RAISE YOUR VOICE NOT THE SEA LEVEL

Our logo is a design made up of a number of elements and guidance that combine to create a distinctive identity and feel that promotes this year’s World Environment theme; Raise your voice, not the sea level.
OUR LOGOTYPE
Primary logo

UNEP | Raise your voice not the sea level

World Environment Day
5 June

ENGLISH
OUR LOGOTYPE
Language versions

SPANISH

POR

PORTUGUESE

CHINESE

FRENCH
OUR LOGOTYPE
Variations

COLOURED

SOLID BLACK

GRAYSCALE

SOLID WHITE
OUR LOGOTYPE
Safe space & Minimum size

World Environment Day
5 June
OUR LOGOTYPE
Incorrect use

- DO NOT STRETCH THE LOGO
- DO NOT ROTATE THE LOGO
- DO NOT RESIZE THE ELEMENTS INDEPENDENTLY
- DO NOT REARRANGE THE ELEMENTS
- DO NOT ADD EXTRA ELEMENTS
- PLEASE DON'T APPLY ANY EFFECTS
- PLEASE DON'T RECOLOUR THE LOGO

TO MAINTAIN BRAND CONSISTENCY AND QUALITY, THE LOGO IS NOT TO BE MANIPULATED OR CHANGED IN ANY WAY. THIS PAGE PRESENTS A VARIETY OF INCORRECT AND UNACCEPTABLE LOGO TREATMENTS. DO NOT SEPARATE THE ELEMENTS. NEVER ATTEMPT TO CREATE THE LOGO YOURSELF, CHANGE THE FONT, OR ALTER THE SIZE OR PROPORTIONS.
OUR LOGOTYPE

On backgrounds

THE LOGO CAN ONLY APPEAR ON A BACKGROUND IMAGE IF THE IMAGE ALLOWS THE LOGO TO BE CLEARLY VISIBLE, AS SHOWN BELOW. IF THE IMAGE IS RICH IN DETAIL AND COLOUR, USE THE BLACK OR WHITE LOGO. THE LOGO MAY BE PLACED ON A BACKGROUND COLOUR. HOWEVER, USE THE CORRECT COLOUR LOGO ACCORDING TO THE STRENGTH OF THE BACKGROUND COLOUR.
OUR LOGOTYPE
Incorrect use on photos/backgrounds

If the image is rich in detail, do not place the logo over it, because the logo will not be legible. Please don’t use the logo on a strongly dissonant background that fights for attention with logo colours. Please don’t add transparency or shadows to enhance the logo on backgrounds.
COLOURS
COLOURS
Primary colour palette

PANTONE 285 C
CMYK 91 53 0 0
RGB 00 113 206
WEB 0071CE
GRAYSCALE 70%

PANTONE PROCESS BLUE C
CMYK 100 35 7 0
RGB 00 113 206
WEB 0082CA
GRAYSCALE 50%

PANTONE 298 C
CMYK 64 10 1 0
RGB 64 180 229
WEB 40B4E5
GRAYSCALE 30%

PANTONE 360 C
CMYK 60 0 96 0
RGB 108 192 72
WEB 6CC04A
GRAYSCALE 15%
TYPOGRAPHY
GRAPHICS ELEMENTS
The Global Day for Action for the Environment
Every Year. Everywhere. Everyone

- On solid background: reverse white
- Full colour: primary palette colours
- On white background: one of primary palette colours or black

Multi-colour strip: represents the rich and diverse culture of the island people. Placed on the top/bottom (or both) edge of any visual communication material.
FOR MORE INFORMATION, PLEASE CONTACT:

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