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.

www.worldwetlandsday.org
World Wetlands Day Logo

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

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

World Wetlands Day
2 February 2016

World for our Future
Sustainable Livelihoods

Maintain logo proportions
Protective zone
25% of the logo height

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

Color specifications

Blue
C 100
M 60
Y 0
K 0

Red
C 0
M 95
Y 75
K 0

Green
C 90
M 0
Y 50
K 0

Tint for box
C 0
M 4
Y 10
K 4

Sponsors logo

Must be included on all items
related to World Wetlands Day

DANONE

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

evian

Ramsar

Convention on Wetlands
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 more—as well as the extensive range of coastal wetlands. This includes mangroves, seagrasses, and coral reefs. There are all sorts of human-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, 4,000 river and 12 million kilometers of length each year sustaining 70 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 5,000 staff. The bottled water industry delivered over 70 billion gallons of water in 2013. Danone sells major brands such as Evian, Voss, and Volvic, and employs more than 70,000 people in its water businesses worldwide.

Wetlands: Providing more than a billion livelihoods

www.worldwetlandsday.org
Template page grid

In creating new hand-outs or other documents, please follow the layout specified 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
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.