



**World
Wetlands Day**
2 February 2017

Wetlands for Disaster Risk Reduction

Graphic design guide

Engaging and readable support materials are a vital part of World Wetlands Day. Two logo versions, five posters, three hand-outs and a guide for teachers and organizers are all available in English, French and Spanish. These can be downloaded from www.worldwetlandsday.org in a variety of resolutions and formats. Template posters and hand-outs are also available in open, language-neutral InDesign files.

Use these guidelines to adapt materials to your own language or format, or to create materials in the same look using any common graphic software. All images contained are free for non-commercial use in promoting World Wetlands Day 2016.

Logos can be reproduced on virtually anything ! World Wetlands Day is made possible by the Danone Fund for Water, the evian brand, and the Ramsar Convention on Wetlands. Please use the combined sponsors logo on anything you adapt or create.



DANONE **evian.**
World Wetlands Day is made possible by the Danone Fund for Water.



World Wetlands Day Logo

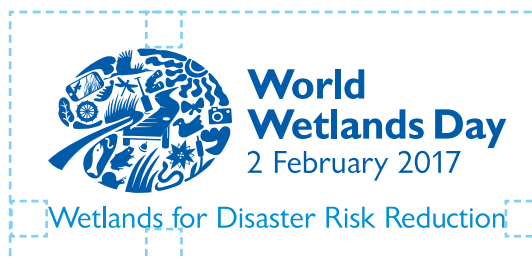
HORIZONTAL VERSION

Preferred for printed documents
e.g. posters, flyers



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*Maintain logo proportions
Protective zone
25% of the logo height*

VERTICAL VERSION

Option for other applications
e.g. t-shirts, mugs



*Maintain logo proportions
Protective zone
Minimum 10% of the logo width*

Color specifications

Blue C 100 M 60 Y 0 K 0	Blue 2 C 83 M 36 Y 23 K 39	Blue 3 C 66 M 26 Y 0 K 0	Green C 42 M 0 Y 61 K 0	Yellow C 12 M 0 Y 58 K 0
Skin C 4 M 32 Y 33 K 0	Green C 73 M 7 Y 38 K 5			

Sponsors logo

Must be included on all items
related to World Wetlands Day



General posters

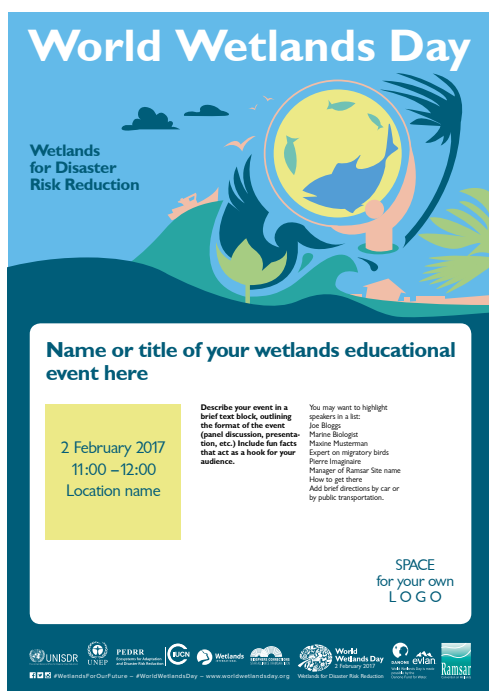


Photo contest poster



Local event poster

InDesign file available for download from www.worldwetlandsday.org



Layout

Language-neutral InDesign template pages for all posters and handouts are available for download.

These include all images.

For full-size printing to the edge of the page, remove the black frame and adjust the image window for overhang. If you are using different software to adapt the documents or create new ones, please use the dimensions provided and respect the placement and proportions of the logo, the text, and the images.

Typography

In the print pdfs shown, the original title font is Garrison Sans. The original body text is Arial regular, italic, bold and bold italic. These are premium fonts.

Please use:

Garrison bold for the headlines
Garrison regular for the body text

Trebuchet for Sub-headlines

Arial regular and italic for the body text

Arial bold for the sub-headers

Hand-outs

All three handouts are available in a language-neutral open InDesign file. In adapting the hand-outs, please respect the placement and proportions of the logo, the text, and the images in line with the dimensions provided here. Please use Trebuchet for headlines and sub-header and Arial font for the body text.

Headline
Trebuchet MS
Regular

Intro
Arial Bold
11 pts as reference

The blue dotted guidelines are not part of the layout.

World Wetlands Day
2 February 2017
Wetlands for Disaster Risk Reduction

Wetlands: a natural safeguard against disasters

The frequency of disasters worldwide has more than doubled in the last 35 years, to nearly 1000 in 2014, driven by climate- and weather-related hazards like flooding, tropical cyclones and droughts. UN Water estimates that 90% of all natural hazards are water-related. The Intergovernmental Panel on Climate Change (IPCC) predicts even more of these extreme events going forward.

Disaster or hazard?

We think of tsunamis, cyclones/ hurricanes, earthquakes and other extreme events as disasters. But actually these are natural hazards. A disaster is the severe disruption that is caused to a community or nation in human, material, economic or environmental losses.

1. Preparing/preventing

Before hazards appear, we can designate flood- and storm-prone areas as protected wetlands to strengthen nature's own buffer. The Biosphere Reserve of the Saloum Delta in Senegal is an area of marine reserves, estuaries, lakes and marshes. It controls flooding and makes sure that humans, animals and plants

2. Coping

When an extreme event hits, healthy wetlands can absorb some of the shock, cushioning the damage in local communities. In Hikkadawa, Sri Lanka where offshore coral reefs are protected through a marine park, the damage from the 2004 tsunami extended just 50m inland. In nearby Peraliya, where coral mining had degraded the reefs, the damage extended 1.5 km inland.

3. Bouncing back

Wetlands can also speed up the recovery after a disaster, acting as natural water filters and nutrient restorers. After a 1999 cyclone that hit Odisha in eastern India, rice paddies that were protected by mangroves recovered their food production much more quickly than croplands without the buffer.

Maintaining healthy wetlands and restoring degraded ones means that a community can deal with a disaster even better next time.

Logos: UNEP, PEDRR, Wetlands International, UNISDR, Biosphere Connections, Danone, evian, Ramsar Convention on Wetlands.

Body text
Arial Regular
9/12 pts as reference

Sub-headers
Trebuchet Bold
12 pts as reference

Electronic templates

WORD DOCUMENT
POWERPOINT PRESENTATION

These come with the open-source Arial font family embedded in them.



Five wetland types that help us cope with disasters:

1. Mangroves

- Salt-water tolerant shrubs and trees
- Grow in shallow coastal waters, mostly in tropical, sub-tropical areas
- Roots bind shore, prevent erosion
- Each additional kilometer of mangrove forest can reduce the height of a storm surge by 50cm
- Blunt effect of cyclones/hurricanes and tsunamis
- Carbon-rich tropical forests

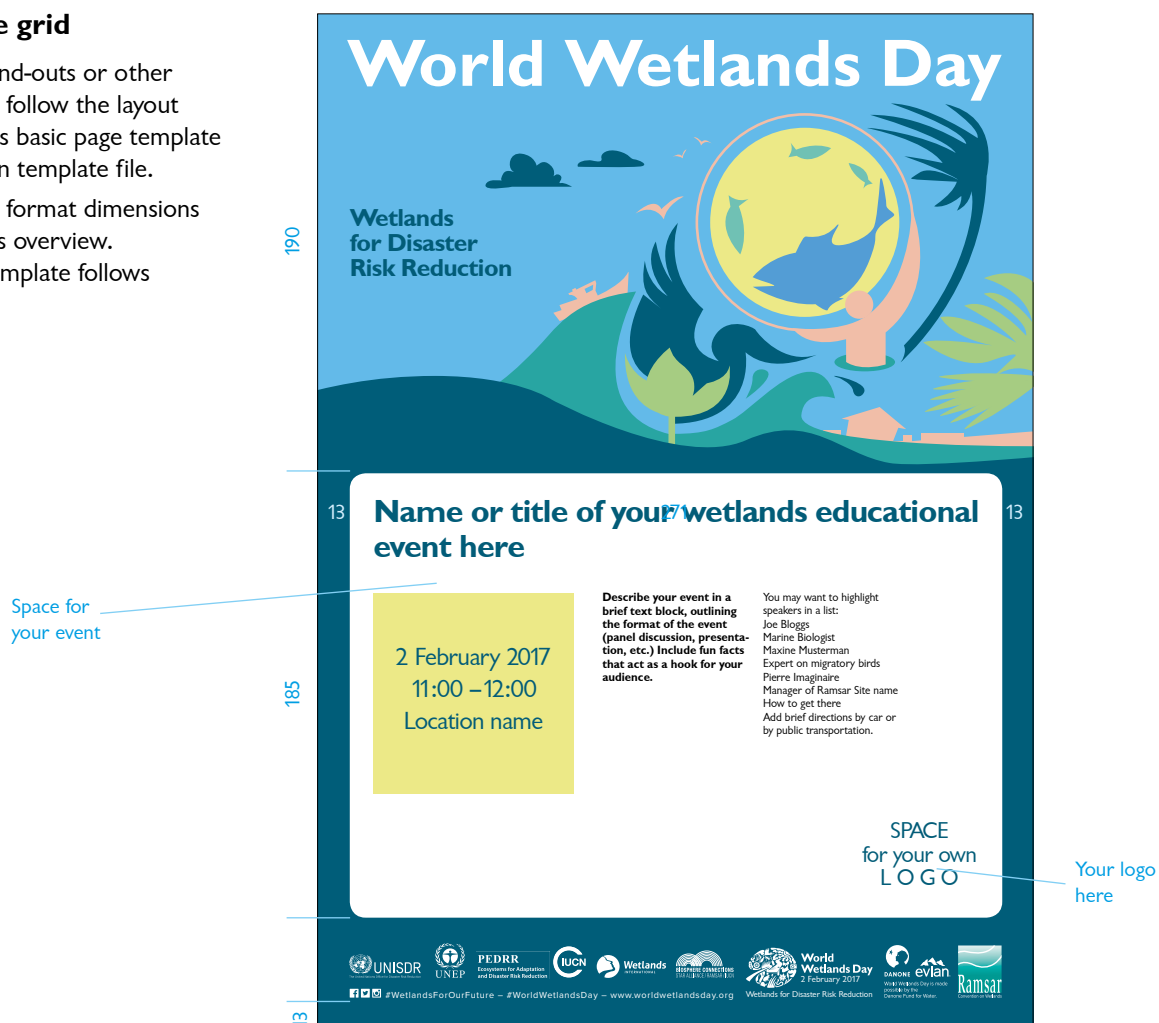
Mangroves, Uoi Island, Zanzibar

Template page grid

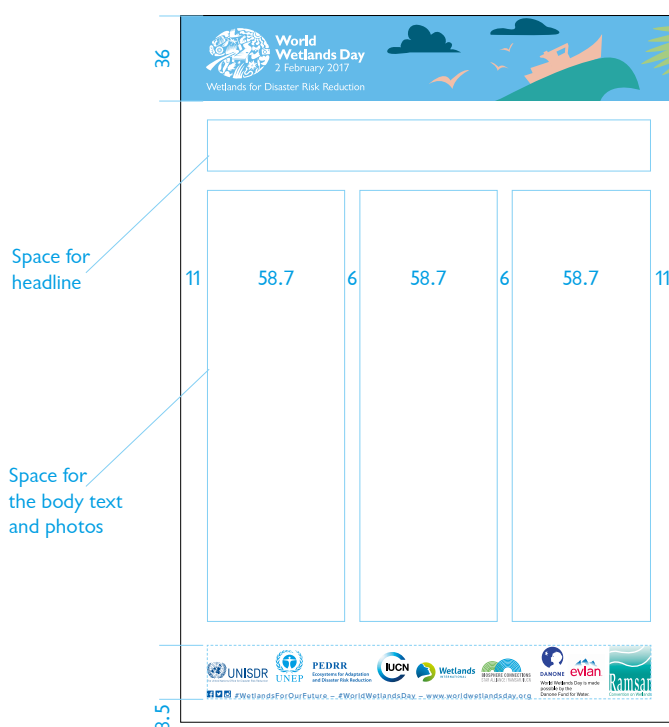
In creating new hand-outs or other documents, please follow the layout specified in this basic page template or use the InDesign template file.

A4, A3 and Letter format dimensions are specified in this overview.

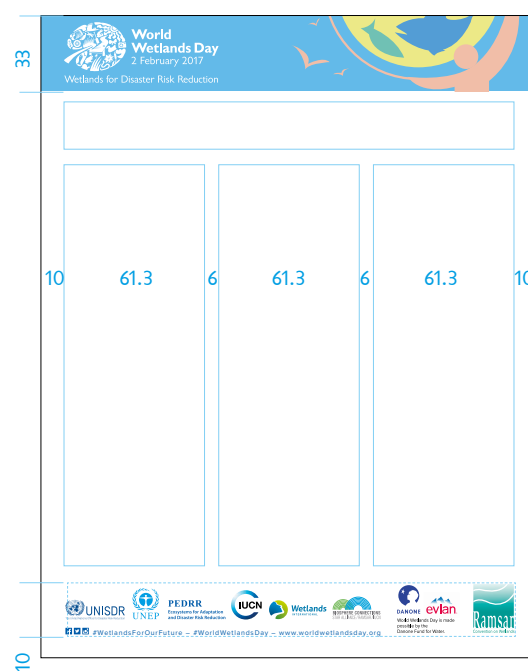
An enlarged A4 template follows on the next page



Poster grid A3



Hand-out grid A4



Hand-out grid adaptation to Letter format