Convention on Wetlands
50 YEARS

50TH ANNIVERSARY COMMUNICATIONS CAMPAIGN

2021

INTRODUCTION & CONTENTS

This document is a guide to the Convention on Wetlands 50th anniversary campaign brand.

In this guide we will highlight the brand elements used within the campaign, and how these elements should be used in all our campaign communications.

This guide should be followed when commissioning, designing, or delivering any kind of campaign communications.

SECTION 1
LOGO

LOGO

Our 50th anniversary logo is designed to be a consistent and concise expression of our identity. It should be clearly presented in all our materials, printed or digital.

Each element of our logo has been carefully drawn and proportioned. It should never be re-drawn or altered and should only ever be used in the approved formats.

All versions of our logo for both print and digital can be found on our Trello board.

LANGUAGE VERSIONS

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

French

Convention sur les zones humides — 50 ANS

Spanish

Convención sobre los Humedales — 50 AÑOS

EXCLUSION ZONE

It is important for us that our brand identity is always presented visually at its absolute best. To ensure this, we have provided usage guidance that applies to all versions of the logo.

A clear space around the logo should always remain free of other graphics and/or text that could interfere with the legibility of the logo.
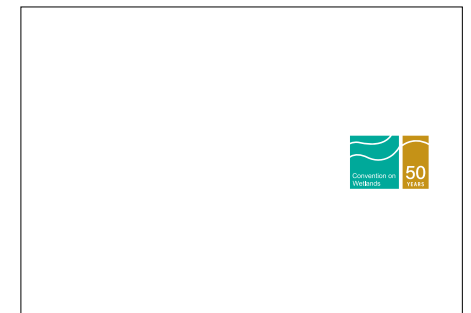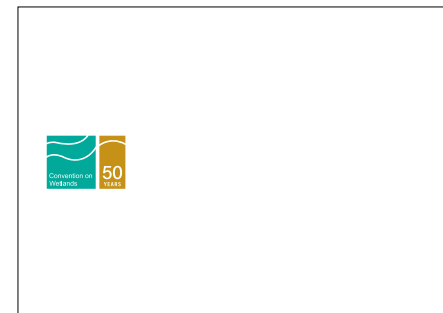
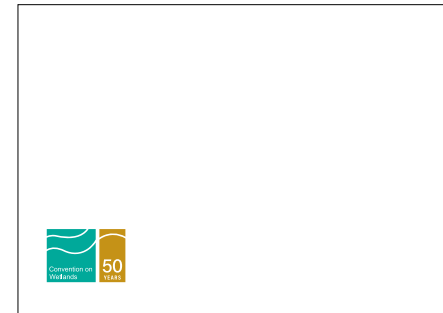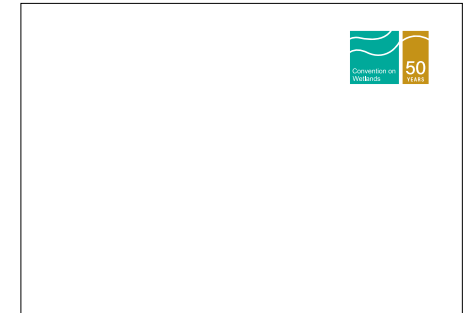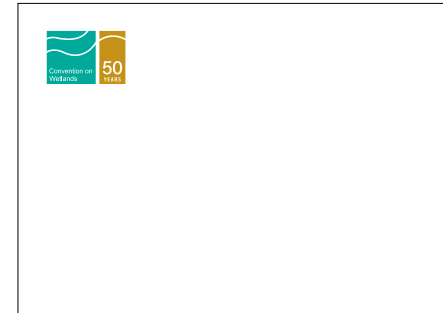This clear space is should be the same size as the width of the 50 year box. This area is known as the exclusion zone.

POSITIONING THE LOGO

The logo can be positioned in the corner of a page as shown here.

On some landscape formats, such as PowerPoint presentation covers, the logo can also be positioned on the middle left or right hand edge of the page.

Here are some examples of positioning our logo.
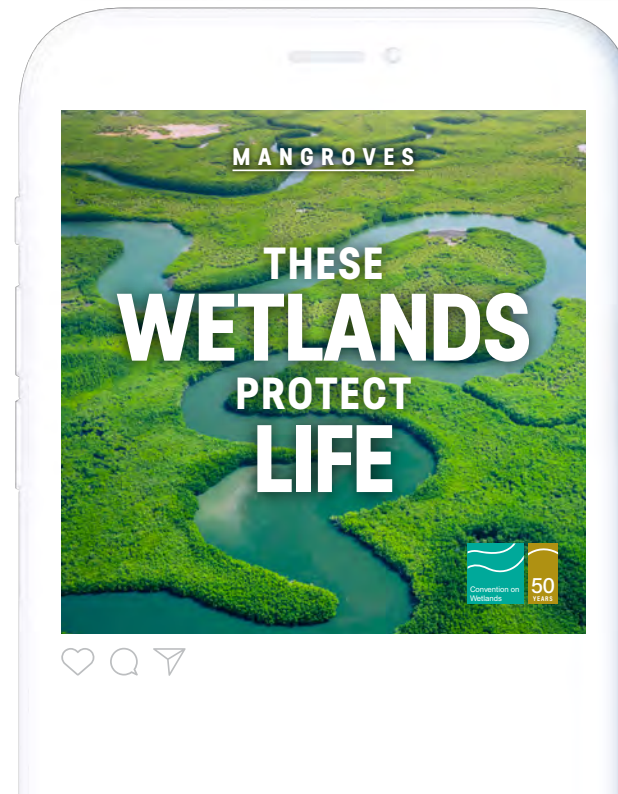
LOGO MISUSE

The following examples show what you cannot do with the logo.

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

Do not change the colour of the logo

Do not use a drop shadow with the logo

Do not change the angle

Do not distort the logo

Do not place graphics or text over the logo
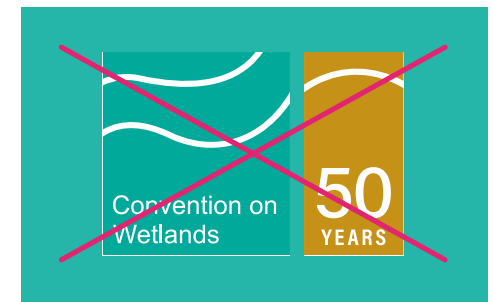
Do not place the logo on a coloured or photographic background that will restrict its legibility. See special rule on page 10

USING A BORDER

In exceptional circumstances when the logo is a similar colour to a background or a photograph, we can use a white border with the logo.

The border should only be used in exceptional circumstances.
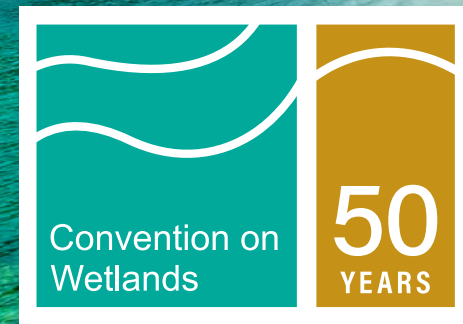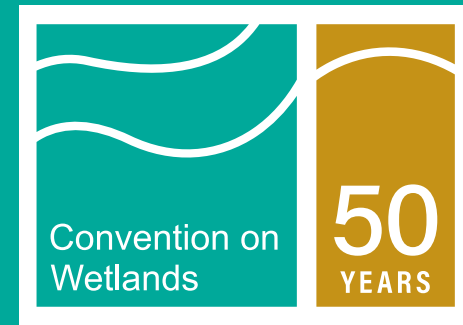
The border is the same thickness as the gap between the green box and the gold box

SECTION 2

COLOUR

CAMPAIGN COLOUR PALETTE

Our campaign colour palette is simple, bold and striking.

Our campaign colour palette consists of eight colours, including our existing corporate colour. Please do not use any other colours in association with our 50th anniversary campaign brand.

CONVENTION ON WETLANDS GREEN
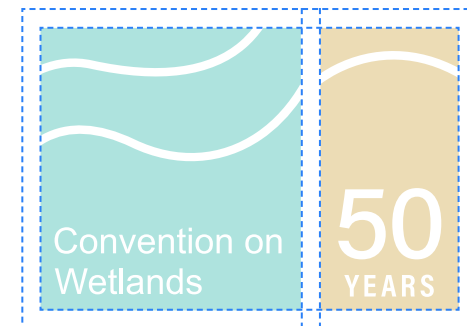**Pantone** 3272
RGB 0 / 169 / 154
HEX/HTML 00a99a
CMYK 100 / 4 / 50 / 0

RED
Pantone Red 032
RGB 211 / 76 / 73
HEX/HTML d34c49
CMYK 0 / 87 / 60 / 0

BLUE
Pantone 299
RGB 42 / 128 / 247
HEX/HTML 2a80f7
CMYK 86 / 8 / 0 / 0

YELLOW
Pantone 143
RGB 251 / 176 / 64
HEX/HTML fbb040
CMYK 0 / 36 / 87 / 0

ORANGE
Pantone Orange 021
RGB 251 / 155 / 27
HEX/HTML fb731b
CMYK 0 / 71 / 100 / 0

GREEN
Pantone 368
RGB 63 / 200 / 12
HEX/HTML 3fc80c
CMYK 70 / 0 / 100 / 0

PURPLE
Pantone 2726
RGB 73 / 71 / 157
HEX/HTML 49479d
CMYK 81 / 76 / 0 / 0

DARK BLUE
Pantone 294
RGB 25 / 46 / 91
HEX/HTML 192e5b
CMYK 100 / 68 / 7 / 30

TYPOGRAPHY

Our primary font, Predige Bold, is used throughout our campaign communications.

Predige Bold font has been chosen for its character and boldness.

We will mostly use Predige Bold in capital letters (All Caps).

Please do not use any other fonts in our communications and observe the guidelines on the following pages.

Predige Bold font can be downloaded from our Trello Board.

PREDIGE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£$%!?.,:;(-)

Our secondary font, Arial, is used throughout our campaign communications.

Arial is a widely-available font and has been chosen for its ease-of-use and clarity.

We use two weights of Arial – Regular (Roman) and Bold.

Please do not use any other fonts in our communications and observe the guidelines on the following pages.

Arial

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£$%!?.,:;(-)

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£$%!?.,:;(-)

Our typographic hierarchy is a vital part of creating accessible, legible and engaging campaign communication materials.

There are no fixed point sizes specified for headers, sub-heads, introductions, or body copy; but please ensure that the hierarchy shown in the example to the right is used as a general guide, within the constraints of the page or document size.

HEADER
(PREDIGE BOLD)

TITLE/HEADER

INTRODUCTION OR SUB-HEAD
(PREDIGE BOLD)

This is how a introduction or sub-head should look, mus ressus maximinveni hil eum reris pro quas modis entias corum nem etur aspid quiaerc itatius dunt.

INTRODUCTION OR SUB-HEAD
(ARIAL BOLD)

This is how a sub-head should look

BODY COPY
(ARIAL REGULAR)

This is how body copy should look. Mus ressus maxi minvenim hil eum reris pro quas modis entias corum nem etur aspid quiaerc itatius dunt, nimodi res et mi, as netur, ut ommolores et lique vidi tendita volupta dolorum simuscium et volorem sant.Explaborrum ex eum hario. Nam voluptat pre voluptium quia sunt ut utecust ionsequidem volupta turiore excere eseque periti rerissit am alis explab ilitiaspis et andis accus ditamus elestorrum eos expedipic.

SECTION 4

IMAGERY

LIBRARY PHOTOGRAPHY

Our imagery should present our issues from a number of perspectives.

A limited library of wetlands photography is available to show the diversity and scale of wetlands habitats.

Aerial or landscape photography creates an immediate sense of perspective, shifting the viewer away from their subjective viewpoint, into an objective one.

A limited library of photography can be downloaded from our Trello Board.

LOCATION PHOTOGRAPHY

We encourage you to use your own wetlands imagery.

Although a limited library of wetlands photography is available, we encourage you to make your campaign communications feel more personal, by using images of your own wetlands habitats.

Where possible we use photographs that feature your wetlands habitats with elements of humanity and wildlife.

PEOPLE PHOTOGRAPHY

Personal stories will help make our campaign more engaging, and create the links between humanity and wetlands that we wish to emphasise.

Although a limited library of wetlands photography is available, we encourage you to make information and issues feel more personal.

Case studies of specific wetlands habitats and their many features and benefits, and personal stories led by locally-based people, will help to engage our audiences. Personal stories will enrich our understanding of what wetlands are, and how important they are.

SECTION 5
APPLICATIONS

Here are some examples of our social media tiles.

Instagram

Twitter

MANGROVES

THESE
WETLANDS
PROTECT
LIFE

Convention on Wetlands | 50 YEARS

CHERIE YIP

THIS
LAKE
IS MY
HOME

Cherie Yip talks Anhui Shengjin Lake
National Nature Reserve

Friday 5 March 2021, 3-4pm CET

ramsar.org/link

WETLANDS

THESE
PEAT BOGS
STORE
CO$_2$

This is how we write social media tiles messages.

We always begin messages with 'These' or 'This'.

For example, we can say 'These Wetlands' or 'This Wetland'. Or specify a particular wetland habitat. For example 'These mangroves' or 'This mangrove'.

The title of the tile specifies the wetland habitat in the photo. The title can also be used for names of people or locations.

This part highlights the features and benefits of wetlands to people and the planet as a whole.

For example, you might choose to focus on a specific or general benefit, like CO_2 sequestration. Or you might want to personalise the message, for example 'This river is my livelihood'.

The Convention on Wetlands 50th Anniversary logo should be used on all social media tiles.

Partner logos can also be added to tiles where applicable.

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Here are some more examples of our social media tiles.

Instagram

WETLANDS
THESE
MARSHES
SUPPORT
6,387 SPECIES

WETLANDS
THIS
POND
IS OUR
PLAY
GROUND

Partner logo   Partner logo

Twitter

CORAL REEF
THIS
WETLAND
IS OUR
FLOOD
BARRIER

THANK YOU

2021