Visual Identity

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.
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.
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.
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.
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.
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: clean seas
turn the tide on plastic

French: océans propres
stop au raz-de-marée de plastiques

Portuguese: mares limpos
o mar não está para plásticos

Spanish: mares limpios
cambia la marea del plástico

Russian: чистые моря
повернуть вспять поток пластика

Arabic: بحار نظيفة
لمنع جذاذ الاستعمال البلاستيك

Indonesian: laut bersih
mari kita berhenti menggunakan plastik

Chinese: 清洁海洋
海洋零塑料

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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 —
R 34  G 65  B 112
C 75  M 45  Y 0  K 45

Cobalt Blue —
R 61  G 97  B 172
C 72  M 46  Y 0  K 15

Seurat Blue —
R 124  G 152  B 206
C 45  M 28  Y 0  K 10

Coral Red —
R 241  G 102  B 103
C 0  M 75  Y 50  K 2
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
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.
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.
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.
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.
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.
Modular extension logos — Different Languages

Kiswahili

Portuguese

Indonesian

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.
Practical usage —

Examples

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What’s marine litter?

60 – 90% of marine litter is plastic. What is your commitment to help turn the tide?

At least 11 million tonnes of plastics leak into the ocean each year. That’s like emptying a garbage truck into the ocean every minute.

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Marine litter affects habitats, ecosystems & biodiversity. Take action on plastic for aCleanSeas with #CleanSeasBottles.
Practical usage —
Examples

Uganda Joins Clean Seas

The world faces an ocean crisis. Pollution, plastic waste, and climate change threaten our oceans and the wildlife that depend on them. Clean Seas is fighting to protect our oceans, and we need your help to make a difference.

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Website Template
Practical usage —
Examples

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.cleanseas.org/did-you-know/resources

“Let’s #BeatPlasticPollution for #CleanSeas” @unep

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