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

Visual Identity
Brand Guidelines

Visual Identity Guidelines | Version v.6

Contents

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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.
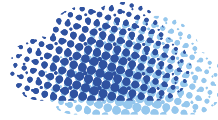
Brand Application
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Logos

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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
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Logo safe zone

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International Day
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for blue skies
International Day
of Clean Air

Logo in languages

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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

Logo lockup

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

primary version in color

International Day of Clean Air for blue skies

UN environment programme

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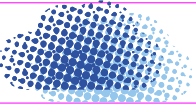
white version on colored backgrounds and photos – cloud and text have 60% opacity

International Day of Clean Air for blue skies

UN environment programme

partner logo

black version if necessary mainly in black and white documents

International Day of Clean Air for blue skies

UN environment programme

partner logo

Logo together with partners, examples

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

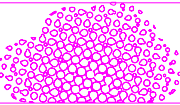or with the "International Day of Clean Air for blue skies" logo being the main logo
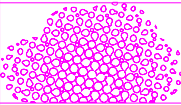
Partner lockup with logo, spacing

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

Hashtag lockup

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

#WorldCleanAirDay

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

#WorldCleanAirDay

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

UN
environment
programme

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

#WorldCleanAirDay

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

UN
environment
programme

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

#WorldCleanAirDay

Colours

The two main colors
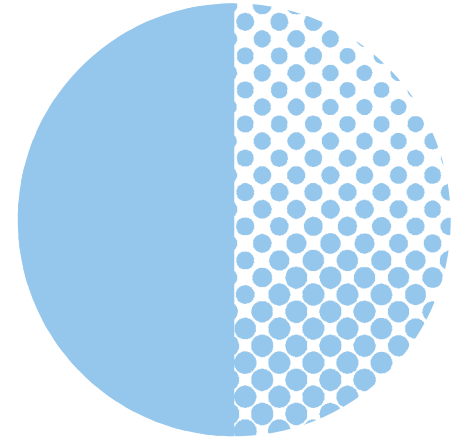
are dark blue ●

and light blue ●
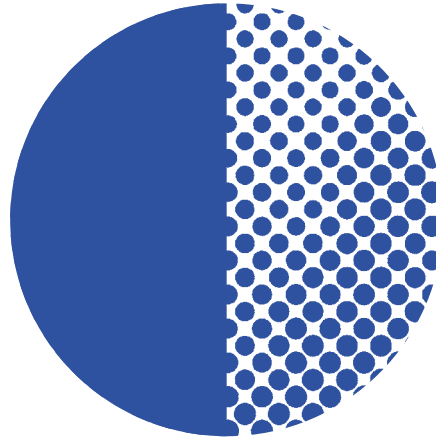
CMYK: C90 | M70 | Y0 | K0

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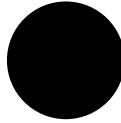
web: #2F52A0

CMYK: C45| M10 | Y0 | K0

RGB: R149 | G199 | B237

web: #95C7ED

Secondary Palette

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

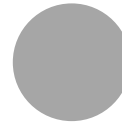| CMYK: | C00 | M00 | Y0 | K0 |
| RGB: | R00 | G00 | B00 |
| web: | #000000 |

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

Download font family

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Download Chinese font family

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

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

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

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

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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.

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Graphic Visuals

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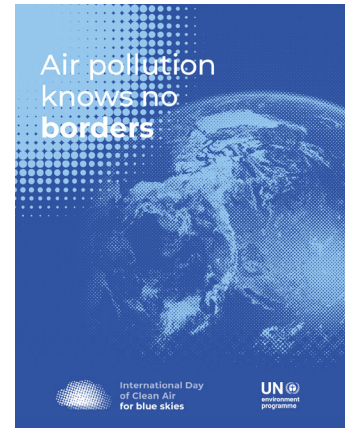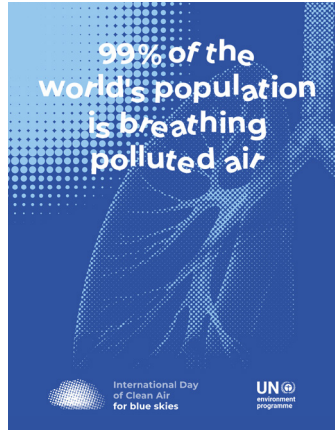

[01] Example Graphic Fact Post

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]
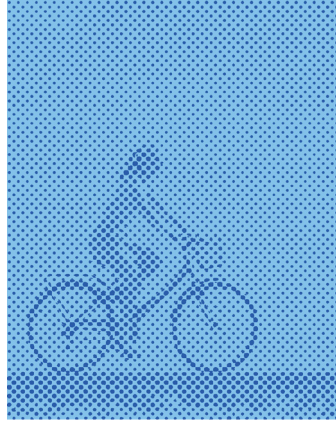
[01] Lower Resolution

[02] Higher Resolution

Halftone

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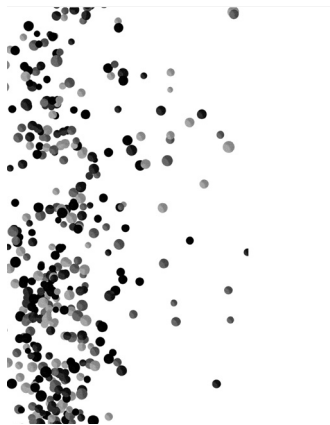
The halftone can create a transition between different environments [04]. This is especially useful to show the development from problems to solutions.
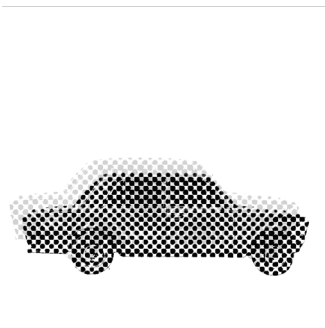
[01] Pollution Halftone
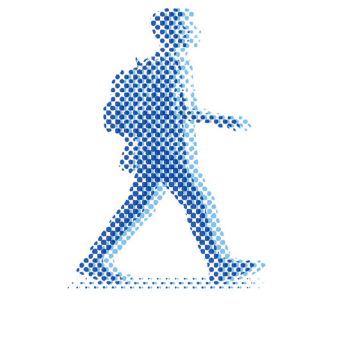
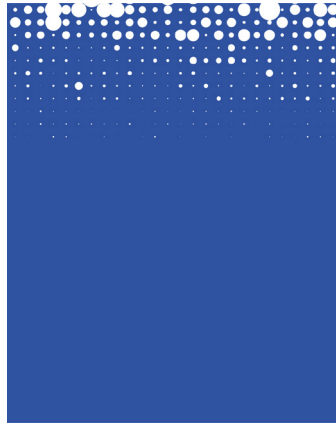[02] Solution Halftone

[03] Pollution Particles

[04] Halftone Transition

Halftone Accents

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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
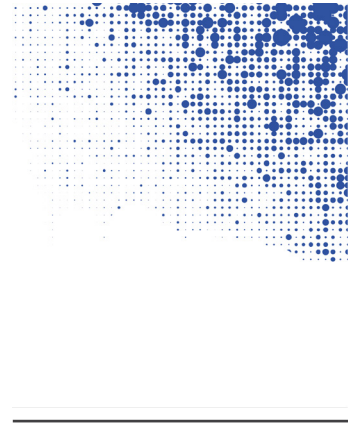
[03] Halftone Highlight

[04] Halftone Illustrative

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 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.
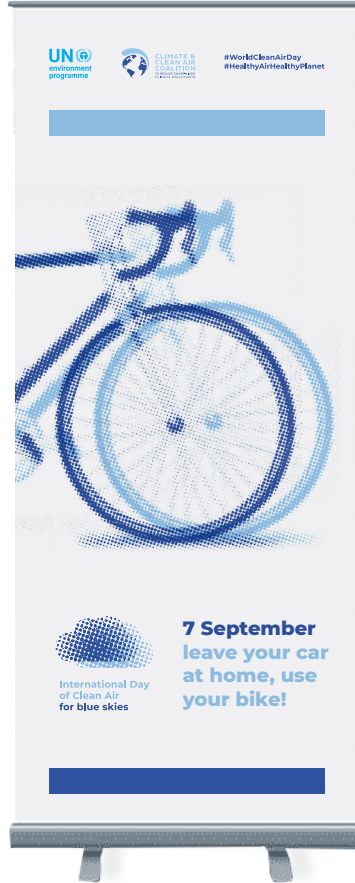

[01] Pollution Particle Example

[02] Invisible Sources

Visual Assets

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

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#WorldCleanAirDay

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