Graphic design guide

Engaging and readable support materials are a vital part of World Wetlands Day. Two logo versions, five posters, three hand-outs and a guide for teachers and organizers are all available in English, French and Spanish. These can be downloaded from www.worldwetlandsday.org in a variety of resolutions and formats. Template posters and hand-outs 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 2016. Logos can be reproduced on virtually anything!

World Wetlands Day is made possible by the Danone Fund for Water, the evian brand, and the Ramsar Convention on Wetlands. Please use the combined sponsors logo on anything you adapt or create.

DANONE evian

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

Ramsar
Convention on Wetlands

World Wetlands Day Logo

Horizontal version
Preferred for printed documents
e.g. posters, flyers

Maintain logo proportions
Protective zone
25% of the logo height

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

Maintain logo proportions
Protective zone
Minimum 10% of the logo width

Color specifications

Blue	Red	Green	Tint for box
C 100	C 0	C 90	C 0
M 60	M 95	M 0	M 4
Y 0	Y 75	Y 50	Y 10
K 0	K 0	K 0	K 4

Sponsors logo

Must be included on all items
related to World Wetlands Day

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

General posters

World Wetlands Day
2 February 2016

Logo

Wetlands for our Future
Sustainable Livelihoods

Headlines
Lato regular

Join us !

on 2 February 2016

- **Visit a Wetland**
- **Find out how wetlands are essential for livelihoods**
- **Learn how communities use wetlands wisely**
- **Enter the Wetlands Youth Photo Contest from 2 February to 2 March 2016**

Body Lato regular

www.worldwetlandsday.org
#WetlandsForOurFuture

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

Ramsar
Convention on Wetlands

The blue dotted guidelines are not part of the layout

Photo contest poster

World Wetlands Day
2 February 2016

Logo

Wetlands for our Future
Sustainable Livelihoods

Wetlands are essential for sustainable livelihoods...
Capture this in a photo!

Wetlands Youth Photo Contest starts on 2 February 2016

- **Take a picture of how people make a living from wetlands between 2 February and 2 March 2016**
- **Upload it to the World Wetlands Day website for a chance to win a free flight to a famous wetland of your choice, courtesy of Star Alliance Biosphere Connections**
- **Open to anyone aged 15-24***

Find out more at www.worldwetlandsday.org

#WetlandsForOurFuture

BIOSPHERE CONNECTIONS
STAR ALLIANCE / RAMSAR / IUCN

DANONE evian
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Ramsar
Convention on Wetlands

By entering, you agree that the Ramsar Convention Secretariat can use your photo for publicity purposes worldwide with no restrictions. Full terms and conditions can be found on the World Wetlands Day website.

Local event poster

InDesign file available for download from www.worldwetlandsday.org

Lato font family embedded

World Wetlands Day
2 February 2016

Logo

Wetlands for our Future
Sustainable Livelihoods

Join us !

Name or title of your wetlands educational event here

2 February 2016
11:00 – 12:00
Location name

Describe your event in a brief text block, outlining the format of the event (panel discussion, presentation, etc.) Include fun facts that act as a hook for your audience. You may want to highlight speakers in a list:

Joe Bloggs
Marine Biologist

Maxine Musterman
Expert on migratory birds

Pierre Imaginaire
Manager of Ramsar Site name

How to get there
Add brief directions by car or by public transportation.

Three columns, variable width

SPACE for your own LOGO

www.yourwebsiteaddresshere.org
www.worldwetlandsday.org
#WetlandsForOurFuture

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

Ramsar
Convention on Wetlands

Layout

Language-neutral InDesign template pages for all posters and handouts are available for download. These include all images.

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

In the print pdfs shown, the original title font is Garrison Sans. The original body text is Proxima Nova Sans regular, italic, bold and bold italic. These are premium fonts.

The Lato open-source font is the preferred substitute for adaptation and re-use, and is included in the InDesign template files.
The Lato font family can also be downloaded for free from https://www.google.com/fonts

Please use:

Lato regular for the headlines
Lato regular and italic for the body text
Lato black for the sub-headers
Or
Arial bold for the headlines
Arial regular and italic for the body text
Arial black for the sub-headers

Hand-outs

All four handouts are available in a language-neutral open InDesign file. In adapting the hand-outs, please respect the placement and proportions of the logo, the text, and the images in line with the dimensions provided here. Please use Lato (preferred) or Arial font families.

World Wetlands Day — 2 February 2016
Wetlands for our Future — Sustainable Livelihoods

Wetlands: Providing more than a billion livelihoods

More than a billion people depend on wetlands for a living! Just stop and think about that number – and about what a wetland actually is. The Ramsar Convention defines a wetland as any land area that is saturated or flooded with water, either permanently or seasonally, along with all beaches and shallow coastal areas.

This definition covers all inland wetlands such as marshes, ponds, lakes, fens, rivers, floodplains, and swamps... as well as the whole range of coastal wetlands which include saltwater marshes, estuaries, mangroves, lagoons and coral reefs. Then we should add in all man-made wetlands such as fishponds, rice paddies, and salt pans.

Wetlands host a diverse range of jobs, including a few we might not normally think of:

Rice farming
- Rice, grown in wetland paddies, is the staple diet of 3.5 billion people and accounts for 20% of all calories consumed by humans.

- Almost a billion households in Asia, Africa and the Americas depend on rice growing and processing for their main livelihoods.
- Some 80% of the world's rice is produced by small-scale farmers and is consumed locally.

Fishing
- The average human consumes 19 kg of fish every year. Most commercial fish breed and raise their young in coastal marshes and estuaries. In addition, more than 40% of fish production is now through aquaculture.
- More than 660 million people depend on fishing and aquaculture for a living.

Tourism and leisure
- International tourists spent US$1.3 trillion worldwide in 2013, and an estimated half of them seek relaxation in wetland areas, especially coastal zones.
- The travel and tourism sectors support 266 million jobs, and account for 8.9% of the world's employment.

Transport
- Rivers and inland waterways play a vital role in transporting goods and people in many parts of the world. In the Amazon basin, rivers carry 12 million passengers and 50 million tons of freight each year, sustaining 41 shipping companies.

Water provision
- Vast networks deliver fresh water and remove and treat wastewater, while employing large workforces. For example, Bangkok's Metropolitan Waterworks Authority employs over 5,300 staff.
- The bottled water industry delivered over 70 billion gallons of water in 2013. Danone sells major brands such as Evian, Volvic, Bonafont and Mizone, and employs more than 37,000 people in its water businesses worldwide.

Traditional wetland product-based livelihoods
- Medicinal plants, dyes, fruits, reeds and grasses are just a few of the wetland products that provide jobs, especially in developing countries.
- Reeds and papyrus collected from the Barotse floodplain wetland in Zambia are estimated to be worth US$373,000 per year to local communities.

www.worldwetlandsday.org

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

Electronic templates

Word document

Powerpoint presentation

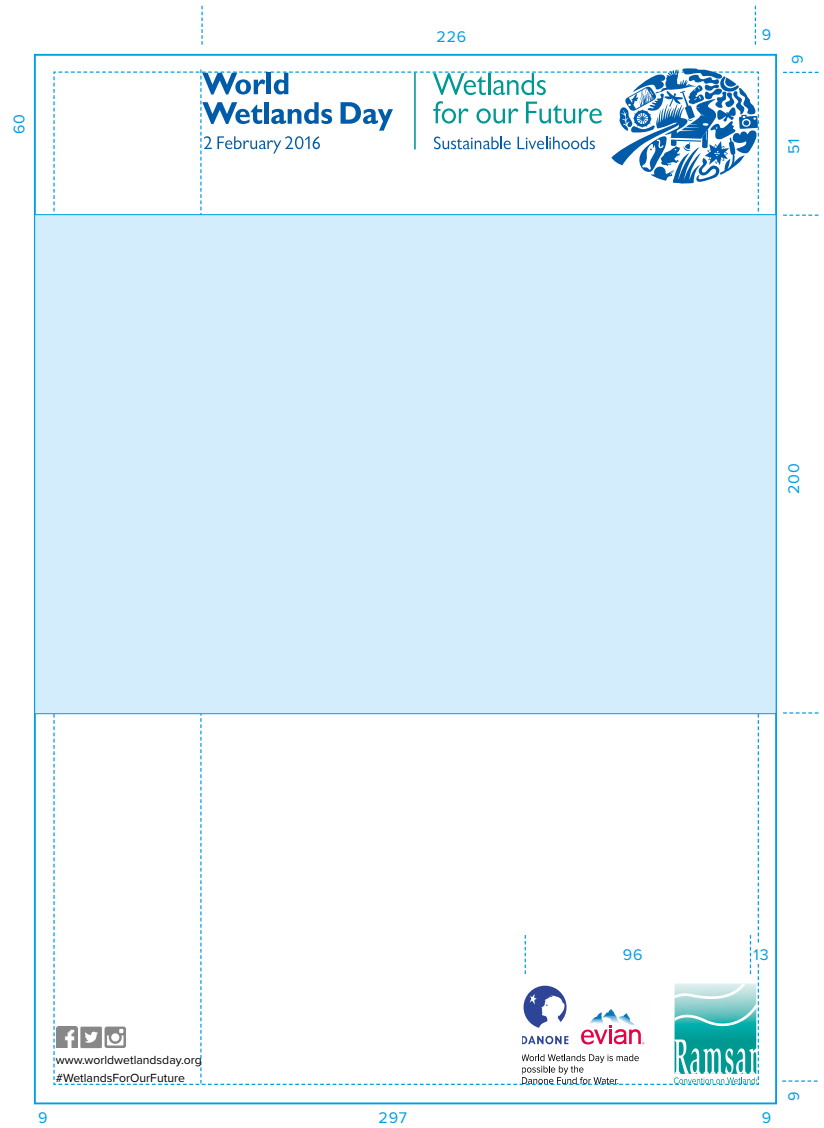*These come with the open-source Lato font family embedded in them.*

Template page grid

In creating new hand-outs or other documents, please follow the layout specified this in this basic page template or use the InDesign template file.
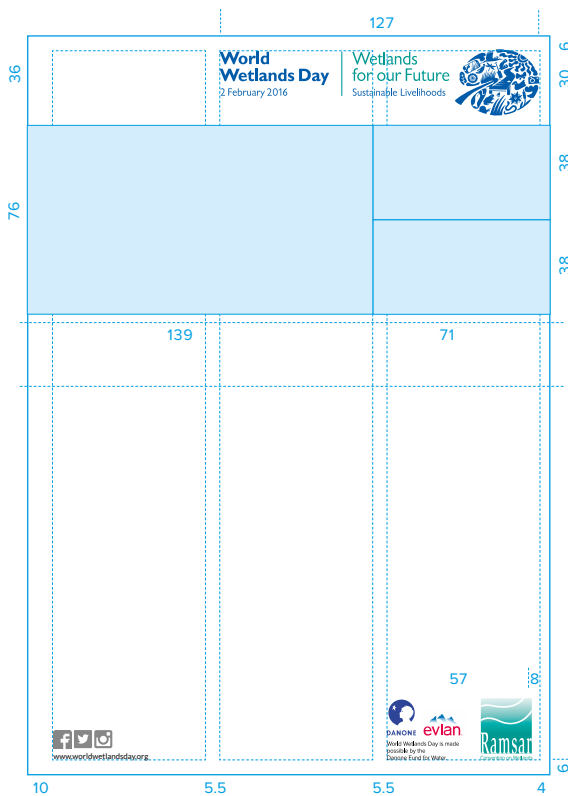
A4, A3 and Letter format dimensions are specified in this overview.
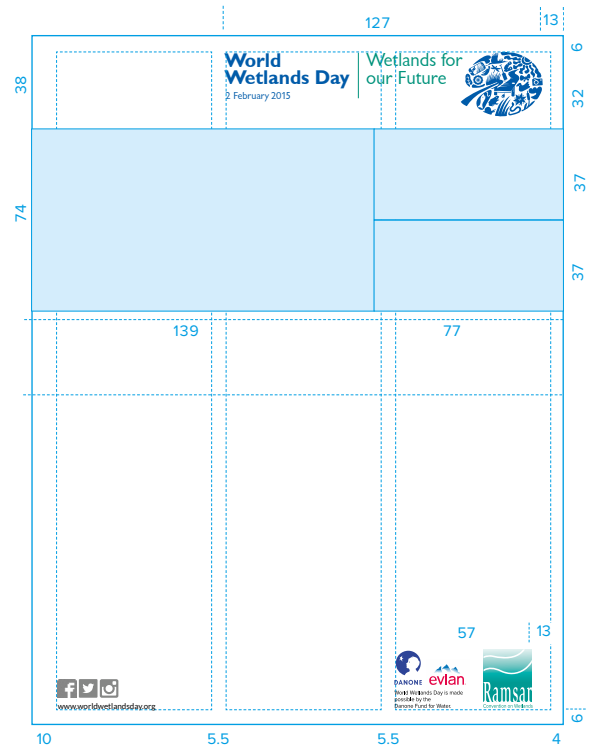
An enlarged A4 template follows on the next page

Dimensions in mm

Poster grid A3

Hand-out grid A4

Hand-out grid, adaptation to **Letter** format

Template page grid close-up

The three handouts are available as an open InDesign file.
In adapting the hand-outs, please respect the placement and proportions of the logo, the text, and the images in line with the InDesign template or the dimensions provided here.

Please use Lato (preferred) or Arial font families.

127

6

36

30

World Wetlands Day logo

38

76

38

139

71

www.worldwetlandsday.org

Sponsor logos

10

5.5

5.5

4

6