitoring
Building Local Capability For Drone-based Remote Sensing To Assist With Adaptation to Climate Change in The Cook Islands	Earth Observation Projects on Mitigating Pacific Islands Climate and Sea Level Change Impacts Involving Local Scientist and Organisations	Earth Observations for multi-scale monitoring of mining impacts	Global Ecosystems and Environment Observation Analysis Research Cooperation
Earth Observations for Ecosystem Accounting	Global Network for Observations and Information in Mountain Environments	GEO Global Water Sustainability	GEO Land Degradation Neutrality
Arctic GEOSS	Global Vegetation Pest and Disease Dynamic Remote Sensing Monitoring and Forecasting	GEO Wetlands	Global Drought Information System
Global Observation System for Persistent Organic Pollutants	Global Wildfire Information System	GEO Blue Planet	GEO Biodiversity Observation Network
GEO Global Agricultural Monitoring	Global Forest Observation Initiative	Global Observation System for Mercury	

LATEST DEVELOPMENTS

EuroGEO Workshop 2022 and The GEO Blue Planet 5th Symposium in a Nutshell

The workshop explored synergies across projects and initiatives, offered networking opportunities to the participants, reflected on global (G)EO trends and GEO Week 2022, pursued more dynamic collaboration among regional GEOs, amongst other objectives. EO Blue Planet held its 5th Symposium between 24 and 28 October 2022. For the first time, this flagship GEO Blue Planet event took place on the African continent, in Accra, Ghana. Themed Local Action in Support of Global Traction, the 5th Symposium was specifically geared towards improving GEO Blue Planet's engagement with African nations in an effort to expand the Earth Observation community of practice, strengthen local capacity and provide access to resources, tools and services.

**MORE ↗**

Layouts guidelines
social media

The social media design layouts reflect GEO's commitment to impactful and visually appealing communication. The use of circles in the designs represents Planet Earth (as per the Earth concept). The layouts also incorporate striking imagery related to Earth observation and environmental issues to grab attention and convey the importance of GEO's work.

The use of clear, bold typography ensures legibility and highlights key messages such as updates, surveys and reports. The colour palette is in line with GEO's brand colours.
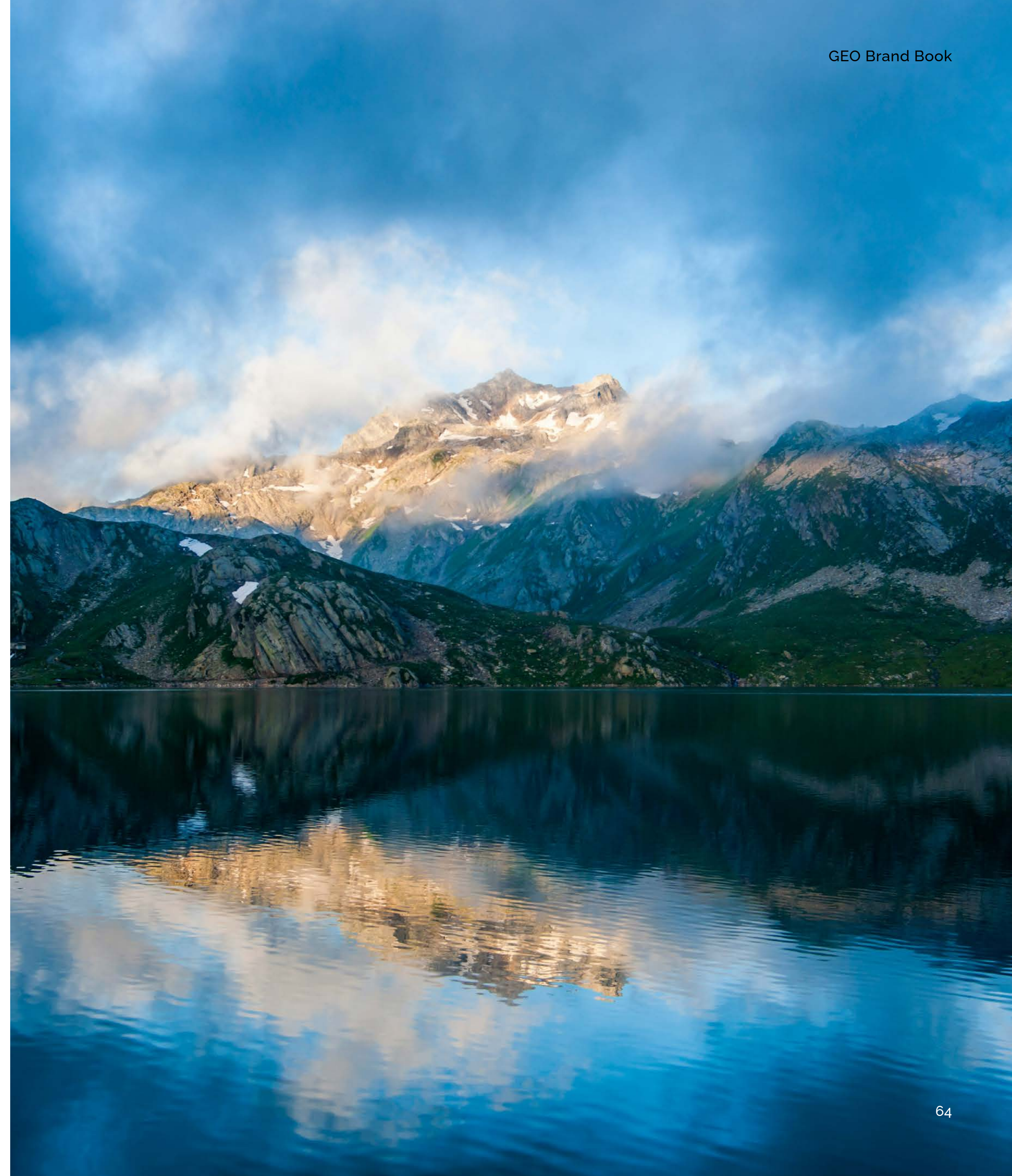
Earth Observations for impact

Decisions for people and planet
GEO gives you the power to make better

The New GEO Resource Mobilisation toolkit

AVAILABLE NOW

GEO Resource Mobilisation Toolkit

We are hiring!

CHIEF OF STAFF

Apply by 19 June

Global Heat Impacts and Solutions Survey

ONLY 5 min. →

GEO Night Light Supports Humanitarian Affairs

READ MORE

GEO Highlights 2023

Unlocking impact through earth observations
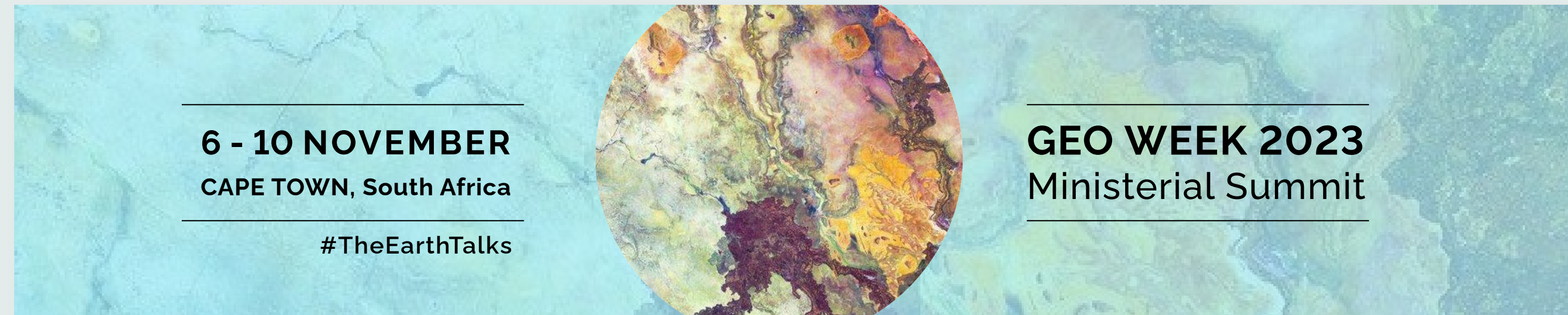
banner

twitter card

instagram post

twitter card

instagram post

banner
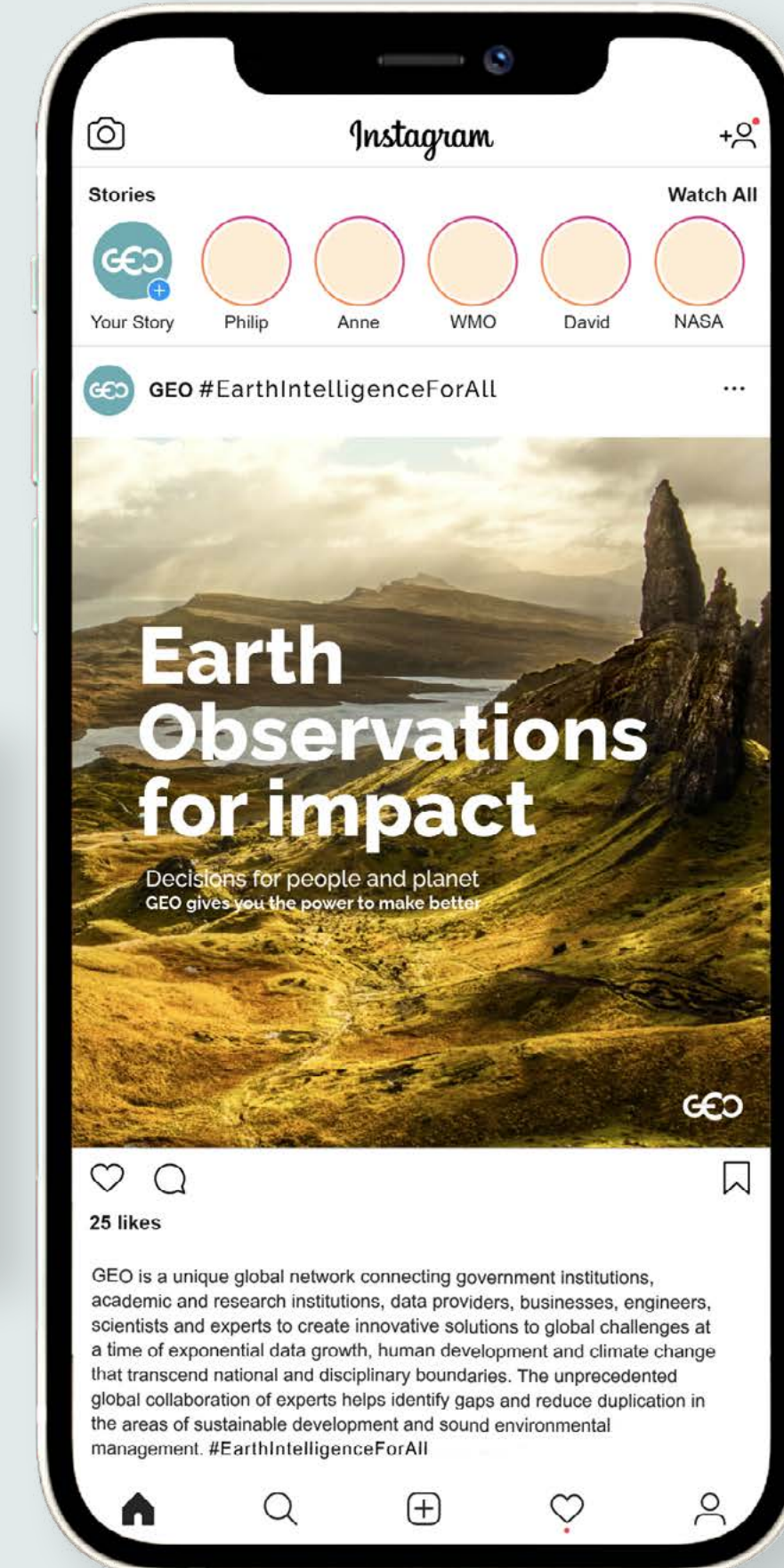
Backgrounds for virtual meetings

The proposed backgrounds for virtual meetings reflect the unified identity of the GEO community by incorporating consistent branding elements such as the GEO logo, colours, fonts, the hashtag #EarthIntelligenceforAll and powerful images of nature.

All the banners are available in the brand section of the GEO website: https://earthobservations.org/brand-assets

Backgrounds for virtual meetings

GEO Presentations

The presentation layout for GEO follows a clear and structured design to ensure effective communication and consistency across all slides. The use of the Raleway font family is prominent, maintaining readability and a clean look.

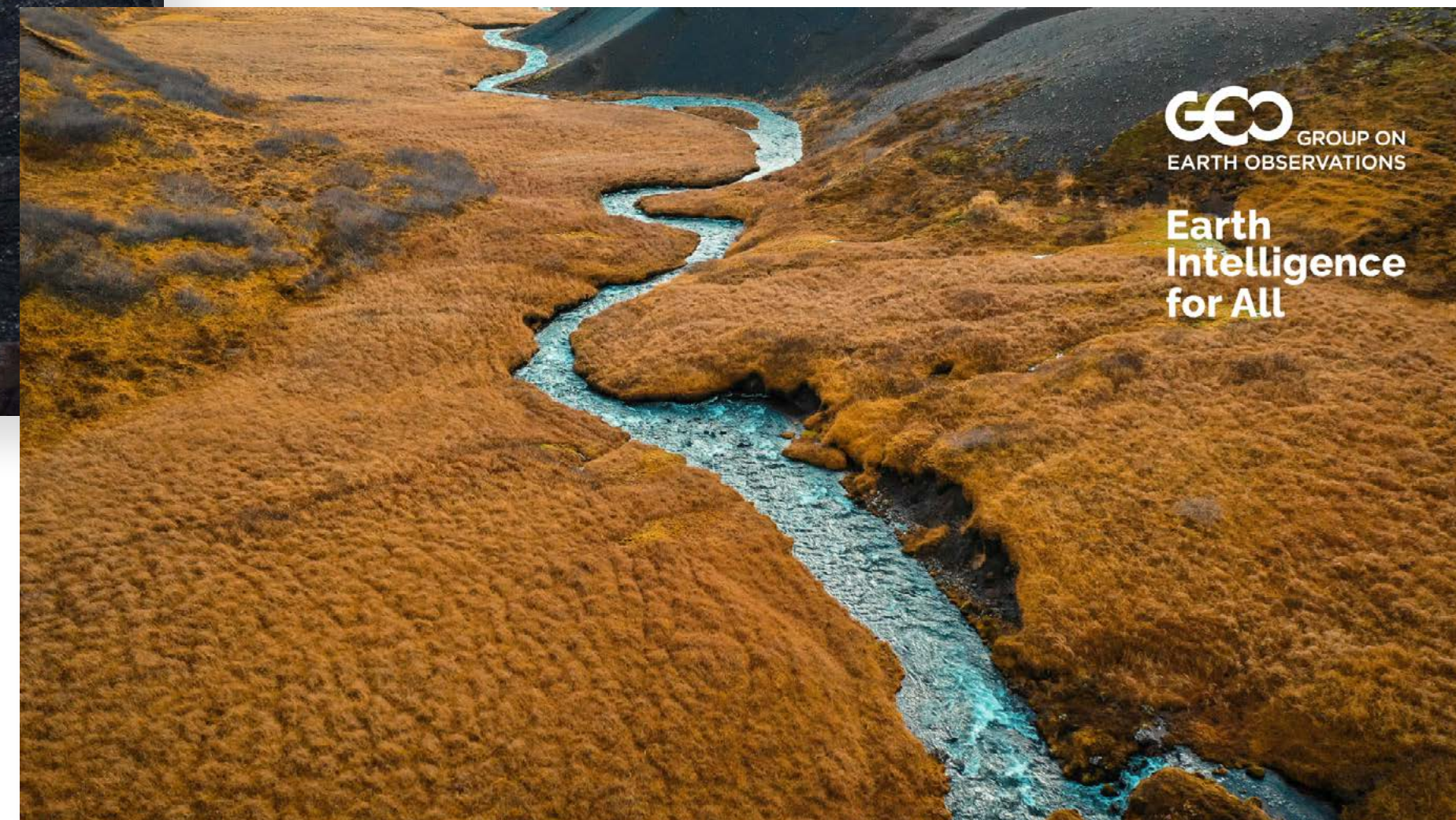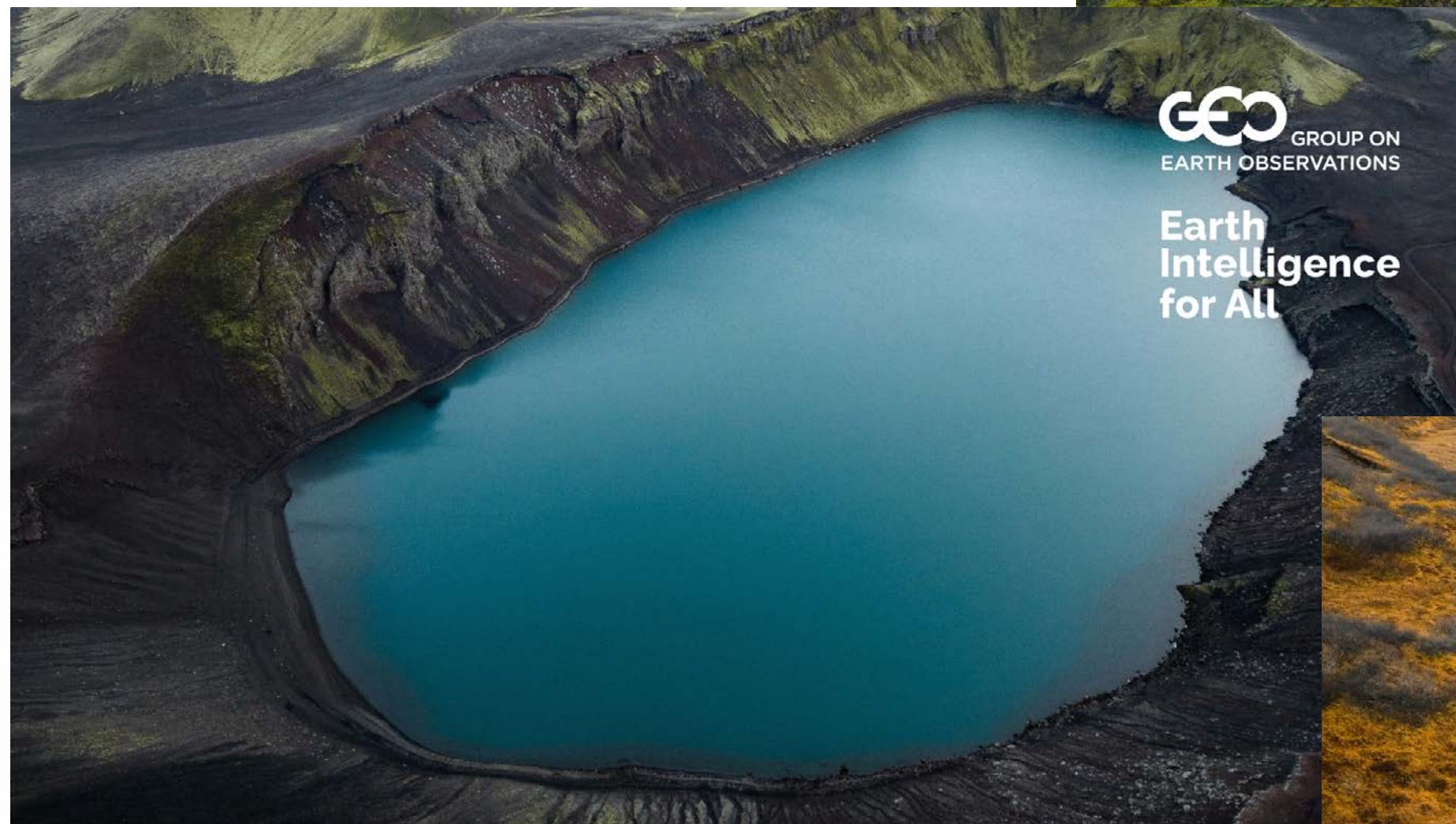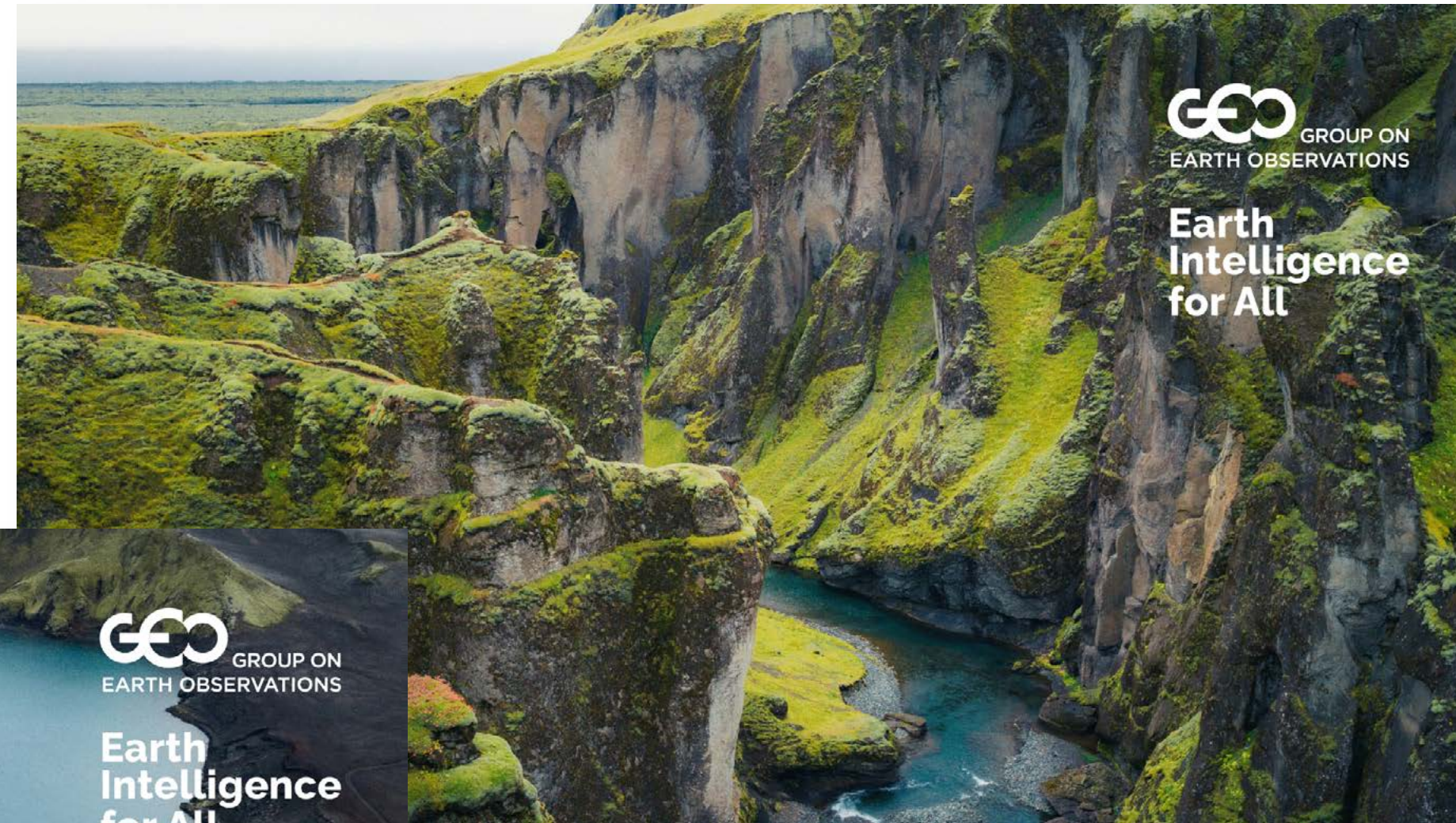**Titles and key headings are bold and large, making the main points immediately clear to the audience.** Subtitles and supporting text are in a lighter weight of the same font, providing a visual hierarchy that guides the viewer through the content.

Background colours are kept simple and consistent, often using a soft blue or neutral shade (in line with GEO's primary and secondary colours) to keep the focus on the content. Key information is highlighted with a contrast in text colour, ensuring it stands out without overwhelming the viewer.

Images and graphics are used strategically to complement the text, providing visual interest and supporting the narrative.

The layout includes clear sections and numbering for different parts of the presentation, making it easy to follow and understand. This structured approach ensures that even complex information is conveyed clearly and effectively.

All the templates for PowerPoint presentations are available on the brand section of GEO's website: https://earthobservations.org/brand-assets

Presentation cover layout
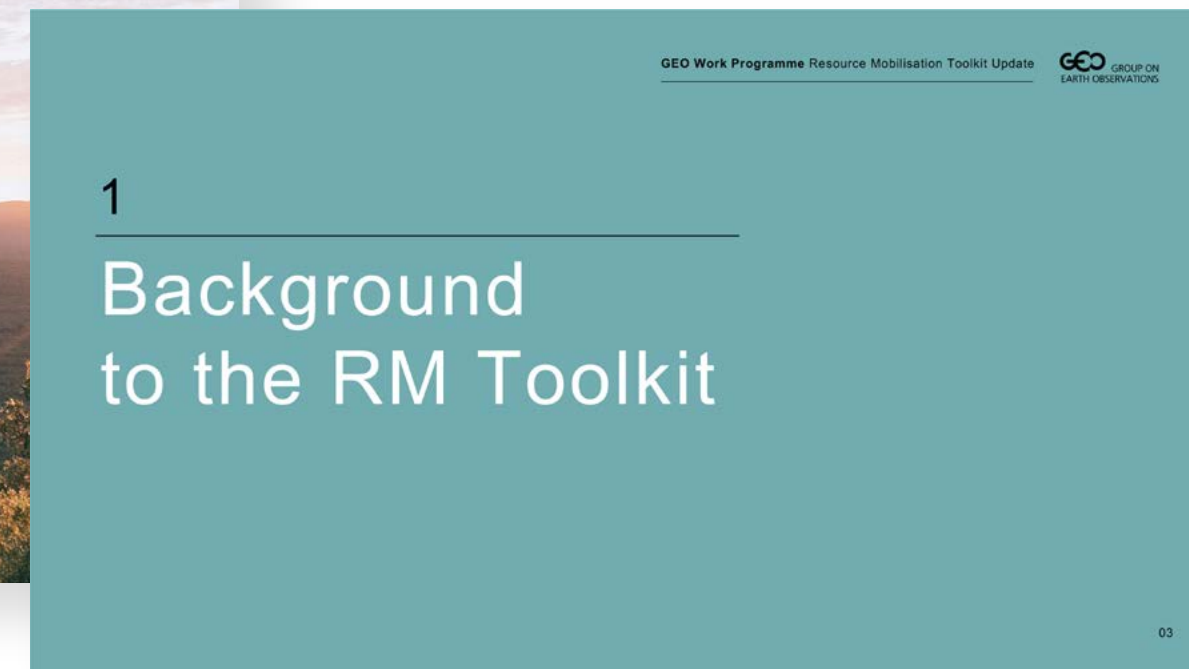
Presentation break layout
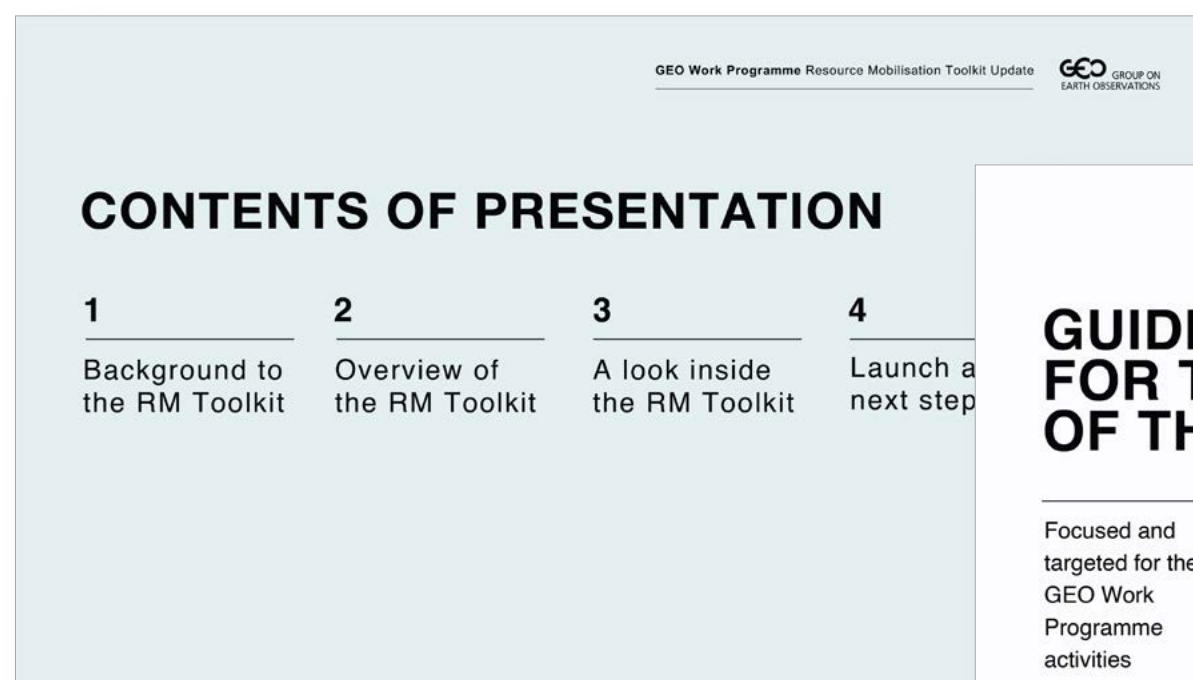
Presentation content layout
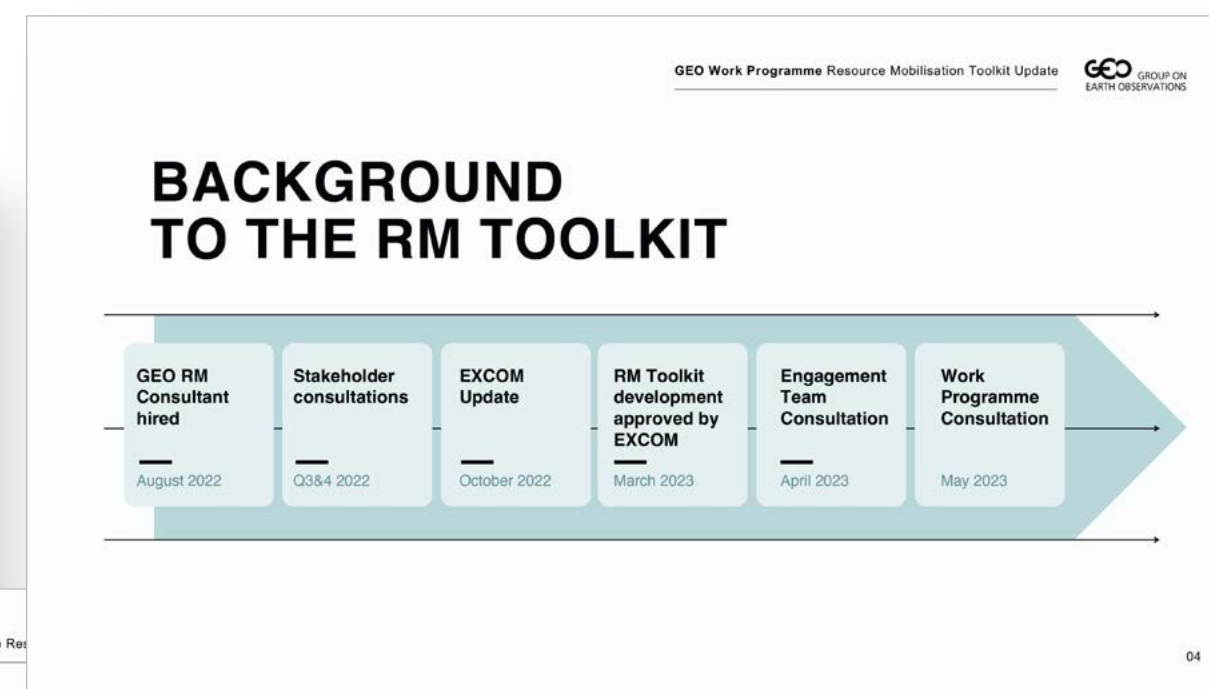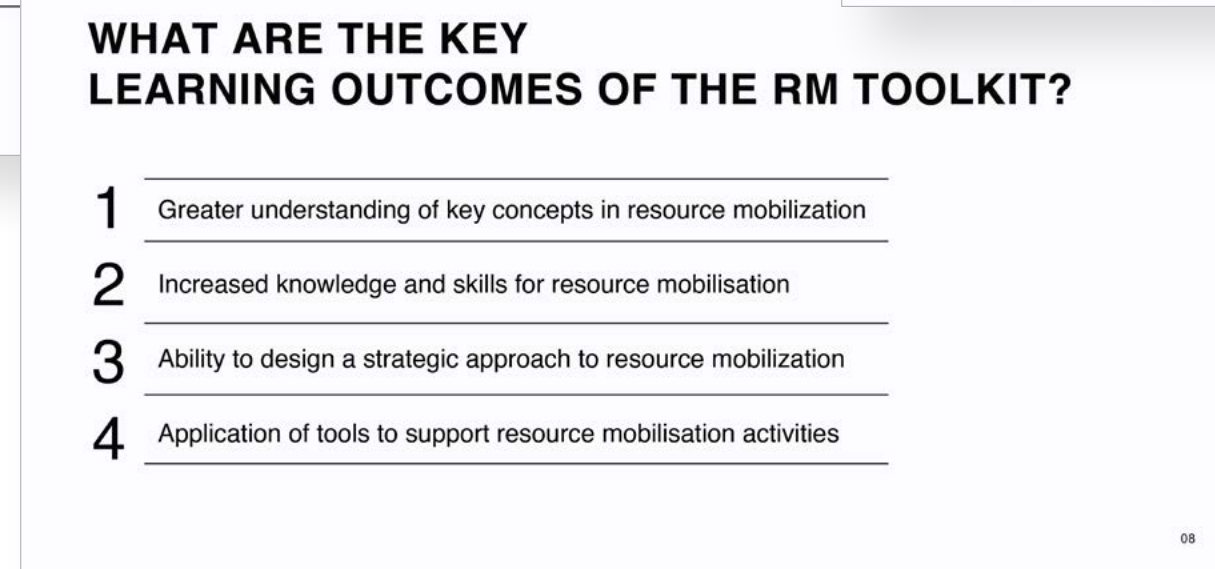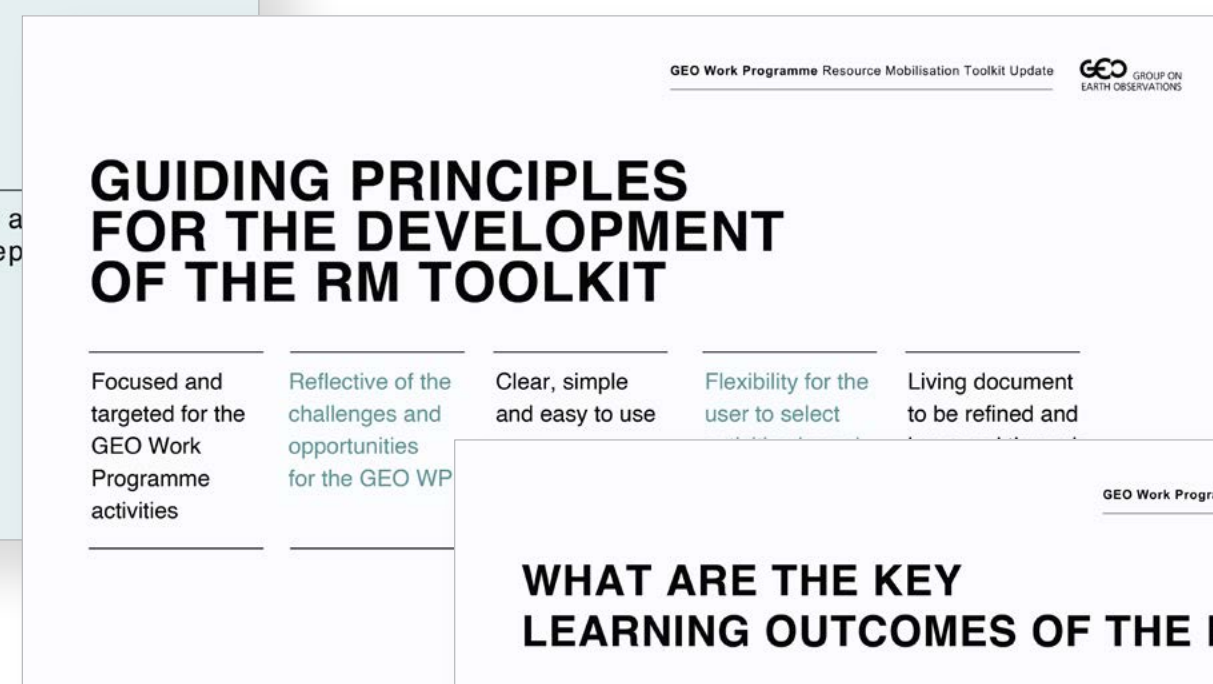
Presentation content layout

Iconography

GEO's iconography is designed to visually represent key concepts and themes related to Earth Intelligence.

The icons are minimalist, ensuring clarity and consistency across various applications. They are often enclosed within a circle, creating a cohesive visual language that aligns with the overall brand aesthetics.

In the layout, the icons are often paired with brief descriptions or headlines, guiding the audience through different sections or points of focus. This approach enhances the visual appeal and improves user experience by providing intuitive visual cues.

organization

partners

strengths

topics

FLASH TALKS   **SHOWCASES**   **WORKSHOPS**
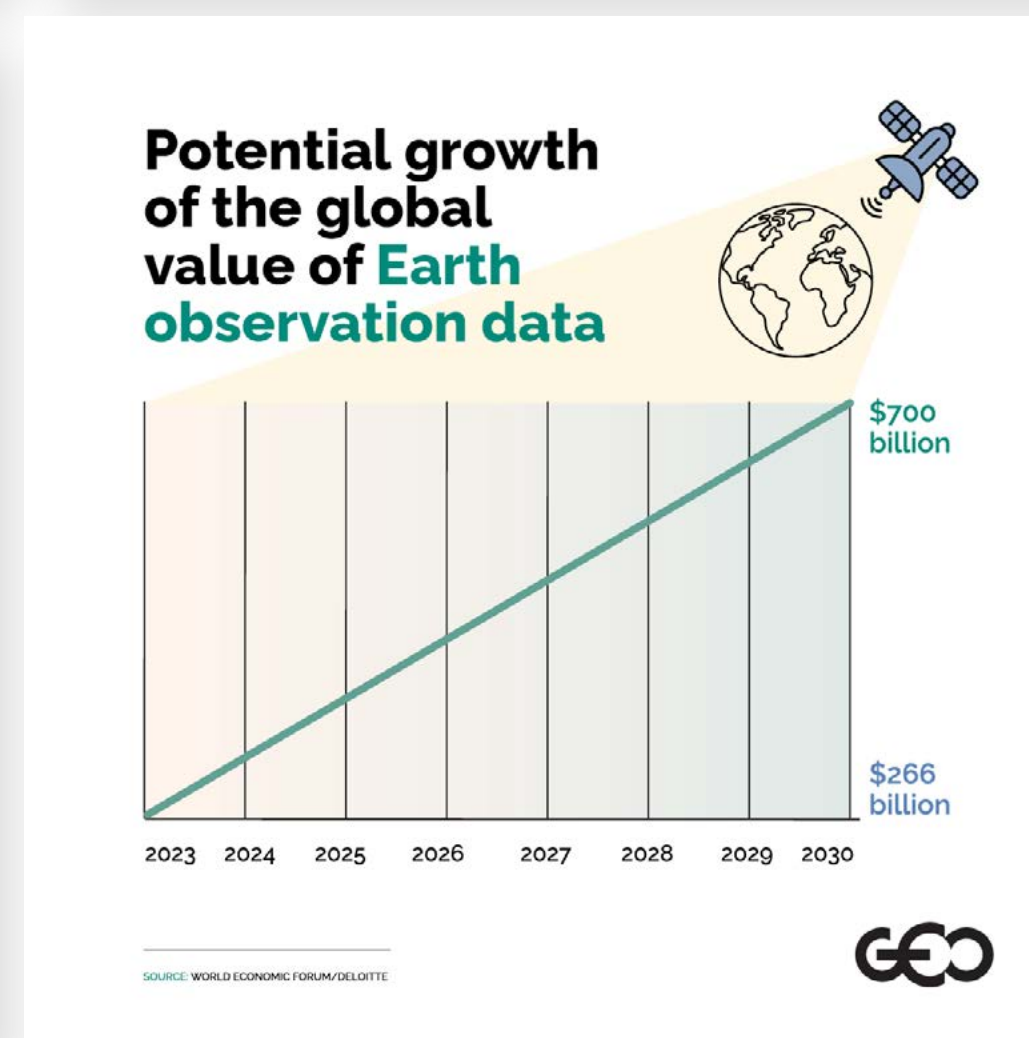
Infography

GEO's infographics are designed to convey complex information in a clear, engaging, and visually appealing manner. Utilising a blend of iconography, diagrams, and concise text, these infographics distill intricate concepts into easily understandable visuals. The use of circles, arrows, and interconnected elements highlights the interconnectedness of global ecosystems and the multifaceted nature of GEO's work.

78

Infography

Triple Planetary Crisis

Climate change

TRIPLE PLANETARY CRISIS

Biodiversity loss

Pollution and waste

CO²

GEO's Evolution

2005-2015

DATA FOR ALL

Global Earth Observation System of Systems

International sharing and interoperability of Earth observation

User-driven projects

Societal Benefit Areas

2016-2025

SERVICES FOR ALL

Implementation Mechanisms: Activities, Initiatives, Flagships and Foundational Tasks

Regional GEOs

Global Engagement Priorities

FROM 2025

EARTH INTELLIGENCE FOR ALL

Co-design and integration across value chains and thematic areas

Inclusion, cooperation and equity

Fit-for-purpose operating model

Relationship Cycle

Identification and qualification

Building Relationships

Managing Relationships

Requesting Resources

Identification and qualification

Building Relationships

Requesting Resources

Managing Relationships

The usual options for the GEO Work Programme are:

- Primary applicant eligibility - If GEO is eligible as a primary applicant, a fiscal sponsor or host will be needed to receive and manage financial resources.

- Sub-grantee eligibility - If GEO is only eligible as a sub-grantee, a partnership with an eligible organisation (usually an NGO or multilateral agency) will be required to manage financial resources.

Key learning outcomes:

- Greater understanding of key concepts in resource mobilisation
- Increased knowledge and skills for resource mobilisation
- Ability to design a strategic approach to resource mobilisation
- Application of tools and tips to support resource mobilisation activities

TIPS FOR ENGAGEMENT

- Work through connections and networks where possible.
- Approach donors as equal partners in with a shared objective.
- Listen and learn. Identify the challenges that your work can help address.
- Be prepared with key messages.
- Be action oriented and identify the next opportunity for engagement.
- Document and record engagement.
- Use social media to learn and build relationships.

Generally, the elevator pitch should be around a minute. The following format can give you structure for the delivery;

The Hook
Key messages about what problem the GEO Work Programme is solving, how and why this solution is different from existing activities.

10-15 seconds

The Body
Describe the specific need for the solution and impact you deliver. Include further messages on your unique advantage to solve the problem and your track record. State what you are doing in the next 12-24 months, especially the options requiring support or engagement.

30 seconds

Wrap-up
Highlight the potential areas of synergy with the prospects work and request contact details, follow up or a more specific engagement.

10-15 seconds

The Problem
What is the specific problem you are addressing and who does it impact? Give evidence (statistics, insights) about the problem?

The Solution
What is the solution you have to the specific problem (you may have more than one feature of your solution to highlight)?

Who are [insert GEO Work Programme Activity Name]?
Brief overview of the GEO Work Programme including; Vision and Mission; description of the Work Programme; the team's broad and/or specific skills.

Why [insert GEO Work Programme Activity Name]?
Highlight the comparative advantage of the GEO Work Programme to deliver the proposed solution and create impact.
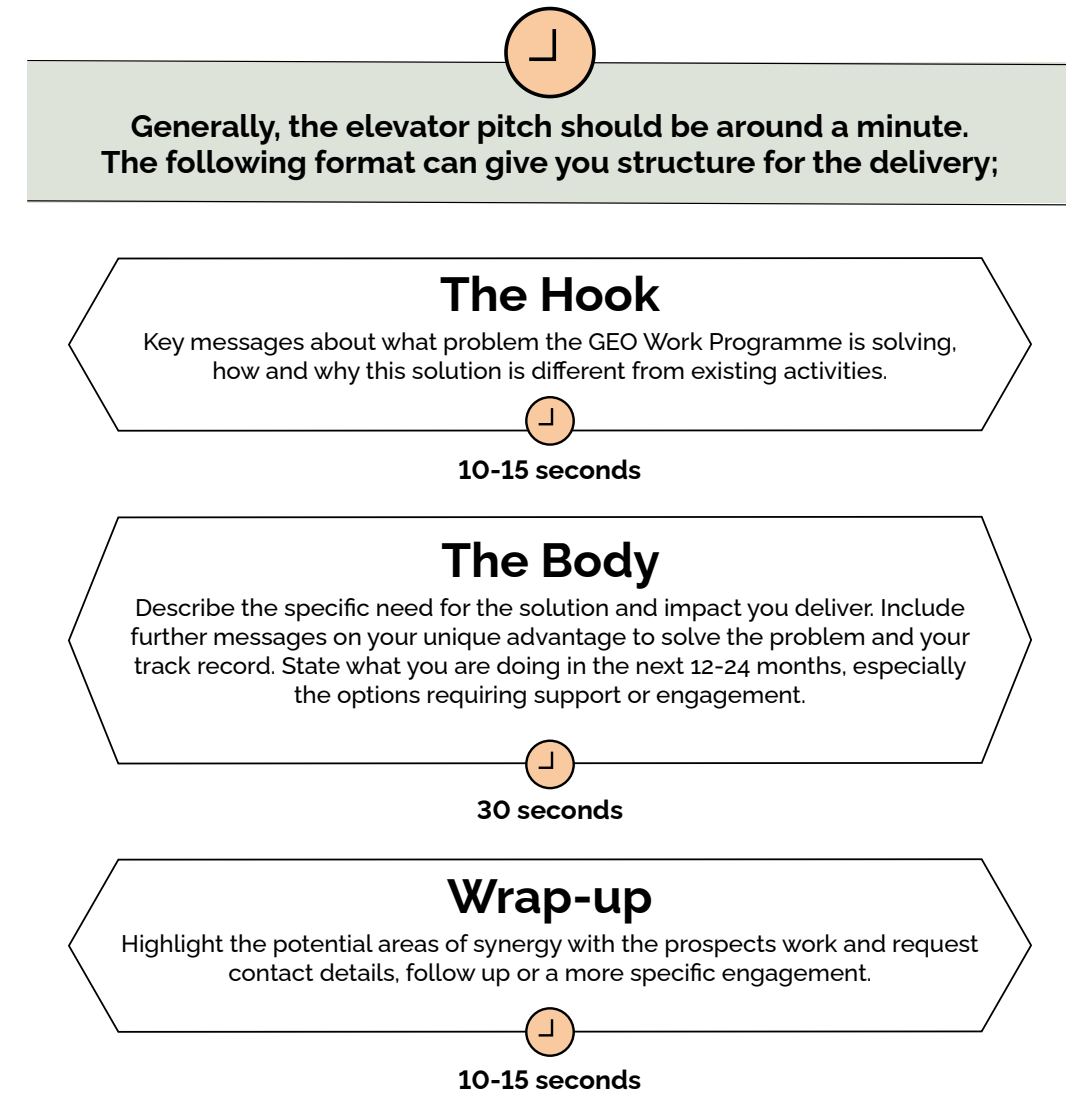
Impact/achievements
Highlight the quantifiable impact and/or significant achievements of the Work Programme.

Project experience
Two-three sentence summary of similar projects or similar funded projects that includes project title, the problem (one sentence), what you did/the solution (one sentence) and the outcome of the project. Include project cost and dates.

	KEY QUESTION	YES	NO Go to RM Toolkit Section	KEY OUTCOME
1	Do you have a good understanding of resource mobilisation in the GEO context?	Go to Q2	Section 2.2 An overview of resource mobilisation in GEO	Users understand resource mobilisation in the context of GEO
2	Do you know what resources you are seeking to mobilise?	Go to Q3	Section 3.1 What resources do we need?	Users know the specific resources and value, to match with prospective donors
3	Are you a low-risk investment for donors?	Go to Q4	Section 3.2 Are we a risky investment?	The GEO Work Programme activity is a low-risk investment for donors
4	Do you know the types of donors that support the Work Programme and what resources they provide?	Go to Q5	Section 4.1 Donors that fund the GEO Work Programme Activities by type	Users have an understanding of the types of donors and resources available
5	Do you have a shortlist of prospective donors and opportunities that can and would fund your work?	Go to Q6	Section 4.2 Donor research and mapping.	Users have a list of high-quality prospective donors with strong alignment and capability
6	Are you able to build strong relationships with prospective donors?	Go to Q7	Section 5. Engaging with donors and building relationships	Users have strong relationships with donors

---

Table 1. How to use the RM Toolkit

Path	Outcome	How to use the RM Toolkit	Why use this approach?
1	A comprehensive resource mobilisation plan	Use the RM Toolkit to develop a comprehensive Resource Mobilisation plan by completing each section in order	To create a strategic and holistic approach to resource mobilisation, and to monitor progress
2	Strengthen specific resource mobilisation capabilities	Use the resource mobilisation checklist to highlight the key capacity areas for strengthening	To focus your efforts on the greatest resource mobilisation needs of the group, or if you have existing strengths and capacity and want to build capacity in particular focus areas
3	Strengthen existing resource mobilisation approach	Complete tool 4 Donor Profile and tool 5 Donor Engagement Plan to create a strategic resource mobilisation plan for identified prospective and current donors	To focus your efforts on mobilising resources from identified prospects and current donors as a first step

Stationery

The GEO stationery set, including business cards, envelopes, and letterhead paper, is designed to ensure that the GEO brand is consistently reflected in all formal communications and to contribute to strengthen GEO's collective visibility.

group on earth
observations

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EARTH OBSERVATIONS

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EARTH OBSERVATIONS

The GEO Secretariat
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Case postale 2300
CH-1211 Geneva,
Switzerland

www.earthobservations.org

Earth Intelligence for All

Earth Intelligence for All

The GEO Secretariat . 7 bis, avenue de la Paix, Case postale 2300. CH-1211 Geneva, Switzerland
T. +41 22 730 8505 . Fax +41 22 730 8520 . secretariat@geosec.org . **www.earthobservations.org**

Annexes

ANNEX 1

How to request support from the GEO Secretariat Communications Team

This section is designed to help you effectively collaborate with the GEOSEC Communications Team. By following these steps, you can ensure that your activities align with GEO's messaging, receive effective promotion, and are delivered on time for maximum impact.

This guidance applies to both Secretariat-led and GEO community-led activities. Secretariat staff are encouraged to share this guidance when discussing communications support with GEO community members.

Key principles

- **FOCUS ON THE ACTIVITY:** Provide details about the activity you want to promote rather than requesting a specific communications product. This allows the Communications Team to suggest solutions and products that best fit your needs.

- **CENTRALIZED COMMUNICATION:** Direct all requests to the Chief of Communications and Partnerships rather than to individual team members.

How to submit a news story or a blog

The GEO website features news, impact stories, opinions, and best practices showcasing how open Earth observation data, tools, and services address environmental and socioeconomic challenges.

We can accommodate two main types of posts on the GEO news page: news stories and personal blogs.

STRUCTURE: News stories should include the the "5 Ws": who, what, where, when, and why.
- Why is this work important?
- Who benefits from it?
- What is its impact?
- What action should readers take?

_____

LENGTH: Aim for 300–400 words. Longer articles may be accepted at the Communications Team's discretion if they are well-structured and non-repetitive.

PHOTOS: Provide high-quality images in "jpeg" or "jpg" format with appropriate credits. The main image should have a 7:4 ratio (minimum size: 2100px x 1200px). Other images should be at least 2000px wide.

TITLES: Keep titles concise (max. 110 characters), clear, and engaging.

WRITING STYLE: Use short paragraphs and avoid lengthy sentences. For posts with multiple key points, use section breaks with headings. Avoid jargon and acronyms unless widely recognized. Provide hyperlinks when citing facts or authors.

EVENTS: Post-event news articles should focus on notable outcomes and conclusions, not repeat details of who attended and what topics were discussed. Please note that upcoming events will be advertised via the **events page**, not through news articles and blogs.

PERSONAL BLOGS: Start with the most important information in order to capture the reader's attention. Try to sum up the blog's main argument and significance in the opening one or two sentences. The following paragraphs should lay out the argument, and the final paragraph can include information on next steps, expected outcomes, or a call to action (where relevant).

Lead times

To ensure adequate time for drafting, review, and approval, please follow these minimum lead times for different communications products. Advance notice beyond these timelines is always appreciated.

BLOG POSTS/NEWS STORIES:
- Submit an outline: 2 weeks in advance.
- Submit the draft: 1 week before publication.
- Finalized blog (with images): 1 day before publication.

SOCIAL MEDIA REQUESTS:
- 1 week in advance.

EVENT SUPPORT REQUIRING BESPOKE MATERIALS:
- 3 months in advance.

REQUEST FOR VIDEO GUIDELINES: :
- 2 months in advance.

ANNEX 2

Guidance for using social media to cover events

This section provides guidance for the GEO Commmunity on effectively using social media when attending, organizing, or participating in events.

Key activities and lead times

PRE-EVENT ACTIVITIES (2 Weeks to 1 Month Prior)

X/Twitter:

- Announce the event with its official hashtag and link; tag relevant accounts, including GEOSEC.
- Share relevant articles or research related to the event topic.
- Post a series of tweets highlighting speakers, sessions, and key themes.

Instagram:

- Tease the event with thought-provoking questions or quotes.
- Share photos of the venue or city with the event hashtag.
- Post behind-the-scenes content and create a Story countdown.
- Share sneak peeks of presentation slides or event preparations.

DURING THE EVENT

X/Twitter:

- Live-tweet key takeaways, quotes, photos, and videos using relevant hashtags and tagging appropriate accounts, including GEOSEC.
- Engage with attendees' posts by liking, sharing, and commenting.

Instagram and Facebook:

- Share short, engaging posts, including Stories with event highlights.
- Go live for Q&A sessions or behind-the-scenes content.
- Post photos, videos, and interviews with speakers or attendees.

LinkedIn:

- Post a summary of the day's events from the brand account.
- Share personal reflections from staff accounts.
- Link posts to your website and tag relevant accounts.

POST-EVENT ACTIVITIES

All Channels:

- Thank attendees, speakers, and sponsors.
- Share photos, videos, and key takeaways from the event.

Annexes

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in **LinkedIn:**

- Publish longer reflections on the event from both the brand account and staff accounts. Cross-post to your website and link back to social media.
- Share any published presentations or materials.

▶ YouTube:

- Upload recordings of presentations or sessions.
- Create a highlight reel showcasing the event's best moments.

If you need specific support for social media, please contact GEOSEC's Digital Content and Social Media Consultant.

Earth Intelligence for All

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