Table of Contents

Please note that use of this World Environment Day brand toolkit comes with the following disclaimer.

Disclaimer: Use of the United Nations Environment Programme World Environment Day logo does not imply an endorsement by the United Nations Environment Programme of the user, its goods, services or activities, or the content of its website or linked sites or the accuracy of the information, opinions or statements provided therein.
THEME LOGO: ENGLISH

BEAT PLASTIC POLLUTION

IN PRIMARY COLOUR PALETTE

BEAT PLASTIC POLLUTION

IN SECONDARY COLOUR PALETTE
THEME LOGO: HINDI

करेंगे संग प्लास्टिक प्रदूषण से जंग

IN PRIMARY COLOUR PALETTE

करेंगे संग प्लास्टिक प्रदूषण से जंग
करेंगे संग प्लास्टिक प्रदूषण से जंग

IN SECONDARY COLOUR PALETTE
التبليغ على التلوث البلاستيكي

التبليغ على التلوث البلاستيكي

IN PRIMARY COLOUR PALETTE

IN SECONDARY COLOUR PALETTE

THEME LOGO: ARABIC
THEME LOGO: CHINESE

IN PRIMARY COLOUR PALETTE

IN SECONDARY COLOUR PALETTE
THEME LOGO: ENGLISH
- MONOTONE USAGE

BEAT
PLASTIC
POLLUTION

BEAT
PLASTIC
POLLUTION
THEME LOGO: FRENCH
- MONOTONE USAGE

COMBATTRE LA POLLUTION PLASTIQUE
THEME LOGO: SPANISH
- MONOTONE USAGE

SIN
CONTAMINACIÓN
POR PLÁSTICOS

SIN
CONTAMINACIÓN
POR PLÁSTICOS
THEME LOGO: RUSSIAN
- MONOTONE USAGE
THEME LOGO: CHINESE
- MONOTONE USAGE
LOGO LOCKUPS: ENGLISH

Whenever possible, theme logo should be used together with World Environment Day logo and UN Environment logo as shown alongside to produce an equally balanced group of logos.

Host country logo and a partner organization’s logo can be added to this logo lockup as and when needed, and as shown alongside.

Please note the theme logo can be recreated using the secondary colour palette (as shown in pages 3 to 9) as well.
LOGO LOCKUPS: HINDI

Whenever possible, theme logo should be used together with World Environment Day logo and UN Environment logo as shown alongside to produce an equally balanced group of logos.

Host country logo and a partner organization's logo can be added to this logo lockup as and when needed, and as shown alongside.

Please note the theme logo can be recreated using the secondary colour palette (as shown in pages 3 to 9) as well.
LOGO LOCKUPS: FRENCH

Whenever possible, theme logo should be used together with World Environment Day logo and UN Environment logo as shown alongside to produce an equally balanced group of logos.

Host country logo and a partner organization’s logo can be added to this logo lockup as and when needed, and as shown alongside.

Please note the theme logo can be recreated using the secondary colour palette (as shown in pages 3 to 9) as well.
LOGO LOCKUPS: SPANISH

Whenever possible, theme logo should be used together with World Environment Day logo and UN Environment logo as shown alongside to produce an equally balanced group of logos.

Host country logo and a partner organization's logo can be added to this logo lockup as and when needed, and as shown alongside.

Please note the theme logo can be recreated using the secondary colour palette (as shown in pages 3 to 9) as well.
Whenever possible, theme logo should be used together with World Environment Day logo and UN Environment logo as shown alongside to produce an equally balanced group of logos.

Host country logo and a partner organization’s logo can be added to this logo lockup as and when needed, and as shown alongside.

Please note the theme logo can be recreated using the secondary colour palette (as shown in pages 3 to 9) as well.
LOGO LOCKUPS: ARABIC

Whenever possible, theme logo should be used together with World Environment Day logo and UN Environment logo as shown alongside to produce an equally balanced group of logos.

Host country logo and a partner organization’s logo can be added to this logo lockup as and when needed, and as shown alongside.

Please note the theme logo can be recreated using the secondary colour palette (as shown in pages 3 to 9) as well.
LOGO LOCKUPS: CHINESE

Whenever possible, theme logo should be used together with World Environment Day logo and UN Environment logo as shown alongside to produce an equally balanced group of logos.

Host country logo and a partner organization’s logo can be added to this logo lockup as and when needed, and as shown alongside.

Please note the theme logo can be recreated using the secondary colour palette (as shown in pages 3 to 9) as well.
LOGO LOCKUPS: ENGLISH - MONOTONE BLACK
LOGO LOCKUPS:
HINDI - MONOTONE BLACK
LOGO LOCKUPS:
FRENCH - MONOTONE BLACK
LOGO LOCKUPS:
RUSSIAN - MONOTONE
BLACK
LOGO LOCKUPS:
ARABIC - MONOTONE BLACK

التغلب على التلوث البلاستيكي
يوم البيئة العالمي
الأمم المتحدة للبيئة

التغلب على التلوث البلاستيكي
يوم البيئة العالمي
الأمم المتحدة للبيئة

PARTNER
LOGO
LOGO LOCKUPS: FRENCH - MONOTONE WHITE
LOGO LOCKUPS:
SPANISH - MONOTONE WHITE
LOGO LOCKUPS:
RUSSIAN - MONOTONE
WHITE
LOGO LOCKUPS:
ARABIC - MONOTONE WHITE
LOGO LOCKUPS: CHINESE - MONOTONE WHITE
The proportions, spacing and relative positioning of the symbol and logotype must remain consistent. ‘X’ is determined by the X-height of ‘World Environment Day’ Text. The letter ‘2X’ on the diagram indicates the minimum clear space required around the logo image. No graphic or text elements should appear within the clear space.

The lockup must not be reduced in size to less than 5mm (height) as the text legibility will deteriorate.

Please note the above rules apply to all language versions of the logo lockup.
COLOR PALETTE

Primary Colour Palette

CMYK: C00 M45 Y95 K0
RGB: R249 G157 B39
HEX: #F89C27

CMYK: C75 M10 Y100 K0
RGB: R70 G167 B72
HEX: #45A748

Secondary Colour Palette

CMYK: C100 M80 Y100 K5
RGB: R17 G74 B138
HEX: #10498A

CMYK: C5 M100 Y80 K0
RGB: R227 G29 B60
HEX: #E2103B

CMYK: C0 M100 Y0 K0
RGB: R236 G0 B140
HEX: #EC008B

Monotone Colour Palette

CMYK: C0 M0 Y0 K10
RGB: R230 G231 B232
HEX: #E6E7E8

CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF

CMYK: C0 M0 Y0 K100
RGB: R0 G0 B0
HEX: #000000

The color palette is drawn from the World Environment Day fingerprint symbol. It is recommended to use the primary and secondary colour palette as widely as possible in the communication material. Some sample applications are shown in pages 45 and 48.
**TYPOGRAPHY**

The font for this year’s World Environment Day is Montserrat for English, French, Spanish, Russian and Arabic communication. It is a modern, contemporary font suite that is available as an open source asset as below.

**Montserrat**
fonts.google.com/specimen/Montserrat

**Montserrat-Arabic**
github.com/Gue3bara/Montserrat-Arabic/tree/master/fonts/TTF

**Montserrat**

\[
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
\]

**Montserrat-Arabic**

\[
اب ت ث ج خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي
1234567890
\]
The font for this year’s World Environment Day is Noto Sans for Chinese communication and Mukta for Hindi communication. Both of them are modern, contemporary font suites that are available as open source assets as below.

**Noto Sans CJK SC**
fonts.google.com/specimen/Noto+Sans

**Mukta**
fonts.google.com/specimen/Mukta

---

**Noto Sans CJK SC**
Chinese

诶 比 西 迪 伊 艾弗 吉 艾尺 艾杰 开 艾勒 艾马 艾娜 哦 屁 吉吾 艾儿 艾丝 提伊吾 维 豆贝尔 维 艾克斯 吾艾 贼德
1234567890

**Mukta**
Hindi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Beat Plastic Pollution
If you can’t reuse, refuse it
#BeatPlasticPollution
GRAPHIC USAGE

AS PATTERNS

AS DIAGONAL LINES
IMAGERY USAGE
Please Note:
- Taglines can be part of the body text or the headline.
- Hashtag and website URL can be placed at a suitable corner of the layout as per the examples above.
SAMPLE APPLICATIONS
- PRINT COLLATERAL

Beat Plastic Pollution
If you can’t reuse it, refuse it!

Please Note:
• Taglines can be part of the body text or the headline.
• Hashtag and website URL can be placed at a suitable corner of the layout as per the examples above.
SAMPLE APPLICATIONS
- PRINT COLLATERAL

Beat Plastic Pollution
If you can't reuse it, refuse it!

Please Note:
• Taglines can be part of the body text or the headline.
• Hashtag and website URL can be placed at a suitable corner of the layout as per the examples above.
SAMPLE APPLICATIONS
- LARGE FORMAT PRINT
Beat Plastic Pollution
If you can't reuse it, refuse it!

Environment • Nairobi, Kenya

22 Likes
eriksolheim #beatplasticpollution
6 MINUTES AGO
CONTACT

For clarification or questions regarding the use of the UN Environment logo or any other topic in this manual, please reach out to the Communication Division at headquarters or through the regional offices.

Headquarters | Nairobi
Communication Division
+254 20 762 1234
director.communication@un.org

www.worldenvironmentday.global
#worldenvironmentday
#beatplasticpollution
@unenvironment