# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>01</td>
</tr>
<tr>
<td>Guidance on Signs for Ramsar Sites</td>
<td></td>
</tr>
<tr>
<td>Ramsar Signposts</td>
<td>03</td>
</tr>
<tr>
<td>Large Signpost</td>
<td>04</td>
</tr>
<tr>
<td>Medium Signposts</td>
<td>06</td>
</tr>
<tr>
<td>Small Signpost 'Totem'</td>
<td>08</td>
</tr>
<tr>
<td>Inclined Table</td>
<td>10</td>
</tr>
<tr>
<td>Contact Information</td>
<td></td>
</tr>
<tr>
<td>Contact</td>
<td>11</td>
</tr>
</tbody>
</table>
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. This document has been developed to provide guidance on how to design signage so that we can collectively strengthen the visibility of Convention’s network of Wetlands of International Importance.
Guidance on Signs for Ramsar Sites
Ramsar Signposts

Overview

The following pages show a variety of signposts that can be used to present information both globally and locally.

It is important to adhere to these specifications and designs outlined in these pages in order to maintain a cohesive Ramsar ‘family’ look to all signs.
Ramsar Signposts

Large Sign

Specifications

It is important to adhere to these specifications and designs to ensure a cohesive Ramsar 'family' look.

Dimensions are in cm.
Ramsar Signposts

Large Sign With Local Information

Specifications

It is important to adhere to these specifications and designs to ensure a cohesive Ramsar ‘family’ look.

Dimensions are in cm.
It is important to adhere to these specifications and designs to ensure a cohesive Ramsar ‘family’ look.

Dimensions are in cm.
Ramsar Convention
Guidance on Signs for Ramsar Sites

Ramsar Signposts
Medium Sign With Local Information
Specifications

It is important to adhere to these specifications and designs to ensure a cohesive Ramsar ‘family’ look.

Dimensions are in cm.

This site, covering xx,xxx hectares, has been designated by the national government for inclusion in the list of wetlands of international importance established under the Convention on Wetlands, the international treaty signed in Ramsar (Iran) in 1971 to promote the conservation and sustainable use of wetland areas worldwide.

The protection and management of this site is under the responsibility of: (name and address, including telephone and fax numbers, of the appropriate agency).
It is important to adhere to these specifications and designs to ensure a cohesive Ramsar ‘family’ look.

Dimensions are in cm.
Ramsar Signposts

Small Sign Totem With Local Information

Specifications

It is important to adhere to these specifications and designs to ensure a cohesive Ramsar ‘family’ look.

Dimensions are in cm.
Ramsar Signposts

**Inclined Table**

**Construction**

It is important to adhere to these specifications and designs to ensure a cohesive Ramsar ‘family’ look.

Dimensions are in cm.
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