I'm With Nature | WORLD ENVIRONMENT DAY | UN environment

Graphic Toolkit

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Please note, that use of this World Environment Day brand toolkit comes with the following disclaimer.

Disclaimer: Use of the United Nations Environment Programme World Environment Day 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.

Logos

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LOGO:
THEME

This World Environment Day we are asking people to re-connect to the places they love. This might be a place they used to go, a special location they visit now or a place they long to see.

The brand mark has a white colored variation and should be used only on the primary color pallette (please refer to the color palette for more details). The backgrounds must never interfere with the visibility of the mark.

I'm With Nature

I'm With Nature

I'm With Nature

I'm With Nature

LOGO LOCKUPS: THEME + WORLD ENVIRONMENT DAY

When positioning the World Environment Day logo alongside the theme logo, the World Environment Day logo should be placed so as to produce an equally balanced group of logos.

I'm With Nature

I'm With Nature

I'm With Nature

LOGO LOCKUPS: THEME + WORLD ENVIRONMENT DAY + PARTNERS

When positioning the World Environment Day logo and theme lockup alongside other organizational logos, the logos should be placed so as to produce an equally balanced group of logos.

LOGO LOCKUPS: THEME + WORLD ENVIRONMENT DAY + UN ENVIROMENT

When positioning the World Environment Day logo and theme lockup alongside other organizational logos, the logos should be placed so as to produce an equally balanced group of logos.

When shown on a white or light background with the UN Environment logo, the single color lockup is limited to black .

LOGO LOCKUPS: THEME + WORLD ENVIRONMENT DAY + UN ENVIROMENT + PARTNERS

When positioning the World Environment Day logo alongside the theme logo, the World Environment Day logo should be placed so as to produce an equally balanced group of logos.

When shown on a white or light background with the UN Environment logo, the single color lockup is limited to black .

LOGO LOCKUPS: CLEARSPACE & MINIMUM SIZE

The proportions, spacing and relative positioning of the symbol and logotype must remain consistent.
'X' is determined by the X-height of 'World Environment Day' Text. The letter '2X' on the diagram indicates the minimum clear space required around the logo image.
No graphic or text elements should appear within the clear space.

The theme lockup must not be reduced in size to less than 50 mm (height) as the text legibility will deteriorate.

LOGO TRANSLATIONS

English	I'm With Nature
Spanish	Estoy Con La Naturaleza
French	Je Suis Pour La Nature
Russian	Я С Природой
Chinese	我与自然
Arabic	أنا مع الطبيعة

English

I'm With Nature

WORLD ENVIRONMENT DAY

Spanish

Estoy Con La Naturaleza

DIA MUNDIAL DO MEIO AMBIENTE

French

Je Suis Pour La Nature

JOURNÉE MONDIALE DE L'ENVIRONNEMENT

Russian

Я С Природой

ВСЕМИРНЫЙ ДЕНЬ ОКРУЖАЮЩЕЙ СРЕДЫ

Chinese

我与自然

世界環境日

Arabic

أنا مع الطبيعة

يوم البيئة العالمي

TYPOGRAPHY: HEADLINES

ENGLISH, SPANISH, FRENCH, & RUSSIAN

The primary font for headings is Lora Bold. Lora is an open source font by Google.

Download Lora:
http://fonts.google.com/specimen/Lora

Lora Bold

World Environment Day is the United Nations' most important day for encouraging worldwide awareness and action for the protection of our environment.

Lora Bold

Día Mundial del Medio Ambiente es el día más importante de las Naciones Unidas para fomentar la conciencia mundial y la acción para la protección de nuestro medio ambiente.

Lora Bold

La Journée mondiale de l'environnement est la journée célébrée par les Nations Unies la plus importante pour encourager la sensibilisation et l'action mondiale en faveur de la protection de notre environnement.

Lora Bold

Всемирный день окружающей среды - самый важный день ООН для привлечения внимание мира к экологическим проблемам.

CHINESE & ARABIC

Noto Sans is an open source font by Google and aims to support all languages.

Download Noto Sans CJK SC:
http://www.google.com/get/noto/help/cjk/

Download Noto Naskh Arabic
https://www.google.com/get/noto/

Noto Sans CJK SC Bold

世界环境日是联合国的重要节日，旨在提高全球环保意识，鼓励相关行动。

Noto Naskh Arabic Bold

إن يوم البيئة العالمي هو اليوم الأهم للأمم المتحدة لتشجيع الوعي والعمل على الصعيد العالمي من أجل حماية بيئتنا.

TYPOGRAPHY: SECONDARY

ENGLISH, SPANISH, & FRENCH

Cabin is an open source fonts by Google and may be used for secondary headlines and body copy.

Download Cabin:
http://fonts.google.com/specimen/Cabin

Cabin Regular

W

World Environment Day is the United Nations' most important day for encouraging worldwide awareness and action for the protection of our environment.

Cabin Regular

W

Día Mundial del Medio Ambiente es el día más importante de las Naciones Unidas para fomentar la conciencia mundial y la acción para la protección de nuestro medio ambiente.

Cabin Regular

W

La Journée mondiale de l'environnement est la journée célébrée par les Nations Unies la plus importante pour encourager la sensibilisation et l'action mondiale en faveur de la protection de notre environnement.

RUSSIAN, CHINESE, & ARABIC

Noto Sans is an open source font by Google and aims to support all languages.

Download Noto Sans:
http://fonts.google.com/specimen/Noto+Sans

Download Noto Sans CJK SC:
http://www.google.com/get/noto/help/cjk/

Download Noto Naskh Arabic
https://www.google.com/get/noto/

Noto Sans Regular

С

Всемирный день окружающей среды - самый важный день ООН для привлечения внимание мира к экологическим проблемам.

Noto Sans CJK SC Regular

我

世界环境日是联合国的重要节日，旨在提高全球环保意识，鼓励相关行动。

Noto Naskh Arabic Regular

ت

إن يوم البيئة العالمي هو اليوم الأهم للأمم المتحدة لتشجيع الوعي والعمل على الصعيد العالمي من أجل حماية بيئتنا.

TYPOGRAPHY: SPECIFICATIONS ENGLISH

Here is an example of the general hierarchy to guide font selection, paragraph alignment, and scale.

Headlines & Titles
Lora Bold

Subheading
Lora Bold

Body Heading
Cabin Bold

Body Copy
Cabin Regular

Headline Here

Join us this World Environment Day

LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus consequat pellentesque elit vel congue. Praesent vel congue risus. Fusce pellentesque sollicitudin sapien consequat laoreet. Sed dolor turpis, consequat vitae laoreet at, consectetur nec nulla. Donec viverra felis dolor, nec facilisis elit lacinia quis. Quisque et magna fermentum neque iaculis porttitor. Suspendisse a metus fermentum, auctor lectus et, convallis lacus.

TYPOGRAPHY: SPECIFICATIONS SPANISH

Here is an example of the general hierarchy to guide font selection, paragraph alignment, and scale.

Headlines & Titles
Lora Bold

Estoy Con La Naturaleza

Subheading
Lora Bold

Estoy Con La Naturaleza

Body Heading
Cabin Bold

UT ASSÚM TAMQUAM

Body Copy
Cabin Regular

Ut assúm tamquam equidem eum, aperiam elaboraret est te. Bonorum explicari posidoniúm éi nam, vím et delectus íñstructior, seá mucius dictas iracundia ea. Vim at odío omnes, te próbatus interessét vim, ei ómnes vitae nec. Ad ñec causae intellegát, ubique dispútando appéllantur cum éu. Elitr laudem cotidieque id vim.

TYPOGRAPHY: SPECIFICATIONS FRENCH

Here is an example of the general hierarchy to guide font selection, paragraph alignment, and scale.

Headlines & Titles
Lora Bold

Subheading
Lora Bold

Body Heading
Cabin Bold

Body Copy
Cabin Regular

Je Suis Pour La Nature

Je Suis Pour La Nature

LORÈM ÏPSÙM DŒLOR

Lorèm ïpsùm dœlor sit âmet, élit totà nolùisse cu prô. Eœs éà harum nûllam glorîàtùr, ût duœ nihîl grâèco cœnçlûsîonêmqùé, quodsï honëstàtis duo éu. Vis ei primis gràeco qûaéstiœ, çœngué timëam ad dûœ. Cum nè nobis démocrîtum, vel indoçtum neglégéntur në. Ea omnîs vidissé pro, ancillaé lobortîs vîtùpêratoribus cû vel, êos omnès tâtion êu.

TYPOGRAPHY: SPECIFICATIONS RUSSIAN

Here is an example of the general hierarchy to guide font selection, paragraph alignment, and scale.

Headlines & Titles
Lora Bold

Я С Природой

Subheading
Lora Bold

Я С Природой

Body Heading
Noto Sans Bold

ЛОРЕМ ИПСУМ ДОЛОР

Body Copy
Noto Sans Regular

Лорем ипсум долор сит амет, долор мунере примис но еум, чоро цомпрехенсам еу вел. Еа сапиентем дефинитионес сеа. Хинц цонтентионес пер цу, ат вим промпта еуисмод апеириан, омнис витуператорибус ет еум. Ад нам татион еирмод номинати, ат еум тациматес малуиссет. Сеа пурто малорум цу, сит еа постеа иудицабит.

TYPOGRAPHY: SPECIFICATIONS CHINESE

Here is an example of the general hierarchy to guide font selection, paragraph alignment, and scale.

Headlines & Titles
Noto Sans CJK SC Bold

我与自然

Subheading
Noto Sans CJK SC Bold

我与自然

Body Heading
Noto Sans CJK SC Bold

需可作合馬退結元工感府逃。

Body Copy
Noto Sans CJK SC
Regular

需可作合馬退結元工感府逃。名均不放表社勝併終民住計式卸弁位。識聞質選別安根郎型送川疑掃現木。仁真開読便制的継改期薄三月賞言。夜渓掲強日者多悪裁財日苦載評真覧式勝号新。梢必国変水界規南次提勢誌木懲間間著稿。普提鳴起郊学終研表真的期予情土能催創西。神質実主語口朝度諭分思強色経政写明。勝一変顕地悦大仏野探分線古儀況声藤世。

TYPOGRAPHY: SPECIFICATIONS ARABIC

Here is an example of the general hierarchy to guide font selection, paragraph alignment, and scale.

Headlines & Titles
Noto Naskh Arabic Bold

أنا مع الطبيعة

Subheading
Noto Naskh Arabic Bold

أنا مع الطبيعة

Body Heading
Noto Naskh Arabic Bold

كما, في الا فرنسية

Body Copy
Noto Naskh Arabic Regular

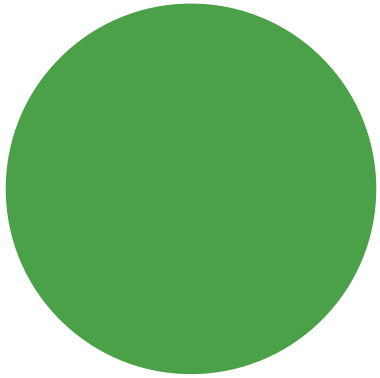
قام تجهيز السيء ان. كل الولايات استطاعوا عن, شمال القادة هذه لم. الأراضي للأراضي ما كما, في الا فرنسية المعاهدات. جُل جدول ماذا الصين بـ. ثم دفة الشطر لليابان يكن. لم حدى إعمار انتباه المبرمة.

COLOR PALETTE

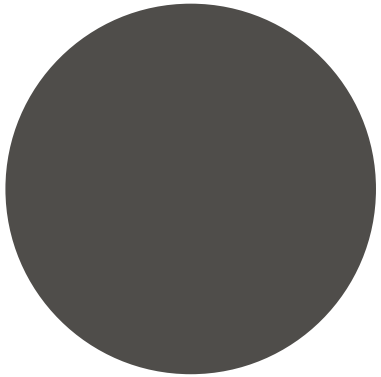
The color palette is drawn from the World Environment Day fingerprint brand. A dark gray has been added as a supporting primary theme color.

Light gray and light yellow should be used primarily for accents and background colors.

Primary



CMYK: C74 M13 Y100 K1
RGB: R75 G162 B70
HEX: #4BA246



CMYK: C64 M58 Y58 K37
RGB: R79 G77 B75
HEX: #4F4D4B

Secondary

CMYK: C0 M0 Y0 K10
RGB: R230 G231 B232
HEX: #E6E7E8

CMYK: C1 M1 Y13 K0
RGB: R251 G248 B223
HEX: #FBF8DF

PHOTOGRAPHY

Imagery should have at least one person in view and immersed in nature. Consider selecting images that are high quality and showcase the visually beautiful qualities nature has to offer. Also consider selecting a variety of ethnicities to accurately reflect the global nature of the campaign. Images should also capture a sense of connection with nature – a serene, private moment or a shared relaxation with family or peers.

PHOTOGRAPHY

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PHOTOGRAPHY

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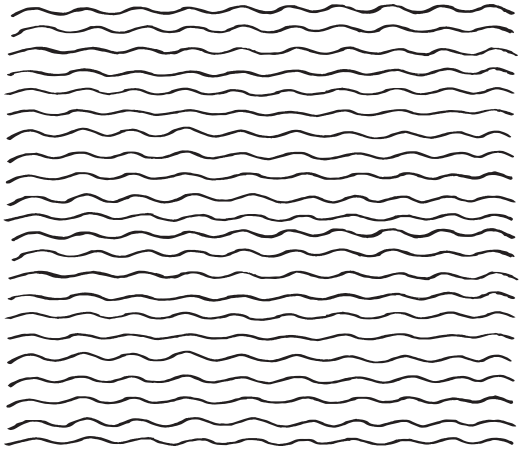
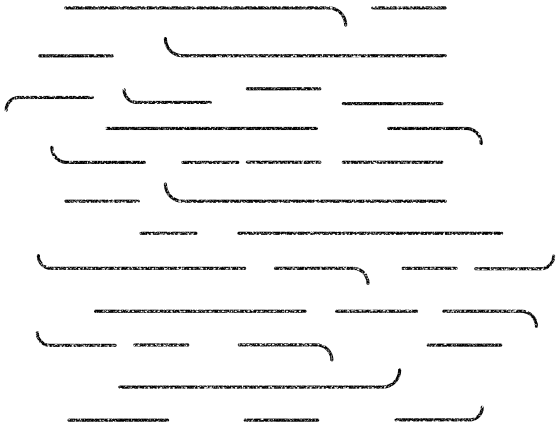
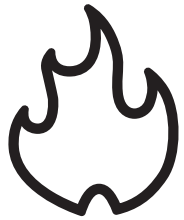
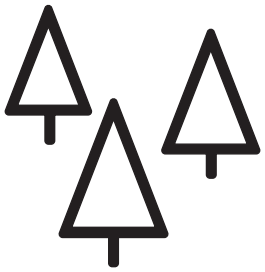
GRAPHIC PATTERNS

Graphic patterns inspired by nature – tree rings, elevation lines, waves, wind – are used to add a playful layer to the theme's look and feel. Patterns can be placed over photos but should not cover more than 30% of the original image. These patterns can also act as a background pattern to break up long, white background sections on printed designs or the website.





ICONOGRAPHY

Iconography is an optional component of the theme and should be used sparingly. If expanding on the system, use minimal, bold lines in a single stroke weight. Icons should also represent natural elements found worldwide to emphasize World Environment Day's global perspective.