



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**
2 February 2026



**Wetlands and traditional knowledge:
Celebrating cultural heritage**

World Wetlands Day logo

HORIZONTAL VERSION

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

**World
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**Wetlands and traditional knowledge:
Celebrating cultural heritage**



*Maintain logo proportions
Protective zone*

VERTICAL VERSION

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

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**Wetlands and traditional
knowledge: Celebrating
cultural heritage**

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**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

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LOGO VERSION WITHOUT TAGLINE

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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

Graphic elements

