

Graphic design guide

Engaging and readable support materials are a vital part of World Wetlands Day.

These can be downloaded from www.worldwetlandsday.org

in a variety of resolutions and formats. Materials 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 2021.



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



**World
Wetlands Day**

2 February 2021

Wetlands and water



Join us - visit WorldWetlandsDay.org #RestoreWetlands

World Wetlands Day Logo

HORIZONTAL VERSION

Preferred for printed documents
e.g. posters, flyers

World Wetlands Day

2 February 2021

Wetlands and water



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

VERTICAL VERSION

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

World Wetlands Day

2 February 2021



Wetlands and water



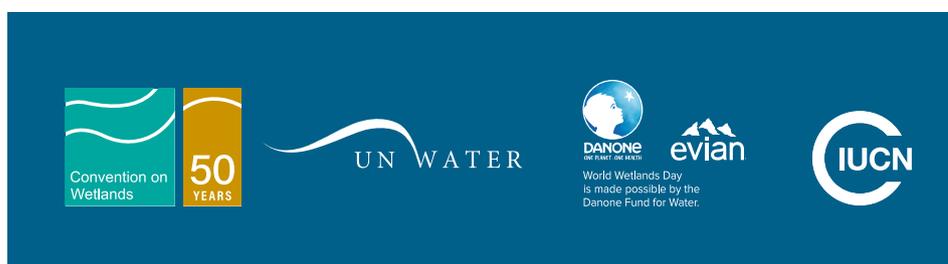
*Maintain logo proportions
Protective zone
Minimum 25% of the logo width*

Color specifications

Blue 1	Blue 2	Green 1	Green 2	Grey
C 100	C 60	C 50	C 70	C 22
M 45	M 10	M 0	M 0	M 9
Y 18	Y 10	Y 100	Y 65	Y 0
K 22	K 0	K 10	K 30	K 24

Sponsors logo

Must be included on all items
related to World Wetlands Day



Images

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General posters

Layout

Language-neutral InDesign template pages for poster is available for download. These include all images and fonts.

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

Please use:

- Roboto Black for headlines
- Arial or Roboto regular for body copy
- Arial regular and italic for the body text

Electronic mail signature

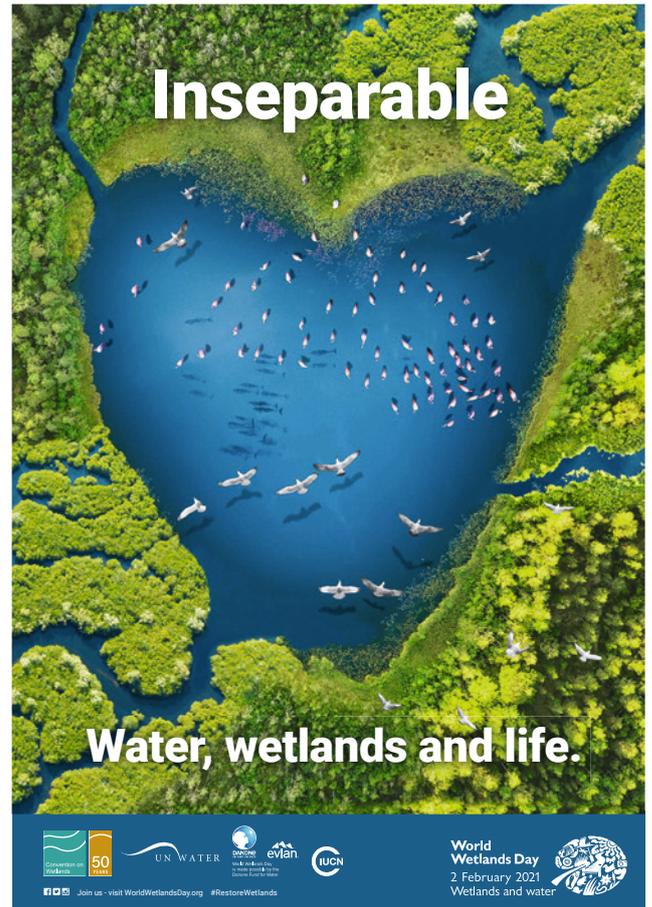
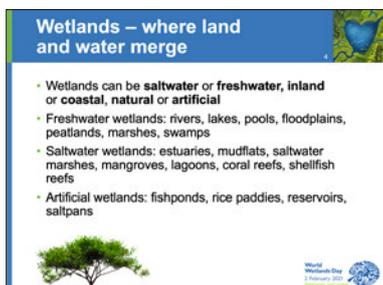
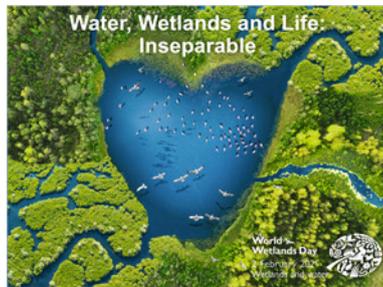


Social cards (Video)



Powerpoint presentation

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



Fact Sheet

Wetlands and Water: The Facts	
<p>We are in a growing water crisis that threatens people and our planet. We use more water than nature can replenish, and we destroy the ecosystems that water and all life depend on most – wetlands.</p>	<p>What wetlands do for water</p> <ul style="list-style-type: none"> Reduce and slow down runoff, reducing erosion and sedimentation Store and clean water Recharge aquifers Filter pollutants Reduce peak flows Reduce flood damage Reduce saltwater intrusion Reduce drought impacts Reduce water treatment costs Reduce water loss Reduce water pollution Reduce water scarcity Reduce water stress Reduce water risk Reduce water vulnerability Reduce water insecurity Reduce water poverty Reduce water inequality Reduce water injustice Reduce water conflict Reduce water tension Reduce water pressure Reduce water stress Reduce water risk Reduce water vulnerability Reduce water insecurity Reduce water poverty Reduce water inequality Reduce water injustice Reduce water conflict Reduce water tension Reduce water pressure
<p>Water and Wetlands – Inseparable for life in our community</p> <p>Short Description your event</p> <p>Speakers</p> <p>Reliable link to register</p>	<p>Water crisis</p> <ul style="list-style-type: none"> Wetlands are under increasing pressure from land use change, pollution, and climate change Wetlands are being lost at an alarming rate Wetlands are being degraded Wetlands are being converted to other uses Wetlands are being destroyed Wetlands are being polluted Wetlands are being over-exploited Wetlands are being mismanaged Wetlands are being neglected Wetlands are being abandoned Wetlands are being destroyed Wetlands are being polluted Wetlands are being over-exploited Wetlands are being mismanaged Wetlands are being neglected Wetlands are being abandoned <p>Wetland loss impact</p> <ul style="list-style-type: none"> Wetlands are being lost at an alarming rate Wetlands are being degraded Wetlands are being converted to other uses Wetlands are being destroyed Wetlands are being polluted Wetlands are being over-exploited Wetlands are being mismanaged Wetlands are being neglected Wetlands are being abandoned <p>Five solutions</p> <ul style="list-style-type: none"> Protect and restore wetlands Reduce water consumption Reduce water pollution Reduce water stress Reduce water risk Reduce water vulnerability Reduce water insecurity Reduce water poverty Reduce water inequality Reduce water injustice Reduce water conflict Reduce water tension Reduce water pressure <p>South Africa integrating water management</p> <p>UK's model wetland restoration</p>

Event flyer



Memory game



T-shirt

