WORLD CLEANUP DAY

Corporate Visual Identity
People For a Clean Planet!
THE MAIN LOGO
Look and feel

Simple. Minimal.
Bright. Colorful.
Human. Everyone’s.
No Fancy. Rough. Handmade.
Call to action. Ready to Go!
THE MAIN LOGO

Usage

World Cleanup Day (WCD) logo can be used by anyone organizing cleanup events for World Cleanup Day. WCD Logo MUST be used on all communications and materials regarding any events organized for WCD.

Commercial usage of WCD logo is not allowed. Nor is using it for greenwash purposes*.  

*Please refer to our Partnership policy for more detailed information on the greenwash pledge.
FULL-COLOR LOGO BACKGROUND EXAMPLES

Full-color logo can be used on any light-colored background.

Blue flag background is preferred as first choice.
ONE-COLOR LOGO BACKGROUND EXAMPLES

One-color logo can be black or white on any colored background or image.
LOGO WITH SLOGAN USAGE

Variations, combinations, proportions.

People For a Clean Planet!
People For a Clean Planet!
People For a Clean Planet!
People For a Clean Planet!
People For a Clean Planet!
The color logo main colors are: blue, black, white, red violet and yellow.

Colors symbolize:
Black - Ground
White - Purity
Blue - Sky, Waters, Clarity
Violet Red - Action, Power, Energy
Yellow - Sun, Positiveness
THE MAIN LOGO WITH DATE

The World Cleanup Day full color logo with the event date.

Dated logo is suggested to use on some printed and all digital materials, and for communications related to WCD events of a specific year.
THE MAIN LOGO WITHOUT A DATE

The logo without a date is best suitable for marketing materials that can be reused for years (i.e. T-shirts, hats, flags, backgrounds, roll-ups, gifts etc).
This is an exceptional example of black and white logo usage. If possible, always use full color logo, blue color logo on white background or white color logo on blue background.
LOGO MINIMUM SIZE

The minimum size of the logotypes is 20 mm width.
Note: In case of minimum logo size logo, place date separately.
The outer protected area is 1/4 height of the logo.

The inner protected area is the grey area of the logo.
LOGO PLACEMENT EXAMPLES

People For a Clean Planet!
18 SEPTEMBER 2021

Lorem ipsum dolor lorem ipsum dolor!

www.worldcleanupday.org

18 SEPTEMBER 2021

People For a Clean Planet!

Lorem ipsum dolor lorem ipsum dolor lorem ipsum dolor!

18 SEPTEMBER 2021

www.worldcleanupday.org
LOGO PLACEMENT ON PHOTOS

One-color transparent logo in black or white and in the top right
LOGO PLACEMENT ON VIDEO

One-color transparent logo in black or white and in the top right.

For end slide logo in black and white and central.
MAIN LOGO USAGE WITH PARTNER LOGOS

Logo with blue flag background is preferred as first choice.
JOINT COMMUNICATION

Combined logo of LDIW and WCD may only be used by LDIW member organizations.

LDIW network members must always use both logos and both logos should be in original colors (except on colored background). It is preferred to use combined logo when addressing communications about WCD, but may be used in other cases as well (i.e. banners, headers, official documents, etc.)
JOINT COMMUNICATION

The three logos can be used together, as long as their original colors-guidelines are kept.
WCD AND LDIW EXAMPLES

People For a Clean Planet!

Let's do it! | World Cleanup Day

People For a Clean Planet!

Let's do it! | World Cleanup Day
FOREIGN LANGUAGE LOGO ADAPTATION

It is allowed to use WCD logo in your own language. Original colors and fonts must be kept where possible.

The title font is custom WCD Headline font, for date please use Headoh font.

You can download fonts and editable logo files here.
FOREIGN LANGUAGE
LOGO ADAPTATION
– NON-LATIN

Logo can be translated to foreign languages and adapted to work with foreign characters.

Use a similar font for non-Latin fonts. Original colors must be kept.

Date location may be moved to suit logo style better.
FOREIGN LANGUAGE LOGO ADAPTATION – LATIN

Logo can be translated to foreign languages keeping the same font/structure
PROHIBITED LOGO USAGE

Samples of prohibited logo modifications: distortion, additional effects, new color combinations, etc.
Corporate identity font for World Cleanup Day is CHAU.

Chau Philomene One is one of four families within the Chau superfamily, which is free to use for everybody! Hardy, ideal for headings and highlighted text, with narrow letters and sharp angles that have a distinctive personality.

Download Chau Philomene One here

For non-Latin use a similar font.

Arial is the font for body text.
IMAGES
TONE OF VOICE
Epic, grand, friendly, concrete, energetic, welcoming inspirational encouraging, confident. Empowering, thought-provoking, inviting, positive, simple.

IMPRESSION
Worldly, down to earth, confident, smart, doer, motivating, honest, active, caring, leading, communal, powerful, assuring, intelligent, charismatic.

EMOTION
Awe-inspiring, wonder, satisfaction, enlightening, curiosity, excitement, joy, pride, empowerment.
APPLICATIONS
Icons can be downloaded from here.
BANNERS

People For a Clean Planet!
18 SEPTEMBER 2021

People For a Clean Planet!
18 SEPTEMBER 2021

People For a Clean Planet!
18 SEPTEMBER 2021

People For a Clean Planet!
18 SEPTEMBER 2021
People For a Clean Planet!
18 SEPT 2021
People For a Clean Planet!

Lorem ipsum dolor lorem ipsum
dolor lorem ipsum dolor!

18 SEPTEMBER 2021

www.worldcleanupday.org
World Cleanup Day is the world's biggest civic action, powered by technology. The aim is to map all the world's illegal waste and to engage 5% of the global population to clean it all up on... 18 September 2021
www.worldcleanupday.org
PEOPLE FOR A CLEAN PLANET!
18 SEPTEMBER 2021
People For a Clean Planet!
18 SEPT 2021
CAR DESIGN

Logo usage on light and darker color cars.
T-SHIRTS

Full-color is the main and preferred version to use. The logo and text should be preferably A4 size (maximum size). Usage of the logo in local languages is permitted.
FLAGS