

I'm With Nature



WORLD
ENVIRONMENT
DAY



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.

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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 palette (please refer to the color palette for more details). The backgrounds must never interfere with the visibility of the mark.

I'm With Nature

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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.

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**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.

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**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 .

I'm With Nature



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I'm With Nature



**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.

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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

ة عي بطل ا عم ان أ

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

ةعيبطلاعم انأ



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

W

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

Lora
Bold

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.

Lora
Bold

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.

Lora
Bold

Я

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

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
Bold

ت

ة د ح ت م ل ا م م أ ل ل م ه أ ل م و ي ل ا و ه ي م ل ا ع ل ا ة ئ ي ب ل ا م و ي ن ا
ل ج أ ن م ي م ل ا ع ل ا د ي ع ص ل ا ل ع ل م ع ل ا و ي ع و ل ا ع ي ج ش ت ل
ا ن ت ئ ي ب ة ي ا م ح

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

C

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

ةدحتملا مألل مهألل مويلا وه يملاعلا ةئيبلل موي نإ
لجأ ن م يملاعلا ديصلل لعل لمعلاو يعولل عيجشتل
انتئي بةيامح

TYPOGRAPHY: SPECIFICATIONS ENGLISH

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

Headlines & Titles

Lora Bold

Headline Here

Subheading

Lora Bold

Join us this World Environment Day

Body Heading

Cabin Bold

LOREM IPSUM DOLOR

Body Copy

Cabin Regular

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 iñstructor, 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

Je Suis Pour La Nature

Subheading

Lora Bold

Je Suis Pour La Nature

Body Heading

Cabin Bold

LORÈM ÌPSÙM DŒLOR

Body Copy

Cabin Regular

Lorèm ìpsùm dœlor sit âmet, élit totà noluisse cu prô. Eces éà harum nûllam gloriâtûr, ût duce nihîl grâeco coençlûsionêmquê, quodsî honêstâtis duo éu. Vis ei primis grâeco qûaéstioe, çœnguê timëam ad dûœ. Cum nè nobis démocrîtum, vel indoçtum neglégéntur nè. Ea omnîs vidissé pro, ancillaé lobortîs vitûpêratoribus 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 постea 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。仁真開讀便制的繼改期薄三月賞言。夜溪揭強日者多惡裁財日苦載評真覽式勝号新。梢必国变水界規南次提勢誌木徵間間著稿。普提鳴起郊学終研表真的期予情土能催創西。神質突主語口朝度諭分思強色經政写明。勝一变顯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

ةعيبطلا عم انأ

Subheading
Noto Naskh Arabic Bold

ةعيبطلا عم انأ

Body Heading
Noto Naskh Arabic Bold

ةيسنرف ال ا يف , امك

Body Copy
Noto Naskh Arabic Regular

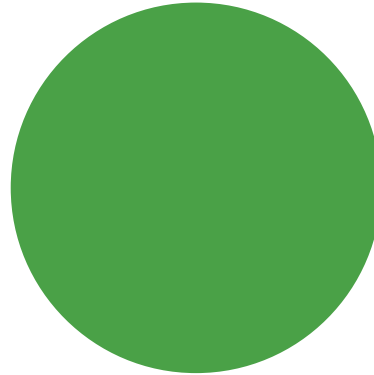
ل امش , ن ع اوعاطت س ا ت ا ي ال اول ا ال ك . ن ا ع ي س ل ا ز ي ه ج ت م ا ق
ة ي س ن ر ف ال ا ي ف , امك ام ي ض ا ر ال ل ي ض ا ر ال ا . م ل ا ذ ه ة د ا ق ل ا
ن ا ب ا ي ل ل ر ط ش ل ا ة ف د م ث . ب ن ي ص ل ا ا ذ ا م ل و د ج ل ج . ت ا د ه ا ع م ل ا
ة م ر ب م ل ا ه ا ب ت ن ا ر ا م ع ا ي د ح م ل . ن ك ي

COLOR PALETTE

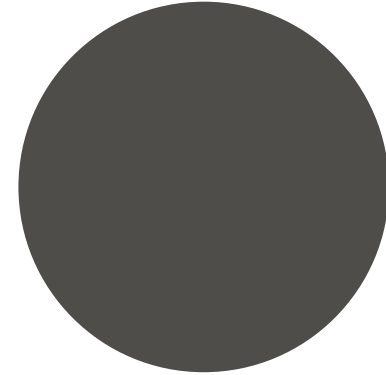
The color palette is drawn from the World Environment Day fingerprint brand. A dark gray has been added as a supporting primary theme color.

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

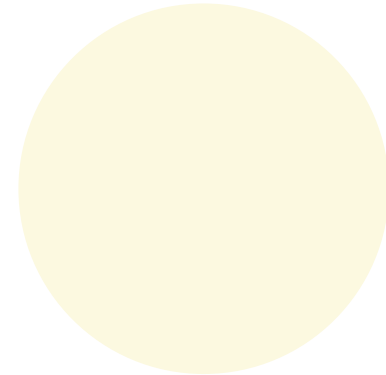


CMYK: C64 M58 Y58 K37
RGB: R79 G77 B75
HEX: #4F4D4B

Secondary



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



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

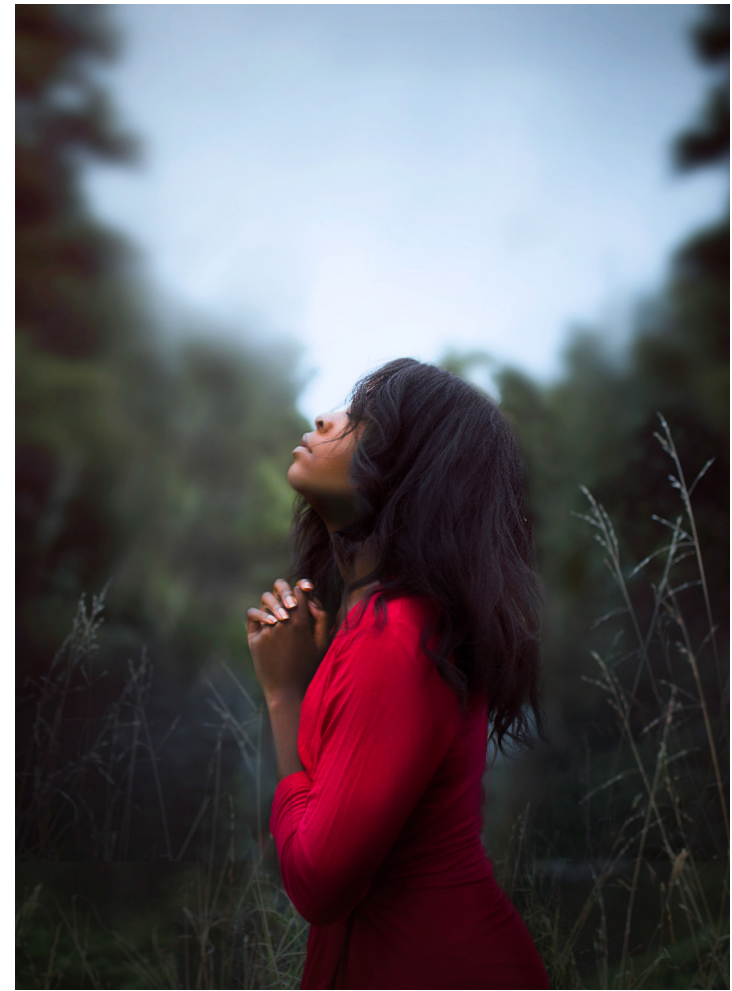
PHOTOGRAPHY

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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