



Clean Seas Brand Guide

September 2021

Visual Identity

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This guide provides an overview of the **Clean Seas** visual identity as well as guidelines for using key graphic elements of that identity.

Disclaimer: Use of the United Nations Environment Programme Clean Seas 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 site or the accuracy of the information, opinions or statements provided therein.

Logo

The **Clean Seas** logo embodies the **Clean Seas** “identity” and features a wave that is formed by gathering dots in different shades and density. The dots are a representation of microplastics. The negative space within the wave mark illustrates a plastic bottle.

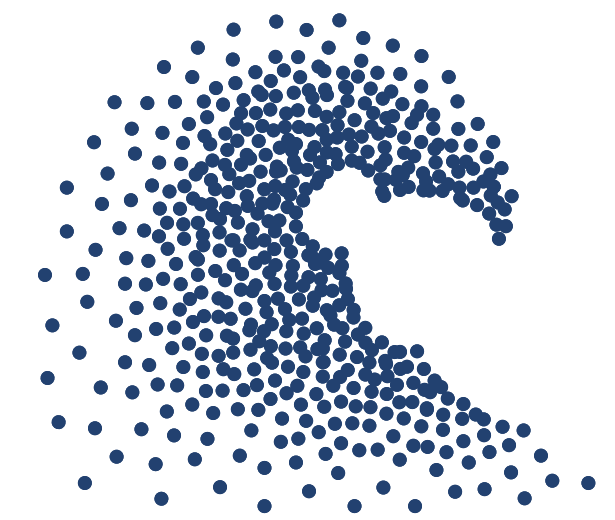
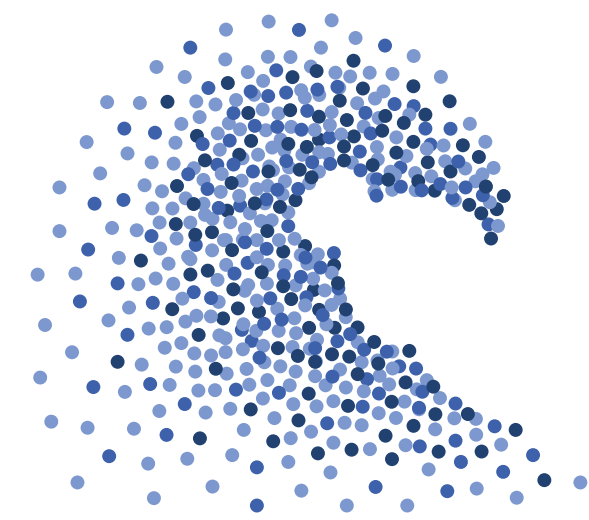
Logo — Identity

The primary (horizontal) lockup of the logo, should be used in all situations that call for the official mark of the brand. For example, it should be used in publications and at public events that visually represent **Clean Seas** as a sponsor or participant, on websites, and merchandise. The mark and logotype can also be used in royal blue — only — when needed

The logo is set in a modified version of Quantum Medium weight typeface, together with Futura and Hind.



**Logo —
Primary and Stacked**



standard

stacked

Primary lockup logo - variations

The vertical (stacked) version of the logo is a secondary lockup to be used, though only in instances where the primary lockup is not feasible.

**Logo —
Clearance Area**



standard



stacked

Always reserve a cushion of open space around the **Clean Seas** and Modular extension logos. The minimum clearance space is usually the height of the lower case l.

Logo — Primary Lockup (knocked out)

When necessary, the logo can be a knock-out (white) on Cobalt Blue / Royal Blue as shown here. While these colours are preferable it may be depicted against other colours, or against photographic backgrounds, however care must be taken to ensure there is adequate contrast for the logo to be easily visible.



Logo —
Different Languages



English



French



Portuguese



Spanish



Russian



Arabic



Indonesian



Chinese

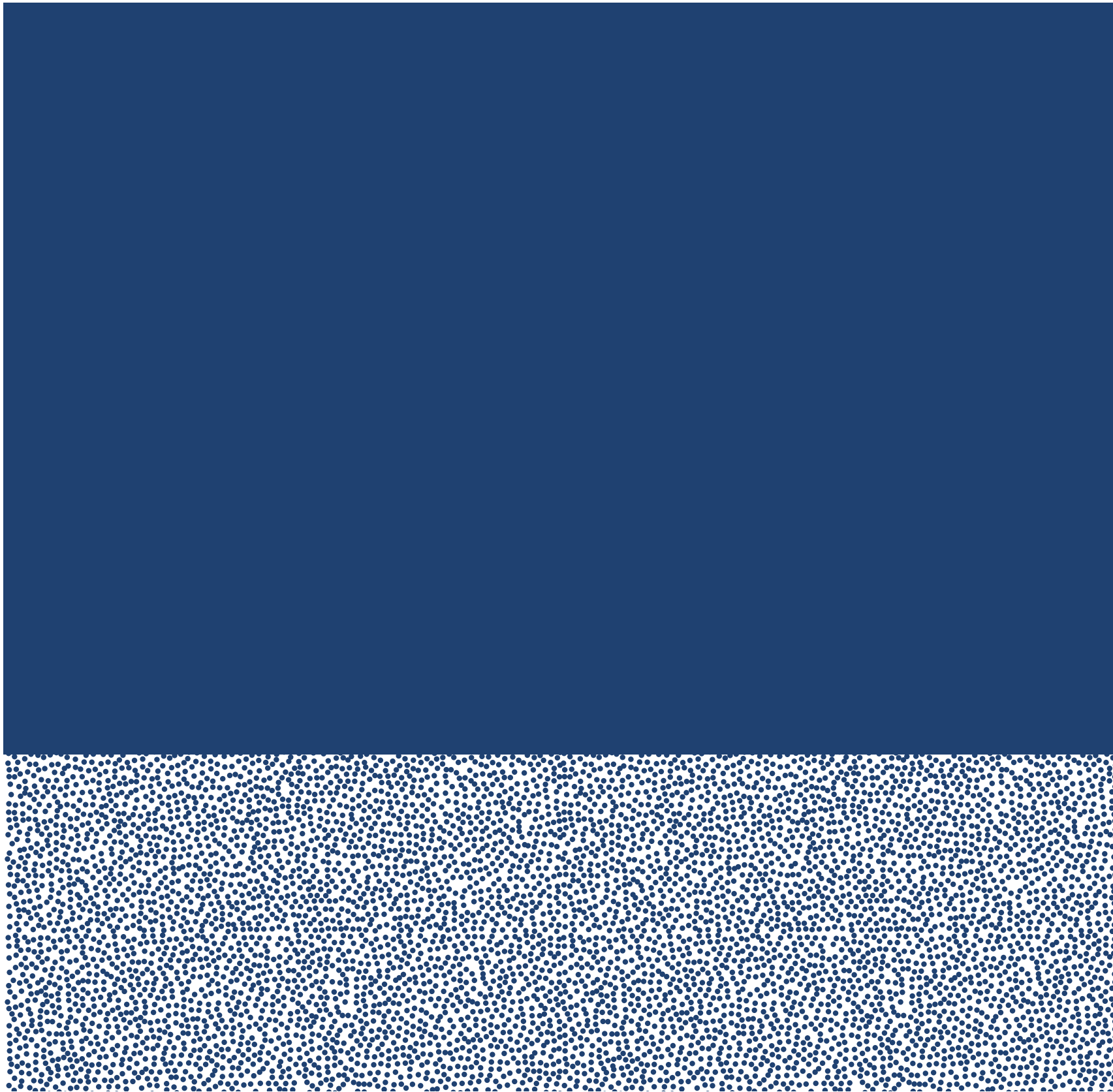
[Download all versions](#)

Colours

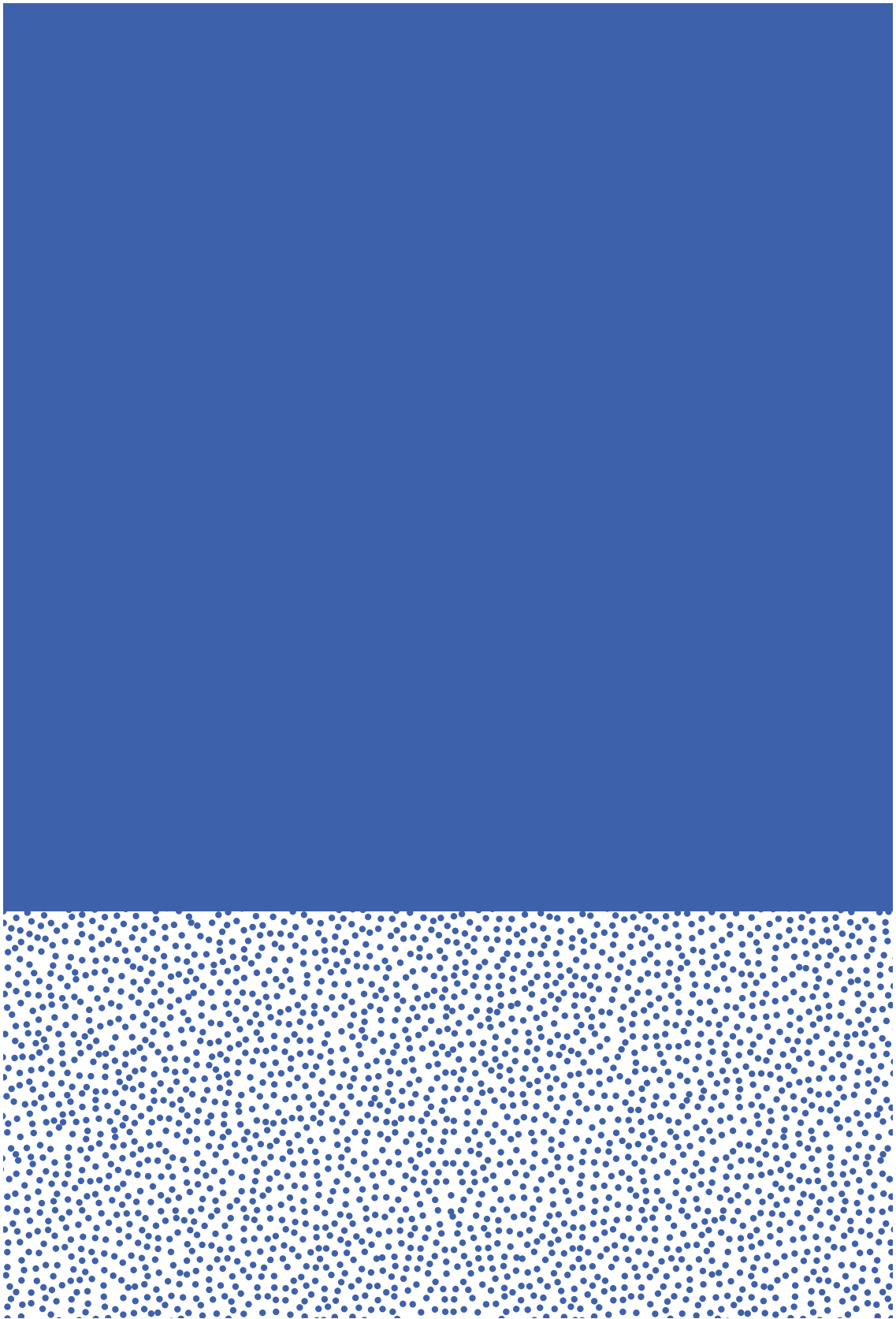
Clean Seas Campaign's signature colours are Royal Blue, Cobalt Blue, Seuart Blue, and Coral Red. Other colours can be used as supporting elements when needed.

**Colours —
Institutional Palette**

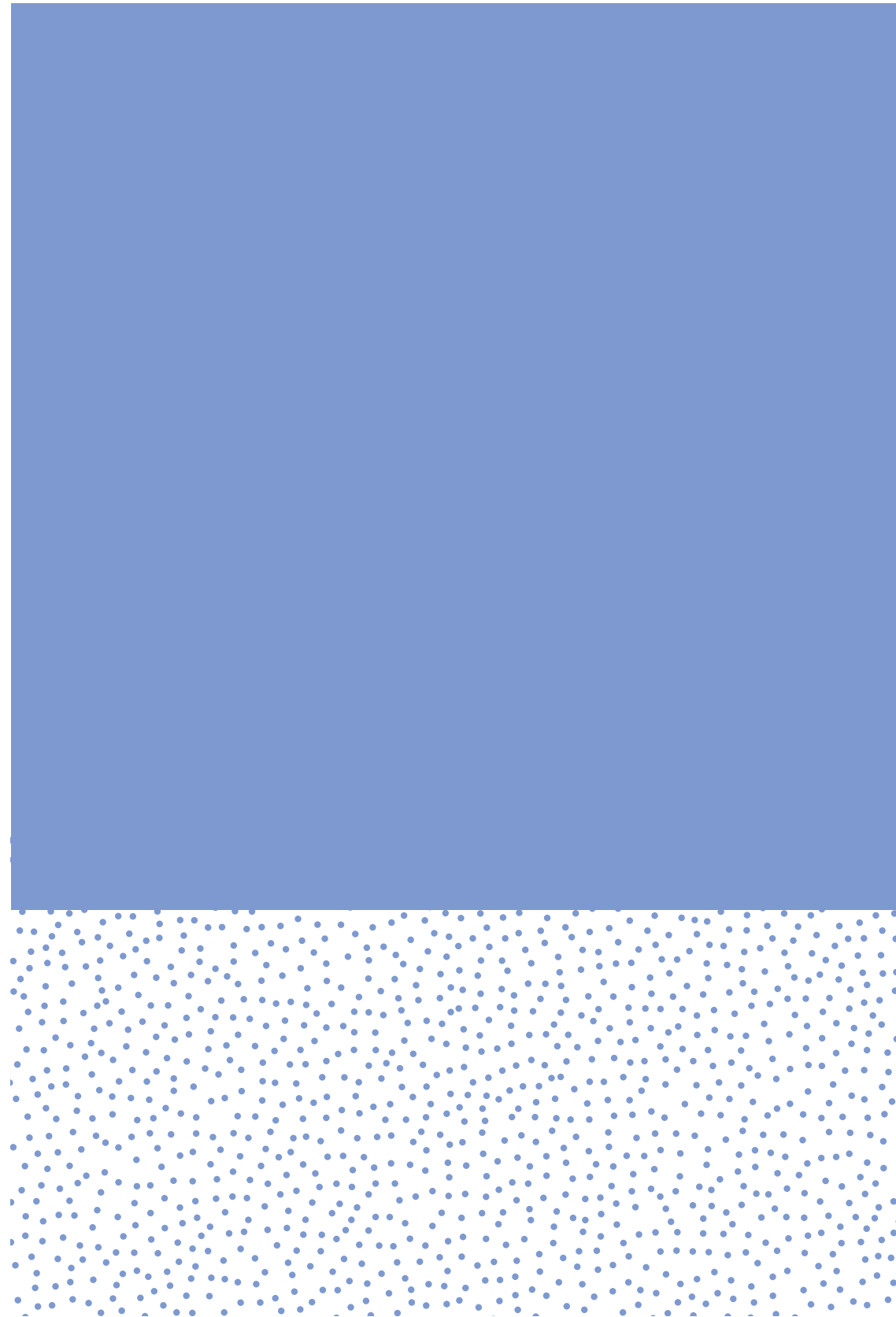
Royal Blue —
R34 G65 B112
C75 M45 Y0 K45



Cobalt Blue —
R61 G97 B172
C72 M46 Y0 K15



Seurat Blue —
R124 G152 B206
C45 M28 Y0 K10



Coral Red —
R241 G102 B103
C0 M75 Y50 K2



Typography

Typefaces and typography play an important role in the visual identity of the **Clean Seas** brand. Overall, the typefaces are Sans-serif, low contrast. Hind and Open Sans are open source typefaces.

The choice was made to use Hind for the titles and sub-titles typeface. Open Sans is to be used for the body text.

Titles & Sub-titles

Hind Light
Hind Semi-Bold
Hind Bold

Body text

Open Sans
Open Sans Italic
Open Sans Bold
Open Sans Bold Italic

For a clear call to action use these joint
hashtag lockups:

#BeatPlasticPollution for #CleanSeas

#CombattreLaPollutionPlastique pour des

#OcéansPropres

#SinContaminaciónPorPlásticos pour

#MaresLimpios

Hashtags font: Futura Md BT

#CleanSeas

English

#OcéansPropres

French

#MaresLimpios

Spanish

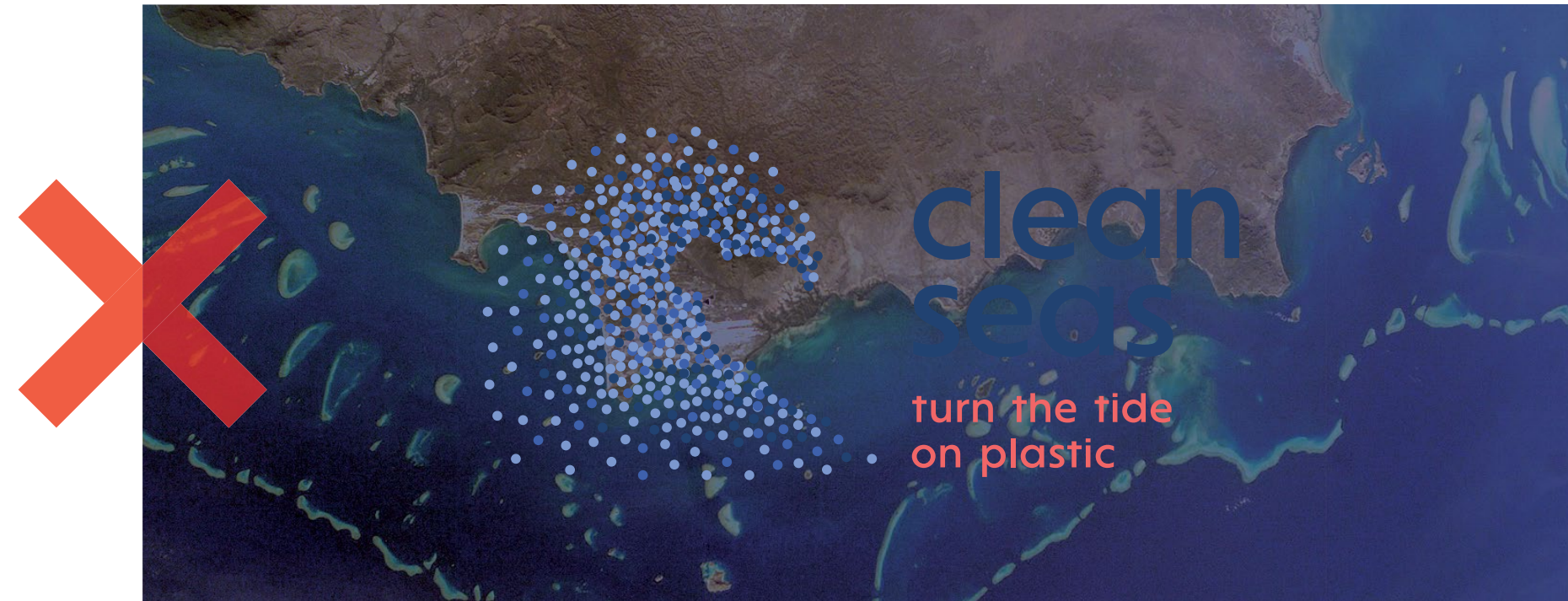
Intro slide — Dos & don'ts



Black and white logo should not be used in any application. Moreover, if a monotone image needs to be integrated with the logo, it should be a monotoned image using one of the brand colours.

Do not place the logo on coloured background like the one showed above where there is no contrast between the logo and the background.

**Intro slide —
Dos & don'ts**



If the logo needs to be placed on top of an image, there should be a clear contrast between the name and the background. In this particular case, use knock-out **Clean Seas** logo.



Do not modify the placement and the orientation of the text in relation to the mark.

**Intro slide —
Dos & don'ts**



Do not manipulate the colours as it is showing here. The only colour variations of the logo should be one of the options on page 5 and the knock-out version on page 6.

Do not horizontally or vertically stretch any part of the **Clean Seas** logos

Modular Extension Logos

Source-to-sea

As of 2021, the Clean Seas Campaign emphasizes on the need for urgent and concerted action, while supporting stakeholders in taking an evidence-based approach to identifying key sources and pathways, from source-to-sea. Although often overlooked, plastics are also a scourge on upstream water bodies. There needs to be an all hands-on-deck – from upstream to downstream, from Small Island Developing States to landlocked countries – approach towards meaningful action.

Modular extension logos — Usage

In order to highlight the role of rivers, lakes and wetlands in contributing to the overall goal of **#CleanSeas**, the Campaign has developed four modular extensions to the **Clean Seas** logo.

Those modular extensions maintain the brand integrity while offering modular alternatives to highlight your work in contributing to **Clean Seas**.

The Campaign aims at highlighting the role of waterways in draining plastic pollution into the oceans and the crucial need to restore and reinvigorate these to ultimately benefit the oceans and the services they provide.

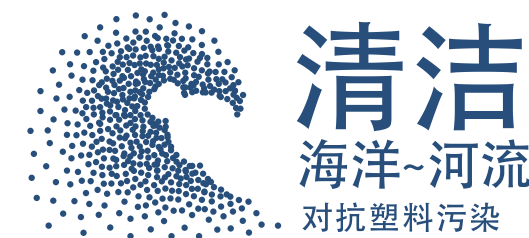
Clean Seas partners and **Clean Seas** signatory countries are welcome to use the **Clean Seas** modular extensions to the logo as per the **Clean Seas** Brand Guide in addition or along the original **Clean Seas** logo.



English

[Download all versions](#)

Modular extension logos — Different Languages



French

Russian

Chinese

Spanish

Arabic

[Download all versions](#)

Modular extension logos — Different Languages



Portuguese



Indonesian



Kiswahili

[Download all versions](#)

Photography

Primarily, images should be natural and not filtered. Photography should depict an interaction between land and water. It is a visual element meant to draw attention to the fact that most plastic waste originates on land, and by humans. The use of aerial photography - in particular - highlights the beautiful integration between the various kinds of water and land.

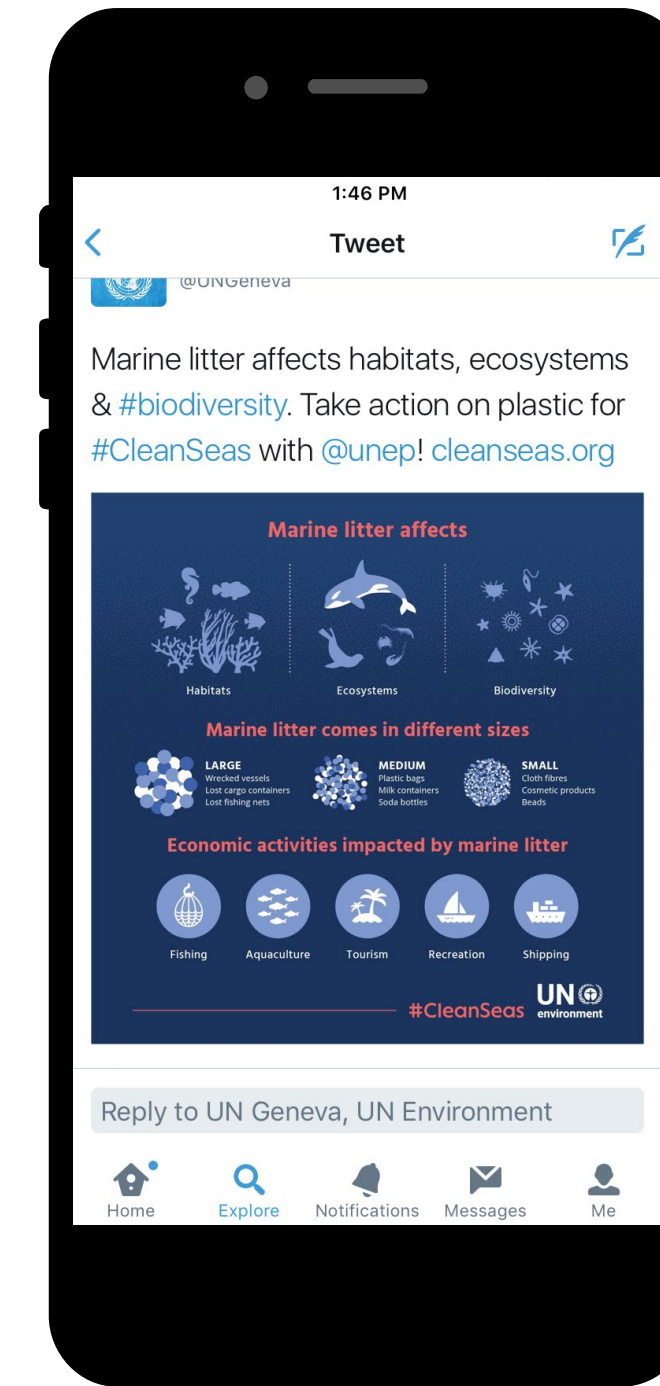
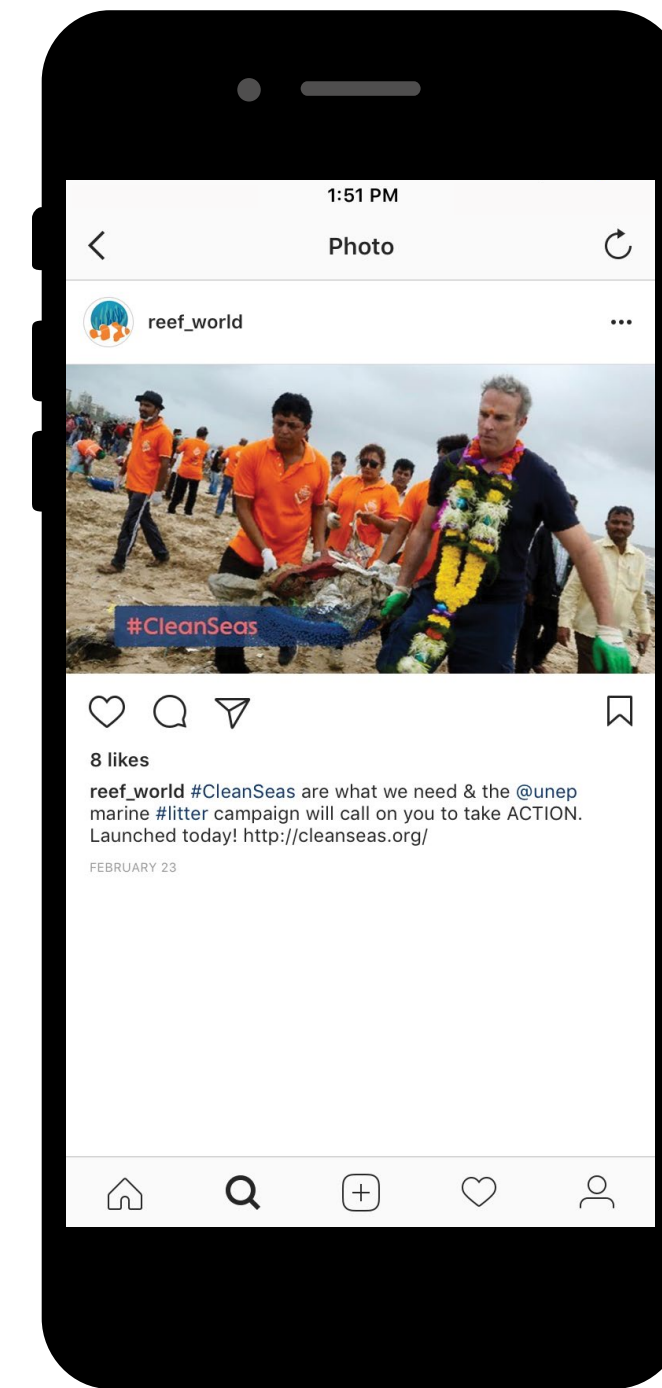
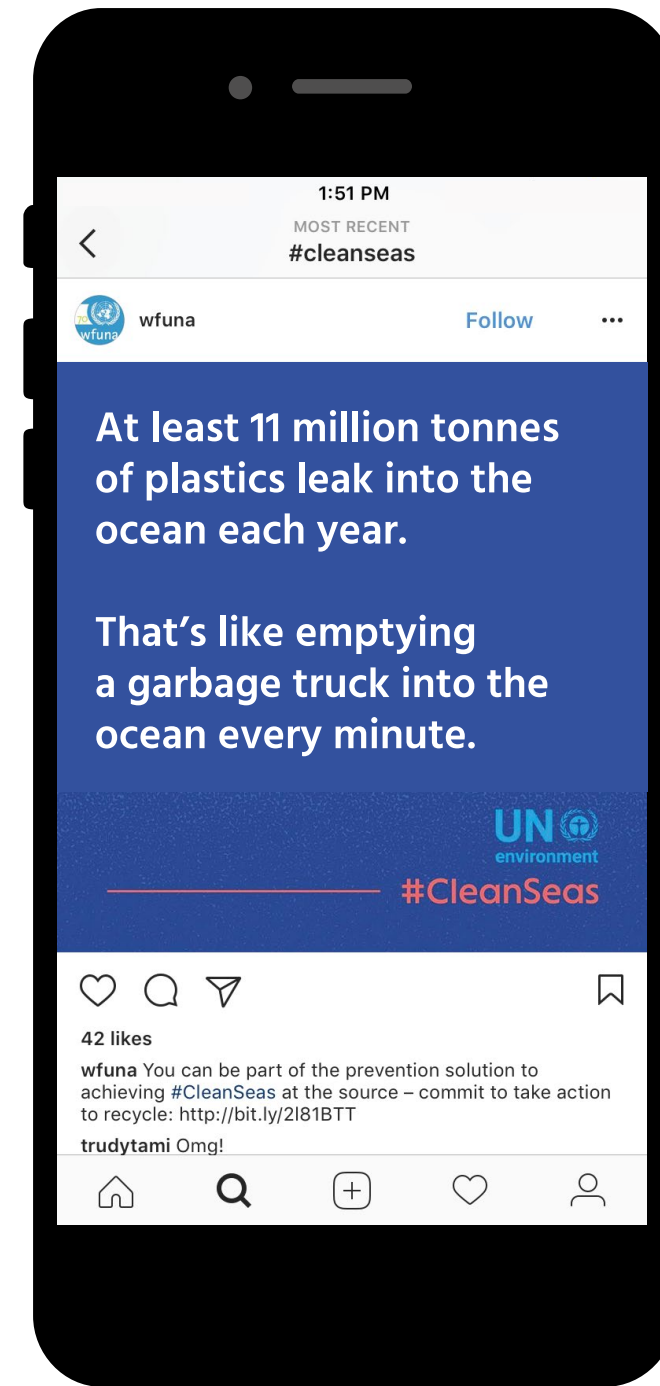
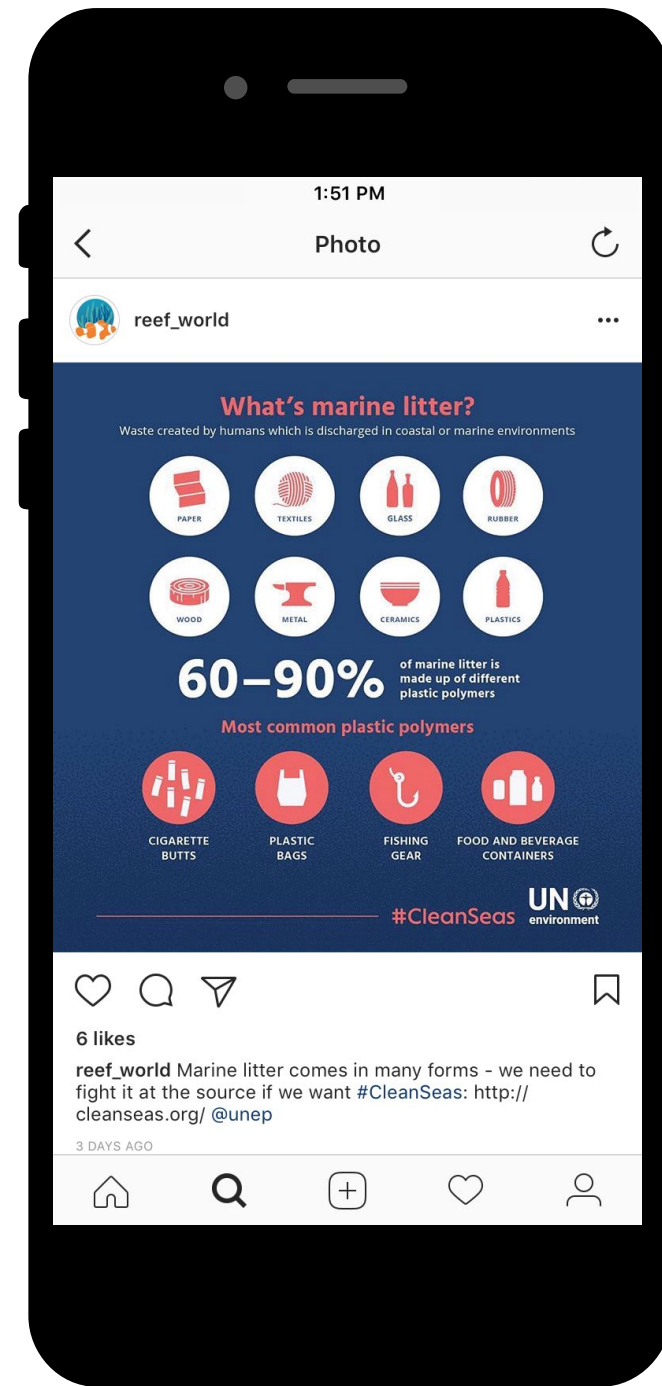




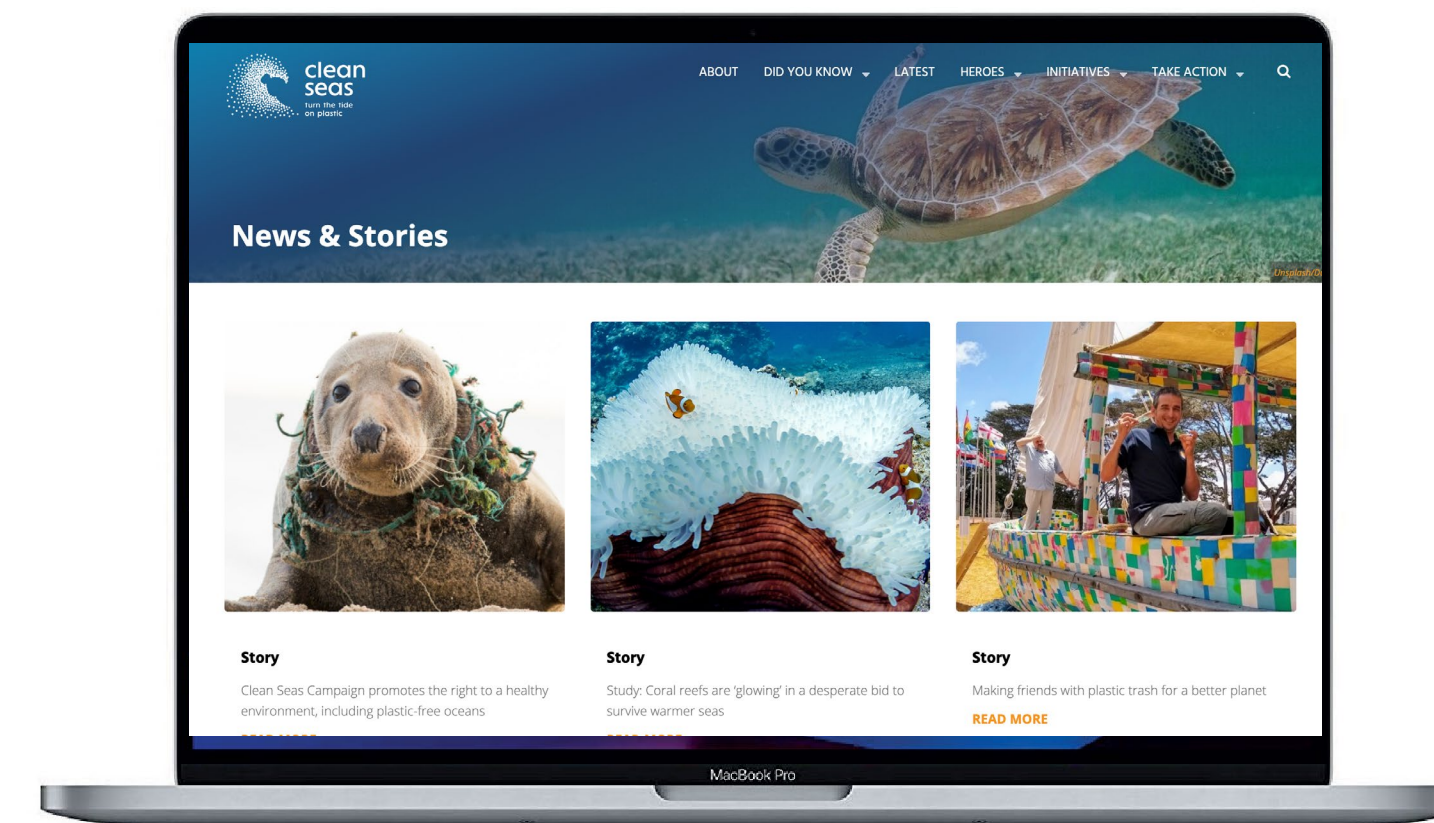
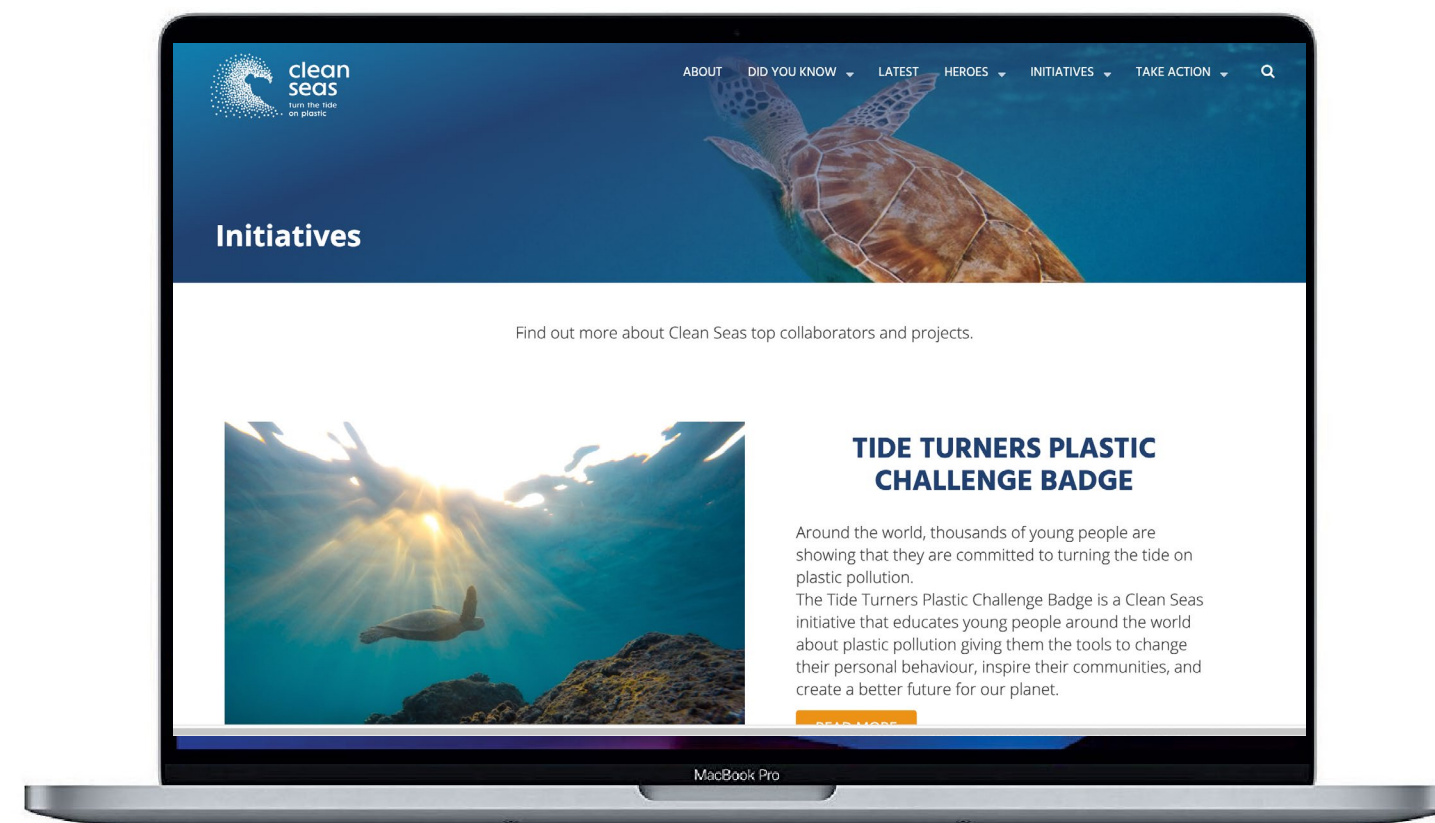
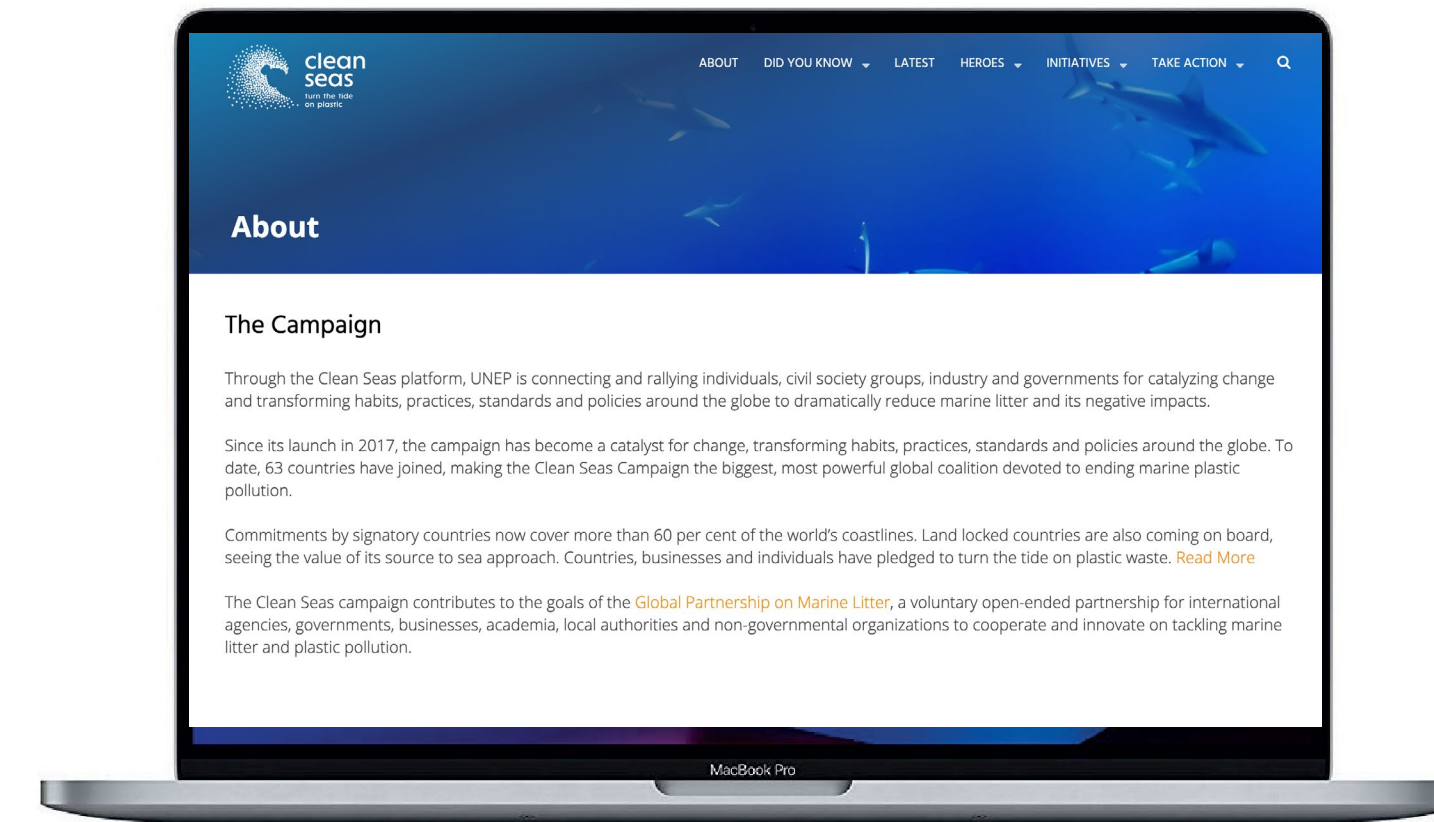
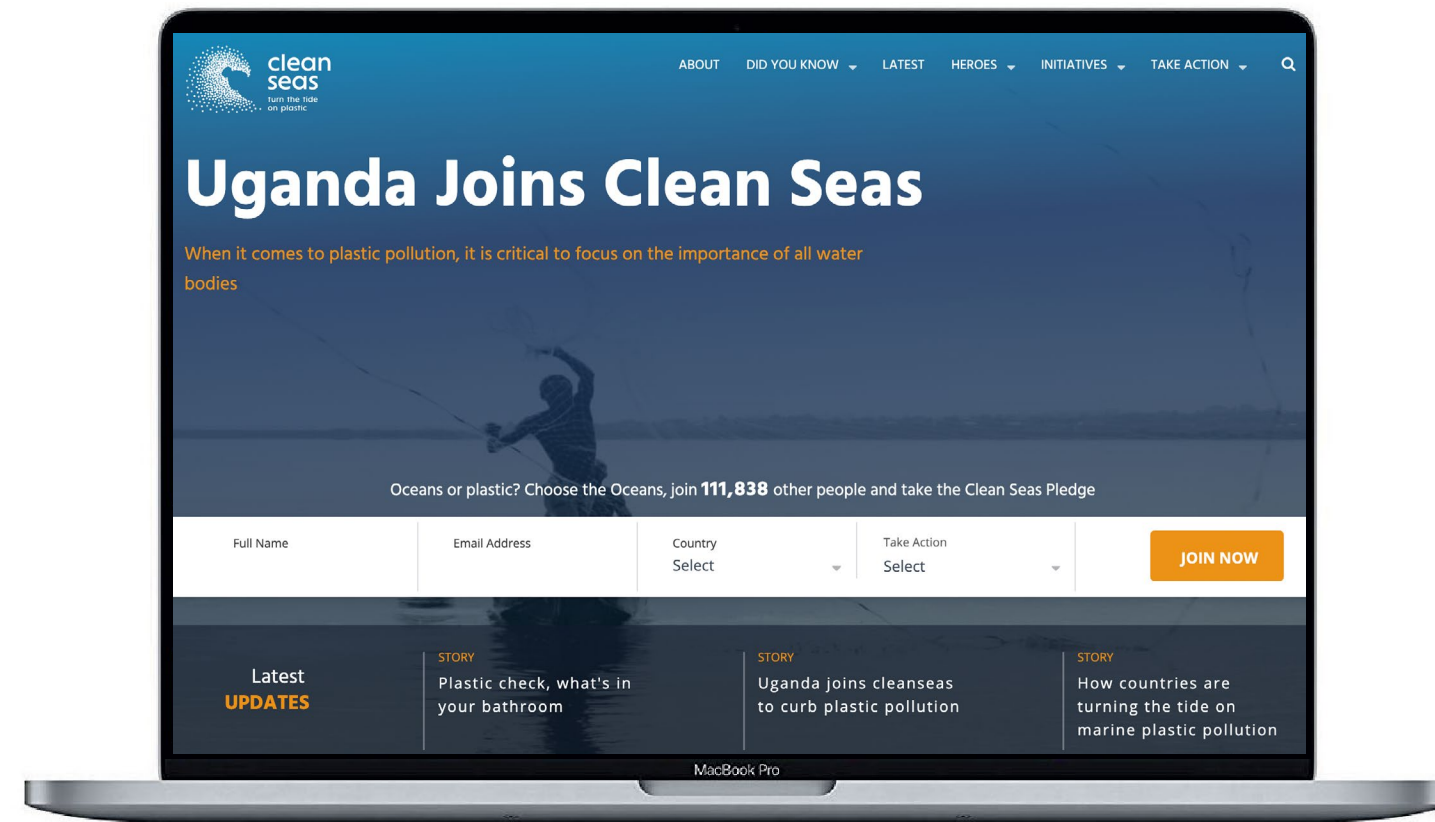
**Photography —
In action**



Practical usage — Examples



Practical usage — Examples

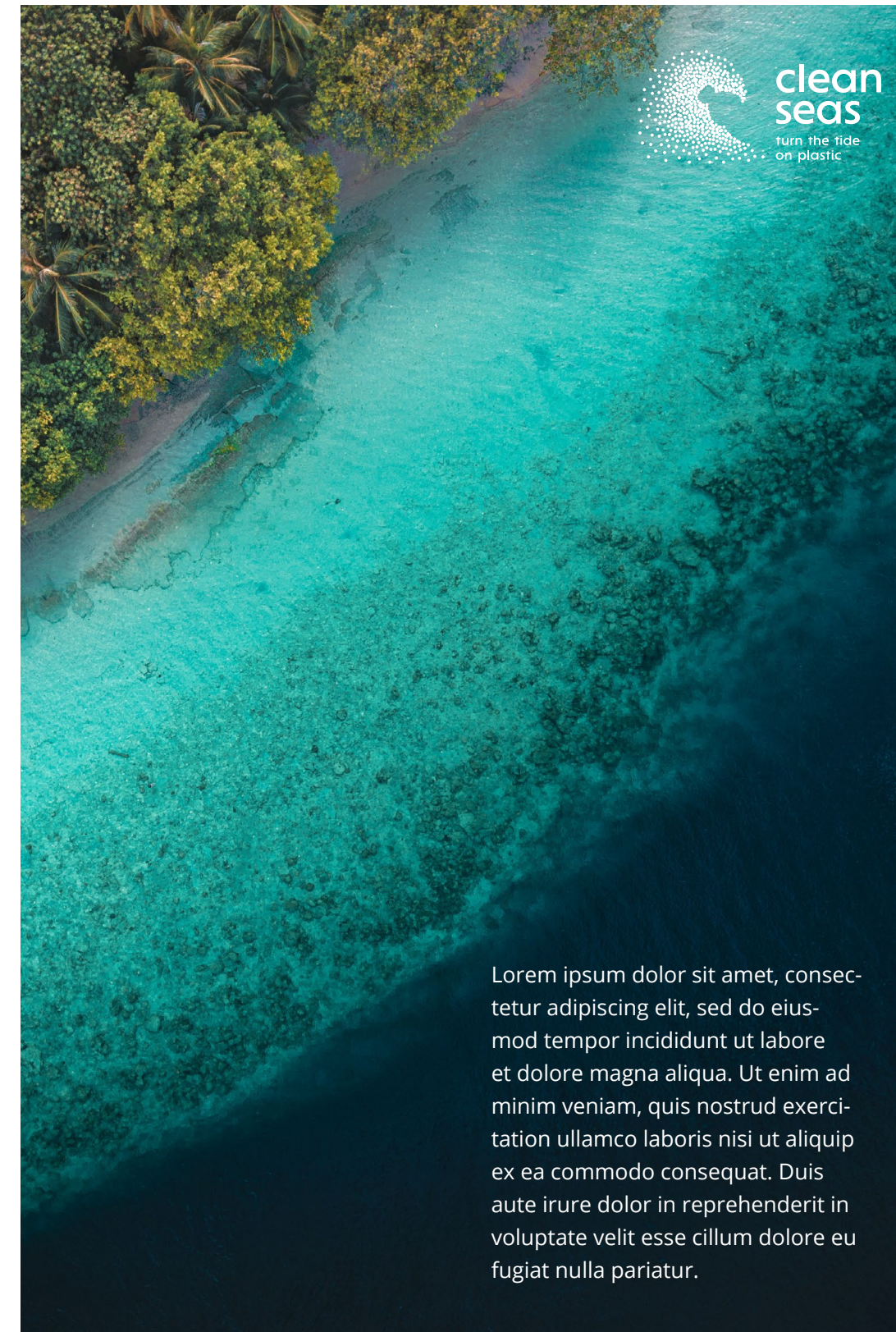


Website Template

Practical usage — Examples

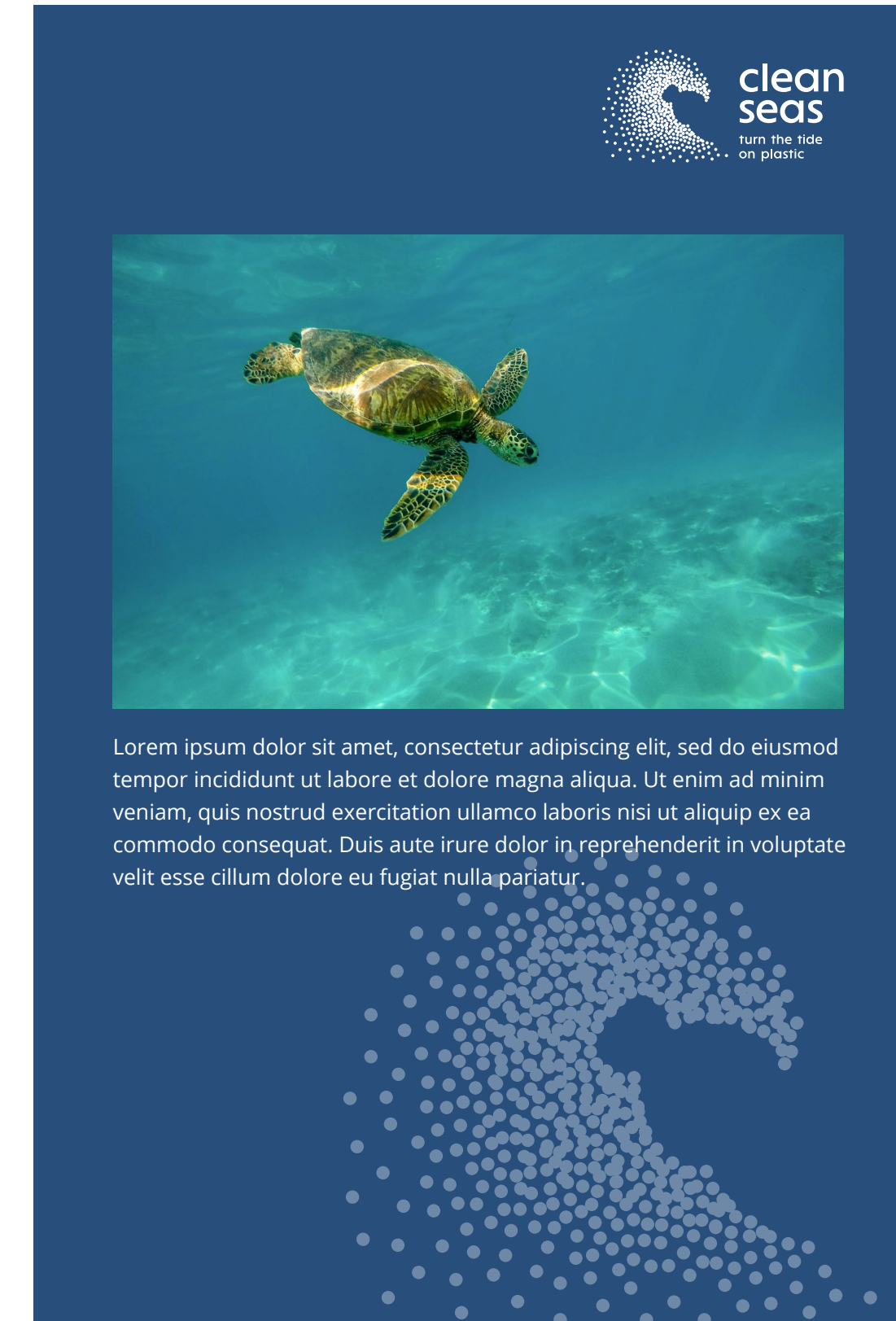


Powerpoint presentation sample



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Poster & banner layouts



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Please direct any queries regarding the use of the UNEP's logo or of the **Clean Seas** logo to UNEP's Communication Division or to the Information Officer at your regional UNEP office.

You can download this Brand Guide together with other branding assets, including the logo and logo lockup files from <https://www.cleaneas.org/did-you-know/resources>

“Let's **#BeatPlasticPollution** for **#CleanSeas**” @unep

Please note that use of this **Clean Seas** Brand guide comes with the following disclaimer.

*Disclaimer: Use of the United Nations Environment Programme **Clean Seas** 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.*