

# Ramsar Convention on Wetlands

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## Guidance on Signs for Ramsar Sites 2017

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## Introduction

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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.

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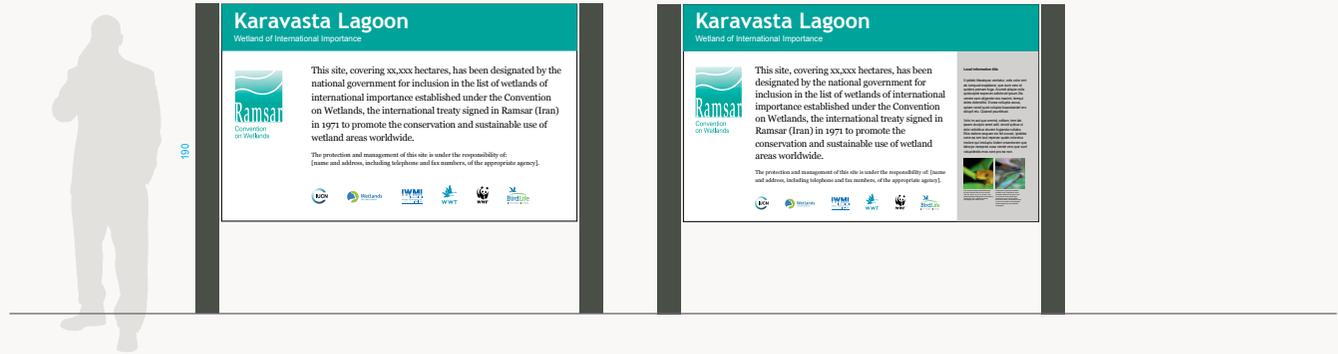
# Guidance on Signs for Ramsar Sites



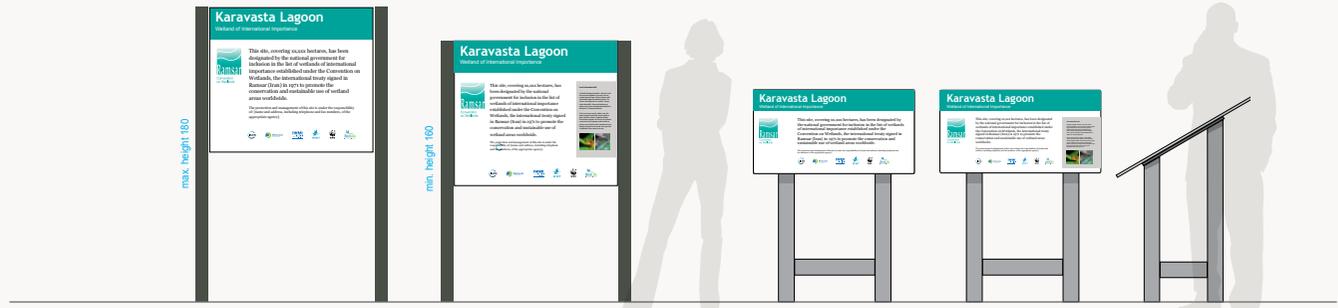
# Ramsar Signposts Overview

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.

Banner: Trebuchet Bold

Background:

Pantone 3272

C100, M 4, Y50, K0

8

29

20

159

4

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

4.3  
Capital height 8.4  
4.3  
Capital height 3.8  
Arial regular

# Karavasta Lagoon

## Wetland of International Importance

31



This site, covering xx,xxx hectares, has been designated by the national government for inclusion in the list of wetlands of international importance established under the Convention on Wetlands, the international treaty signed in Ramsar (Iran) in 1971 to promote the conservation and sustainable use of wetland areas worldwide.

The protection and management of this site is under the responsibility of: [name and address, including telephone and fax numbers, of the appropriate agency].

Partner logos



27

10

97

Dashed blue  
grid-lines  
do not print.

Panel size 220 x 134

## 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 | 8 | 29 | 15 | 6 | 42 | 4

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

Panel size 220 x 134

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

grid-lines  
do not print.

## 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.



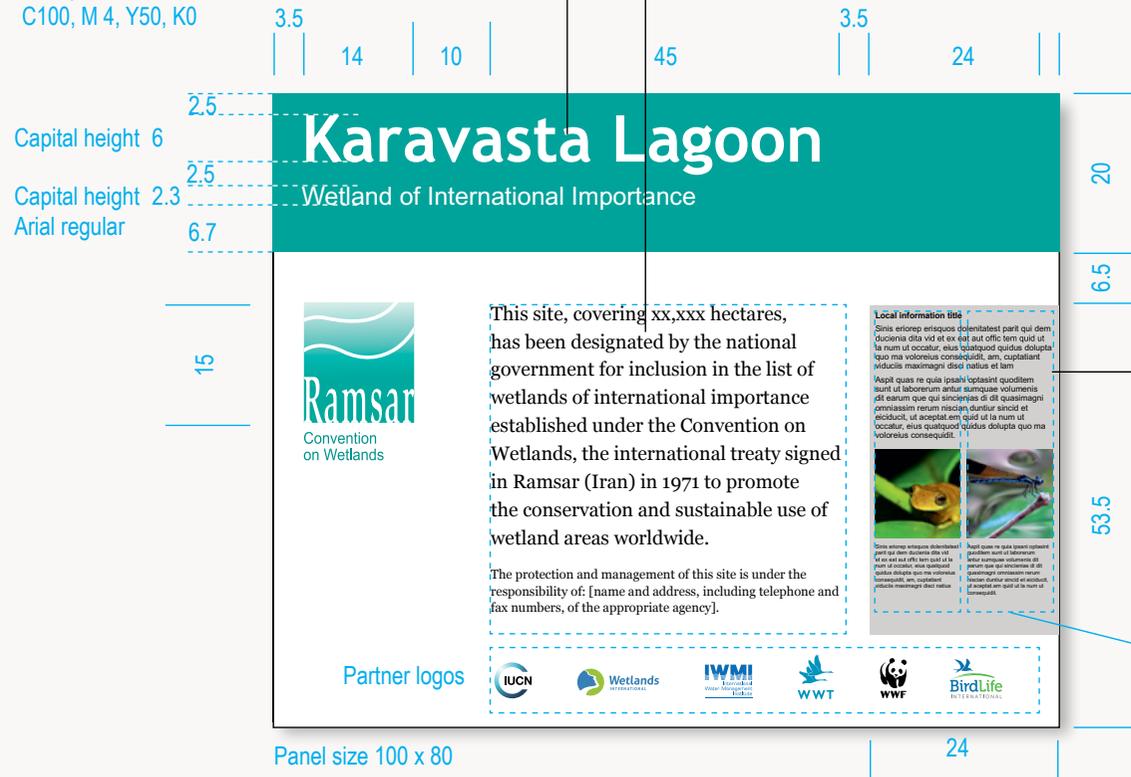
## Ramsar Signposts Medium Sign With Local Information Specifications

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.

## Ramsar Signposts *Small Sign Totem*

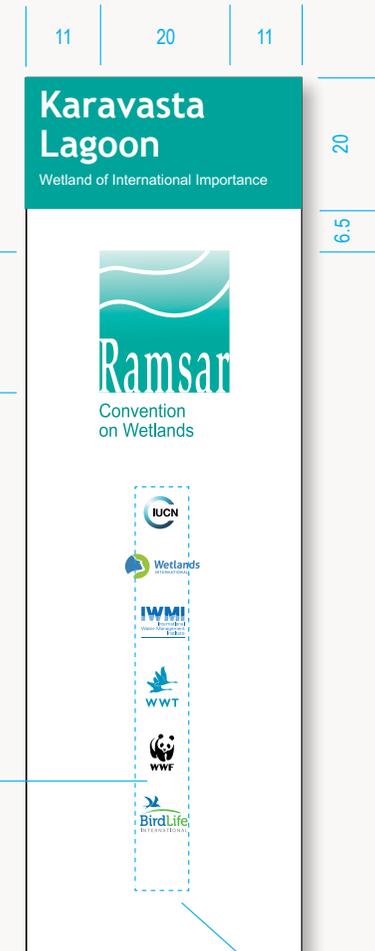
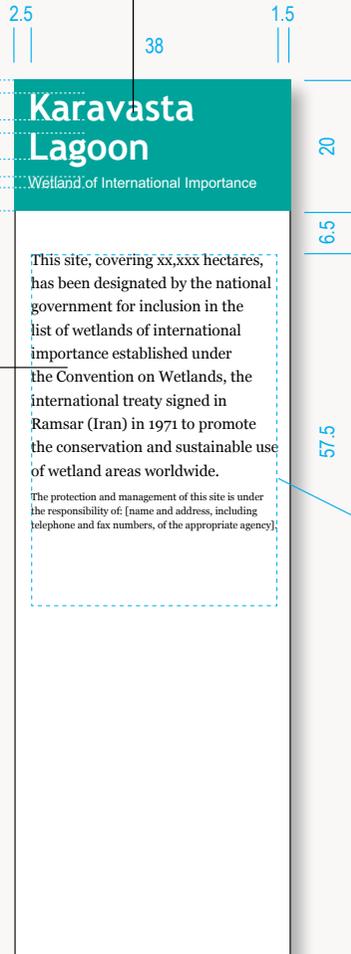
### Specifications

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

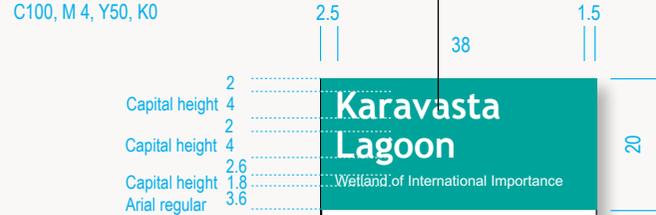
### Small Sign Totem With Local Information

### Specifications

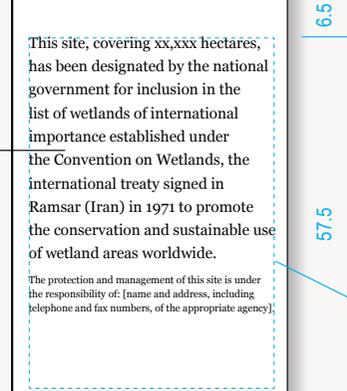
It is important to adhere to these specifications and designs to ensure a cohesive Ramsar 'family' look.

Dimensions are in cm.

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



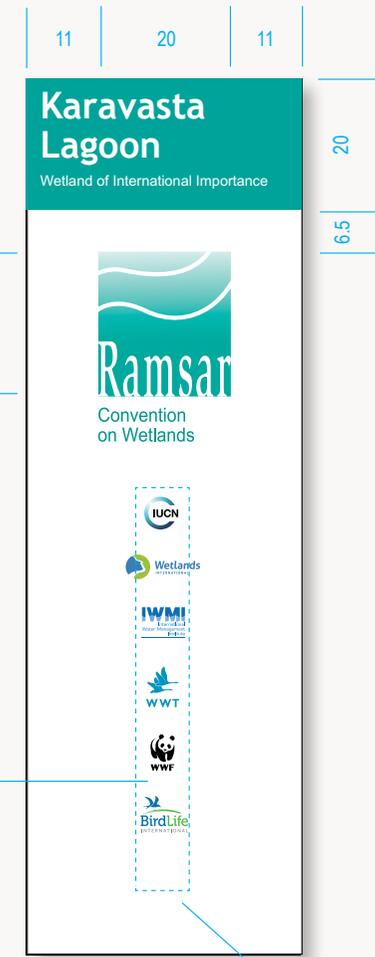
**Main text:** Georgia regular,  
size adapted to the available space  
Bottom line 1/3 smaller



**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.

Partner logos

Dashed blue grid-lines  
do not print.

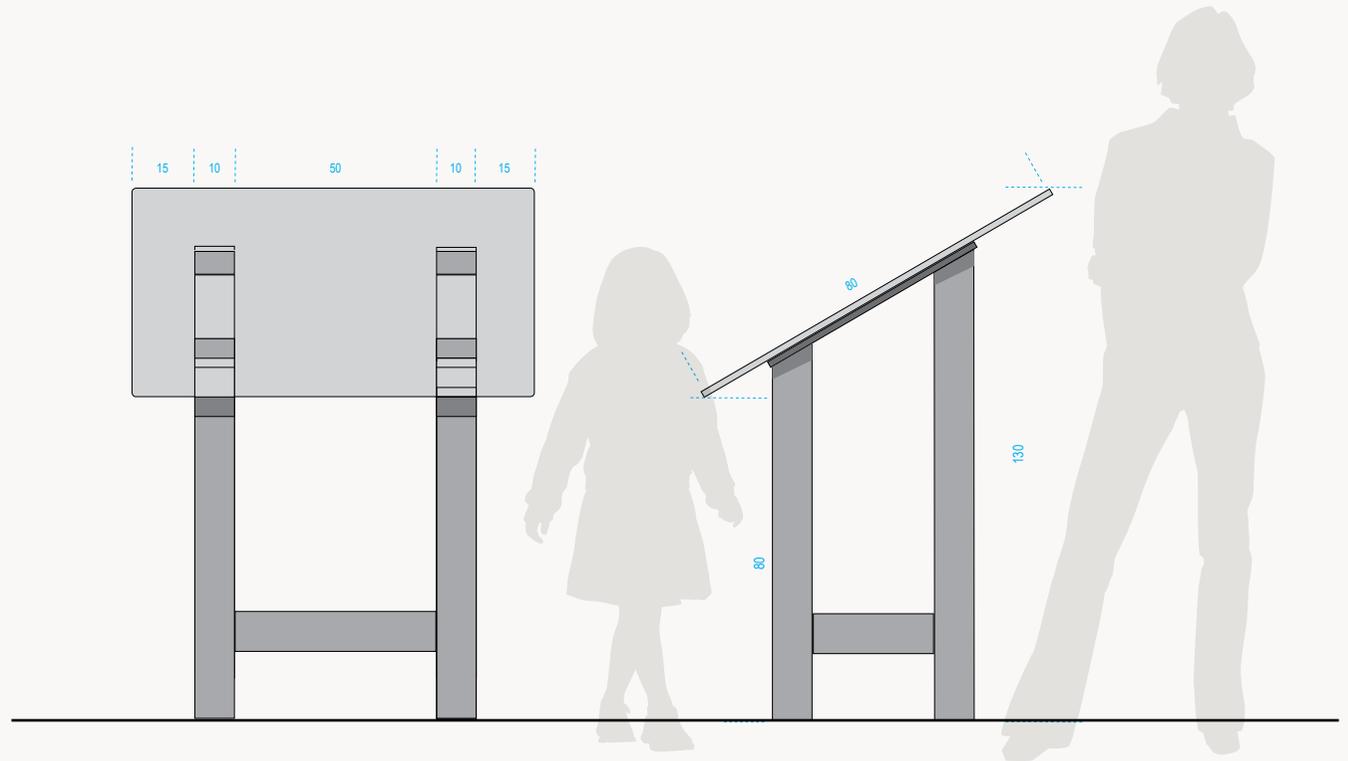
## Ramsar Signposts

### *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](mailto:ramsar@ramsar.org)

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[www.ramsar.org](http://www.ramsar.org)