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 2022.

**World
Wetlands Day**
2 February 2022

Wetlands Action for
People and Nature

World Wetlands Day Logo

HORIZONTAL VERSION
Preferred for printed documents
e.g. posters, flyers

World Wetlands Day
2 February 2022
Wetlands Action for People and Nature

Maintain logo proportions
Protective zone

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

Maintain logo proportions
Protective zone

Color specifications
LOGO

C 100
M 60
Y 0
K 0

RVB:
44-93-173

#2C5DAD

C 100
M 0
Y 50
K 0

RVB:
31-160-153

#1FA099

Color specifications
2022 VISUAL

C 77	C 55	C 30	C 90	C 77	C 50
M 20	M 10	M 0	M 17	M 11	M 0
Y 75	Y 72	Y 64	Y 35	Y 29	Y 20
K 41	K 12	K 0	K 42	K 15	K 0
RVB:	RVB:	RVB:	RVB:	RVB:	RVB:
73-114-74	144-173-106	207-223-138	43-108-119	95-154-168	171-209-214
#49724A	#90AD6A	#CFDF8A	#2B6C77	#5F9AA8	#ABD1D6

Graphic elements

FULL IMAGE

PARTS OF THE IMAGE

SEPARATE ELEMENTS

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 boycopy
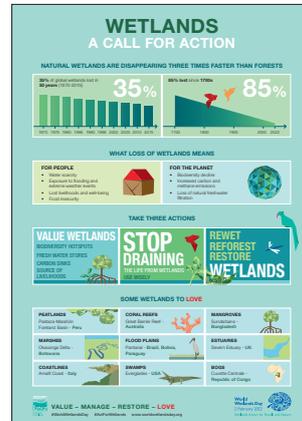– Arial if you don't have Helvetica

Electronic mail signature

Social cards (animated or static)

Video

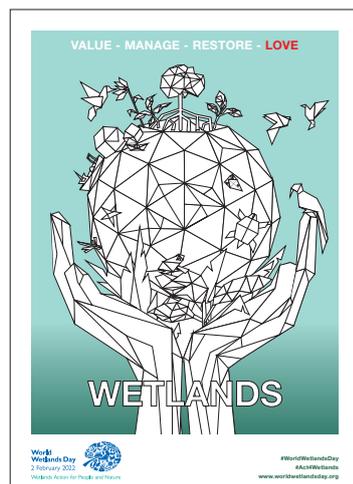### Powerpoint presentation
These come with the open-source Arial font family embedded in them.

Infographic

Tool kit

For kids

T-shirt