

Ramsar Convention on Wetlands

Guidance on Signs for Ramsar Sites 2017



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Introduction

The Ramsar Convention's strategic intent is to slow, stop and reverse the loss of wetlands. A major part of this effort involves making policymakers, wetland practitioners and the wider public aware of the essential benefits that wetlands provide for humanity. To effectively advocate for wetlands requires that we increase visibility of the importance of wetlands and the work of the Convention. The consistent and correct use of the Convention's name and visual identity is integral in achieving this outcome. This document has been developed to provide guidance on how to design signage so that we can collectively strengthen the visibility of Convention's network of Wetlands of International Importance.



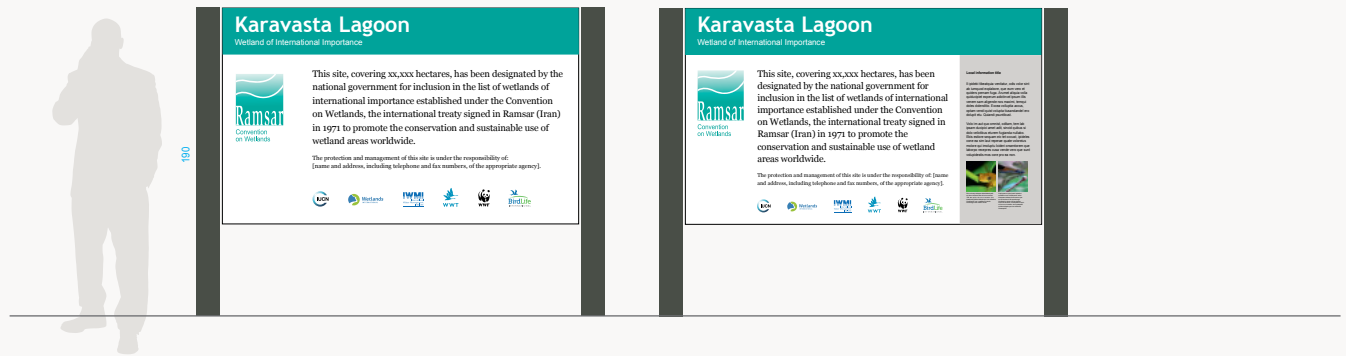
Guidance on Signs for Ramsar Sites



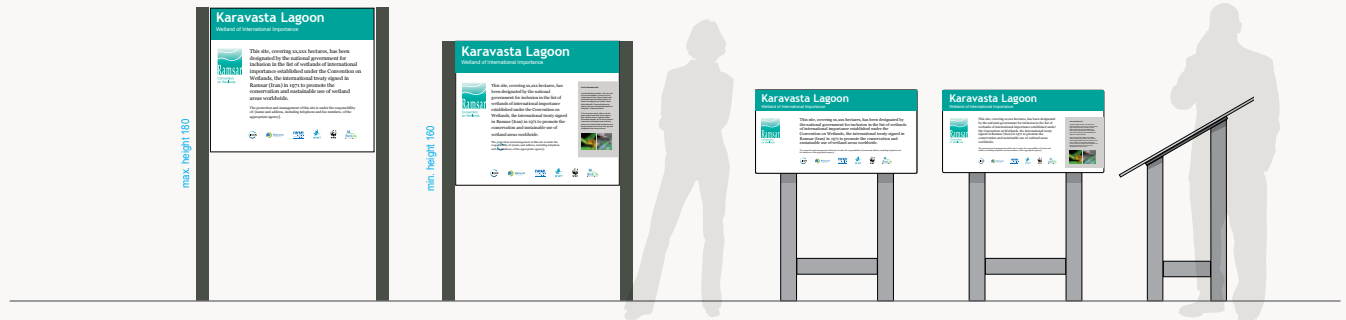
Ramsar Signposts Overview

The following pages show a variety of signposts that can be used to present information both globally and locally.

It is important to adhere to these specifications and designs outlined in these pages in order to maintain a cohesive Ramsar 'family' look to all signs.



Large Sign



Medium Sign

Inclined Table Sign



Totem Sign

Ramsar Signposts

Large Sign

Specifications

It is important to adhere to these specifications and designs to ensure a cohesive Ramsar 'family' look.

Dimensions are in cm.



Ramsar Signposts

Large Sign With Local Information

Specifications

It is important to adhere to these specifications and designs to ensure a cohesive Ramsar 'family' look.

Dimensions are in cm.

Banner: Trebuchet bold
Background:
Pantone 3272
C100, M 4, Y50, K0

Capital height 4.3
8.4
4.3
3.8
Arial regular

112 | | | | 4 | 6 | 42 | 4

Main text: Georgia regular,
size adapted to the available space,
Bottom line 1/3 smaller

Local information title

Sinis eriorep erisquos dolentatest parit qui dem ducienia dita vid et ex eat aut offic tem quid ut la num ut occatur. eius quattuod quidus dolupta quo ma voloreus consequit. am, cupitiant viducis maximagni disci natus et lam

Aspit quas re quia ipiani optasint quodtem sunt ut laborerum antur sumquae volumenis dit earum que qui siencias di dit quasimagni omniassim rerum niscian duntur sincidi et eiciduct, ut acceplatem quid ut la num ut occatur, eius quattuod quidus dolupta quo ma voloreus consequit.

Local information text:
Arial, minimum size 30 pt.
Background: Pantone Cool gray 2
C17, M 14, Y15, K0

grid-lines do not print.

Panel size 220 x 134

Ramsar Signposts *Medium Sign*

Specifications

It is important to adhere to these specifications and designs to ensure a cohesive Ramsar 'family' look.

Dimensions are in cm.



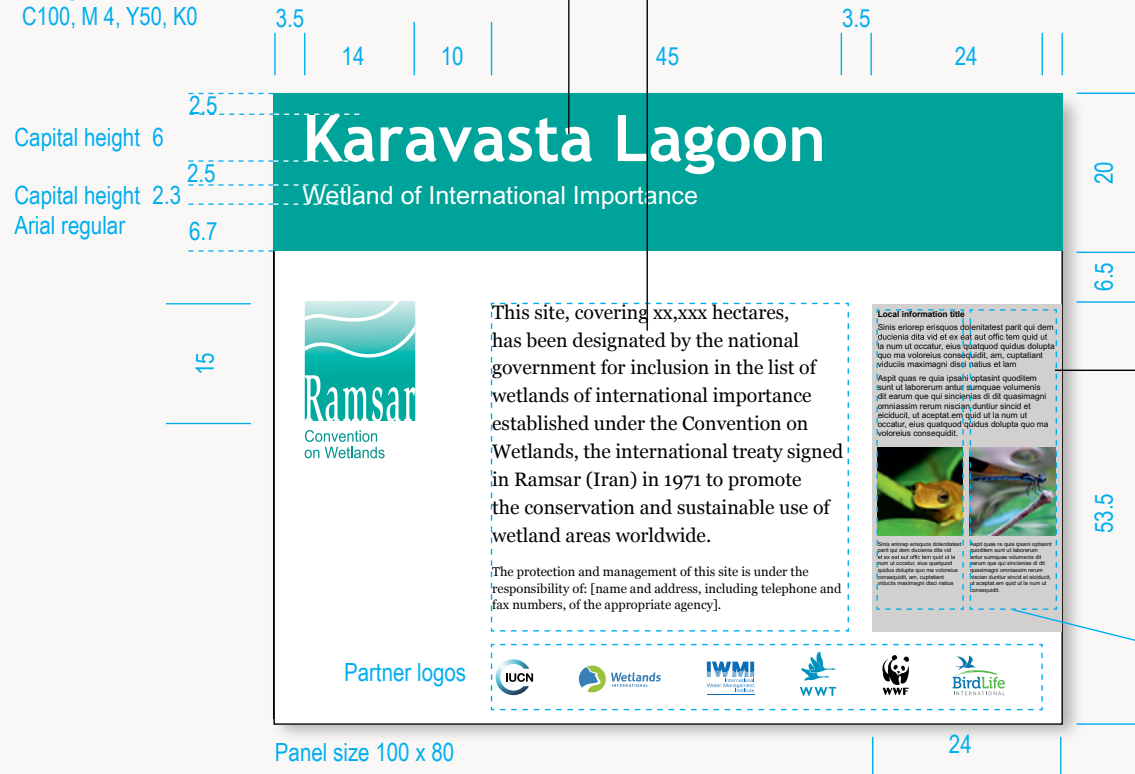
Ramsar Signposts Medium Sign With Local Information Specifications

It is important to adhere to these specifications and designs to ensure a cohesive Ramsar 'family' look.

Dimensions are in cm.

Banner: Trebuchet Bold
Background: Pantone 3272
C100, M 4, Y50, K0

Main text: Georgia regular,
size adapted to the available space
Bottom lines 1/3 smaller



Local information text:
Arial, minimum size 24 pt.
Background: Pantone Cool gray 2
C17, M 14, Y15, K0

Dashed blue grid-lines
do not print.

Panel size 100 x 80

24

Ramsar Signposts *Small Sign Totem*

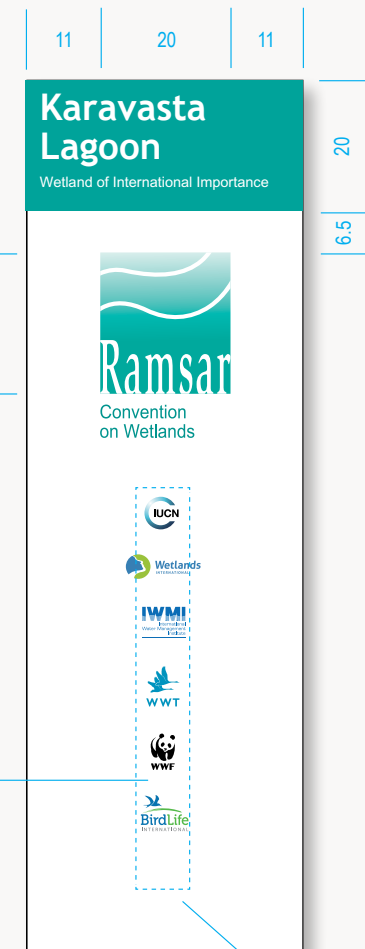
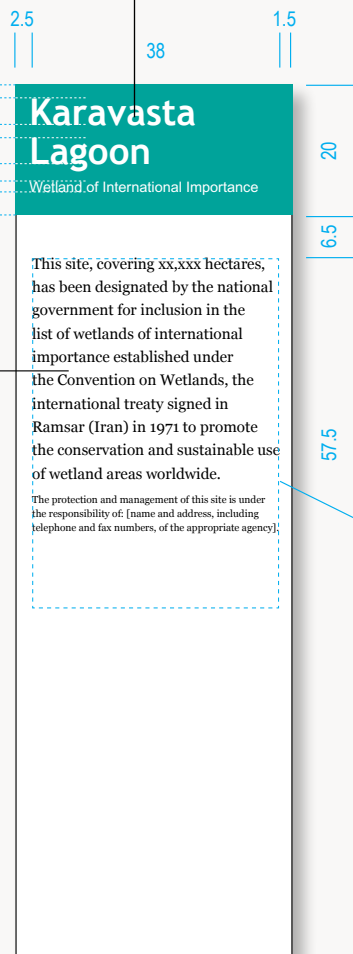
Specifications

It is important to adhere to these specifications and designs to ensure a cohesive Ramsar 'family' look.

Dimensions are in cm.

Banner: Trebuchet bold
Background: Pantone 3272
C100, M 4, Y50, K0

Main text: Georgia regular,
size adapted to the available space
Bottom line 1/3 smaller



Dashed blue grid-lines do not print.

Partner logos

Dashed blue grid-lines do not print.

Ramsar Signposts

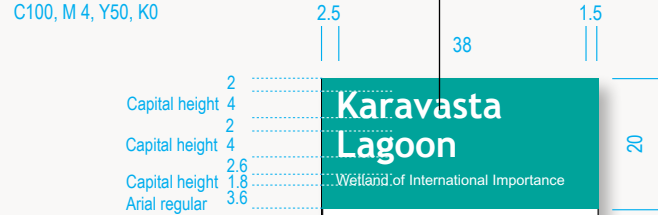
Small Sign Totem With Local Information

Specifications

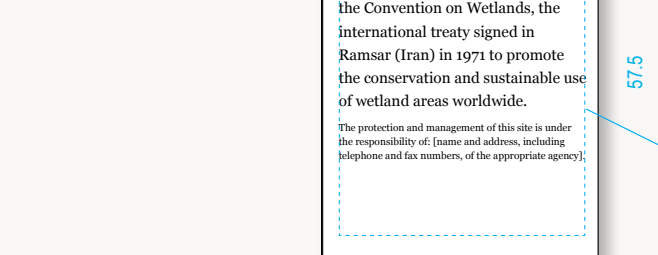
It is important to adhere to these specifications and designs to ensure a cohesive Ramsar 'family' look.

Dimensions are in cm.

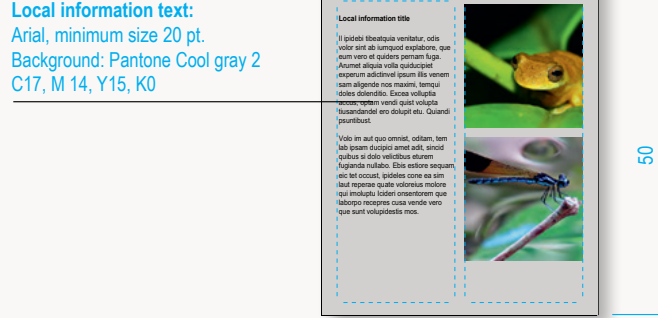
Banner: Trebuchet bold
Background: Pantone 3272
C100, M 4, Y50, K0



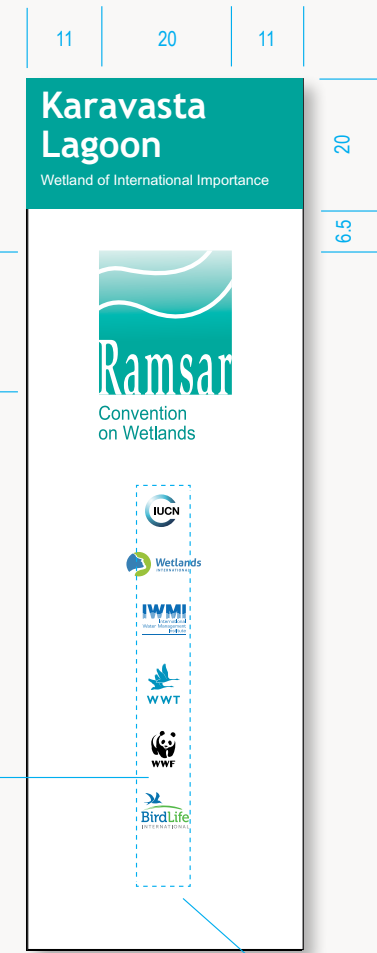
Main text: Georgia regular,
size adapted to the available space
Bottom line 1/3 smaller



Local information text:
Arial, minimum size 20 pt.
Background: Pantone Cool gray 2
C17, M 14, Y15, K0



Panel size 42 x 134



Panel size 42 x 134

Dashed blue grid-lines do not print.

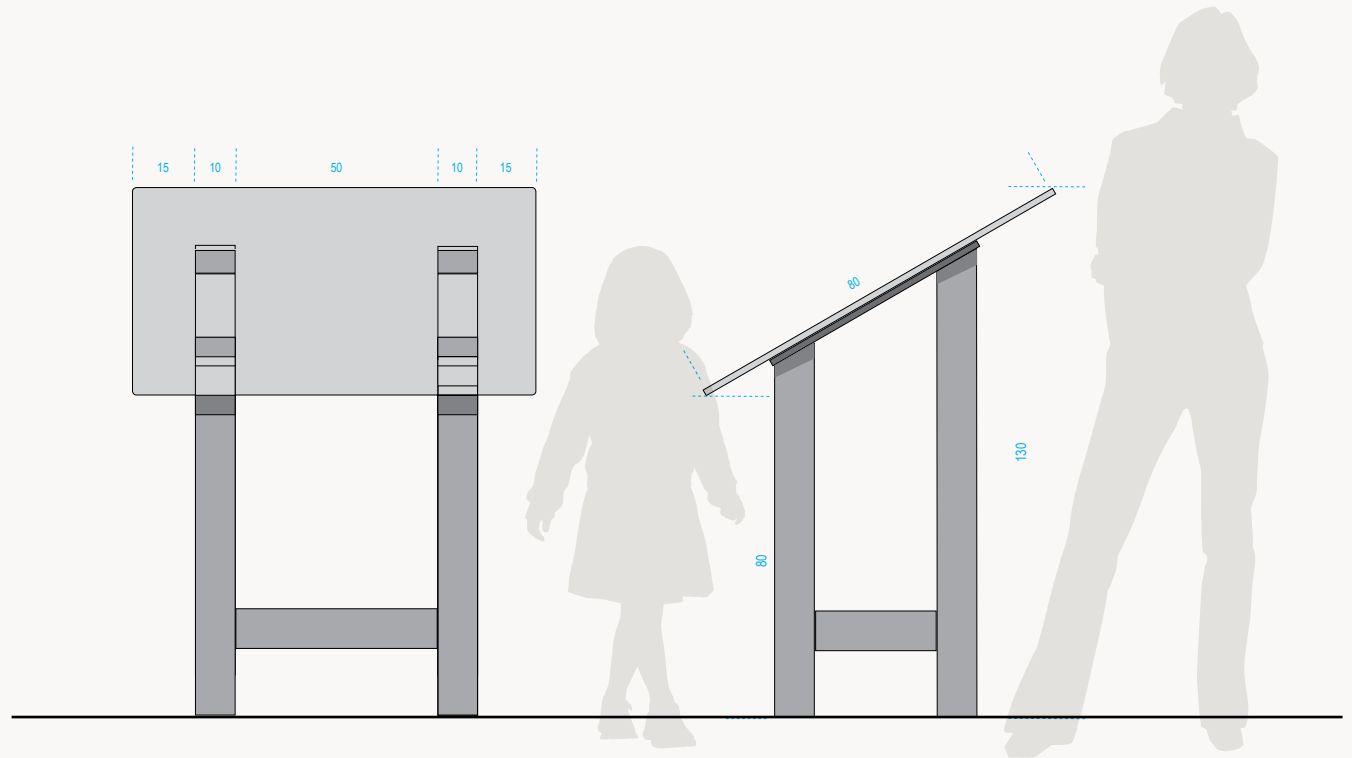
Ramsar Signposts

Inclined Table

Construction

It is important to adhere to these specifications and designs to ensure a cohesive Ramsar 'family' look.

Dimensions are in cm.



Contact Information



Each section of these guidelines has been designed to be used by design professionals and marketers of all disciplines and regions.

Should you have any queries, please email
ramsar@ramsar.org



www.ramsar.org