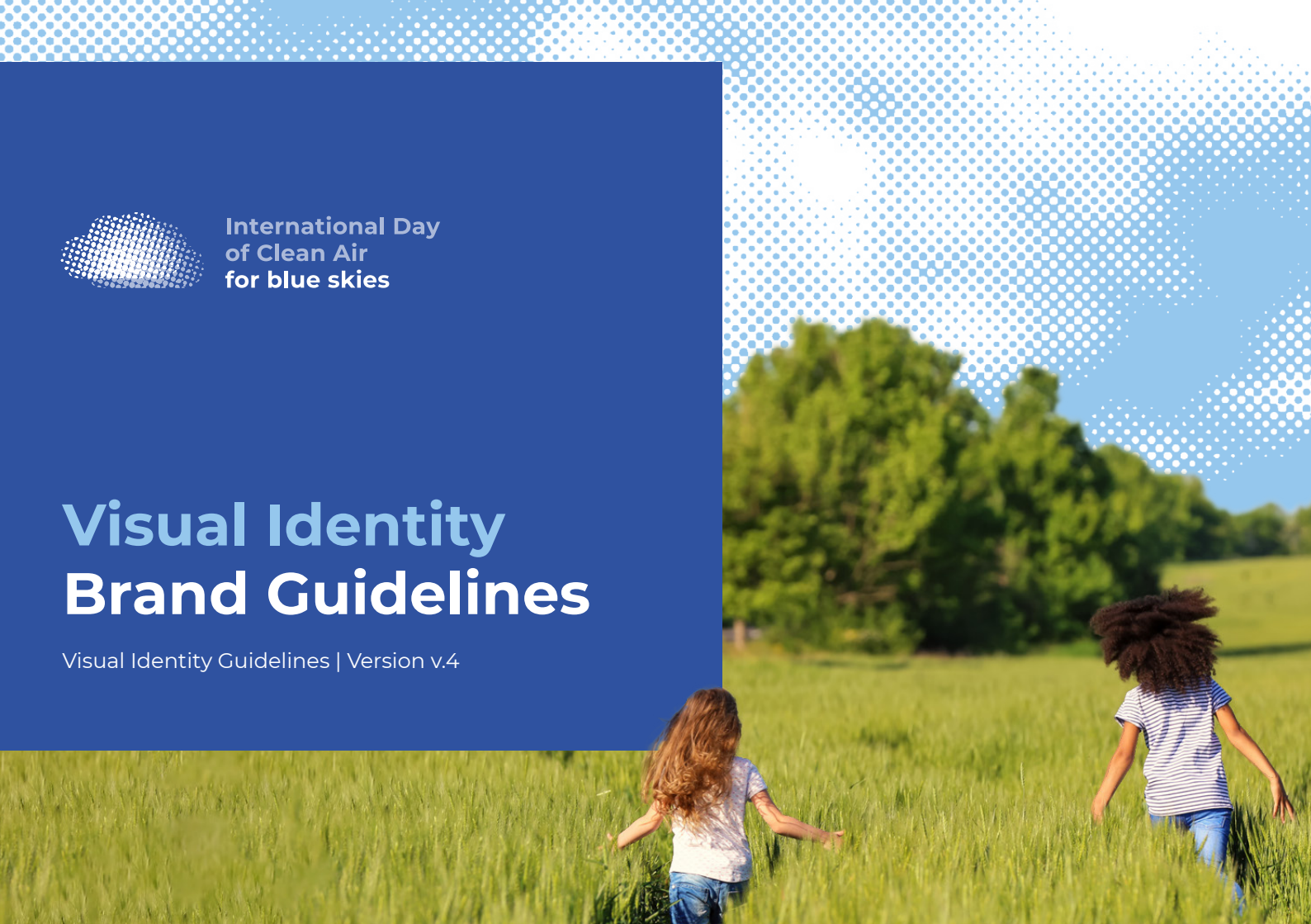




International Day  
of Clean Air  
for blue skies

# Visual Identity Brand Guidelines

Visual Identity Guidelines | Version v.4



# Contents

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<b>Identity components</b>	<b>3</b>
Logo	4
Logo safe zone	5
Logo in languages	6
Logo Lockup	7
Hashtag Lockup	10
Colors	11
Font	13
<b>Visual components</b>	<b>14</b>
Photography	15
Visual assets	16
Halftone	18
Accents	19
Pollution Particles	20

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

Disclaimer: Use of the United Nations Environment Programme International Day of Clean Air for blue skies 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.



# Brand Application Identity Components

Visual Identity Guidelines | Version v.4

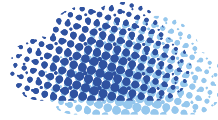
# Logos

---

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**



## Logo safe zone

---

		International Day of Clean Air	
		<b>International Day of Clean Air for blue skies</b>	
		International Day of Clean Air	



# Logo in languages

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Arabic



Chinese



English



French



Portuguese



Russian



Spanish



Swahili



## Logo lockup

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For further information on logo use, please contact [cleanairblueskies@un.org](mailto:cleanairblueskies@un.org).

primary version in color



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



partner logo

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



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



partner logo

black version if necessary mainly in black and white documents



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



partner logo

## 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**



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



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

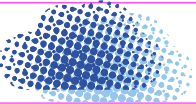
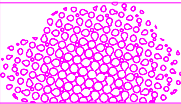

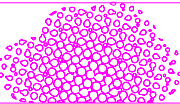




## Partner lockup with logo, spacing

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

		International Day of Clean Air					
		International Day of Clean Air for blue skies				partner logo	
		International Day of Clean Air					

# Hashtag lockup



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

#TogetherForCleanAir  
#WorldCleanAirDay



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

#TogetherForCleanAir  
#WorldCleanAirDay



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

 **UN**  
environment  
programme

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

#TogetherForCleanAir  
#WorldCleanAirDay



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

 **UN**  
environment  
programme

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

#TogetherForCleanAir  
#WorldCleanAirDay

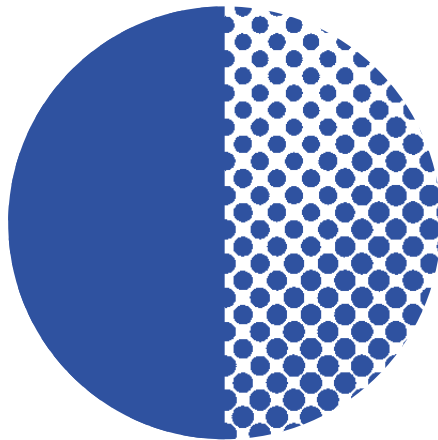
## Colours

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The two main colors

are dark blue 

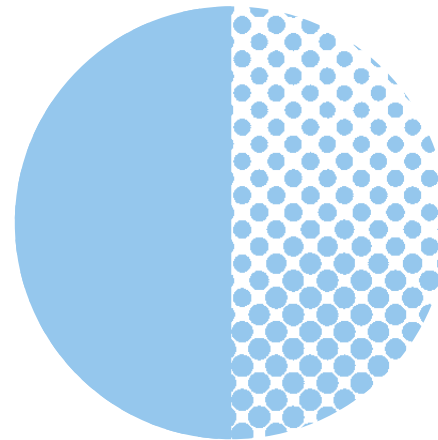
and light blue 



CMYK: C90 | M70 | Y0 | K0

RGB: R47 | G82 | B160

web: #2F52A0



CMYK: C45 | M10 | Y0 | K0

RGB: R149 | G199 | B237

web: #95C7ED

## Secondary Palette

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The primary use for the secondary palette 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

---



### MONTSEERRAT LIGHT

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

### MONTSEERRAT SEMIBOLD

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

### MONTSEERRAT BOLD

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



# Brand Application Visual Components

Visual Identity Guidelines | Version v.4

## Photography

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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.



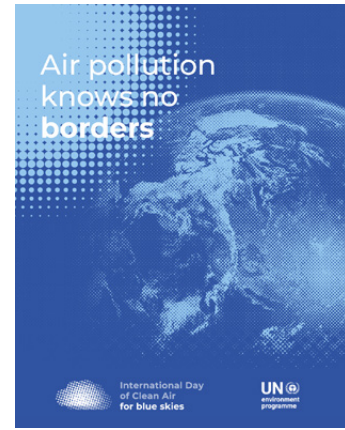
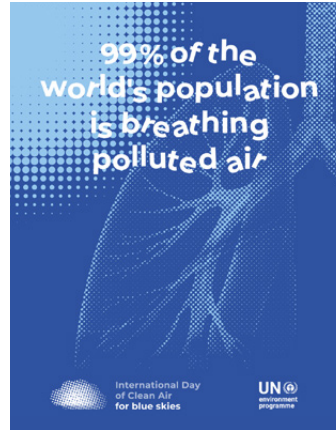
## Graphic Visuals

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[01] Example Graphic Fact Post



## Graphic Visuals

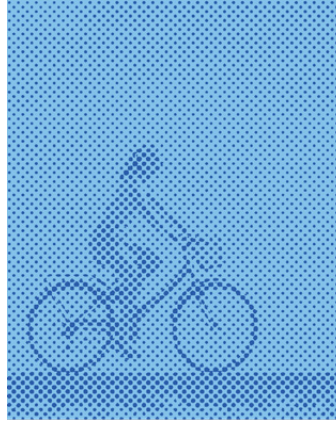
---

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 [01] ; however, ensure to use more detailed effects if the visual requires it [02]



[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 palette [01]. When we show solutions, we use the primary palette [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.

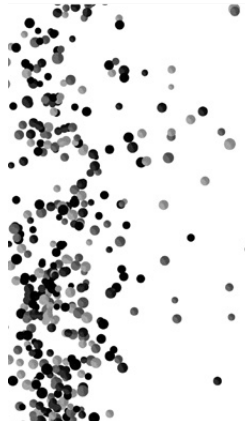
The halftone can create a transition between different environments [04]. This is especially useful to show the development from problems to solutions.



[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]



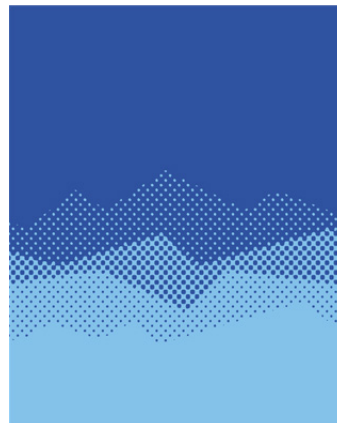
[01] Halftone Border



[02] Halftone Space



[03] Halftone Highlight



[04] Halftone Illustrative

## Pollution Particles

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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 palette to highlight sources of air pollution that are otherwise impossible to see [02].

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



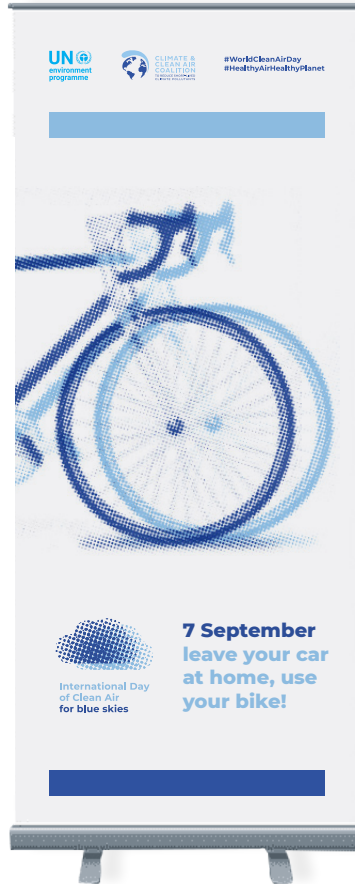
[01] Pollution Particle Example



[02] Invisible Sources

## Visual Assets

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## Visual Assets

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## Visual Assets

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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](https://cleanairblueskies.org/get-involved/brand-guide)**

**[cleanairblueskies@un.org](mailto:cleanairblueskies@un.org)**

**#TogetherForCleanAir**

**#WorldCleanAirDay**

**@unep**

