



# World Environment Day

## Logo Style Guide | 2012

How best to apply the logo



**WORLD ENVIRONMENT DAY | 05 JUNE**  
**Green Economy: Does it include you?**



**世界环境日 / 6月5日**  
**绿色经济：你参与了吗？**



**DIA MUNDIAL DO MEIO AMBIENTE | 5 DE JUNHO**  
**Economia Verde: Ela te inclui?**



**JOURNÉE MONDIALE DE L'ENVIRONNEMENT | 5 JUIN**  
**Économie verte: En faites-vous partie?**

---

### Logo Permission

Ownership of the logo remains with UNEP. It can be used without permission in its entirety and without amendment to promote the World Environment Day and other environmental outreach work as needed.

Further queries regarding its placement or specific requests that do not fall within the remit of these guidelines may be directed to [worldenvironmentday@unep.org](mailto:worldenvironmentday@unep.org)

## Logo Rationale

The 2012 World Environment Day logo supports this year's theme – Green Economy: Does it include you? 2012 is also the 40<sup>th</sup> anniversary for World Environment Day, since the creation of the United Nations Environment Programme (UNEP) in 1972.



In this significant year for the environment and sustainable development, the world leaders will once again meet at the United Nations Conference on Sustainable Development 20 years after the historic Earth Summit in Rio de Janeiro, 1992.

Dubbed Rio+20, one of the main themes of this Summit is 'a green economy in the context of sustainable development and poverty eradication'.

Embodying this concept, the World Environment Day logo reflects the Green Economy through several elements that are included in the image. These elements reflect some of the ten sectors of economy identified as ideal for investment in the Green Economy in a UNEP report – Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication<sup>1</sup>.

Looking at the image from left to right, the ten sectors are renewables (represented by the solar panel and windmill), agriculture, buildings, transport, cities, forests and the others not symbolically represented but by no means any less important – waste, industries, tourism and fisheries.

The World Environment Day logo also captures the spirit of celebration and human involvement. The pink dot is a head of person with arms raised and legs that flow into a ribbon.

The ribbon itself forms an abstract letter 'W' (for World) that changes colour from pink through blue into a green that represents a green economy. The person's position in the ribbon is where the colour incidentally transitions into green, signifying that people – you – are central to a functional green economy and thus it must include you.

The light green part of the ribbon curves into a slight horizon of the earth. The ribbon therefore emulates the integration of the three pillars of sustainable development (social, environment and economy) through its smooth flow from the human element (pink head), into the environment (earth) and supporting the economy (green economy sectors).

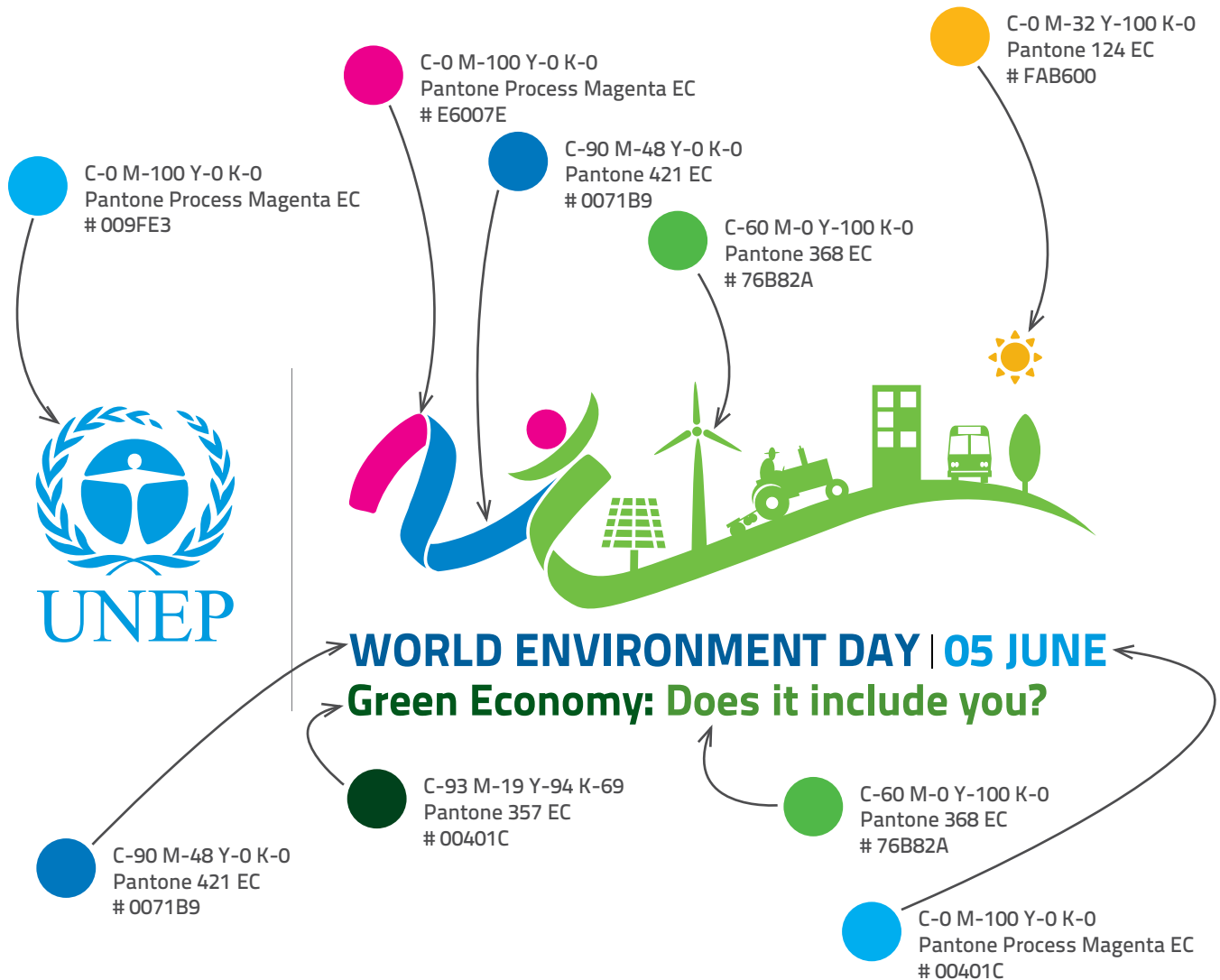
The vibrant colours and use of a ribbon hopefully transmit the celebratory spirit we hope that all World Environment Day participants will radiate. This year must therefore be about spreading the word of the importance of the Green Economy and how it includes you.

Celebrating World Environment Day is about the inspirational power of individual action that, collectively, is multiplied into an exponential force that can effect positive change.

---

<sup>1</sup> <http://www.unep.org/greeneconomy/GreenEconomyReport/tabid/29846/>

# Logo colour palette



# Minimal clear space



## Positioning

When positioning the UNEP World Environment Day logo alongside other organisational logos, the World Environment Day logo should be placed so as to produce an equally balanced group of logos. There must, however be, no less than 15 mm between the UNEP World Environment Day logo and any other logo.



## Clear Space

The proportions, spacing and relative positioning of the symbol and logotype must remain consistent. The letter 'x' on the diagram indicates the minimum clear space required around the logo image. The size of 'x' is determined by the width of three letter W's in the word 'WORLD'. As such, depending on the size of the logo, the clear space required for each usage may vary.

For example, if the logo was enlarged to a point where the letter 'W' was 3cm wide, the clear space required around the logo elements would be 9cm. No graphic or text elements should appear within the clear space.

# Logo Execution

Do not color, re-proportion, or change the logotype in any way. The UNEP World Environment Day logo, must not be reduced in size to less than 50mm (width) as the text legibility will deteriorate.

## Correct logo execution and color variations

50 mm



WORLD ENVIRONMENT DAY | 05 JUNE  
Green Economy: Does it include you?

Solid Spot Color version



WORLD ENVIRONMENT DAY | 05 JUNE  
Green Economy: Does it include you?

Gradient (Color)



WORLD ENVIRONMENT DAY | 05 JUNE  
Green Economy: Does it include you?

Shades of black version



WORLD ENVIRONMENT DAY | 05 JUNE  
Green Economy: Does it include you?

Gradient (Grayscale)



WORLD ENVIRONMENT DAY | 05 JUNE  
Green Economy: Does it include you?

Solid black version



WORLD ENVIRONMENT DAY | 05 JUNE  
Green Economy: Does it include you?

White on solid color background version



WORLD ENVIRONMENT DAY | 05 JUNE  
Green Economy: Does it include you?

Solid black background version



Do NOT change the color of the logo elements.



Do NOT stretch and distort the logo orientation



Do NOT make the logo smaller than 50mm wide

### LOGO DO'S

- Logo should be clearly visible on any imagery.
- Logo should have a high contrast when placed on any image.
- Logo should be put within a white frame when used on multi-coloured images.



Do NOT use the colored logo on a solid color background



Do NOT use the black logo on a color background



Do NOT use the full color logo on a busy image background .

### LOGO DONT'S

- Logo should not be used on a background with the same saturation degree.
- Logo elements cannot be shifted (with the exception of the three acceptable variations).
- Logo should neither be distorted vertically nor horizontally and must not be printed in any other colour than specified.
- Logo should not be rotated.

# Logo download

UNEP World Environment Day logos are available from the website  
<http://www.unep.org/wed/infomaterials/logos/>  
in various formats:

## General Office Use

JPEG (Joint Photographic Experts Group)

PNG (Portable Network Graphics)

## Professional Publishing Use

PDF (Portable Document Format)

EPS (Encapsulated Postscript File)

AI (Adobe Illustrator)

## Contact

For further information contact:  
[worldenvironmentday@unep.org](mailto:worldenvironmentday@unep.org)



**DIA MUNDIAL DEL MEDIO AMBIENTE | 5 DE JUNIO**  
**Economía verde: ¿Te incluye a ti?**



**يوم البيئة العالمي | 5 يونيو**  
**الاقتصاد الأخضر : هل تتضمن لك?**

