

CORPORATE VISUAL IDENTITY

2025





**BRAND
ESSENTIALS**

LOGO



MEET ALEX- THE EVERYDAY SUPERHERO NEXT-DOOR WHO DASHES TO THE UPCOMING WORLD CLEANUP DAY EVENT.

The World Cleanup Day logo is a combination mark consisting of a stylized silhouette of a person carrying a large trash bag, with text “WORLD CLEANUP DAY” and date of the event written over it.

The design of the logo embodies the values and spirit of the World Cleanup Day event – it’s dynamic, energetic, powerful, yet simple and relatable. It radiates a distinctive sense of being one of us, appearing rough and handmade, which aligns perfectly with the grassroots nature of the event. The heroic pose of the depicted character serves as a visual call to action.

PROTECTED AREA & MINIMUM SIZE



In printed materials, the World Cleanup Day logo must have a minimum width of 20mm. For digital screens, it should be at least 100 pixels wide.

For very small-sized placements, use only the NO DATE logo variation. If it is necessary to communicate the date, it should be added as text next to the logo.

The protected area is defined by the height of the logo and equals to 1/4 of it in each direction.

The safe area is the region that should be kept clear of all other elements (images, text, graphics) unless it is the object on which the logo is fully placed (i.e., a background image). In the latter case, the underlying surface needs to fill the logo's safe area completely.



20 SEPT 2025

LOGO VARIATIONS

INCLUSION OF DATE

When representing World Cleanup Day, it is essential to use the appropriate logo variation to maintain brand consistency and clarity. The primary logo, featuring the date “SEPT 20,” is our main visual identifier and should be used for most timeless applications, such as communication channels, profiles, banners, and apparel. In addition to this, there are two other variations: one that includes the full date with the year to indicate year-specific materials, and another without any date for very small scale placements.



SEPT20 version (UN calendar day) - MAIN LOGO

This is the preferred version – use for everything that doesn’t need a full date displayed: our communication channels, profiles, pages, banners, t-shirts, one-pagers and other materials that don’t depend on a year.



FULL DATE version

Use for materials that are year-specific, like marketing materials for 2024 (except printed materials that could be used for more than one year).



NO DATE version

use for very small scale placements (like small prints like sticker etc) where the date might be too small to be properly seen.

USING MAIN LOGO ON A COLOR BACKGROUND



The full-color logo is the preferred version and should be used whenever possible. Ensure that the background of the logo is light enough to maintain its visibility, regardless of which date version logo you use.



The main brand colors are suitable as a background for use with the full-color logo.



For darker backgrounds you should consider using a monochrome negative logo version.

USING MONOCHROME LOGO ON A COLOR BACKGROUND



When using the monochrome logo on a colored background, it's crucial to ensure there's enough contrast between the logo and the background to maintain logo visibility.

On dark backgrounds use monochrome negative (white) version.



USING LOGO ON IMAGE BACKGROUND



Use main logo whenever possible.



On dark backgrounds use negative logo



Use monochrome logo in black only in occasions when color printing is not available.

When placing the World Cleanup Day logo on an image background, the same principles of visibility apply as when using logo on a colored background. Ensure there's sufficient contrast between the logo and the background to maintain its visibility.

On dark backgrounds use monochrome negative (white) version.

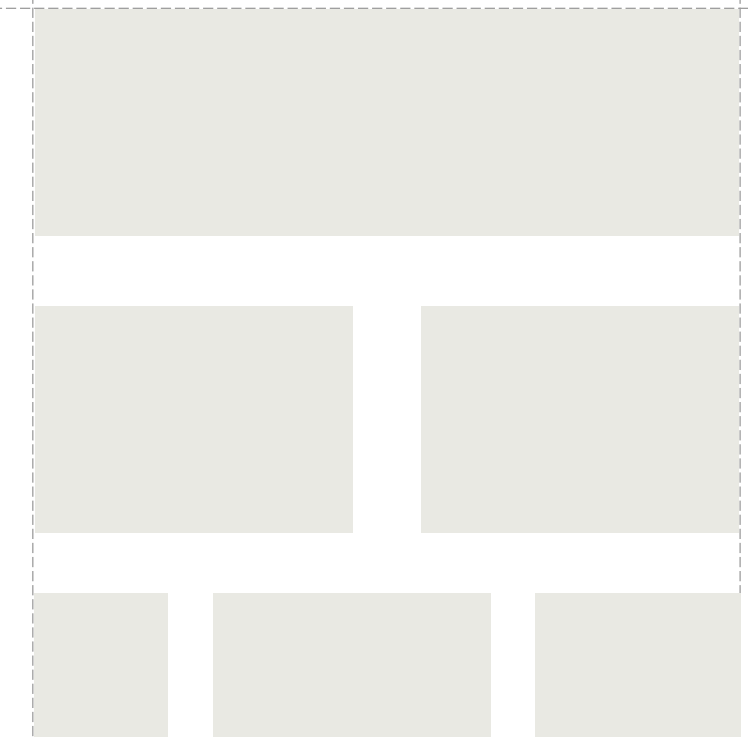
USING LOGO WITH SAFETY BACKGROUND



If the background has too much contrast or in any other way obscures logo's visibility, the "safety background" has to be used. It can be any of World Cleanup Day main colors.

Safety background should span at least the whole protected area of logo.

USING LOGO WITH PARTNER LOGOS



When using the World Cleanup Day logo in combination with any other logo(s), their positions, sizes and order should be decided by the current situation – how many logos there are, if they are equally important or not and if there are any other requirements that apply. If possible, keep World Cleanup day logo at least as big as the other logos, place it to upper right position and maintain distance with the others at least equal to the protected area.

If World Cleanup Day logo is the most important, then use it's height or width to determin the grid of size and placement of the other logos nearby.



Exampe of horizontal placement.

Pay attention: When using other logos, they have their own set of rules (CVI) that must be similarly followed.

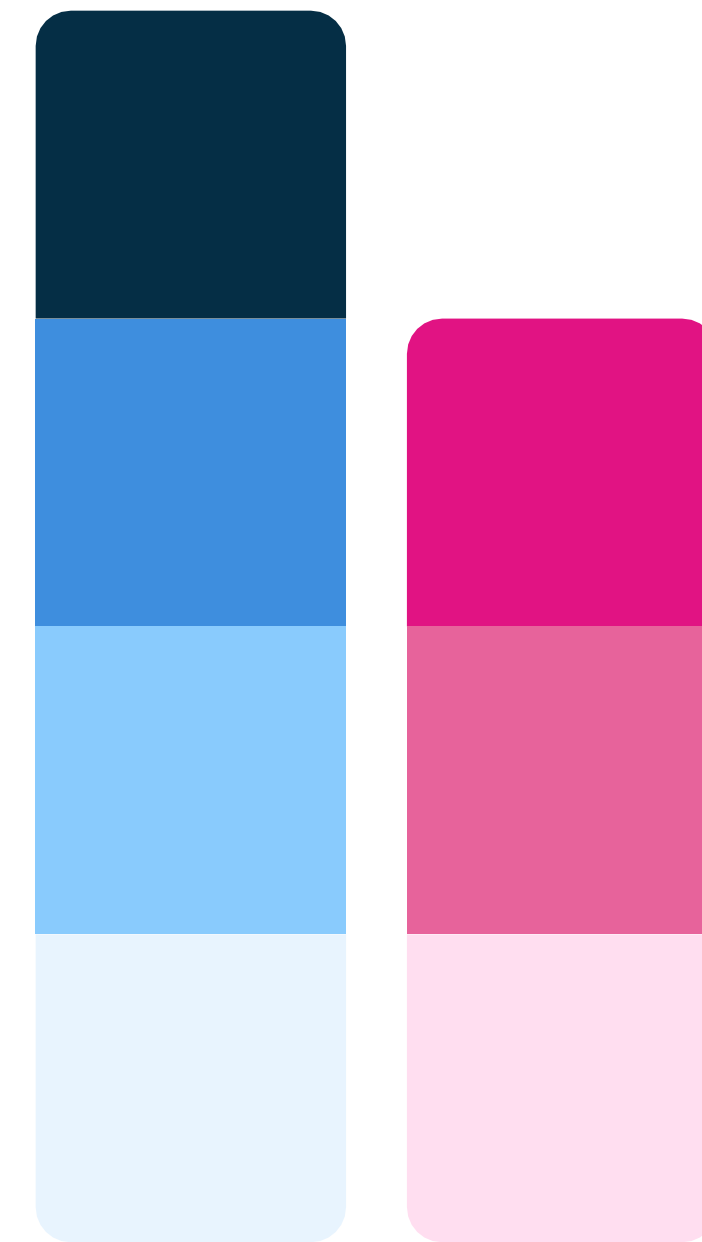
DIGITAL CLEANUP DAY



World Cleanup Day also has a sister-event Digital Cleanup Day. It is a day dedicated to cleaning up our digital lives, just like we clean up our physical environment on World Cleanup Day.

Digital Cleanup Day, organized by Let's Do It World, is a global initiative aimed at raising awareness about digital pollution and encouraging individuals and companies to declutter and organize their online presence.

Digital Cleanup Day has its own dedicated brand with essential attributes such as logo, colors, and typography. While the two brands share clear similarities, they are distinct entities that should not be confused or mixed up in use.



Digital Cleanup Day uses part of the World Cleanup Day color palette.

PROHIBITED LOGO USAGE

It is absolutely crucial that logos are reproduced exactly as they appear in this document. Any modifications to their shape, geometry, colors, or integrity are strictly prohibited.

On this page, you can find examples of the most common mistakes that can occur during the design process.

It's essential to highlight that **logos in different color systems should NOT be interchanged.** Always adhere to the correct markings in the file name:

RGB for screen use.

CMYK for 4-color process printing.

Monochrome for 1-color printing.

The same principle applies to various SPOT-color systems like RAL, Pantone, adhesives, and others.

Using the wrong color system for a logo file will result in distorted colors.



Changing the integrity of a logo by resizing, rearranging or removing some parts of a text.



Changing logo colors and coming up with new combinations.



Changing typography.



Distorting proportions or the shape of a logo.



Adding "cool" effects.

BRAND COLORS

Brand colors are a specific set of colors to represent the brand identity.

They serve as a visual foundation for all communication materials associated with the event and organization. Brand colors are used for consistency, making the brand easily recognisable, connecting emotionally with people, standing out from other similar brands, and being memorable.

World Cleanup Day color palette originates from the original main palette that was made up of 3 “MAIN” hues: blue, red violet and yellow. To give more flexibility in design those colors are extended into 3 color families, adding 3 darker and 2 lighter tones.

Additionally black and white are also part of World Cleanup Day color palette for cases when color reproduction is not available.

Digital Cleanup Day uses part of the World Cleanup Day color palette (swatches marked with **DCD**).

Dark blue should be used for texts on a white background, instead of black.

Always use the correct colors for a given color space – RGB (and HEX) for on-screen purposes, and CMYK and SPOT for printing. If you're unsure, seek advice from a professional designer.

BLUE FAMILY

DAR
K

RGB: 5 / 46 / 69
HEX: #052e45
CMYK: 100 / 85 / 0 / 27
SPOT: Pantone ????

DCD

MAI
N

RGB: 62 / 142 / 222
HEX: #3e8ede
CMYK: 71 / 37 / 0 / 0
SPOT: Pantone 279

DCD

LIGH
T

RGB: 137 / 203 / 253
HEX: #89cbfd
CMYK: 47 / 6 / 0 / 0
SPOT: Pantone ????

DCD

PAL
E

RGB: 232 / 244 / 254
HEX: #e8f4fe
CMYK: 10 / 2 / 0 / 0
SPOT: Pantone ????

DCD

RED FAMILY

RGB: 125 / 0 / 80
HEX: #7d0050
CMYK: 30 / 100 / 10 / 43
SPOT: Pantone ????

DCD

RGB: 225 / 19 / 131
HEX: #e11383
CMYK: 6 / 99 / 9 / 0
SPOT: Pantone 219

DCD

RGB: 231 / 99 / 155
HEX: #e7639b
CMYK: 3 / 74 / 5 / 0
SPOT: Pantone ????

DCD

RGB: 255 / 222 / 240
HEX: #ffdef0
CMYK: 0 / 19 / 0 / 0
SPOT: Pantone ????

YELLOW FAMILY

RGB: 112 / 65 / 0
HEX: #7d0050
CMYK: 17 / 59 / 100 / 60
SPOT: Pantone ????

RGB: 255 / 194 / 14
HEX: #ffc20e
CMYK: 0 / 25 / 100 / 10
SPOT: Pantone 109

RGB: 255 / 222 / 137
HEX: #ffde89
CMYK: 0 / 14 / 56 / 0
SPOT: Pantone ????

RGB: 255 / 245 / 215
HEX: #fff4d7
CMYK: 0 / 3 / 21 / 0
SPOT: Pantone ????

BLACK & WHITE

RGB: 0 / 0 / 0
HEX: #000000
CMYK: 0 / 0 / 0 / 100
SPOT: Pantone Process Black

RGB: 255 / 255 / 255
HEX: #ffffff
CMYK: 0 / 0 / 0 / 0
SPOT: White

PICKING THE COLORS

While colors in logo are predetermined and not subject to change, you are free to select colors for any other design purposes as you see fit, as long as it doesn't compromise the clarity of the design and readability of the text.

It's crucial to bear in mind that utilizing all colors simultaneously and in a disorderly manner can lead to visual confusion. It's advisable to maintain a consistent color theme within each topic and adjust the color scheme when transitioning to a new chapter.

Additionally, you may choose colors based on our color philosophy to emphasise the topic:

The **BLUE** family symbolizes vision and purity of a clear skies, making it ideal for highlighting our vision, goals, ideas, and similar concepts.

The **RED** family represents passion and agility, making it suitable for discussing what drives us, our action-oriented approach and our agile motivation.

The **YELLOW** family has sunshine in it's heart. It stands for our roots and stability, warm will of humanity, evoking the imagery of earth soil and our commitment to a nature-friendly lifestyle.

Following this philosophy is not mandatory but can help significantly convey our message.

BLUE FAMILY

DAR
K

RGB: 5 / 46 / 69
HEX: #052e45
CMYK: 100 / 85 / 0 / 27

DCD

MAI
N

RGB: 62 / 142 / 222
HEX: #3e8ede
CMYK: 71 / 37 / 0 / 0
SPOT: Pantone 279

DCD

LIGH
T

RGB: 137 / 203 / 253
HEX: #89cbfd
CMYK: 47 / 6 / 0 / 0

DCD

PAL
E

RGB: 232 / 244 / 254
HEX: #e8f4fe
CMYK: 10 / 2 / 0 / 0

DCD

RED FAMILY

RGB: 125 / 0 / 80
HEX: #7d0050
CMYK: 30 / 100 / 10 / 43

DCD

RGB: 225 / 19 / 131
HEX: #e11383
CMYK: 6 / 99 / 9 / 0
SPOT: Pantone 219

DCD

RGB: 231 / 99 / 155
HEX: #e7639b
CMYK: 3 / 74 / 5 / 0

DCD

RGB: 255 / 222 / 240
HEX: #ffdef0
CMYK: 0 / 19 / 0 / 0

YELLOW FAMILY

RGB: 112 / 65 / 0
HEX: #704100
CMYK: 17 / 59 / 100 / 60

RGB: 255 / 194 / 14
HEX: #ffc20e
CMYK: 0 / 25 / 100 / 10
SPOT: Pantone 109

RGB: 255 / 222 / 137
HEX: #ffde89
CMYK: 0 / 14 / 56 / 0

RGB: 255 / 245 / 215
HEX: #fff4d7
CMYK: 0 / 3 / 21 / 0

BLACK & WHITE

RGB: 0 / 0 / 0
HEX: #000000
CMYK: 0 / 0 / 0 / 100
SPOT: Pantone Process Black

RGB: 255 / 255 / 255
HEX: #ffffff
CMYK: 0 / 0 / 0 / 0
SPOT: White

PRIMARY TYPEFACE

POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

Poppins is the primary font for World Cleanup Day branding. It offers a wide variety of weights from “Thin” to “Black”, ensuring readability in both small and large sizes, while also providing brand materials with a modern and minimalist look. Poppins is also used for Digital Cleanup Day.

Poppins should be used as first option for all World Cleanup Day brand design materials for both in headlines and in body text.

*Poppins font is licensed under the Open Font License.
It can be downloaded from the Google Fonts and used for free.*

ALTERNATIVE TYPEFACE

ONLY FOR HEADLINES IN ADVERTISING MATERIALS

CHAU PHILOMENE ONE

ABCDEFfIHJKLMNOPQRSTUWVWÖÄÖÜXYZ
abcdefghijklmnopqrstuvöäöü 01234567890

ABCDEFGHIJKLMNPOQRSTUWVWÖÄÖÜXYZ
abcdefghijklmnopqrstuvöäöü 01234567890

Poppins is the primary font for World Cleanup Day branding. It offers a wide variety of weights from “Thin” to “Black”, ensuring readability in both small and large sizes, while also providing brand materials with a modern and minimalist look. Poppins is also used for Digital Cleanup Day.

Chau Philomene One is allowed to be used only as the headline font for World Cleanup Day advertising materials. Do not use it in body texts or in other documents besides advertising i.e. business cards, office documents, presentations etc.

*Chau Philomene one font is licensed under the Open Font License.
It can be downloaded from the Google Fonts and used for free.*

FALLBACK TYPEFACE

ONLY IF POPPINS IS NOT AVAILABLE IN YOUR LANGUAGE

NOTO SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

Noto Sans is the fallback alternative font, which means it can be used ONLY if Poppins or Chau Philomene One does not have necessary letters in your language. Do not use it as stylistic alternative.

The Noto Fonts Project by Google and Monotype aims to provide a complete set of high quality Unicode fonts to all the alphabets in the world. This makes it an ideal fallback choice for a World Cleanup Day. It is available in different weights and styles.

Use **NOTO SANS** for body texts and **NOTO SANS DISPLAY** for headlines.

NOTO SANS DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

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It can be downloaded from the Google Fonts and used for free.*

SLOGAN

PEOPLE FOR A WASTE-FREE WORLD!

The World Cleanup Day slogan, “People for a waste-free world,” effectively combines the driving force and ultimate goal of our organization.

Typically, the logo and slogan are not used together in a fixed combination, so their size and position relative to each other may vary.

Typical example is a T-shirt design with logo in front and slogan at back.



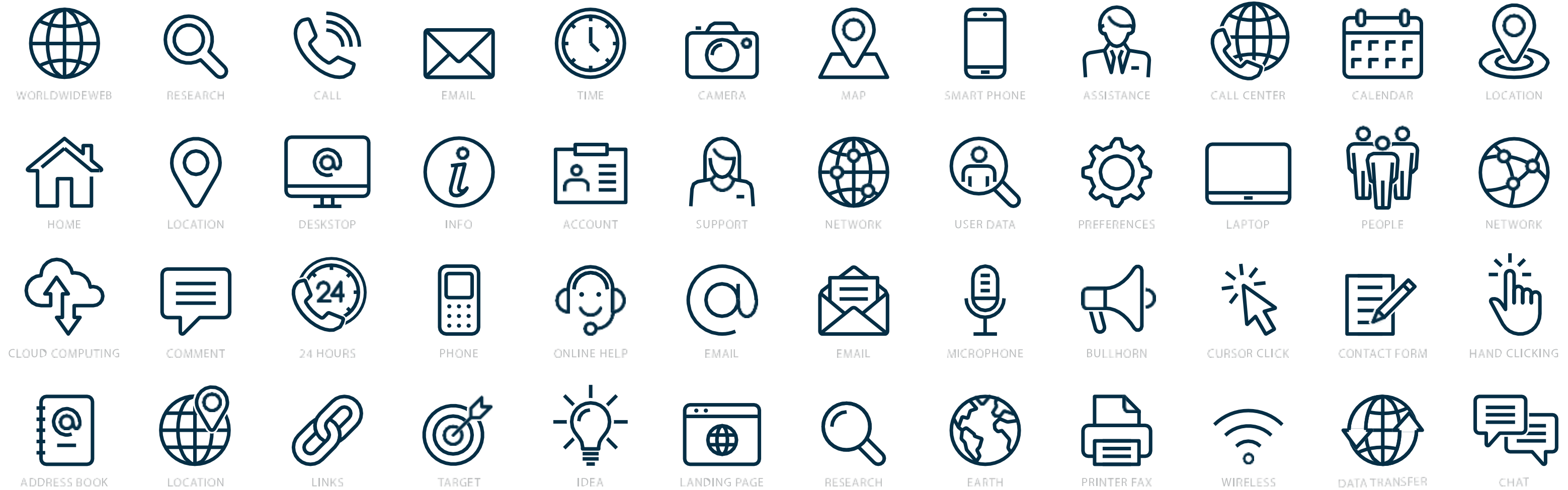
UN-DATE DISCLAIMER

**WORLD CLEANUP DAY IS NOW AN
OFFICIAL UN CALENDAR EVENT!**

To emphasize World Cleanup Day's inclusion in the official UN Calendar, marketing materials can include the dedicated sentence: "World Cleanup Day is now an official UN Calendar event!"

Its visual presentation (placement, size, color, etc.) is not strictly defined, but it should align with the overall design system principles.

ICON STYLE



World Cleanup Day communication materials use wide set of icons ranging from more common “communication” symbols to other areas as cleaning, transportation, weather etc.

Icon style is lightweight and simple that fits with the professional nature of the organization itself.



Let's Do It World NGO
REG CODE 80562203

Laeva 2, 10111
Tallinn, ESTONIA
info@worldcleanupday.org

www.worldcleanupday.org