**International Day of Clean Air**
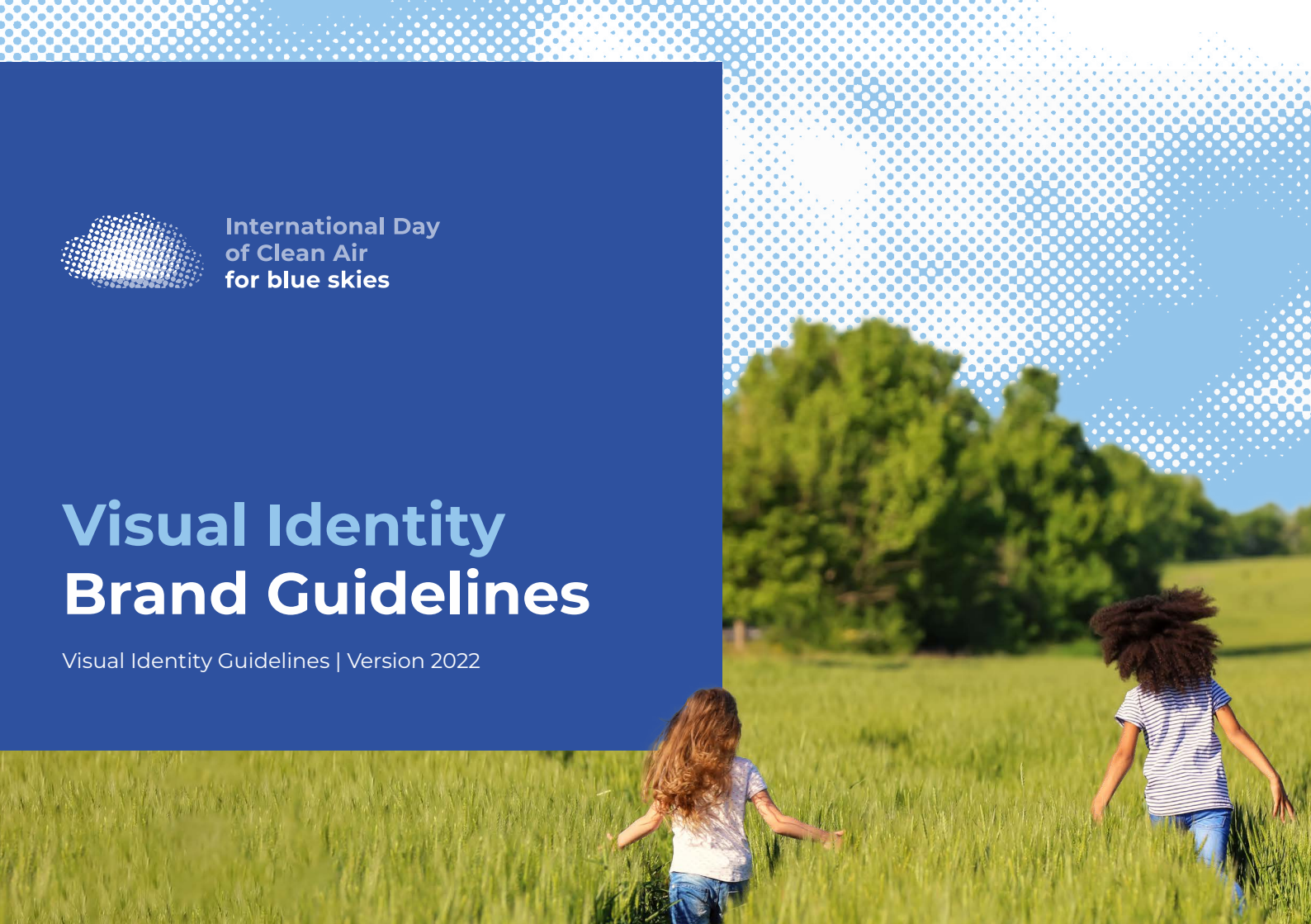**for blue skies**

# Visual Identity
# Brand Guidelines

Visual Identity Guidelines | Version 2022

International Day of Clean Air for blue skies

# Contents

———

**Please note that use of this International Day of Clean Air for blue skies brand guide comes with the following disclaimer.**
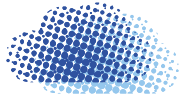
# Brand Application
# **Identity Components**

Visual Identity Guidelines | Version 2022

# Logos

The logo has two versions, horizontal and stacked.



International Day
of Clean Air
**for blue skies**

International Day
of Clean Air
**for blue skies**

International Day
of Clean Air
**for blue skies**

International Day
of Clean Air
**for blue skies**

**Download
all versions**

click here to download assets · click here to download assets · click here to download assets ·

# Logo safe zone

**05**



International Day of Clean Air

**International Day of Clean Air**

**for blue skies**

International Day of Clean Air



**Download all versions**

click here to download assets • click here to download assets •

# Logo in languages

___

Download
all versions

click here to download assets · click here to download
click here to download assets · click here to download

اليوم الدولي
لنقاوة الهواء
من أجل سماء زرقاء

Arabic

国际
清洁空气
蓝天日

Chinese

**International Day
of Clean Air
for blue skies**

English

**Journée internationale
de l'air pur
pour des ciels bleus**

French

**Dia Internacional
do Ar Limpo
para um céu azul**

Portuguese

**Международный день
чистого воздуха
для голубого неба**

Russian

**Día Internacional
del Aire Limpio
por un cielo azul**

Spanish

**Siku ya Kimataifa
ya Hewa Safi ili kuwa
na anga za bluu**

Swahili

**07**

# Logo lockup

———

The United Nations Environment Programme (UNEP) logo may not be used for commercial purposes of any kind.

It may not be used to suggest an endorsement of an activity or product. Any company or other type of private sector entity may use only the Day of Clean Air for blue skies logo, without the UNEP logo.

For further information on logo use, please contact **cleanairblueskies@un.org.**

primary version in color



white version on colored backgrounds and photos – cloud and text have 60% opacity



black version if necessary mainly in black and white documents

# Logo together with partners, examples

Except private sector entities, the logo can be used in the logo lockup

International Day of Clean Air **for blue skies**

UN environment programme

CLIMATE & CLEAN AIR COALITION TO REDUCE SHORT-LIVED CLIMATE POLLUTANTS

or with the "International Day of Clean Air for blue skies" logo being the main logo

International Day of Clean Air **for blue skies**

UN environment programme
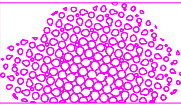
CLIMATE & CLEAN AIR COALITION TO REDUCE SHORT-LIVED CLIMATE POLLUTANTS

# Partner lockup with logo, spacing

———

Use the cloud length to space logos in the partner lockup version

# Hashtag lockup

**International Day
of Clean Air
for blue skies**

#TheAirWeShare
#World CleanAirDay
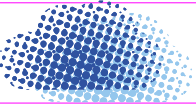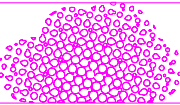
**International Day
of Clean Air
for blue skies**

#TheAirWeShare
#World CleanAirDay

**International Day
of Clean Air
for blue skies**

UN
environment
programme

CLIMATE &
CLEAN AIR
COALITION
TO REDUCE SHORT-LIVED
CLIMATE POLLUTANTS

#TheAirWeShare
#World CleanAirDay

**International Day
of Clean Air
for blue skies**

UN
environment
programme

CLIMATE &
CLEAN AIR
COALITION
TO REDUCE SHORT-LIVED
CLIMATE POLLUTANTS

#TheAirWeShare
#World CleanAirDay

# Colours

The two main colors
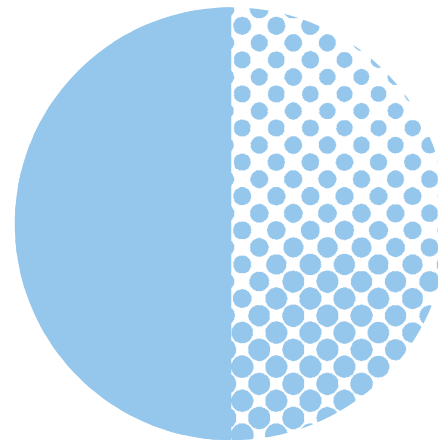are dark blue ●
and light blue ●

CMYK:    C90 | M70 | Y0 | K0

RGB:     R47  | G82  | B160
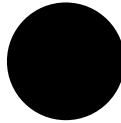
web:     #2F52A0

CMYK:    C45| M10 | Y0 | K0

RGB:     R149  | G199  | B237
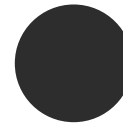
web:     #95C7ED

# Secondary Pallet

————

The primary use for the secondary pallet is for body copy and illustrating pollution [See visual components guide]

| CMYK: | C00 | M00 | Y0 | K0 |
| RGB: | R00 | G00 | B00 |
| web: | #000000 |

| CMYK: | C00 | M00 | Y00 | K60 |
| RGB: | R45 | G45 | B45 |
| web: | #2d2d2d |

| CMYK: | C59 | M50 | Y50 | K18 |
| RGB: | R105 | G105 | B105 |
| web: | #696969 |

| CMYK: | C37 | M30 | Y31 | K0 |
| RGB: | R166 | G166 | B166 |
| web: | #A6A6A6 |

# Brand Typeface

**Download font family**

click here to download assets · click here to download assets · click here to download assets ·

**Download Chinese font family**

· For Chinese: Noto Sans TC · click here to download assets ·

MONTSERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

MONTSERRAT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

MONTSERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

# Brand Application
# Visual Components

Visual Identity Guidelines | Version 2022

**15**

# Photography

———

The photography used should show a lot of blue sky above landscapes, cities, people, plants. All positive images.

In this case the logo can be used in white.

# Graphic Visuals

―――

The United Nations Environment Programme (UNEP) logo may not be used for commercial purposes of any kind.

It may not be used to suggest an endorsement of an activity or product.

Any company or other type of private sector entity may use only the Day of Clean Air for blue skies logo, without the UNEP logo.

For further information on logo use, please contact **cleanairblueskies@un.org.**
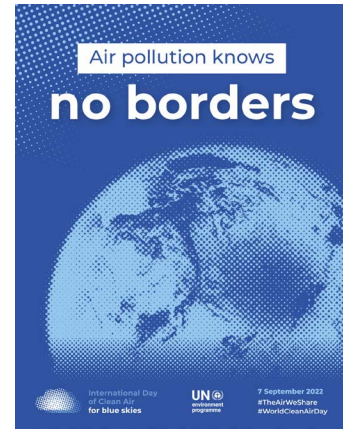


[01] Example Graphic Fact Post

**17**

# Graphic Visuals

──────

The use of the halftone effect seen in the primary logo or "Rasterisation" is our graphic approach for illustration.

This can be used in both photography and iconography. The rasterisation should follow a grid structure and be made up of dots.

When using rasterisation in photography, be mindful of the resolution required to communicate the visual.

Always try to use a lower resolution [1] ; however, ensure to use more detailed effects if the visual requires it [2]
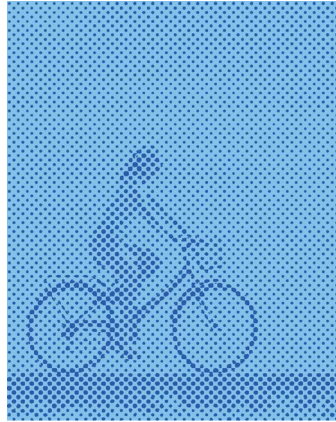


[01] Lower Resolution



[02] Higher Resolution

# Halftone

You may adapt the halftone dots to suit your creative needs. Some rules apply when communicating using the halftone.

When visualising polluting sources, use the secondary colour pallet [01]. When we show solutions, we use the primary pallet [02]

Pollution particles [03] can also be used to highlight sources of pollution in a shot. Use these sparingly to represent pollution in areas that are otherwise impossible or hard to illustrate.

The halftone can create a transition between different environments [04]. This is especially useful to show the development from problems to solutions.
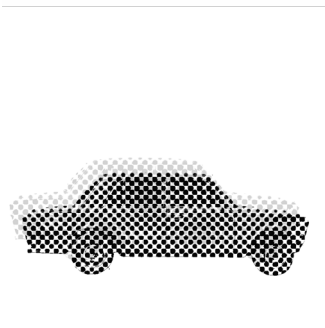


[01] Pollution Halftone
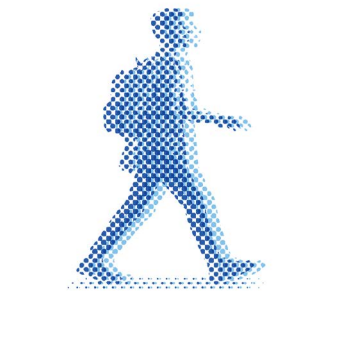


[02] Solution Halftone
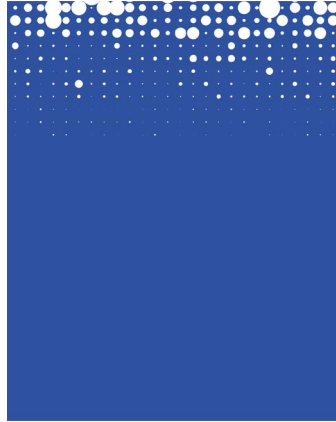


[03] Pollution Particles



[04] Halftone Transition

# Halftone Accents

The halftone can be used to brand spaces even when it's not the primary point of focus.

The use of borders [01] is an excellent way to connect to the brand language and can be scaled to fit different spaces and messages [02]
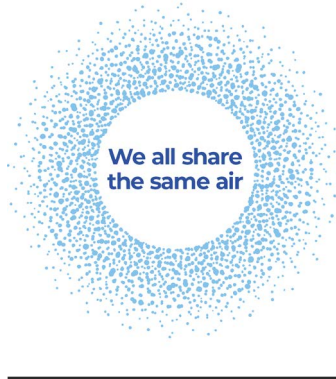
The border can be used as a callout device to communicate a subject [03] or layered to illustrate an environment [04]
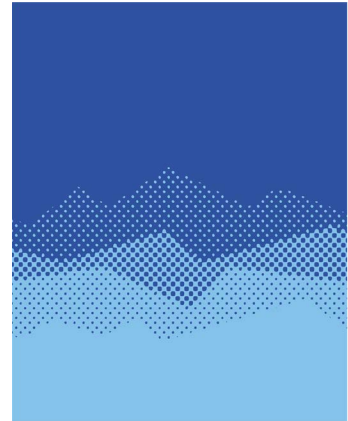


[01] Halftone Border



[02] Halftone Space



We all share the same air
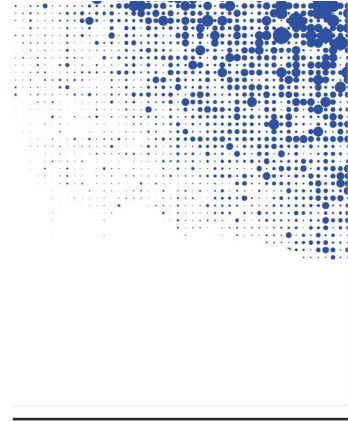
[03] Halftone Highlight



[04] Halftone Illustrative

**20**

# Pollution Particles

———

Pollution particles are best used to highlight the issue alongside the solution, allowing us to communicate a positive solution while hinting toward the air pollution problem [01].

This can be accentuated in the movement of the typographic headlines or by using the secondary pallet to highlight sources of air pollution that are otherwise impossible to see [02].

Pollution particles can lead the user to the source [03]. For example, we can use the particles to direct a viewer to the next frame of a carousel.
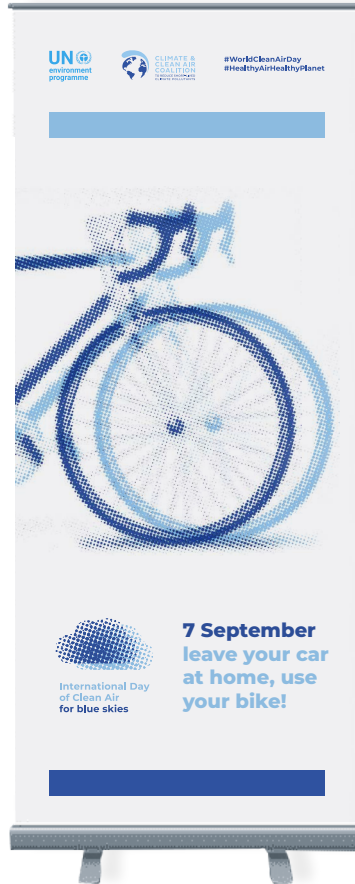


[01] Pollution Particle Example



[02] Invisible Sources

# Visual Assets

# Visual Assets

# Visual Assets

Please direct any queries regarding the use of the UNEP's logo or of the International Day of Clean Air for blue skies 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:
**cleanairblueskies.org/get-involved/brand-guide**

**cleanairblueskies@un.org**

**#WorldCleanAirDay**
**#TheAirWeShare**

**@unep**