

International Day of Zero Waste

Visual Identity
Guidelines 2025

**ZERO
WASTE
DAY**

UN 
environment
programme


UN-HABITAT

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The world is facing a growing waste crisis.

Billions of tonnes of waste—from food to plastics—are mismanaged each year, harming people and the planet. A zero-waste approach is key to sustainable production and consumption. By rethinking, reducing, reusing, and recycling, we can build a sustainable future for all.

zerowasteday.org
#ZeroWasteDay

Identifier

The Zero Waste Day identifier consists solely of the event name set in Barlow Condensed and arranged across three lines. It should always appear clearly and be used without distortion, rotation, or drop shadows.

Always use the official artwork without recreating or altering the type arrangement. Maintain consistent spacing, alignment, and proportions across all applications.

Use the full-colour version wherever possible, and the white version on dark or photographic backgrounds to ensure visibility and contrast.

Full colour

**ZERO
WASTE
DAY**

White

**ZERO
WASTE
DAY**

Lockup

Ibus aut laceped ma dis nus acerrov iduntinis derum versperum fuga. Et hit alit laci dolupta dolore dolorum eictur moluptatet as et omnit laborrunt arum verum esti con rat volupta velique nobitiam harcimpero conectota quiam, nonsedio que nos exerum enit, ilicatur, voluptur sum deligenis re, simi, conemodit expelique natem re, quos alibus verum, idunt enimagnis evellaut eari odioe voluptaquam commos nus, ut evelluptae maxim dolorit, nobis simentur si illaut laut omnit que volut voles estrumquat maioriat.



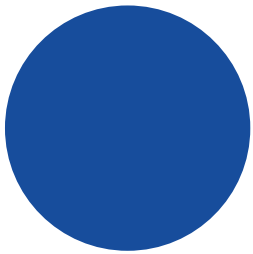
Colour

The Zero Waste Day colour palette ensures consistency across all applications. The primary colour is dark blue (#174D9C), used for main identifiers, typography, and key graphic elements.

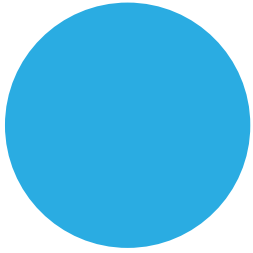
The secondary palette supports design flexibility across digital and print materials.

Use colours exactly as specified. Do not alter, tint, or apply effects that compromise legibility or brand consistency. Ensure sufficient contrast between text and background in all uses.

Primary

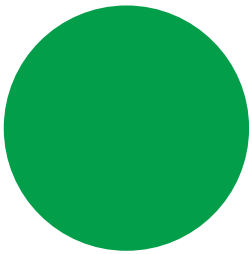


CMYK - 98, 80, 5, 0
RGB - 23, 77, 156
#174D9C

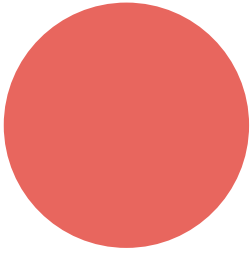


CMYK - 69, 14, 0, 0
RGB - 0, 174, 239
#00AE EF

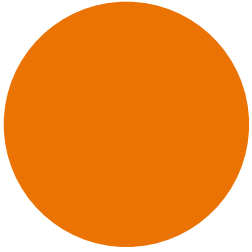
Secondary



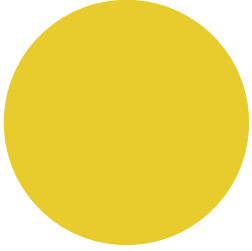
CMYK - 84, 11, 100, 1
RGB - 5, 158, 74
#059E4A



CMYK - 4, 75, 60, 0
RGB - 232, 102, 95
#E8665F



CMYK - 4, 67, 100, 0
RGB - 235, 115, 3
#EB7303



CMYK - 11, 15, 95, 0
RGB - 232, 204, 42
#E8CC2A

Typography

Typography is central to the brand’s clarity and modernity. Barlow Condensed is used for headlines and key messaging, with strong, bold, and compact qualities for visual impact.

Roboto Flex serves as the supporting typeface for body text, captions, and digital interfaces due to its clean, versatile structure.

Both typefaces are open-source and web-safe, ensuring global consistency and multilingual compatibility.

Barlow Condensed

Download

Extra bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

Roboto flex

Download

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*!?

Photography

Photography should illustrate the full spectrum of the waste challenge and collective efforts toward its reduction. Images should include waste in its different forms, waste management processes, community action, and examples of overconsumption.

Use high-quality, authentic imagery that reflects real environments and people. Ensure compositions are clear, well-lit, and aligned with the overall tone of the campaign.

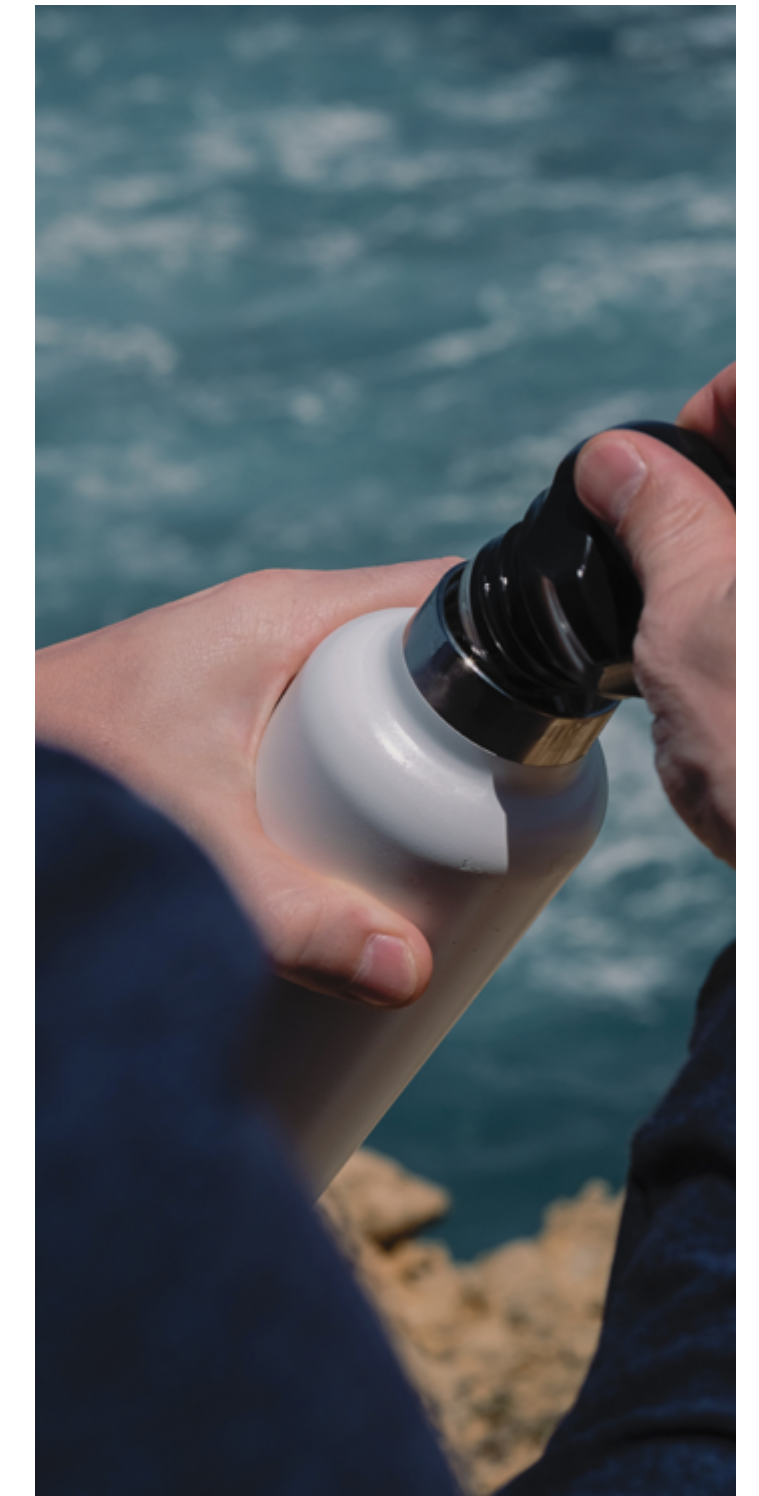


Photo treatment

Photo treatment is a defining feature of the Zero Waste Day campaign. Images are overlaid with brand colours using blending modes to create high-contrast, impactful visuals. This treatment helps unify diverse imagery and reinforces the campaign's recognisable look.

Two-colour overlays may be stacked to enhance depth and contrast, particularly on images depicting waste. The result should feel bold, while maintaining clarity and alignment with the brand palette.

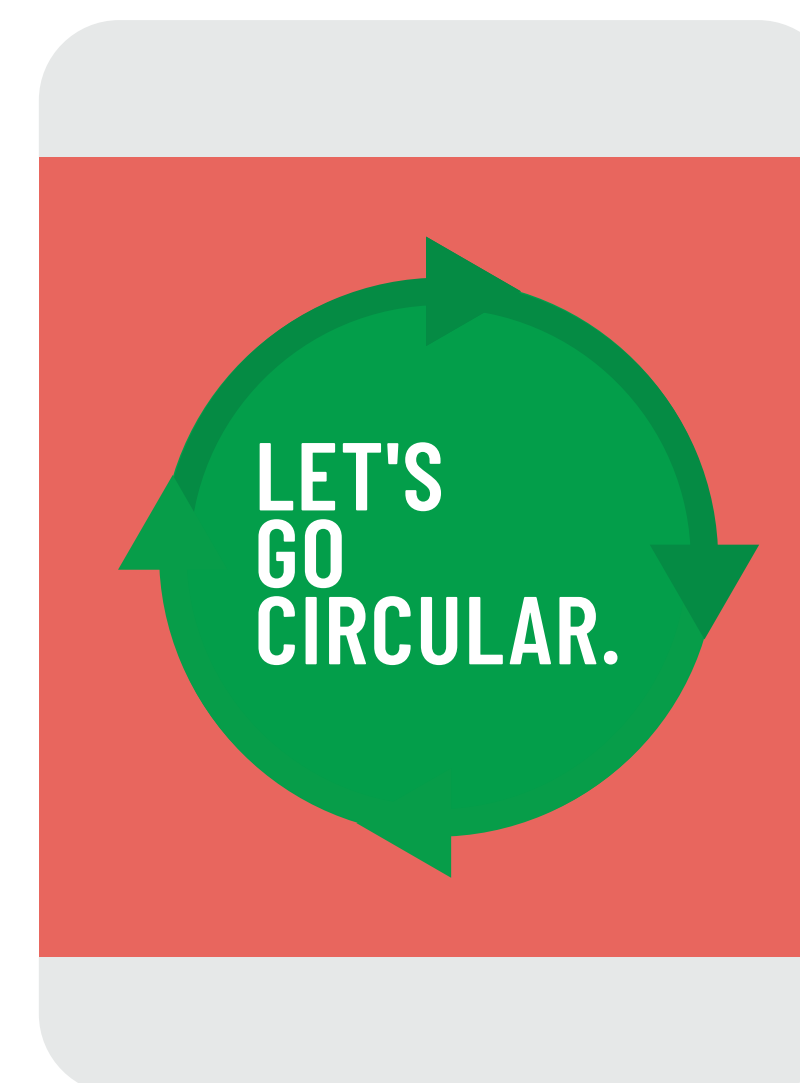
Use consistent opacity and blending settings across all materials to ensure visual cohesion. Avoid low contrast, or treatments that obscure key details in the image.



Visual application

This section demonstrates how the Zero Waste Day visual identity comes together in use. The examples show consistent application of colour overlays, typography, and photography treatments across various digital and print formats.

Maintain balance between image, colour, and text to preserve clarity and impact. Use the approved type hierarchy and colour combinations only. All materials should remain instantly recognisable as part of the Zero Waste Day campaign.



Visual application cont.



For clarification or questions regarding the use of the Zero Waste Day's identifier or any other topic in this manual, please reach out to the Communication Division at headquarters or through the regional offices.

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FOUNDATION