World Environment Day
2025 BRAND GUIDE

BEAT PLASTIC POLLUTION | WORLD ENVIRONMENT DAY | UN environment programme | 2025 JEJU KOREA

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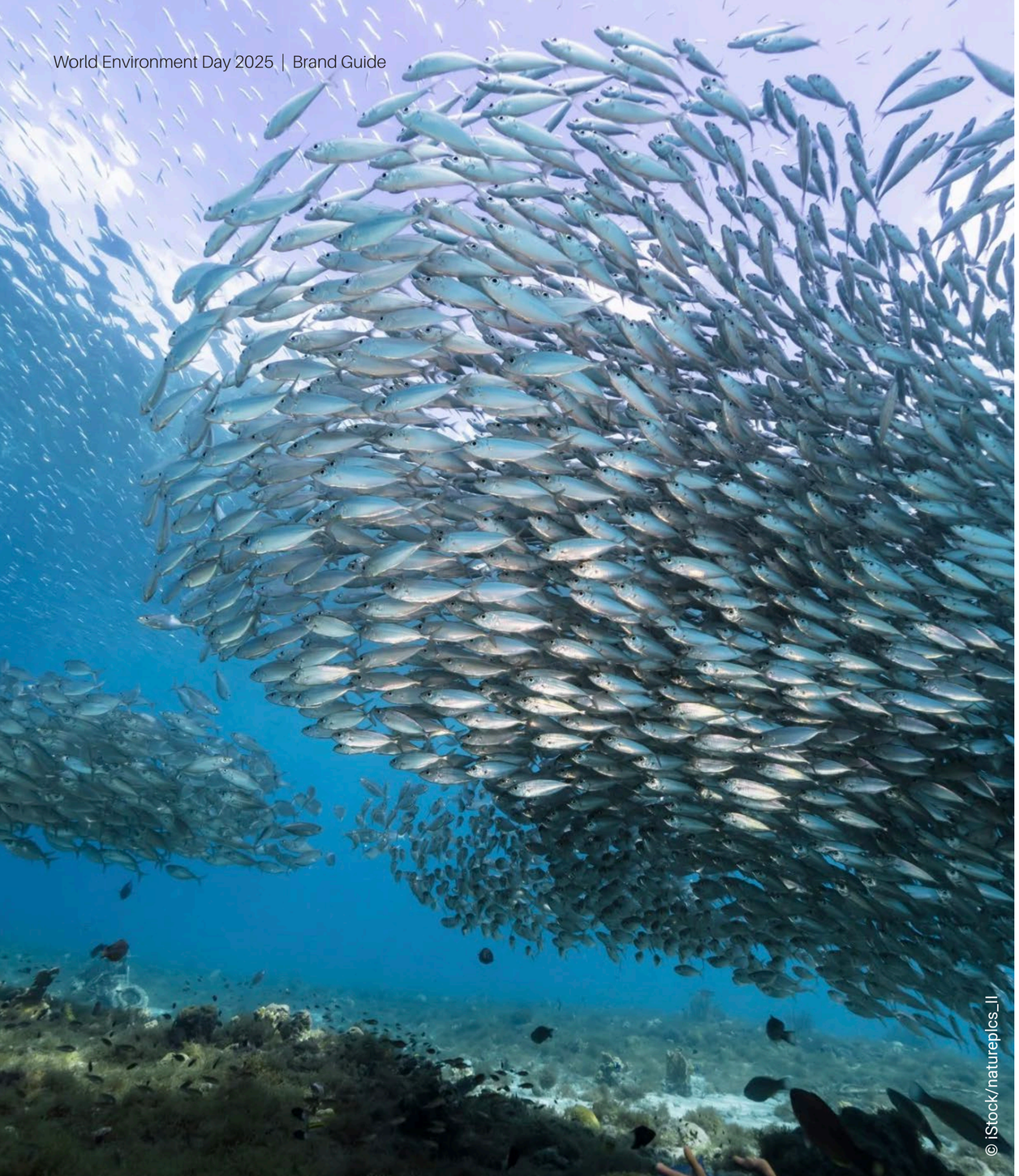

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Introduction

World Environment Day on 5 June is the biggest international day for the environment. Led by the United Nations Environment Programme (UNEP), countries across the globe participate in this UN international day, with millions of people in government, business, civil society, schools and celebrities engaging online and in-person to raise awareness and influence environmental action.

World Environment Day 2025 has a thematic focus on ending plastic pollution. UNEP's global campaign uses the symbolism of nature—balance, circularity, and unity—to inspire reflection and action to #BeatPlasticPollution.

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The Republic of Korea will host the official commemoration events for World Environment Day on 5 June 2025.

This is the second time the Republic of Korea is hosting global observations for World Environment Day. The country first hosted the Day in 1997, under the theme “For Life on Earth.”

The Jeju Special Self-Governing Province, the designated 2025 World Environment Day host venue, declared a vision in 2022 to become free of plastic pollution by 2040.

Design influence, colour palette and tone

Inspired by nature’s ingenious beauty and enduring wisdom, the 2025 campaign employs earthy tones and a diverse palette, reflecting the interconnectedness of all life.

Primary colours

40 • 113 • 103
83 • 37 • 60 • 80
#037367

158 • 125 • 132
39 • 51 • 38 • 4
#A27B84

31 • 82 • 120
93 • 68 • 32 • 14
#13527B

188 • 163 • 68
28 • 31 • 90 • 2
#BEA32E

Suggested additional colours

104 • 199 • 182
57 • 0 • 35 • 0
#4FCAB5

247 • 241 • 234
2 • 4 • 6 • 0
#F8F1E9

189 • 206 • 154
28 • 8 • 48 • 0
#B9D094

Logo Lockups

Please note: These logo lockups cannot be used for commercial use. These lockups can be downloaded **HERE.**

Lockup for UN entities, non-governmental and non-profit organizations.
Use the equal spaces to the left and right of the logo divider lines in the lockup to determine the spacing when adding your logo. Download all language versions in full colour, black or white **HERE.**

Lockup for UN Member States.*
Use the equal spaces to the left and right of the logo divider lines in the lockup to determine the spacing when adding your flag or coat of arms. Download all language versions in full colour, black or white **HERE.**

* The use of the logo lockup is strictly limited to UN Member States.

Lockup for private sector and commercial organization.
Use the equal spaces to the left and right of the logo divider lines in the lockup to determine the spacing when adding your logo. Download all language versions in full colour, black or white **HERE.**

Logo Misuse

1. Do not use the logos separately, they must always be used as part of the relevant logo lock-up.

2. Do not use any additional effects on the logo (e.g. a drop shadow).

3. Do not use the logo lockups on a distracting image or an image that is too light or too dark (lack of contrast will make the logos difficult to read).

4. Do not distort the size and ratio of the logo lockups in any way.

X 1

X 2

X 3

X 4

Logo Clear Space

Use half the height of the World Environment Day logo to determine your clear space area for all 3 of the logo lockup variations.

The minimum reproduction size of the horizontal logo lock-up is 0.4” (10mm) in height and 1.18” (30mm) in width for the vertical logo.

Clear space must be maintained on all sides of the Icon for it to be perceived as separate from the other elements in the environment in which it appears. This specification applies to all languages.

Font

The primary font family is Aileron. This sans serif font is available in various weights **HERE.**

For Chinese text, please use Noto Sans SC and Noto Naskh Arabic for Arabic text.

Below are some of the most widely used font weights.
There are 16 weights available in the font family.

Aileron Black

ABCDEFGHIJKLMN
OPQRSTUVWYZ
abcdefghijklmnopqrstuvwyz
0123456789

Aileron Bold

ABCDEFGHIJKLMN
OPQRSTUVWYZ
abcdefghijklmnopqrstuvwyz
0123456789

Aileron Regular

ABCDEFGHIJKLMN
OPQRSTUVWYZ
abcdefghijklmnopqrstuvwyz
0123456789

Visual Approach

The campaign’s visuals harness the beauty of nature through stunning, high-resolution photography. Concise text overlays deliver clear, impactful calls to action. A minimalist aesthetic allows nature to speak for itself, fostering connection, reflection, and engagement.

Full-bleed imagery maximizes impact, creating a seamless and immersive experience. Gradients can be used against logo lockups, with two pre-designed backgrounds available for white or blue logo lockups. This guarantees optimal contrast and reinforces visual focus.

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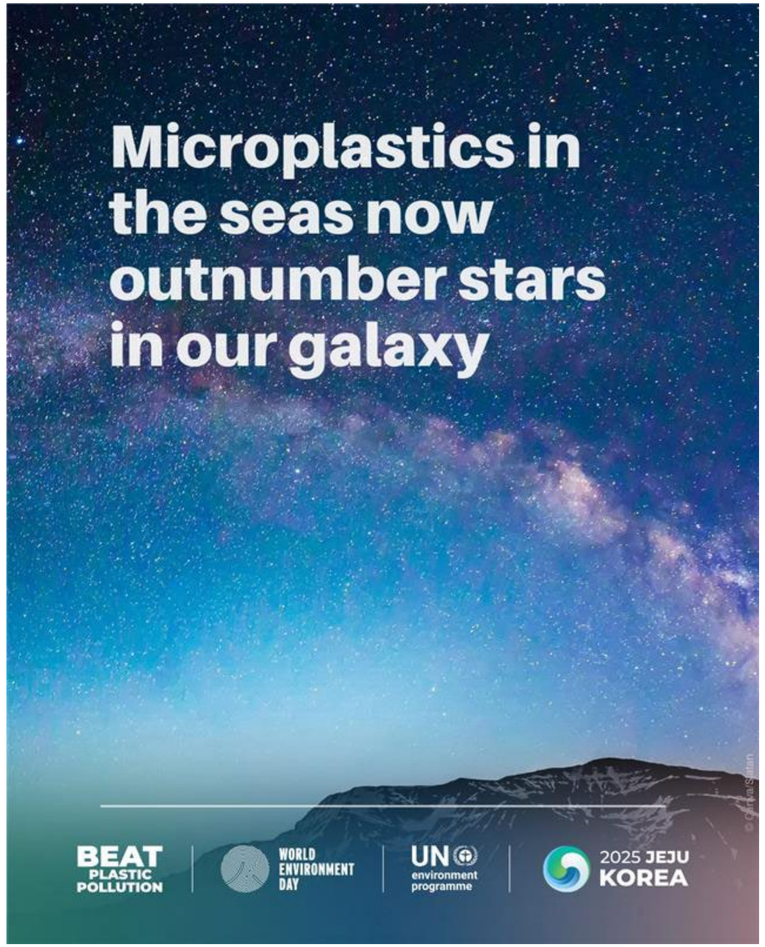
Collateral


Microplastics in the seas now outnumber stars in our galaxy
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Keep plastic waste out of my home
BEAT PLASTIC POLLUTION
WORLD ENVIRONMENT DAY
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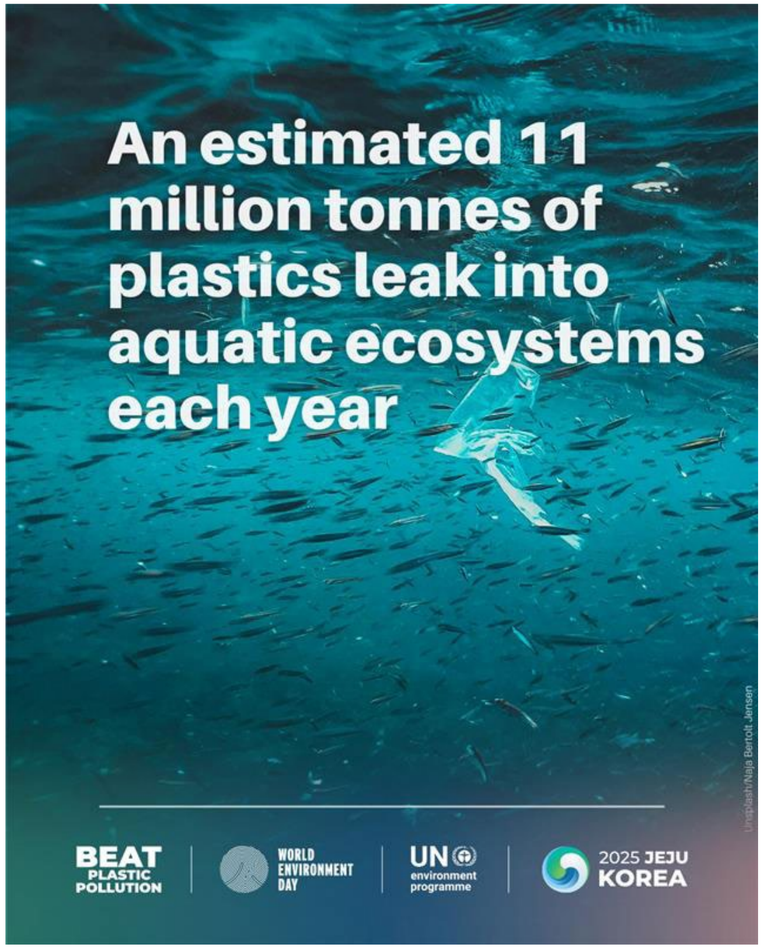
An estimated 11 million tonnes of plastics leak into aquatic ecosystems each year
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Microplastics in the seas now outnumber stars in our galaxy
Beat plastic pollution
BEAT PLASTIC POLLUTION
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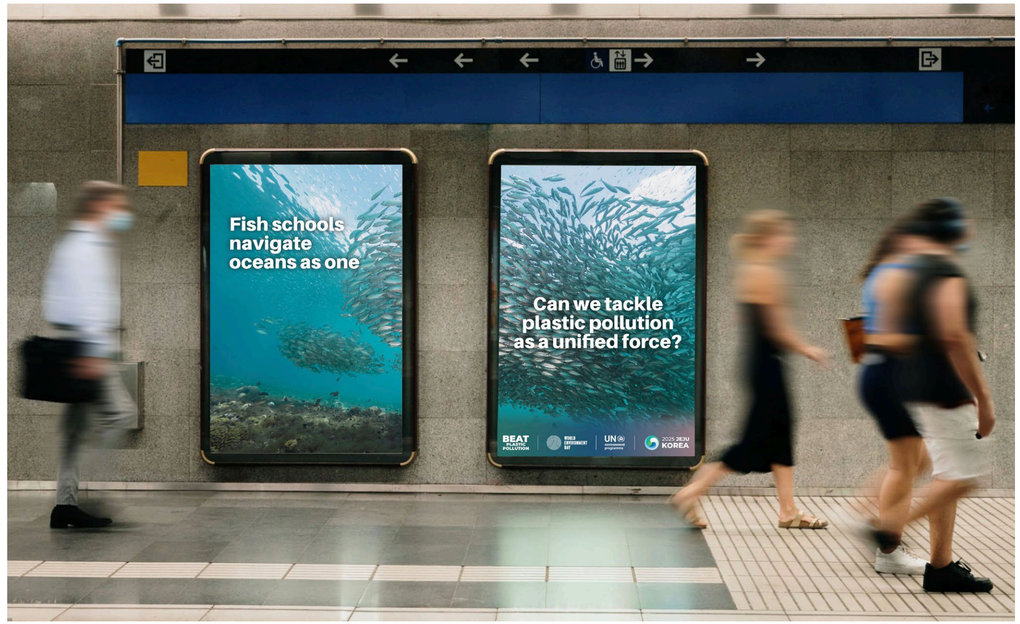
Fish schools navigate oceans as one
Can we tackle plastic pollution as a unified force?

Microplastics now flow in our arteries
Beat plastic pollution
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