

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.



DANONE
ONE PLANET. ONE HEALTH.
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

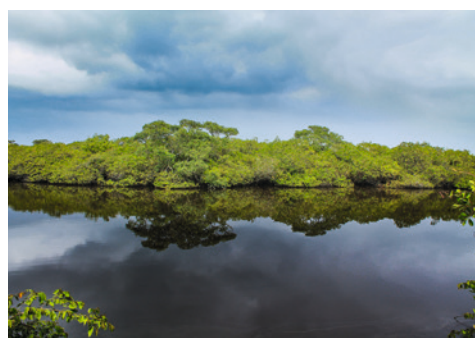
Sponsors logo

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

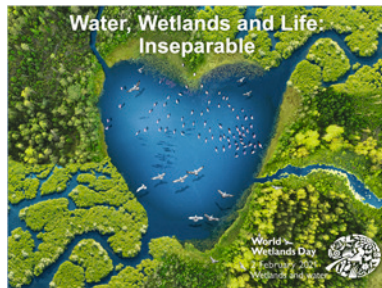


Social cards (Video)

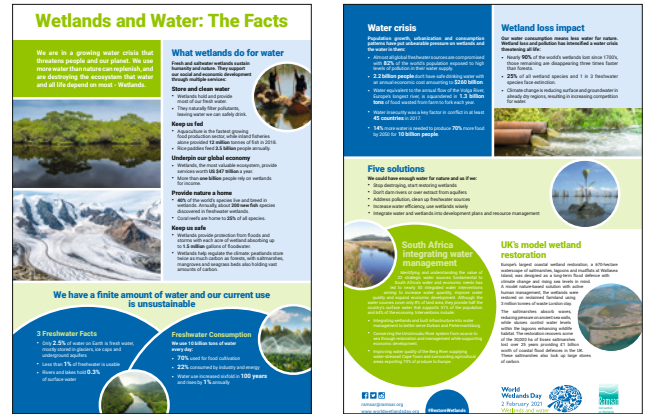


Powerpoint presentation

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



Fact Sheet



Event flyer



Memory game



T-shirt

