WORLD ENVIRONMENT DAY—2022

#OnlyOneEarth

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World Environment Day on 5 June is the biggest international day for the environment.

Led by the United Nations Environment Programme (UNEP) and held annually since 1973, the event has grown to be the largest global platform for environmental outreach, with millions of people from across the world engaging to protect the planet.

This brand guide will enable participants to use and present the 2022 World Environment Day brand consistently.

Join the discussion and share your actions!

The 2022 hashtags are:
#OnlyOneEarth
#WorldEnvironmentDay

* ALL WORLD ENVIRONMENT DAY 2022 DESIGN ASSETS AND LOGO LOCK-UPS IN THE UNITED NATIONS OFFICIAL LANGUAGES CAN BE DOWNLOADED HERE.

Use of the United Nations Environment Programme World Environment Day brand and 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.

LOGO LOCKUP: CLEAR SPACE

Position, size, and colours, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered.

The minimum reproduction size of the horizontal logo lock-up is 0.4" (10mm) in height and 1.18" (30mm) in width for the vertical logo.

Clear space must be maintained on all sides of the Icon for it to be perceived as separate from the other elements in the environment in which it appears. This specification applies to all languages.

* ALL WORLD ENVIRONMENT DAY 2022 DESIGN ASSETS AND LOGO LOCK-UPS IN THE UNITED NATIONS OFFICIAL LANGUAGES CAN BE DOWNLOADED HERE.

Use the shorter rectangular area of the Swedish flag to determine the size of your clear space zone.

LOGO LOCKUP: COLOURS

The logo lock-up should be used as a solid colour and not altered in any way. Be sure that in any usages, there is ample contrast, spacing, and readability of the mark.

The World Environment Day brand and logo lock-up must not be used for any fundraising or commercial purposes. It may not be used on any product or packaging. The logo is shared for promotional, communication and educational use only.

Use of the logos constitutes an agreement to associate the World Environment Day brand and logo lock-ups with activities and images consistent with the sustainable environmental aims and principles of World Environment Day in line with the core values of the United Nations System, including human rights.

* ALL WORLD ENVIRONMENT DAY 2022 DESIGN ASSETS AND LOGO LOCK-UPS IN THE UNITED NATIONS OFFICIAL LANGUAGES CAN BE DOWNLOADED HERE.
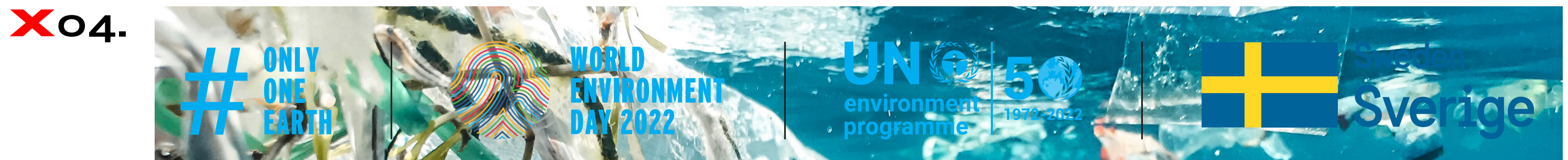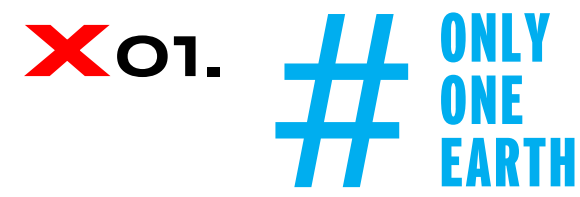
LOGO LOCKUP:
THIRD PARTY USE

Use the equal spaces to the left and right of the logo divider lines in the lockup to determine the spacing when adding your logo.

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MISUSE OF THE LOGOS

01. Do not use the logos separately, they must always be used as past of the 4 logo lock-up.

02. Do not use any additional effects on the logo (ie. drop shadow).

03. Do not use the logo lockup on any background colours other than black or white. Use a white background for the full colour and black lockups. Use a black background for the white lockup. Use the clear space indicator on page 3 to determine the margins for the black or white background block for the logos should you wish to include another colour in your design.

04. Do not use the logo lockup on a distracting image or an image that is too light or too dark (lack of contrast will make the logos difficult to read).

05. Do not distort the size and ratio of the logo lockup in any way.

COLOUR

The primary colour palette for all materials should come from these neon colours paired with black and white. The neon colours are energizing and bold, to bring strategic attention the communication materials.

For print, when available, using specific neon spot colours over CMYK digital printing will result in a richer, more accurate final product.

● GREEN – #29E08A, R41 G224 B138, PANTONE 809C

● RED – #F55229, R245 G82 B41, PANTONE 805C

● YELLOW – #FAB22E, R250 G178 B46, PANTONE 810C

● PINK – #E83BA8, R232 G59 B168, PANTONE 813C

● BLUE – #664FFF, R102 G79 B255, PANTONE 2726C

● BLACK – #08121C, R8 B18 G28

● GREY – #313845, R49, B56, G69

○ WHITE – #FFFFFF, R255 B255 G255
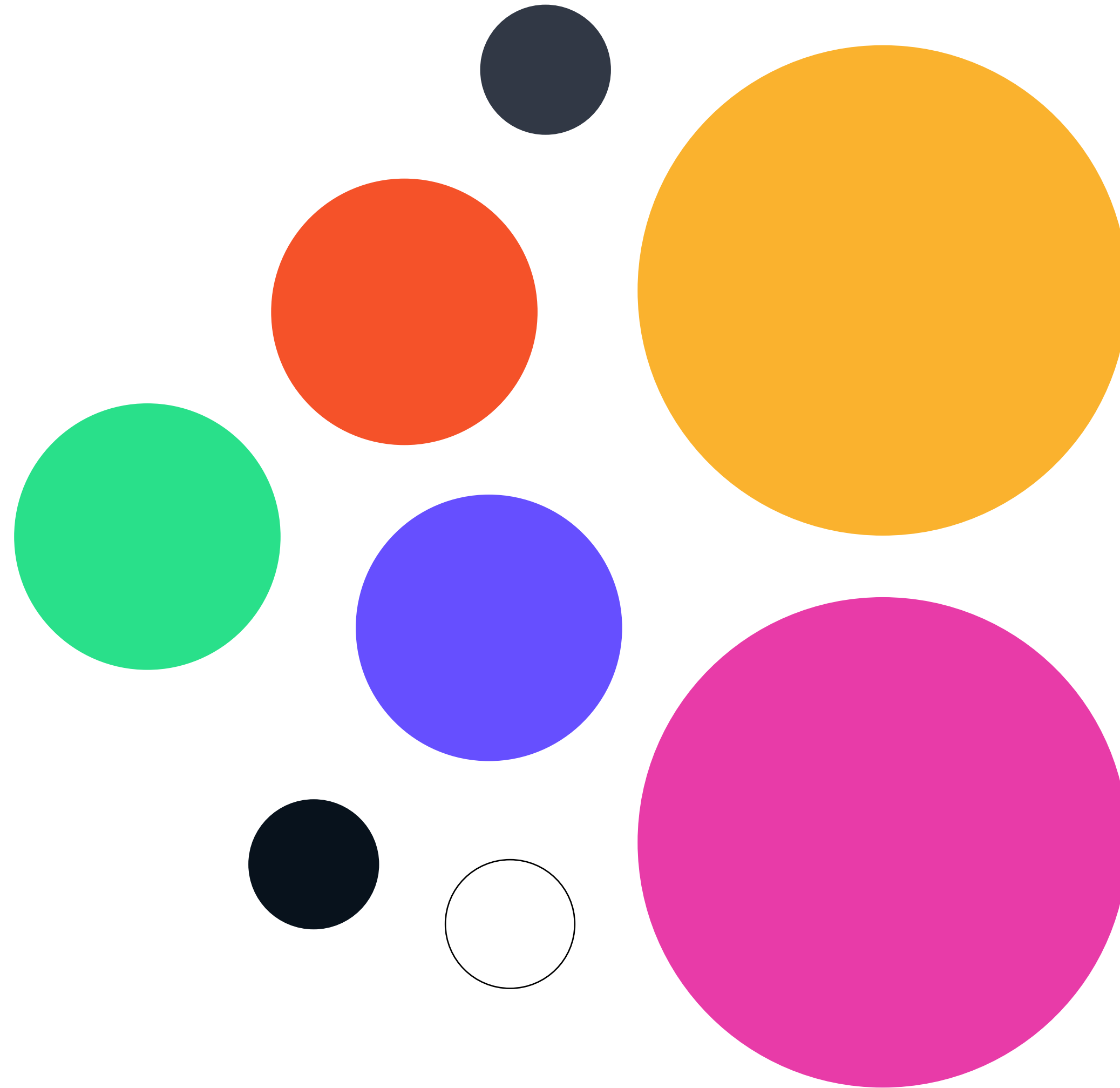
TYPOGRAPHY

PRIMARY FONT

The primary logo font family is Syne. This sans serif font is available in various weights. For World Environment Day 2022 purposes, the most commonly used choices are Regular and Bold..

SECONDARY FONT

The secondary logo font family is Poppins. This sans serif system font is used in many document formats such as Word, PowerPoint and other applications.

* For Chinese text, please use Noto Sans SC and Cairo for Arabic text.

SYNE - BOLD

ABCDEFGHIJKLMN
OPQRSTUVWYZ
abcdefghijklmnopqrstuvwyz
0123456789

Syne (Bold) is used in all caps for headlines, titles and messages of impact. The full family is available for free at:

https://fonts.google.com/specimen/Syne.

SYNE – Regular

ABCDEFGHIJKLMN
OPQRSTUVWYZ
abcdefghijklmnopqrstuvwyz
0123456789

Syne (Regular) is mainly used for subheads and annotations.

Poppins – Regular

ABCDEFGHIJKLMN
OPQRSTUVWYZ
abcdefghijklmnopqrstuvwyz
0123456789

Poppins (Regular) is mainly used for body copy. The full family is available for free at:

https://fonts.google.com/specimen/Poppins

HEADLINES

Syne Bold (CAPS)
Leading: 90% | Kerning: Optical | Tracking: 0

*When headlines are longer than 5 words, please use sentence case.

Sub Headings

Sub heading 2 in colour

Syne Bold
Leading: 100% | Kerning: Optical | Tracking: 0

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eleifend, nunc et ultrices egestas, erat metus pretium urna, ac tempor arcu arcu at est. Sed tellus purus, luctus quis faucibus at, mollis vel lectus.

Fusce orci mauris, venenatis non dignissim eu, faucibus id quam. Class aptent taciti sociosqu ad litora torquent per conubia nostra.

Poppins Regular
Leading: 100% | Kerning: Optical | Tracking: 0
Paragraph spacing: 12

Annotations and smaller type requiring emphasis

Syne Bold
Leading: 100% | Kerning: Optical | Tracking: 0

CAPTIONS

Syne Bold (CAPS)
Leading: 100% | Kerning: Optical | Tracking: 0

TYPOGRAPHY ALTERNATIVES

When Syne is not available, please use Poppins or Helvetica for Headlines, subheads and body copy.

* For Chinese text, please use Noto Sans SC and Cairo for Arabic text.

Poppins – BOLD

ABCDEFGHIJKLMN OPQRSTUVWYZ abcdefghijklmnopqrstuvwyz 0123456789

Poppins (Bold) is used in all caps for headlines, titles and messages of impact. The full family is available for free at:

https://fonts.google.com/specimen/Poppins

Poppins – Regular

ABCDEFGHIJKLMN OPQRSTUVWYZ abcdefghijklmnopqrstuvwyz 0123456789

Poppins (Regular) is mainly used for subheads and annotations.

Helvetica – Regular

ABCDEFGHIJKLMN OPQRSTUVWYZ abcdefghijklmnopqrstuvwyz 0123456789

Helvetica (Regular) can be used for web based designs and pages.

HEADLINES

Poppins Bold (CAPS)
Leading: 90% | Kerning: Optical | Tracking: -10

* When headlines are longer than 5 words, please use sentence case.

Sub Headings

Sub heading 2 in colour

Poppins Medium
Leading: 90% | Kerning: Optical | Tracking: -10

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eleifend, nunc et ultrices egestas, erat metus pretium urna, ac tempor arcu arcu at est. Sed tellus purus, luctus quis faucibus at, mollis vel lectus.

Fusce orci mauris, venenatis non dignissim eu, faucibus id quam. Class aptent taciti sociosqu ad litora torquent per conubia nostra.

Poppins Regular
Leading: 100% | Kerning: Optical | Tracking: 0
Paragraph spacing: 12

Annotations and smaller type requiring emphasis

Poppins Bold
Leading: 100% | Kerning: Optical | Tracking: 0

CAPTIONS

Poppins Bold (CAPS)
Leading: 100% | Kerning: Optical | Tracking: 0

CAMPAIGN LANGUAGE

Proposition

Nature is declining globally at rates unprecedented in human history, but we have the solutions, knowledge, and technology to limit our impact and avoid ecological collapse. To do this we need to rethink the way we live and the way we consume, and crucially, we need to act collectively to ensure that the changes we make are immediate, systemic and profound.

KEY MESSAGES AND SOCIAL MEDIA ASSETS ARE AVAILABLE HERE.

The 2022 hashtags are:
#OnlyOneEarth #WorldEnvironmentDay

Key Messaging

Informed - We know what's happening and why

Positive - We know what must be done

Empowered - We have the means to do it

Urgency - Action tomorrow is too late

Hopeful - People are responding; together we are stronger

VOICE + TONE

The tone should be positive but realistic; emphasise the urgency of the situation, but be clear that there is a solution.

Don't patronise or catastrophise. Clarity is key, as is an encouraging tone; no one has all the answers, and small actions are better than no actions.

Key Takeaway

We are running out of time to save the planet, but there is still time to protect and restore Earth's balance. While individual action is important, collective, systemic change is far more transformative.

Characteristics

● 2022
● 2021

FRIEND   AUTHORITY

YOUNG   MATURE

MASS APPEAL   ELITE

SERIOUS   PLAYFUL
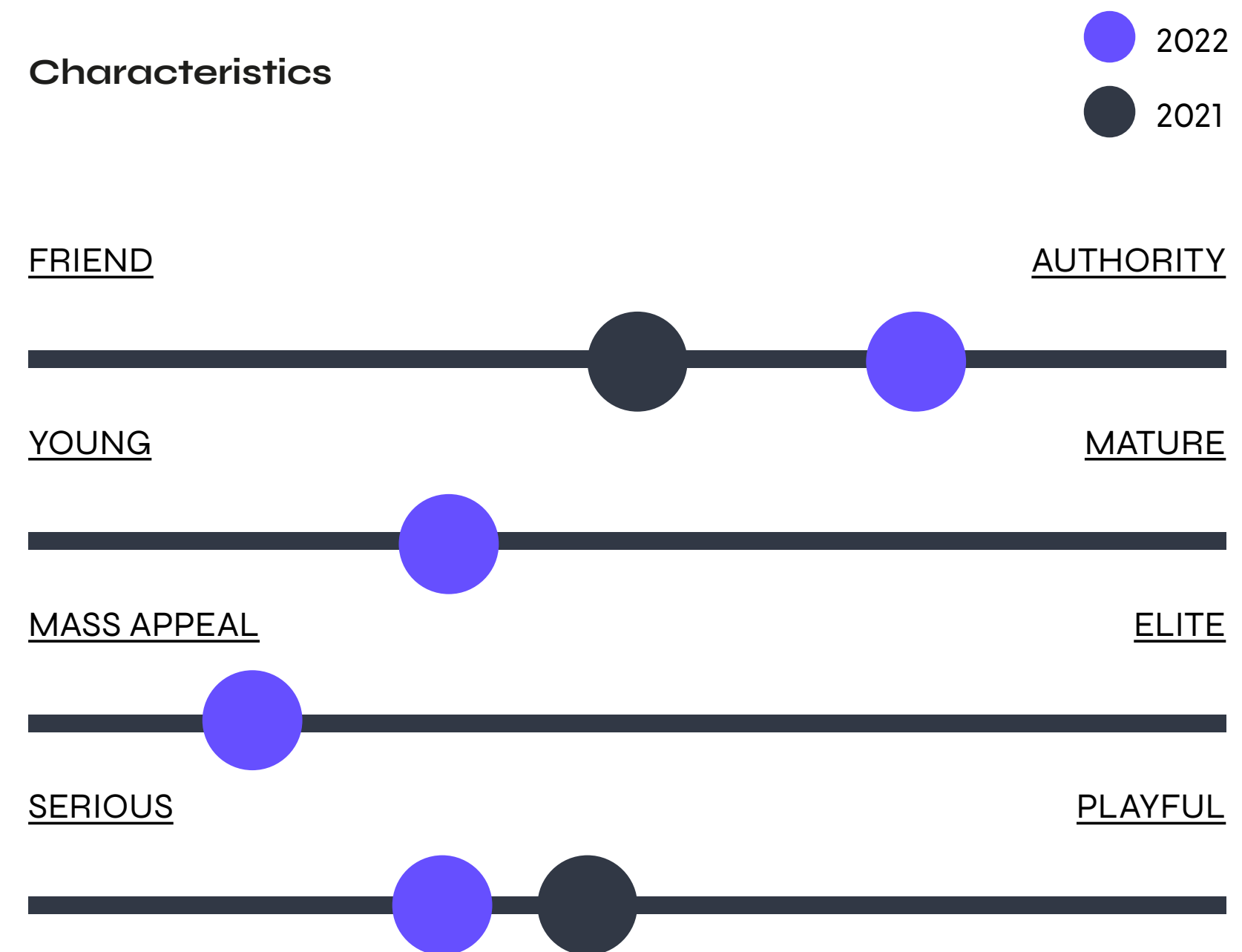
VISUAL LANGUAGE

In all executions of the campaign creative, the following visual elements should be considered and combined in accordance to their respective guidelines.

The assets to your right show typography, colour and pattern combinations.

The globe is shown as an artistic element and used to create balance and consistency. The filter matches the overall themes and creates emphasis.

5 June 2022

ONLY ONE EARTH

#OnlyOneEarth | WORLD ENVIRONMENT DAY 2022 | UN environment programme | 50 1972-2022 | Sweden Sverige

Photography can be used in full colour or with a multiply layer over a black and white image to create a duotone look. This creates visual interest while letting the statistics and copy stand out.

3 days

250 POUNDS OF TRASH

#OnlyOneEarth
#WorldEnvironmentDay

#OnlyOneEarth | WORLD ENVIRONMENT DAY 2022 | UN environment programme | 50 1972-2022 | Sweden Sverige

1 University

$3 million
worth of pension funds divested from fossil fuels

#OnlyOneEarth
#WorldEnvironmentDay

#OnlyOneEarth | WORLD ENVIRONMENT DAY 2022 | UN environment programme | 50 1972-2022 | Sweden Sverige

A footer can be created with a 2pt line and logos. It is used for balance and to anchor the layout within the grid.

VISUAL LANGUAGE

(continued from previous page)

Assets should include three colours maximum: neon, black and white.

Repeating text to create patterns and ombining outlined text with solid text to show emphasis.
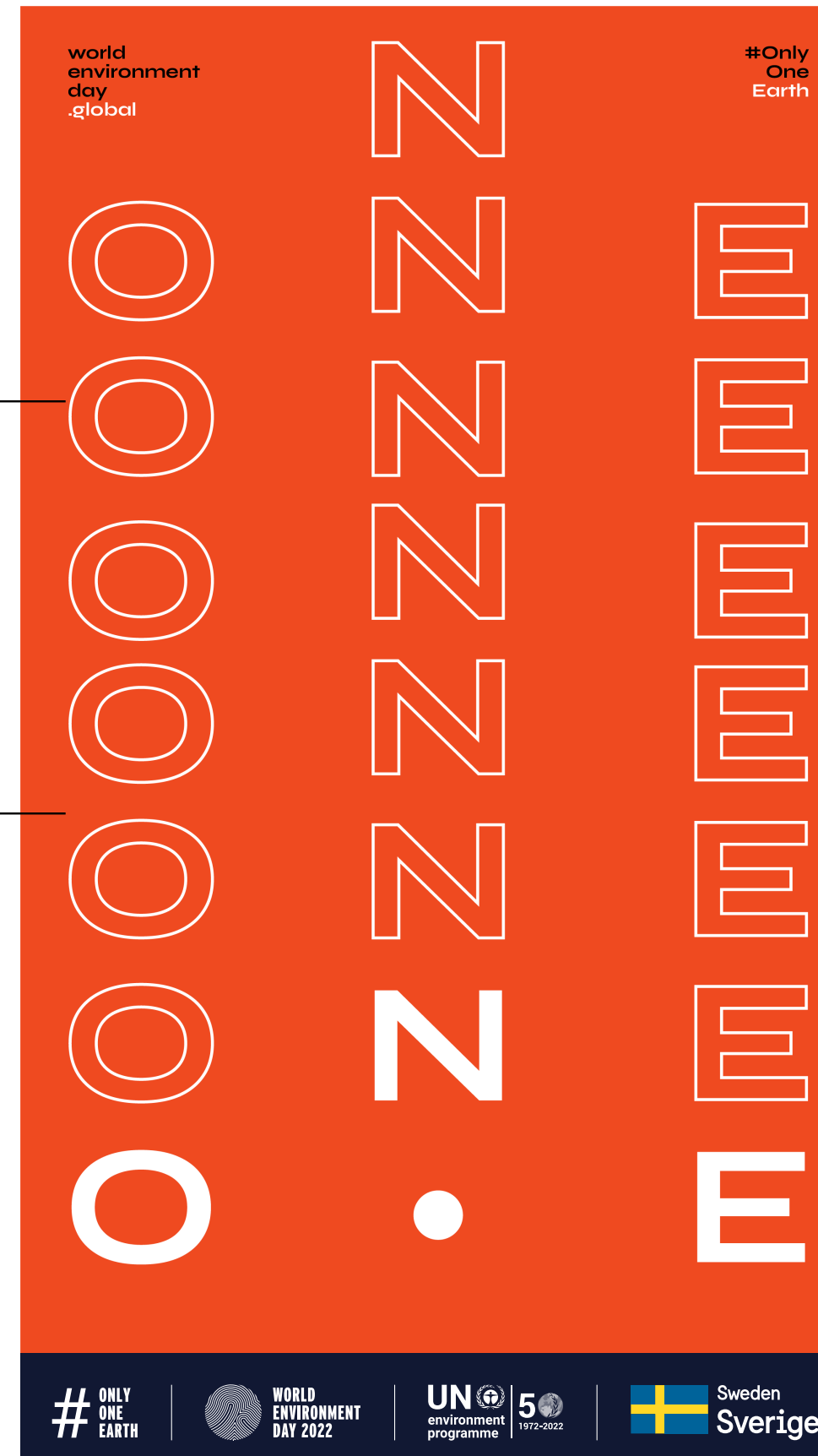
Single, white circle to represent one earth

Combining black and white text and pairing large, bold text with small, secondary text. The center circle should be the only white shape.
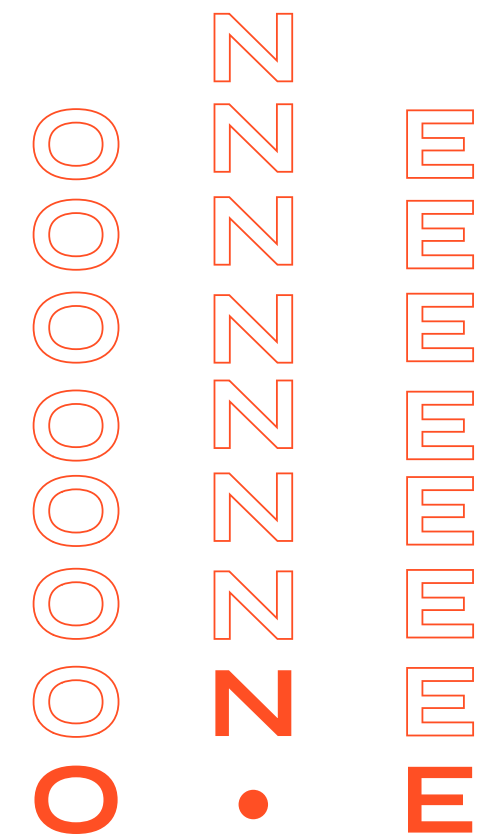
Geometric patterns that show repetition and create visual interest.

Breaking the typical grid for text creates a minimal and powerful statement.

ARTWORK

Text treatments can also be made with the word ONE. Always try to include a globe or circle to visually represent the earth as part of the design element.

O
only
N E
·
earth

Any of the colours in the colour palette can be used to create a duotone-look earth. A full colour image of the earth may also be used. Never combine neon colors or use a different neon earth than the background or text color.

Geometric shape patterns can be used when the earth or photography are not an option. These shape patterns should always highlight one circular shape in white, illustrating the theme of #OnlyOneEarth within the campaign.
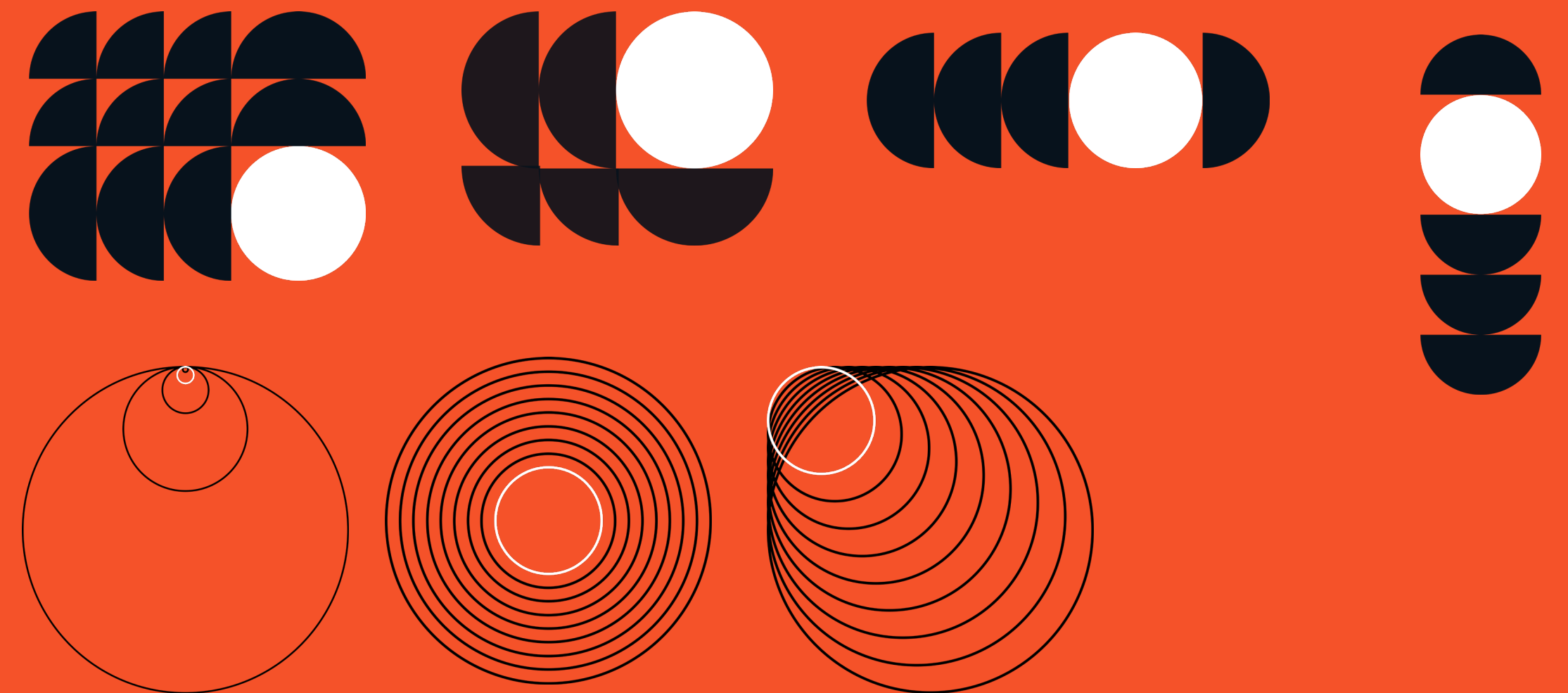
GRID

Inspired by the Fibonacci sequence, elements are sized to create obvious variation, which in turn creates a communication hierarchy.

Larger objects draw the viewer in while small details support the layout and create balance. Borrowed from nature, this Fibonacci sequence exponentially increasing scale deliberately creates a separation of visual elements. This pairs with the brutalist design inspiration, a style in art and architecture that uses exaggeration and distortion to emphasize power.
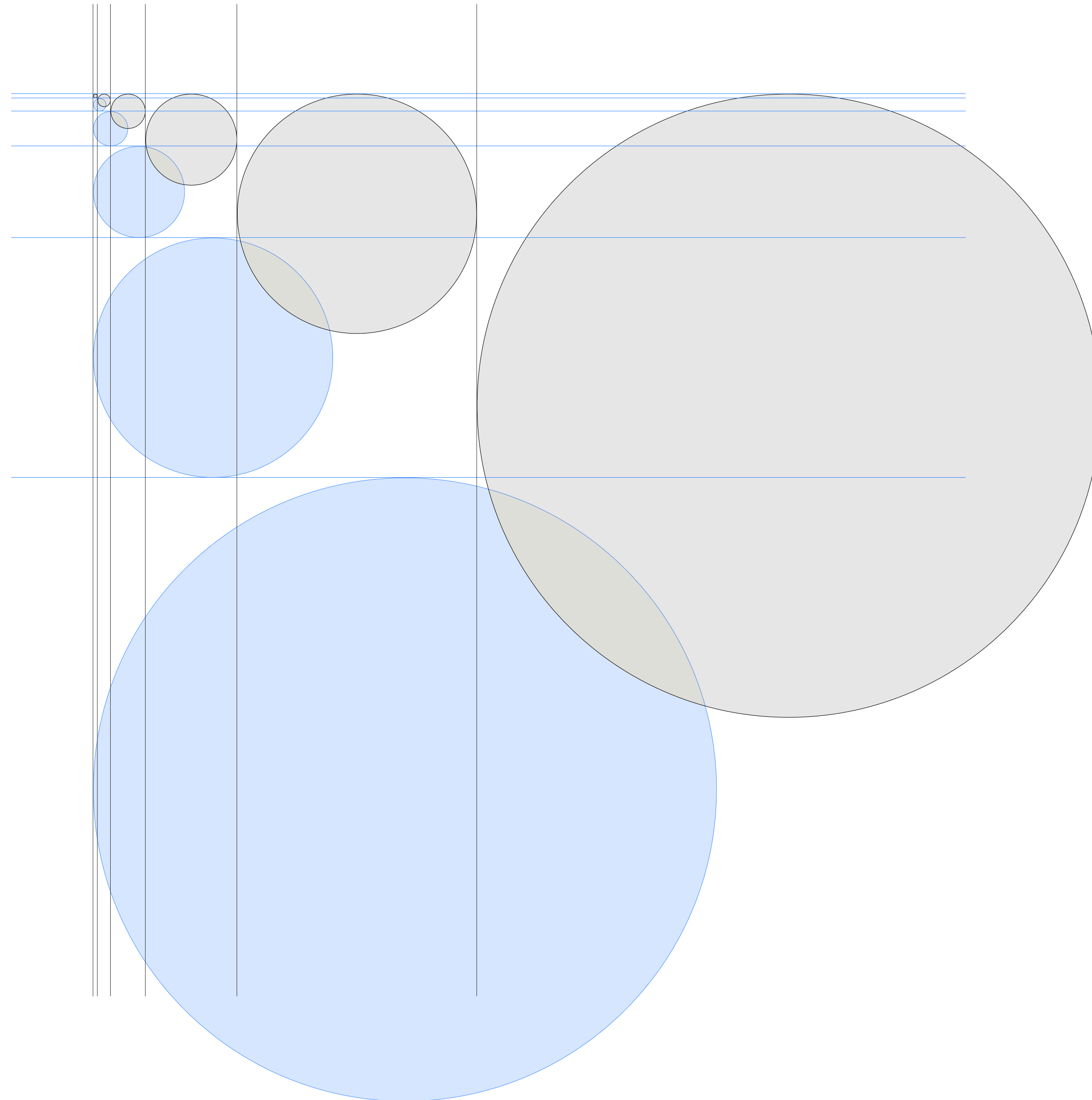
IMAGERY - PEOPLE

The photography best suited to World Environment Day 2022 captures transformative action for the people and the planet.

Guidelines

- Use high-definition photos where the subject is in action or moving. Do not use models posing in unrealistic or unnatural positions and out-of-focus images.

- Where possible, photography can feature subjects lit by a dominant natural or existing light source to emphasize a moment of clarity, simplicity, or life at its best.

- Do not use poor or unrealistic lighting

- We use photography that captures real moments in time. We use full-colour photos with rich, saturated, and real-looking colours for impact.

PEOPLE TAKING ENVIRONMENTAL ACTION

IMAGERY - NATURE

Imagery that shows the wonder, beauty and spirit of nature.

Visualizations of global ecosystems, either in their state of beauty or in state of disrepair. Imagery of human innovation - wind power, reforestation, solar power - and its ability to co-exist with nature.
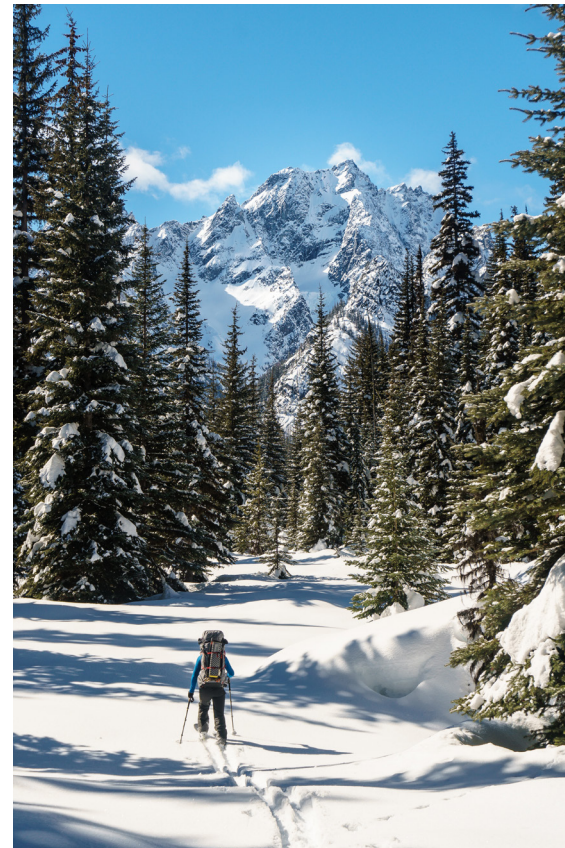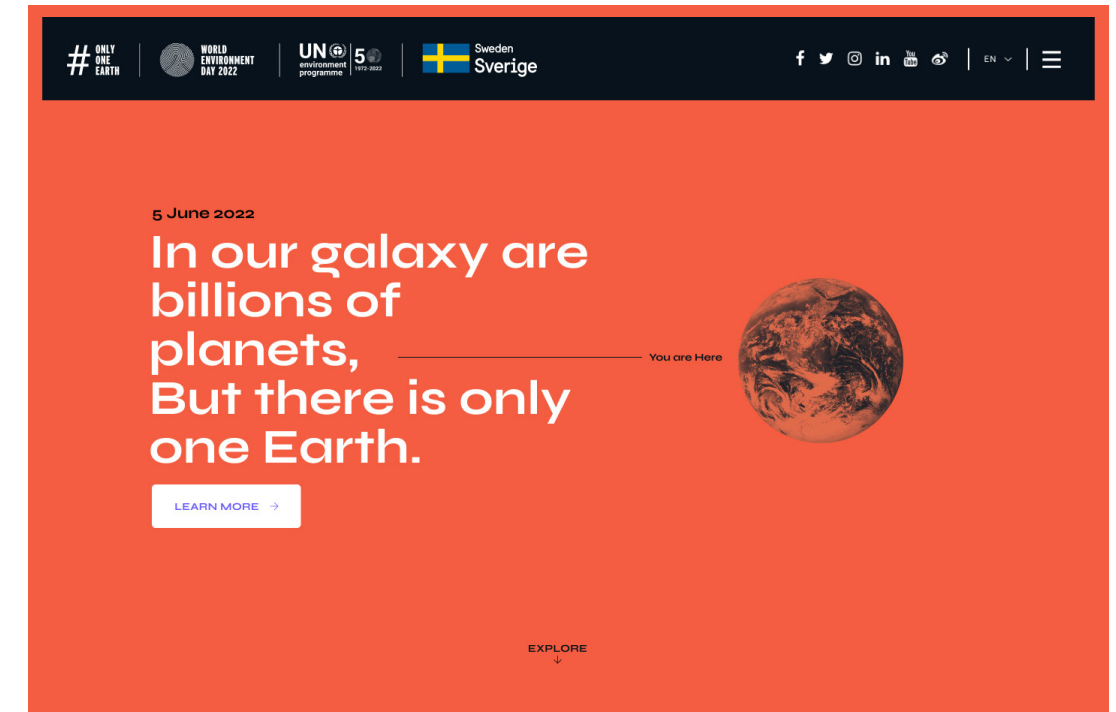
SOCIAL

The following are mockups to show the campaign creative as it will exist in social media channels and across the web.
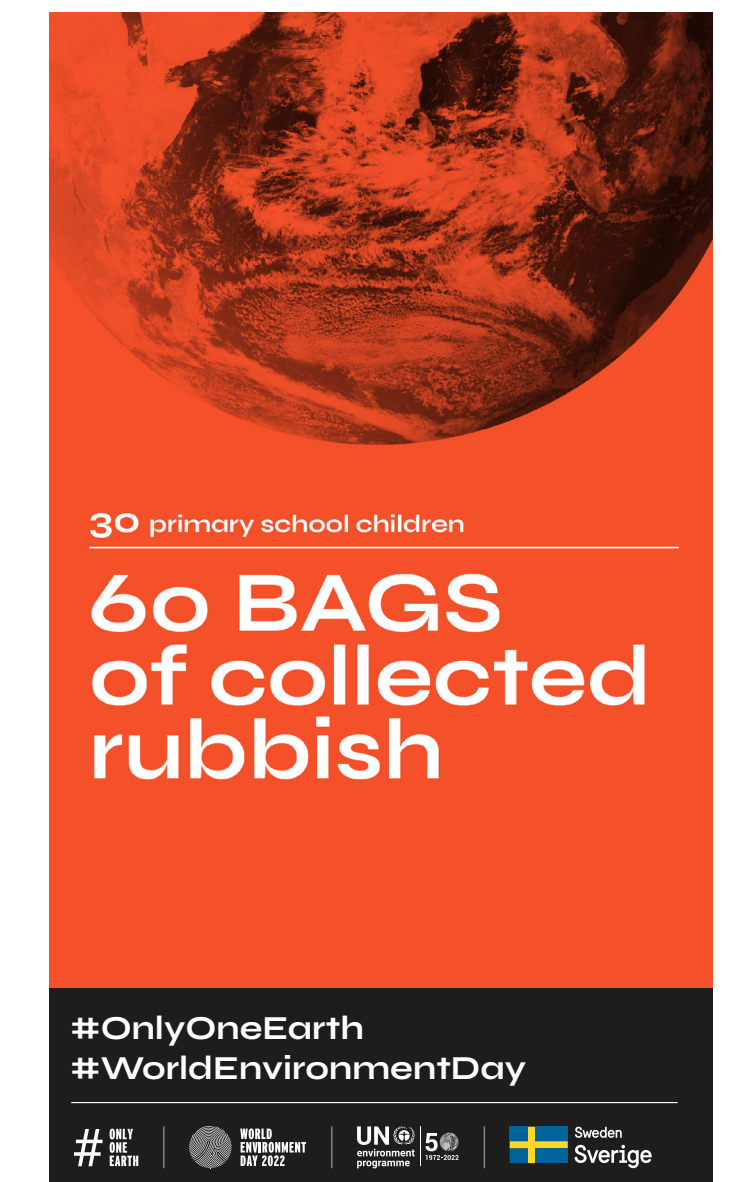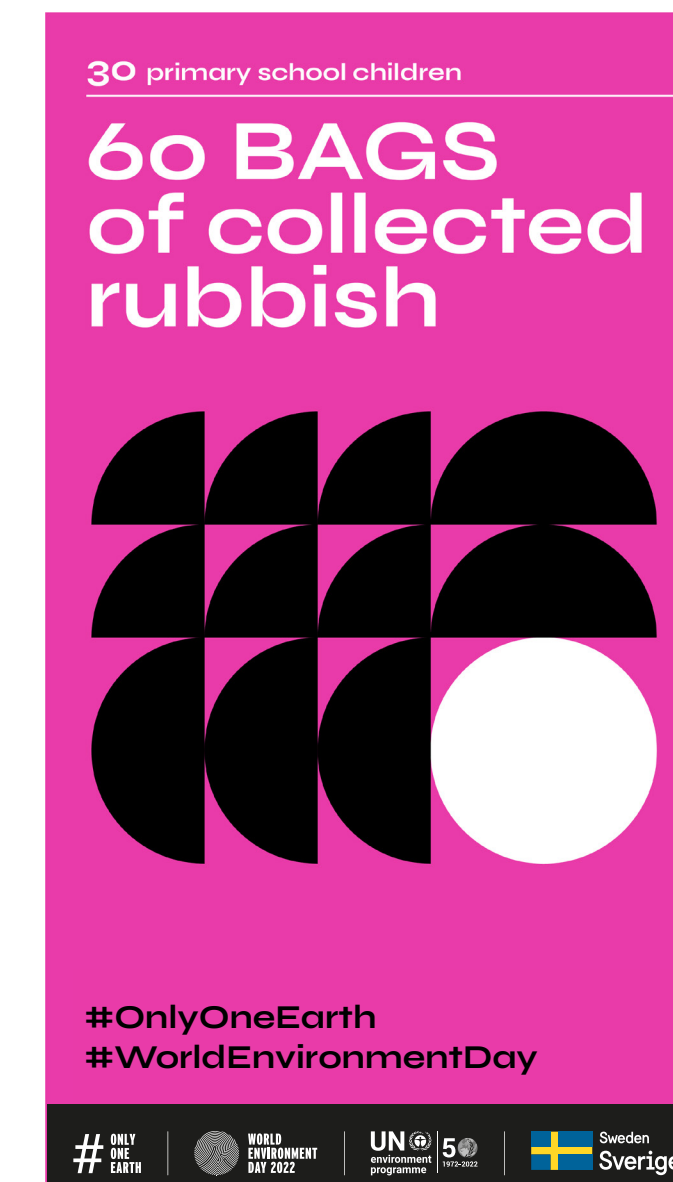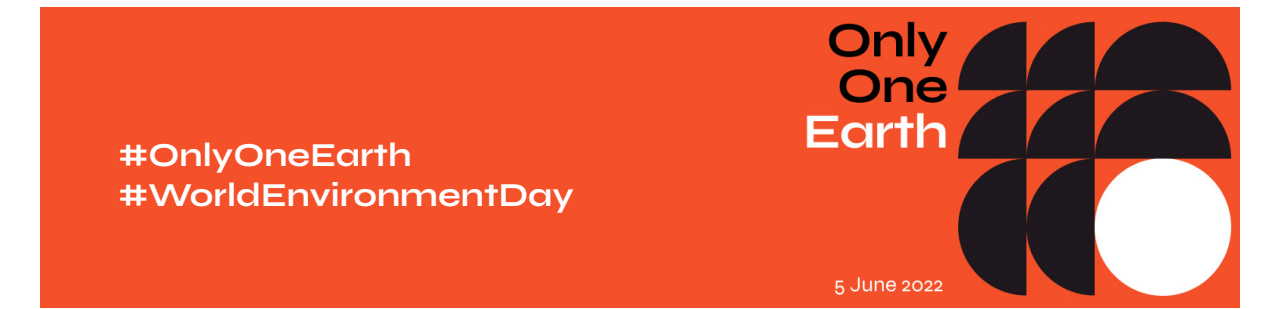
WEB PRESENCE

The following website graphics show how the campaign can be integrated into banners, headers, and content blocks.

OTHER ITEMS

These examples show how various pieces of collateral should be crafted to stay within the campaign visual style.

OTHER ITEMS WITH A THIRD PARTY LOGO

These examples show how various pieces of collateral should be crafted to stay within the campaign visual style.

The process for adding an additional logo to the official 4 logo lockup is explained on page 5 of this manual.
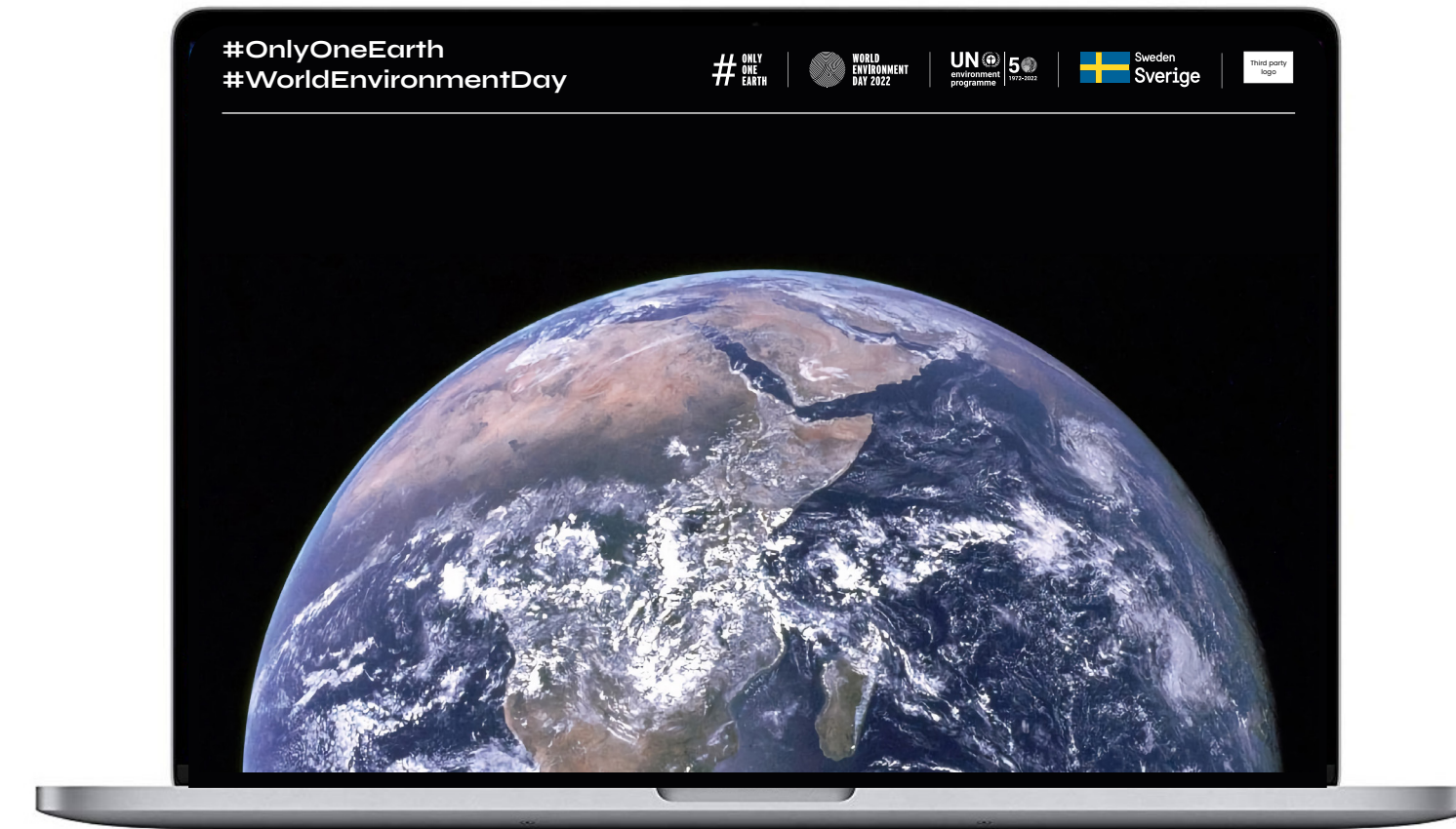
SHOW US YOUR EARTH ACTION NUMBERS:

To mark World Environment Day 2022, the UN Environment Programme (UNEP) invites you to share a 3 line social media post with a photo or video of your transformative actions or EARTH ACTION NUMBERS to showcase how you, your school, work, community group or city is helping to protect and restore our planet.

1.) Visit our **website**

2.) Enter the details of your Earth Action Numbers (see text examples on the right hand side of this page)

3.) The website will generate your own unique Earth Action Numbers social card for you to share on social media.

Remember the #s in your social post text:
#OnlyOneEarth
#WorldEnvironmentDay

Here is an example of a **Earth Action Numbers social card** generated on our **website**

18 FIREFIGHTERS

2 electric fire trucks keeping our town safe

#OnlyOneEarth
#WorldEnvironmentDay

Here are some **Earth Action Numbers text** examples:

$3 million worth of pension funds divested from fossil fuels.
1 University.
#OnlyOneEarth
#WorldEnvironmentDay

60 bags of collected rubbish.
30 primary school kids cleaning up.
#OnlyOneEarth
#WorldEnvironmentDay

300,000 acres of farmland.
5 million native seeds to regenerate the soil.
#OnlyOneEarth
#WorldEnvironmentDay

5 people in our family home.
1 Renewable energy provider powering it.
#OnlyOneEarth
#WorldEnvironmentDay

1 Politician standing for the environment.
2,000 voters in support.
#OnlyOneEarth
#WorldEnvironmentDay

CONTACT

For any questions regarding the use of the
World Environment Day or #OnlyOneEarth logo
and visual identity, please contact:

worldenvironmentday@un.org

worldenvironmentday.global

ONLY
ONE
EARTH

WORLD
ENVIRONMENT
DAY 2022

UN
environment
programme | 50
1972-2022

Sweden
Sverige