BRAND GUIDELINES

2023

LIFE MARSH MEADOWS

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LIFE MARSH
MEADOWS

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SAFETY ZONE

To ensure visibility of the wordmark
no other elements should be
palced in the safety zone.
H height is used as marker.

MINIMAL SIZE

In digital materials smallest possible
size is 9 px height and in print 6mm.

COLORS

Do not use more than
one color in wordmark

ARRANGEMENT

Do not change arrangment
of elements in wordmark

TYPEFACE

Do not change typeface
in wordmark

KERNING

Do not change kerning of
letters in wordmark

PASAULE
MITRĀJU

Wetlands cover
less than 4% of
the Earth's surfa

FACTS

Wetlands are crucially important in the wellbeing of this planet and all its inhabitants

FAKTI	CATEGORIES	NEW TITLE Regular All Caps Text align: Left	For presentations, digital visuals or informative prints to highlight categories.
PASAULES MITRĀJU DIENA	TITLES	NEW TITLE Regular All Caps Text align: Left	Used in posters for event titles or slogans that contains 1–6 words.
02. februāris	DATE, TIME AND PLACE	NEW TITLE Regular Sentence Case Text align: Left	To divide technical information in visuals; smaller size and Sentence Case should be used.
MITRĀJU ATJAUNOŠANA Viesturs un Inese Lārmaņi	SMALL TITLES WITH SUBTITLES	NEW TITLE Regular All Caps Text align: Left RALEWAY Regular Sentence Case Text align: Left	For digital visuals or informative prints.
Mitrāji ir būtiski labbūtības nodrošināšanai uz zemes un tās iedzīvotājiem	PARAGRAPHS / HIGHLIGHTED INFORMATION	RALEWAY Regular Sentence Case Text align: Left	Used both in print and digital to highlight quotes, facts or other important information.
Pasaules Mitrāju" dienas svinēšanas tradīciju aizsāka 1997. gada 2. februārī, atzīmējot Ramsāres konvencijas pieņemšanas gadskārtu un aktualizējot jautājumus par mitrāju aizsardzību. Laika gaitā ar konvencijas ieviešanu saistīto jautājumu loks ir paplašinājies, un šobrīd konvencijas mērķis ir nodrošināt visu veidu mitrāju aizsardzību un saprātīgu izmantošanu, atzīstot, ka mitrāji, kā ekosistēmas, ir ļoti nozīmīgi bioloģiskās daudzveidības saglabāšanā un cilvēku labklājības nodrošināšanā.	SMALL TITLES	RALEWAY Regular Sentence Case Text align: Left	Used both in print and digital.

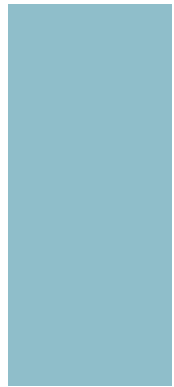
WHITE

CMYK 0/0/0/0
RGB 255/255/255
HEX ffffff

CREAM

PANTONE 9225 C

CMYK 4/6/13 /0
RGB 247/239/226
HEX f7efe2



WATER

PANTONE 291 C

CMYK 45/9/17/0
RGB 151/198/210
HEX 97c6d2

LAND

PANTONE 1225 C

CMYK 27/41/80/18
RGB 172/134/62
HEX ac863e

GRASS

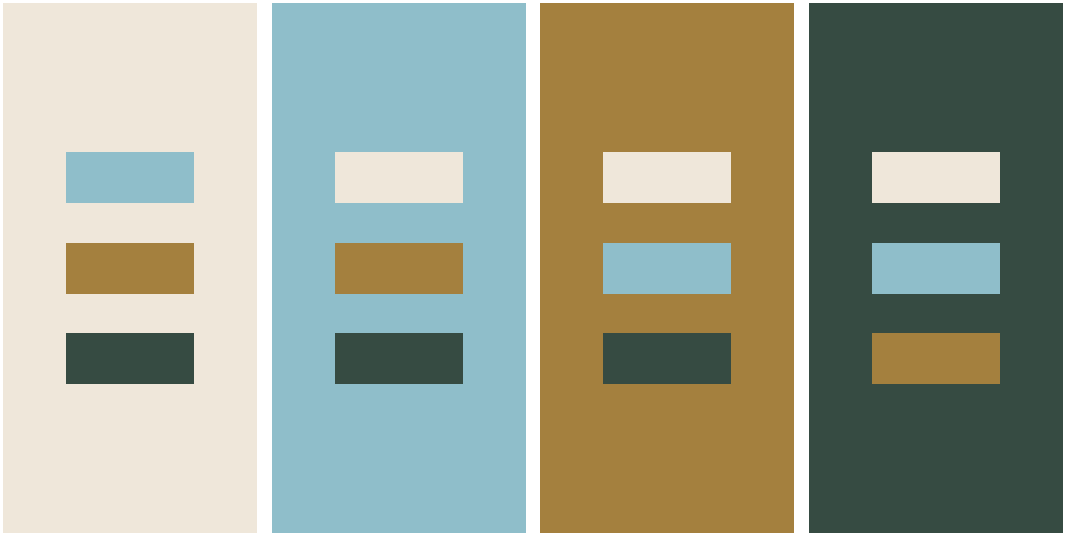
PANTONE 4209 C

CMYK 74/46/62/50
RGB 54/75/66
HEX 364b42

BLACK

PANTONE Process Black

CMYK 0/0/0/100
RGB 0/0/0
HEX 000000



PHOTOGRAPHY

We suggest to use photography of landscapes and closeups with animals and plants from wetland areas.

When showing people that are related with the project, they should be photographed in nature.

Aesthetics of photography should be in natural tones.

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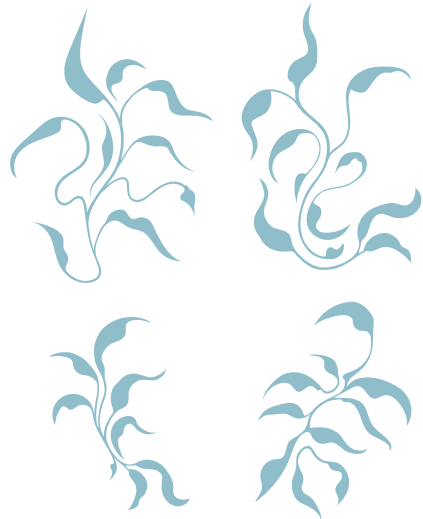
Aesthetics of photography should be in natural tones.

GRAPHIC ELEMENTS – PLANT MOTIVES

Made from silhouettes of plants as they would float in water.

Each element can be used in various cropped fragments. Use only as color areas.



GRAPHIC ELEMENTS – PLANT MOTIVES

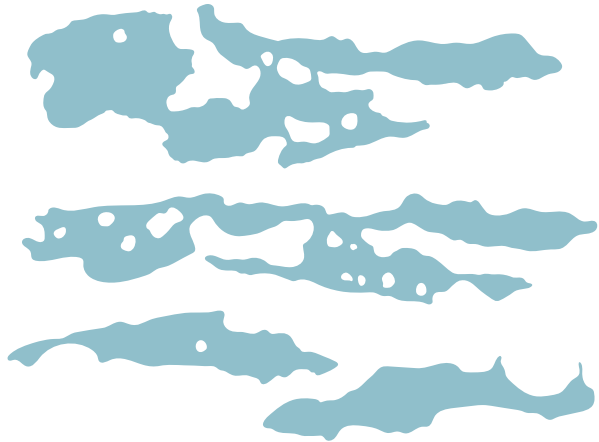
Made from silhouettes of plants as they would float in water.

Each element can be used in various cropped fragments. Use only as color areas.

GRAPHIC ELEMENTS – LAND MOTIVES

Made from silhouettes where water meets land. We suggest to use drone shots from bird view to create additional elements in future.

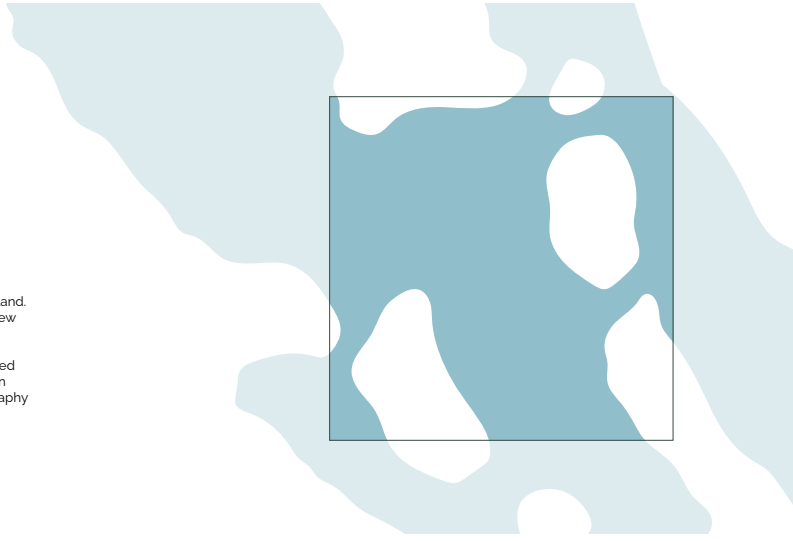
Each element can be used in various cropped fragments. It should look more abstract than understandable. Use as a mask for photography or as color areas.



GRAPHIC ELEMENTS – LAND MOTIVES

Made from silhouettes where water meets land. We suggest to use drone shots from bird view to create additional elements in future.

Each element can be used in various cropped fragments. It should look more abstract than understandable. Use as a mask for photography or as color areas.

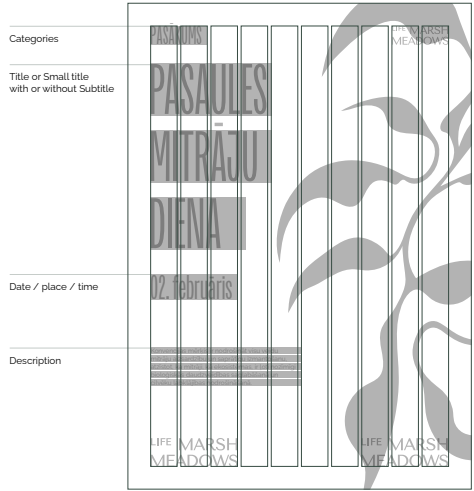


POSTERS

Visual materials can contain information or only photography with project wordmark or group of logos.

In each material you should only use one graphic element — plant or land.

Categories, date / place and time are added if needed.



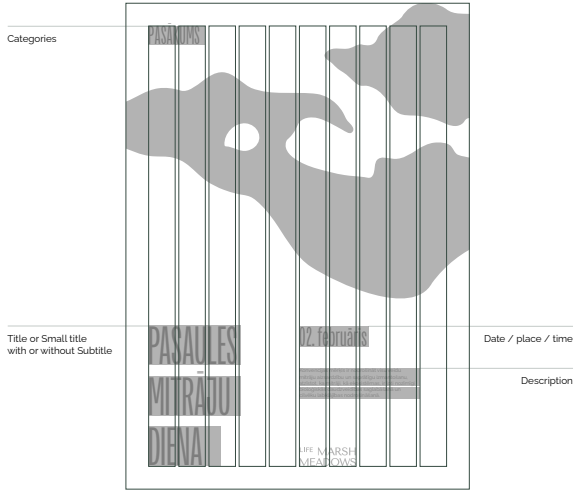
Project wordmark or goup of logos should be attached to corner

POSTERS

Visual materials can contain information or only photography with project wordmark or group of logos.

In each material you should only use one graphic element — plant or land.

Categories, date / place and time are added if needed.



Project wordmark or goup of logos should be attached to the left side of description

PASAULES
MITRĀJU
DIENA
02. februāris
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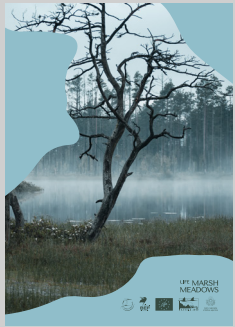
LIFE MARSH
MEADOWS

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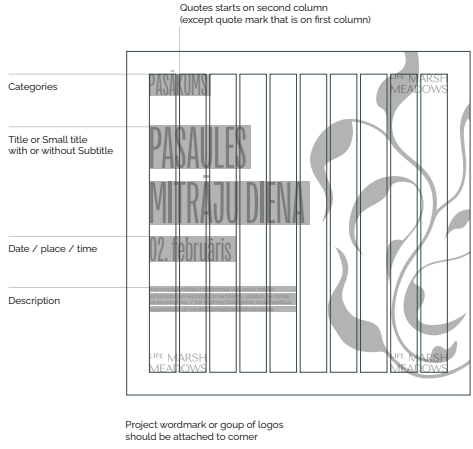
MEADOWS

SOCIAL MEDIA

Visual materials should include only core information. Materials also can contain only photography with project wordmark or group of logos. Aditional texts could be included in descriptions.

In each material you should only use one graphic element — plant or land.

Categories, date / place and time are added by need.



Bombīna bombīna
PASAULES MITRĀJU DIENA
02. februāris
LIFE MARSH MEADOWS
SUGAS
Ķikuts
Galliinago media
LIFE MARSH MEADOWS
FACTS
LIFE MARSH MEADOWS
Wetlands are crucially important in the wellbeing of this planet and all its inhabitants
Wetlands cover less than 4% of the Earth's surface
40% of all animal species live or reproduce in them
PASAULES MITRĀJU DIENA
02. februāris
Facebook live
Latvijas Dabas Fonda kontā
LIFE MARSH MEADOWS
SUGAS
Sarkanvēdera ugunskrupis
Bombīna bombīna
LIFE MARSH MEADOWS
“ Dabiskās pļavas Latvijā ir kā dārgumu lāde. un mitrāji ir kā īpaša pērle šajā lādē.
Vārds Uzvārds
nodarbošanās
LIFE MARSH MEADOWS
MITRĀJU ATJAUNOŠANA
Viesturs un Inese Lārmaņi
Vairāk nekā divdesmit gadus strādājuši dabas aizsardzībā, bet 2016. gadā parcēlās uz laukiem, lai turpinātu vecāku iesākto zemnieku saimniecību.
LIFE MARSH MEADOWS

END