



International Year of Forests, 2011

International Year of Forests 2011 Logo and Guidelines

The International Year of Forests 2011 (Forests 2011) logo is designed to convey the theme of “Forests for People” celebrating the central role of people in the sustainable management, conservation and sustainable development of our world’s forests. The iconographic elements in the design depict some of the multiple values of forests and the need for a 360-degree perspective: forests provide shelter to people and habitat to biodiversity; are a source of food, medicine and clean water; and play a vital role in maintaining a stable global climate and environment. All of these elements taken together reinforce the message that forests are vital to the survival and well being of people everywhere, all 7 billion of us.

Discuss the symbols used in the international logo and the reasons why they were chosen. Also think about and discuss the colour selection.

Create a Logo for the AOP

The logos shown above, feature international symbols for all forests.

Your task is to create a much more specific logo for the Sumatran rainforest. So that your symbols can be clearly seen, your logo should be at least half the size of an A4 sheet. Below your logo, list your symbols and state why they have been chosen.

You may choose to enter your logo design into the AOP’s “Wild About Orangutans” Writing and Art Competition for 2011. (See the www.orangutan.org.au to download your entry form.)