

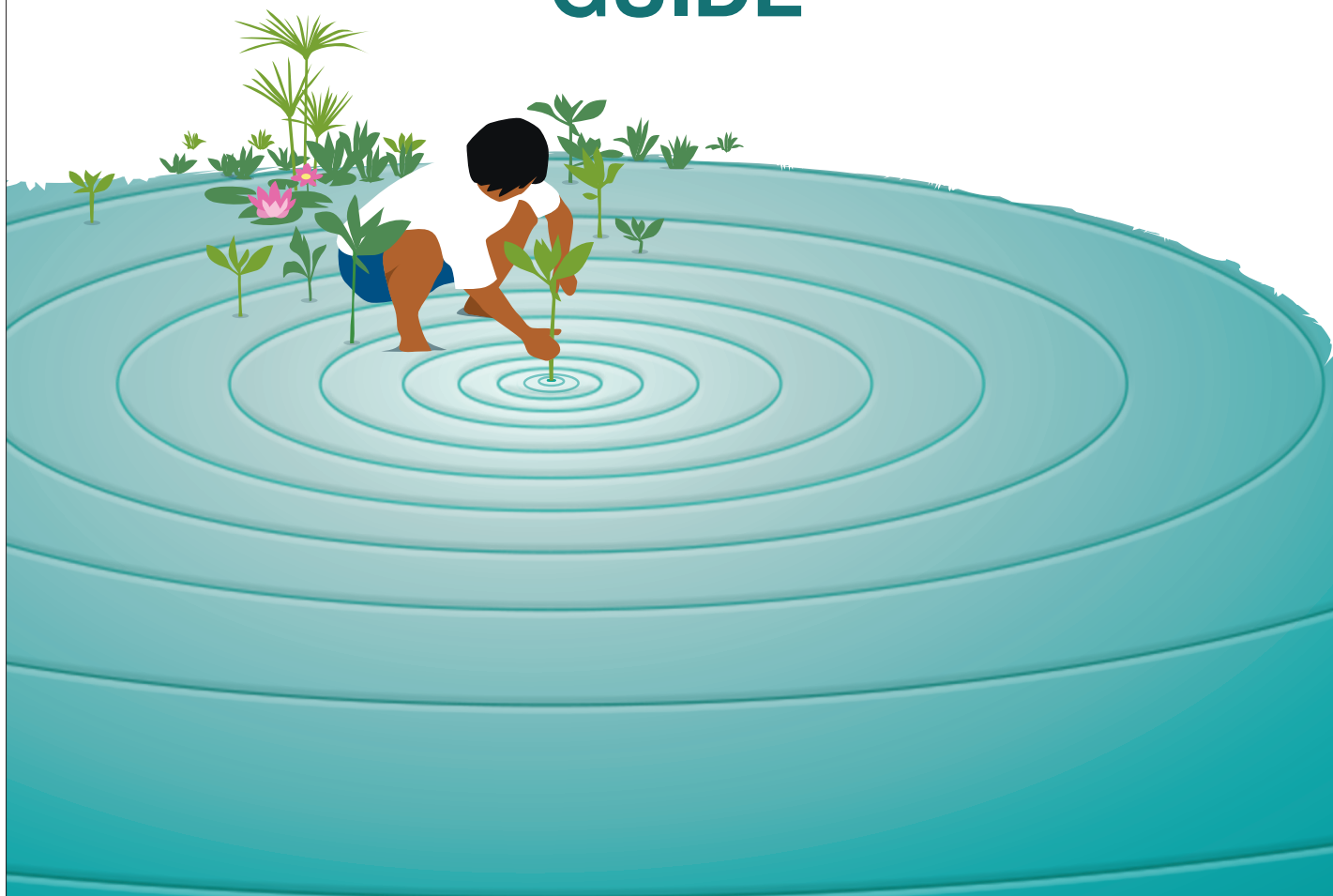
World
Wetlands Day

2 February 2023

It's time for wetland restoration



GRAPHIC DESIGN GUIDE



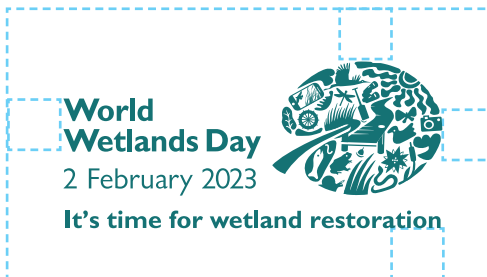
Engaging and readable support materials are a vital part of World Wetlands Day.

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 2023.

World Wetlands Day Logo
 HORIZONTAL VERSION
 Preferred for printed documents
 e.g. posters, flyers



*Maintain logo proportions
 Protective zone*

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



*Maintain logo proportions
 Protective zone*

NEGATIV / WHITE VERSION
 Option for logo on a dark and clean
 background



LOGO VERSION WITHOUT TAGLINE
 When the logo is used with the main
 campaign visual with the headline.



**Color specifications
 LOGO**



C 80
 M 21
 Y 41
 K 32
 RVB:
 74-123-125
 #4a7b7d

**Additional Colors
 CAMPAIGN**

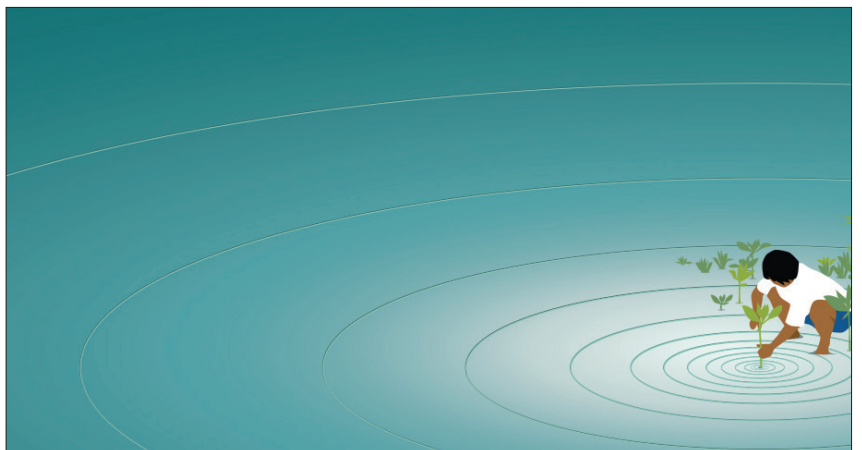


C 80 M 21 Y 41 K 0 RVB: 97-157-161 #619da1	C 42 M 0 Y 22 K 0 RVB: 186-217-214 #bad9d6	C 50 M 4 Y 100 K 19 RVB: 147-173-49 #93ad31	C 61 M 7 Y 75 K 29 RVB: 115-149-88 #739558	C 10 M 62 Y 87 K 24 RVB: 167-109-50 #a76d32	C 0 M 30 Y 70 K 0 RVB: 234-199-112 #eac770
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Graphic elements
FULL IMAGE
for vertical or square
uses



**Image to use for horizontal
backgrounds, invitation, etc**



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:

- Helvetica bold for headlines
- Helvetica light or roman for boycop
- Arial if you don't have Helvetica

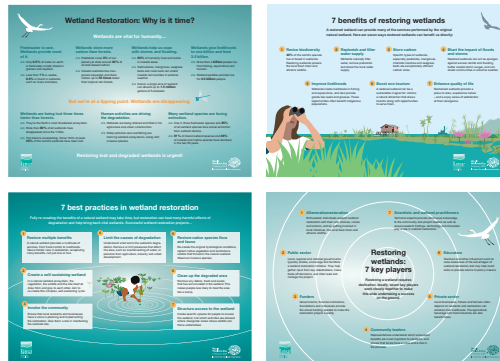
Electronic mail signature



Video



Infographics



Campaign Toolkit



Powerpoint presentation



For kids



T-shirt

