50TH ANNIVERSARY COMMUNICATIONS CAMPAIGN

CAMPAIGN BRAND GUIDELINES
This document is a guide to the Convention on Wetlands 50th anniversary campaign brand.

In this guide we will highlight the brand elements used within the campaign, and how these elements should be used in all our campaign communications.

This guide should be followed when commissioning, designing, or delivering any kind of campaign communications.

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SECTION 1

LOGO
Our 50th anniversary logo is designed to be a consistent and concise expression of our identity. It should be clearly presented in all our materials, printed or digital.

Each element of our logo has been carefully drawn and proportioned. It should never be re-drawn or altered and should only ever be used in the approved formats.
Contracting Parties may amend the logo for national use by putting the Convention title (Convention on Wetlands) in a national, official language, whilst always respecting the graphic rules.
It is important for us that our brand identity is always presented visually at its absolute best. To ensure this, we have provided usage guidance that applies to all versions of the logo.

A clear space around the logo should always remain free of other graphics and/or text that could interfere with the legibility of the logo.

This clear space is should be the same size as the width of the 50 year box. This area is known as the exclusion zone.
POSITIONING THE LOGO

The logo can be positioned in the corner of a page as shown here.

On some landscape formats, such as PowerPoint presentation covers, the logo can also be positioned on the middle left or right hand edge of the page.
POSITIONING THE LOGO

Here are some examples of positioning our logo.
The following examples show what you cannot do with the logo.

These rules should be observed to guarantee the legibility and integrity of the logo.

- Do not change the colour of the logo
- Do not change the angle
- Do not place graphics or text over the logo
- Do not use a drop shadow with the logo
- Do not distort the logo

Do not place the logo on a coloured or photographic background that will restrict its legibility. See special rule on page 10.
In exceptional circumstances when the logo is a similar colour to a background or a photograph, we can use a white border with the logo.

The border should only be used in exceptional circumstances.
SECTION 2

COLOUR
Our campaign colour palette is simple, bold and striking.

Our campaign colour palette consists of eight colours, including our existing corporate colour. Please do not use any other colours in association with our 50th anniversary campaign brand.
SECTION 3

TYPOGRAPHY
Our primary font, Predige Bold, is used throughout our campaign communications.

Predige Bold font has been chosen for its character and boldness.

We will mostly use Predige Bold in capital letters (All Caps).

Please do not use any other fonts in our communications and observe the guidelines on the following pages.
Our secondary font, Arial, is used throughout our campaign communications.

Arial is a widely-available font and has been chosen for its ease-of-use and clarity.

We use two weights of Arial – Regular (Roman) and Bold.

Please do not use any other fonts in our communications and observe the guidelines on the following pages.
Our typographic hierarchy is a vital part of creating accessible, legible and engaging campaign communication materials.

There are no fixed point sizes specified for headers, sub-heads, introductions, or body copy; but please ensure that the hierarchy shown in the example to the right is used as a general guide, within the constraints of the page or document size.
SECTION 4

IMAGERY
Our imagery should present our issues from a number of perspectives.

Our aim is to show the diversity and scale of wetlands habitats.

Aerial or landscape photography creates an immediate sense of perspective, shifting the viewer away from their subjective viewpoint, into an objective one.
LOCATION PHOTOGRAPHY

We encourage you to use your own wetlands imagery.

We encourage you to make your campaign communications feel more personal, by using images of your own wetlands habitats.

Where possible we use photographs that feature your wetlands habitats with elements of humanity and wildlife.
Personal stories will help make our campaign more engaging, and create the links between humanity and wetlands that we wish to emphasise.

Case studies of specific wetlands habitats and their many features and benefits, and personal stories led by locally-based people, will help to engage our audiences. Personal stories will enrich our understanding of what wetlands are, and how important they are.
SECTION 5

APPLICATIONS
SOCIAL MEDIA TILE EXAMPLES

Here are some examples of our social media tiles.
This is how we write social media tiles messages.

We always begin messages with ‘These’ or ‘This’.

For example, we can say ‘These Wetlands’ or ‘This Wetland’. Or specify a particular wetland habitat. For example ‘These mangroves’ or ‘This mangrove’.

The Convention on Wetlands 50th Anniversary logo should be used on all social media tiles.

Partner logos can also be added to tiles where applicable.

The title of the tile specifies the wetland habitat in the photo. The title can also be used for names of people or locations.

This part highlights the features and benefits of wetlands to people and the planet as a whole.

For example, you might choose to focus on a specific or general benefit, like CO₂ sequestration. Or you might want to personalise the message, for example ‘This river is my livelihood’.
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SOCIAL MEDIA TILE EXAMPLES

Here are some more examples of our social media tiles.

1. These marshes support 6,387 species.
2. This pond is our playground.
3. This wetland is our flood barrier.

(CONVENTION ON WETLANDS | CAMPAIGN BRAND GUIDELINES)
THANK YOU

CONVENTION ON WETLANDS

CAMPAIGN BRAND GUIDELINES

2021