

GRAPHIC DESIGN GUIDE

Engaging and readable support materials are a vital part of World Wetlands Day.

These can be downloaded from 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 2026.



World Wetlands Day logo

HORIZONTAL VERSION

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

World
Wetlands Day
2 February 2026



Wetlands and traditional knowledge:
Celebrating cultural heritage

VERTICAL VERSION

Option for other applications
e.g., T-shirts, mugs

World
Wetlands Day
2 February 2026



Wetlands and traditional
knowledge: Celebrating
cultural heritage

Maintain logo proportions
Protective zone

NEGATIVE / WHITE OR BLACK VERSIONS

Option for logo on a dark and clean
background

World
Wetlands Day
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Wetlands and traditional
knowledge: Celebrating
cultural heritage

World
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Wetlands and traditional
knowledge: Celebrating
cultural heritage

LOGO VERSION WITHOUT TAGLINE

World
Wetlands Day
2 February 2026



World
Wetlands Day
2 February 2026



Color specifications

Logo



C 85
M 28
Y 36
K 45
RVB:
52-98-110
#37636f

Additional colors

Campaign



C 50 M 12 Y 24 K 0 RVB: 166-194-199 #a6c2c7	C 27 M 0 Y 43 K 0 RVB: 212-228-179 #d4e4b3	C 87 M 7 Y 72 K 35 RVB: 73-129-87 #498157	C 0 M 30 Y 90 K 15 RVB: 209-178-58 #d1b23a
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Graphic elements

