Ramsar
Convention on Wetlands

Logo & Brand
Guidelines 2017

Ramsar

Convention
on Wetlands

Contents

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. These logo and brand guidelines have been developed to provide guidance on how the Ramsar logo is correctly used such that we can collectively strengthen the Convention's visibility, integrity and impact.

Logo and Graphic Elements

Logo and Graphic Elements

Standard Logo

Our identity is designed as a simple and distinctive manifestation of the varying wetland types we are committed to protecting. This is emphasized by the layering colour of Pantone 3272. The flowing shapes signify constantly changing landscapes of wetlands themselves with the Ramsar name stamped to illustrate our commitment to the wetland cause.

The logo can NOT be altered in proportion. It CAN be scaled to fit the specific application on which it appears.

CONVENTION ON WETLANDS

CONVENTION SUR LES ZONES HUMIDES

CONVENCIÓN SOBRE LOS HUMEDALES

(Ramsar, Iran, 1971)

Logo and Graphic Elements

Other Trilingual — Versions

The logo can NOT be altered in proportion. It CAN be scaled to fit the specific application on which it appears.

Logo

Convention on Wetlands
Convention sur les zones humides
Convención sobre los Humedales

Logo

Trilingual Text

Convention on Wetlands
Convention sur les zones humides
Convención sobre los Humedales

Logo and Graphic Elements

Logo Languages

Contracting Parties may amend the logo for national use by keeping the term "Ramsar" and putting the Convention title (Convention on Wetlands) in a national, official language always respecting the graphic rules.

Logo

Text

Ramsar
Convention
on Wetlands

Ramsar
Convention sur les
zones humides

Ramsar
Convención sobre
los Humedales

Logo and Graphic
Elements

Logo Without Text

The logo can NOT be altered in proportion. It CAN be scaled to fit the specific application on which it appears.

Logo and Graphic Elements

Exclusion Zone
Standard Logo

The area around the logos should always remain free of graphics and/or text that could interfere with the legibility of the logos.

The area shown by the 'X' should remain clear all around the logo and signatures.

This area is known as the exclusion zone.

X

Ramsar

CONVENTION ON WETLANDS

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X

Ramsar

CONVENTION ON WETLANDS

X CONVENTION SUR LES ZONES HUMIDES X

CONVENCIÓN SOBRE LOS HUMEDALES

(Ramsar, Iran, 1971)

X

Logo and Graphic Elements

Exclusion Zone Other Versions

The area around the logos should always remain free of graphics and/or text that could interfere with the legibility of the logos.

The area shown by the 'X' should remain clear all around the logo and signatures.

This area is known as the exclusion zone.

X

Ramsar
Convention
on Wetlands

X

X

Ramsar

X

X

Ramsar
Convention on Wetlands
Convention sur les zones humides
Convención sobre los Humedales

X

X

X

Ramsar
Convention on Wetlands
Convention sur les zones humides
Convención sobre los Humedales

X

Logo and Graphic Elements

Logo Misuse

The following examples show what you *cannot* do with the Ramsar logos.

These rules should be observed to guarantee the legibility and integrity of the Ramsar logos.

1. Do not alter the signatures from their approved format/order.

2. Do not change the colour of the logo.

3. Do not change the angle, or distort the logo.

4. Do not place graphics or text over the logo.

5. Do not place the logo on a coloured or photographic background that will restrict its legibility.

Ramsar Corporate Colours

Primary Colours

For use as principal accent colours in Ramsar publications against white background.
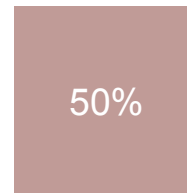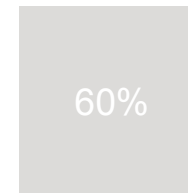
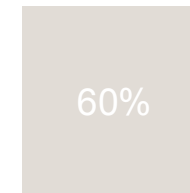| Pantone 3272	Pantone 174	Pantone Warm Gray 1	Pantone Cool Gray 2	Pantone 554
100 . 4 . 50 . 0	26 . 87 . 100 . 22	15 . 14 . 17 . 0	17 . 14 . 15 . 0	84 . 40 . 80 . 35
0 . 169 . 154	155 . 57 . 33	216 . 210 . 202	210 . 208 . 206	35 . 91 . 64
#00a49a	#9b3921	#d8d2ca	#d2d0ce	#235b40
50%	50%	60%	60%	50%

Ramsar Corporate Colours

Dark

Secondary Colours

For limited use as differentiating elements (e.g. chart data, graphics, maps, etc.).

Blue | Red | Green | Brown | Yellow

Medium

Pantone 300	Pantone 187	Pantone 357	Pantone 161	Pantone 7564
100 . 62 . 7 . 1	22 . 100 . 89 . 15	85 . 40 . 91 . 38	41 . 69 . 89 . 47	84 . 40 . 80 . 35
0 . 99 . 167	172 . 31 . 45	30 . 87 . 50	99 . 61 . 33	35 . 91 . 64
#0063a7	#ac1f2d	#1e5732	#633d21	#dc8a27

Pantone 7459	Pantone 1788	Pantone 7489	Pantone 723	Pantone 7409
73 . 27 . 21 . 1	0 . 96 . 83 . 0	61 . 14 . 92 . 1	24 . 63 . 100 . 10	2 . 33 . 98 . 0
65 . 105 . 179	238 . 43 . 55	115 . 169 . 77	180 . 106 . 41	245 . 178 . 30
#4196b3	#ee2b37	#73a94d	#b46a29	#f5b21e

Typography

Primary/Corporate Fonts

The defined sans-serif font used for headlines is Trebuchet MS.

The authorised serif font for use in body copy is Georgia.

For sub-headers, tables, charts and graphics in publications, Arial should be used.

Trebuchet MS

Regular
Italic
Bold
Bold Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 £%&!#()

Georgia

Regular
Italic
Bold
Bold Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 £%&!#()

Arial

Regular
Italic
Bold
Bold Italic
Black
Black Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 £%&!#()

Typography

Sizes and Formats

For brand consistency, sizes and formats of headlines and body copy should be used as shown throughout all applications.

Body copy font size may be adjusted slightly to accommodate longer language versions.

Main headline: Trebuchet Bold, minimum size: 30pt

Sample headline extended over two lines

Introduction/Sub-headings: Georgia Regular, 14 pt, line spacing 17 pt

Alique evento vendist, si dias dusto quae conse pro dolo te porpor maxim volupti usandan turitasit, imi, et odit ea quo blabore mporeratiae. Erspicto volenditiur.

Body copy: Georgia Regular, 9 pt, line spacing 12 pt

Sedi sam fugitat ectium sum, consequ isiminullum reratios sam fugit aut faciis aut exterior rovidiorum num facere lissit hil il ipis min nonseri busam, nobit, occuptaturem idenecuptis pario occum harum endist voluptasin rem et quuntib usanimus, nonecte conet quae. Uci dusanis et dolumque porit dionem comnimi, ere nectatam et lante ant officil itintibus.aborestia eaquian danistrum reperumquunt omnimin cimiliquatem lacearito.

Table/chart copy: Arial (condensed 90%), 7 pt, line spacing 10 pt

Sedi sam fugitat ectium sum, consequ isiminullum
reratios sam fugit aut faciis aut exterior rovidiorum
num facere lissit hil il ipis min nonseri busam,
nobit,occu ptaturem idenecuptis par harum endist
volup eratios satasin rem.

Guidance for Organisation Partners

Organisation Partner Logos
Logo Placement

The Ramsar Convention logo
should appear as shown when
used in conjunction with the
Organisation Partners' logos.
The featured logos are shown as
examples

Guidance for Regional Initiatives and Regional Ramsar Centres

Regional Initiatives and Regional Ramsar Centres Logos
Logo Placement

The Ramsar Convention logo should appear as shown when used with conjunction with the logos of the Regional Initiatives.

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