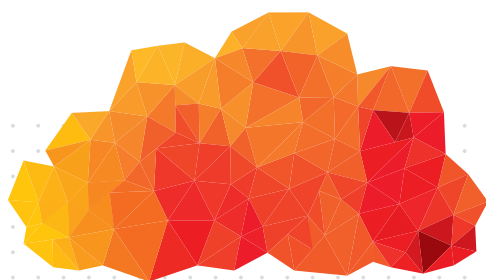**Food and Agriculture Organization
of the United Nations**

16 October 2016
World Food Day

Toolkit

WORLD FOOD DAY 2016

Toolkit

WORLD FOOD DAY 2016 COMMUNICATIONS MATERIALS

1 - Fonts
2 - Posters
3 - Brochure
4 - Children's Activity book and poster
5 - Web banners
6 - Social media graphics
    - General
    - Activity Book
7 - Backdrop/banner for meetings or events
8 - Gadgets:
    - T-shirt
    - Cap
    - Coaster
    - Cup
    - Bookmark
    - Magnet
    - Dominos
    - Umbrella

1) If you are an FAO employee, insert your regular user name and password to access the WFD Work Space and download the high resolution files materials at this link:

http://workingwith.fao.org/occ/wfd/SitePages/Home.aspx

2) If you are not an FAO employee, you can download all WFD material at the following address:

https://www.dropbox.com/sh/7qs9u8g7as6qjfm/AADX-8c774ODRjTbldu-5A5ra?dl=0

Food and Agriculture Organization of the United Nations

1 FONTS

All the family Fonts:

- Factoria

- Helvetica Neue

Factoria

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
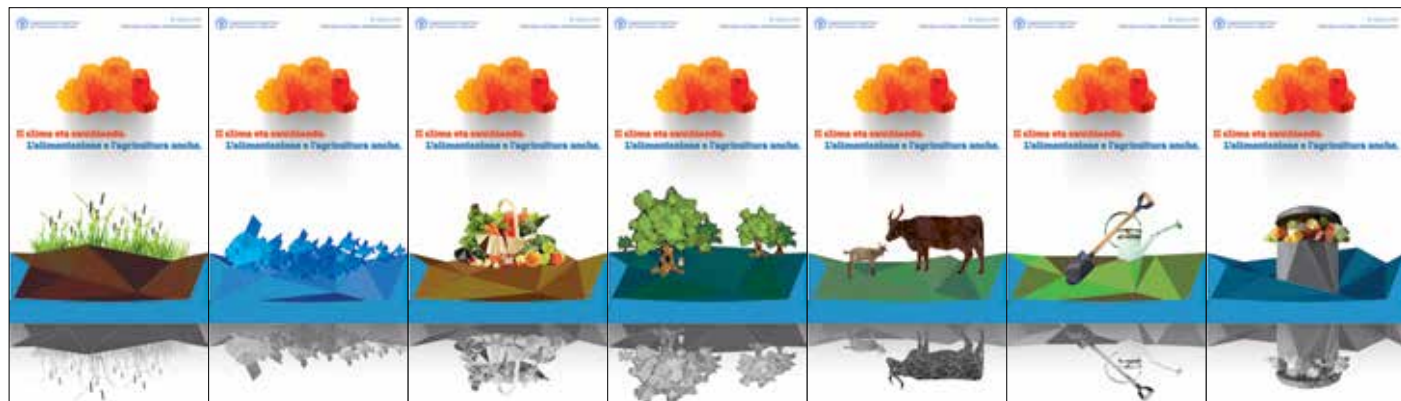
abcdefghijklmnopqrstuvwxyz

0123456789

2 Posters

The WFD 2016 poster covers seven themes (forestry, agriculture, livestock management, food waste, natural resources, fisheries and food systems). Each of the themes is also available as an individual poster.

Horizontal Poster size x1 (1000x500mm)

Vertical Posters size x1 (700x1400mm) Total size x7 (4900x1400mm)
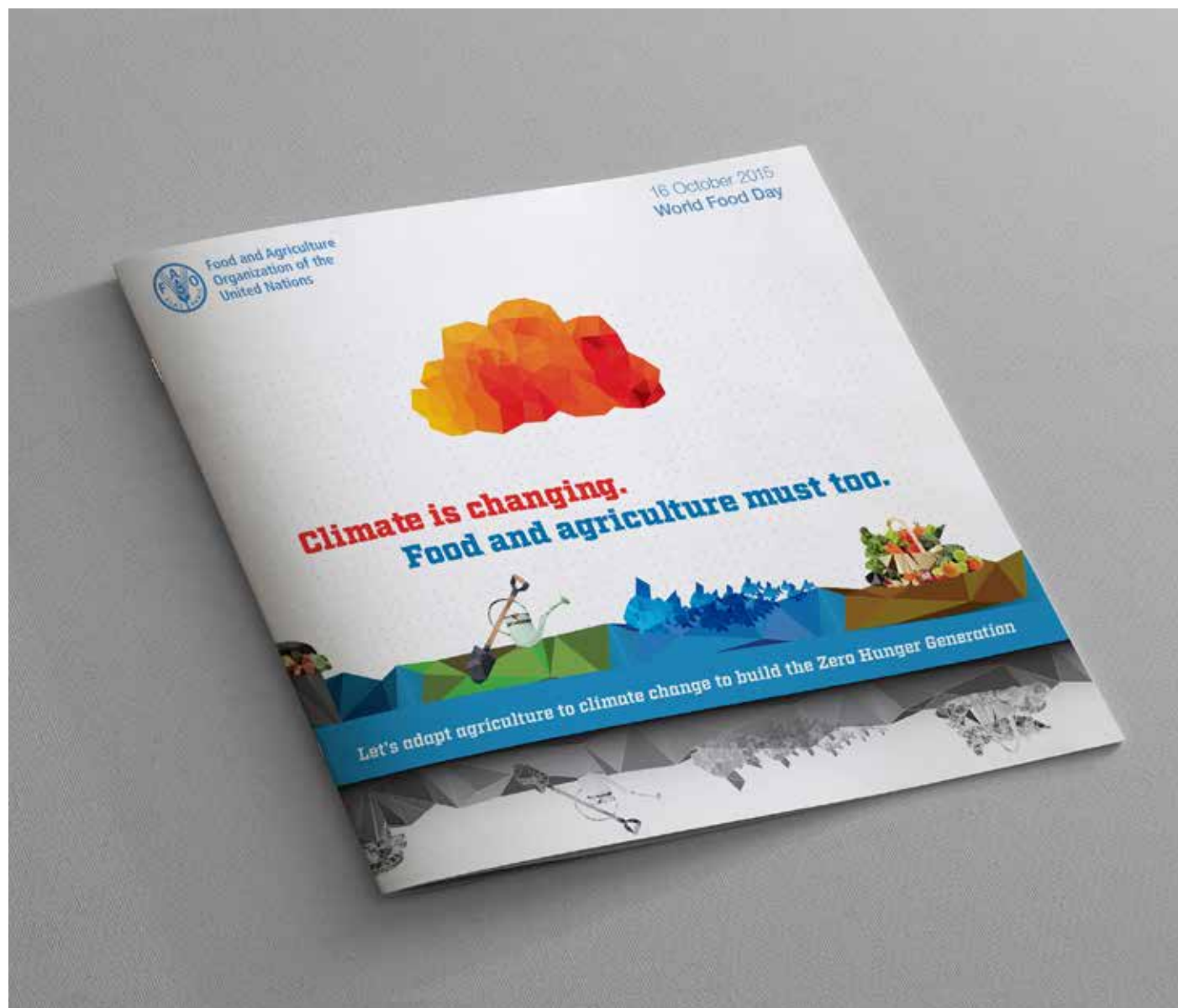
2 Posters

Local town or city branding example

3 Brochure

Brochure size (210x210mm)

24 Pages

4 World Food Day Activity Book and poster
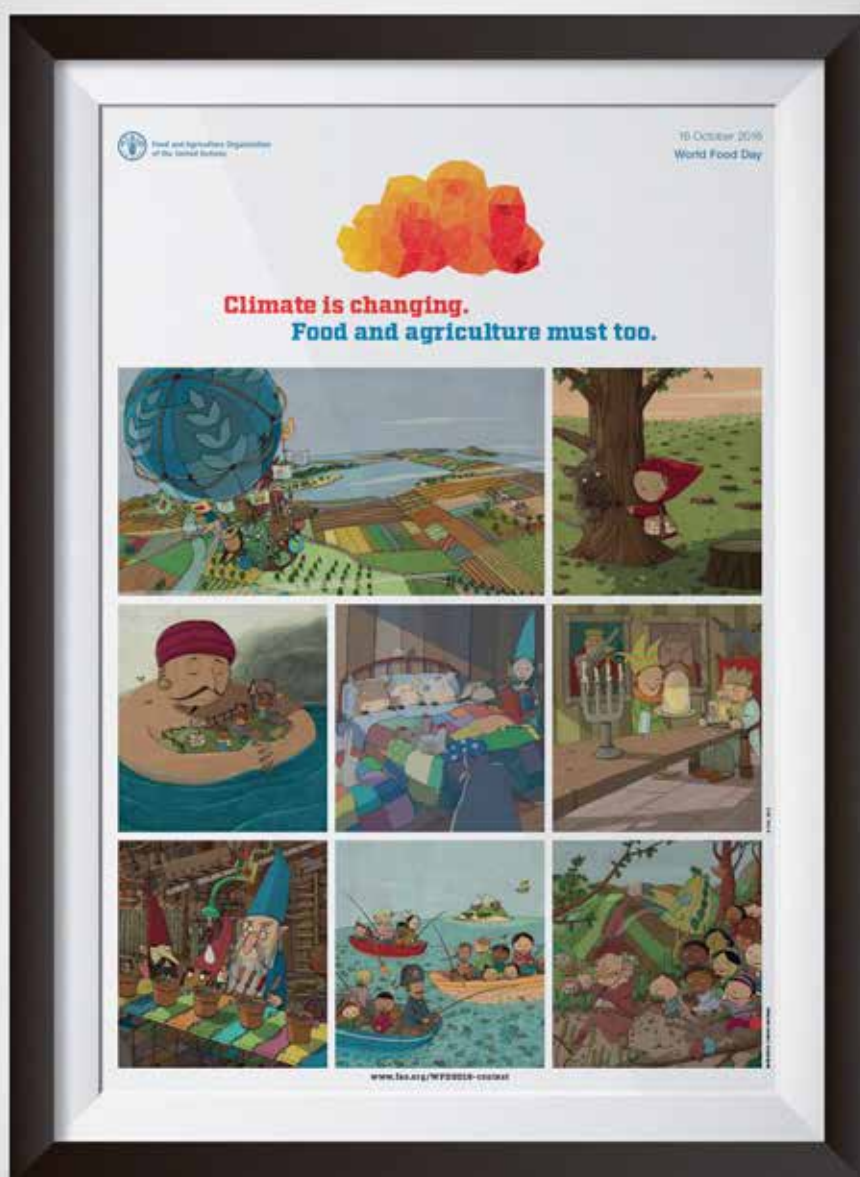
Activity Book size (297x210mm)

20 Pages

4 World Food Day Activity Book and poster

Activity Book Poster size (1000x500mm)

5 Web Banners

World Food Day 2016 web banners are provided in the communications toolkit so that you can customize your website to show your support. If you need a particular size, please contact the WFD team specifying the size needed in pixels and the preferred language.
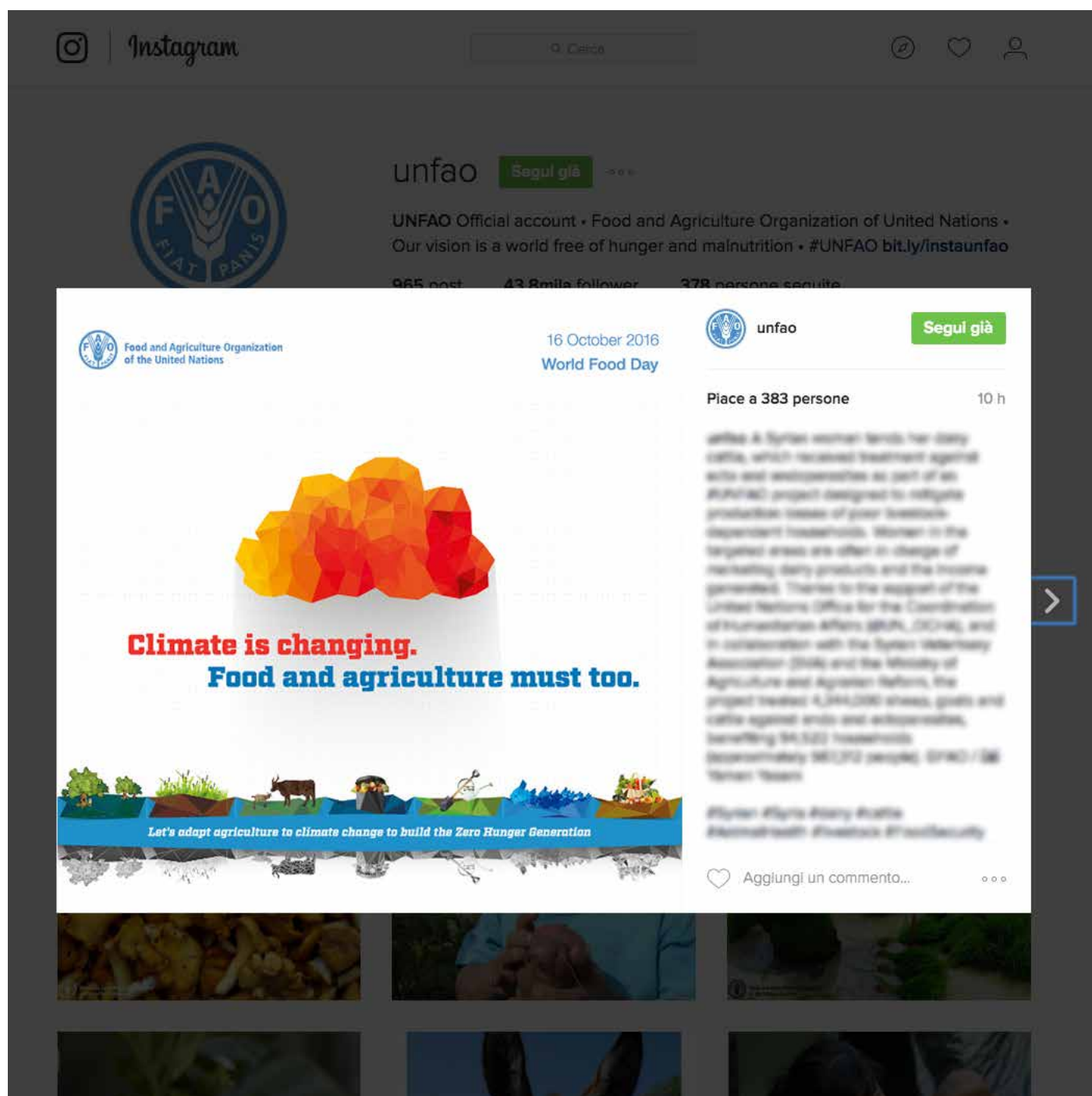
Web banner size (920x250px)

6 Social Media

General Social Media

- Facebook (1200x850px) x8

- Instagram (640x640px) x8

- Twitter (1024x512px) x8

6 Social Media

Activity Book Social Media

- Facebook (1200x850px) x8

- Instagram (640x640px) x8

- Twitter (1024x512px) x8

7 Backdrop or banner for events

Backdrop or banner for events size (3000x1500mm)

8 Gadgets

- T-shirt

- Cap

- Coaster

- Cup

T-shirt

Cap

Coaster

Cup

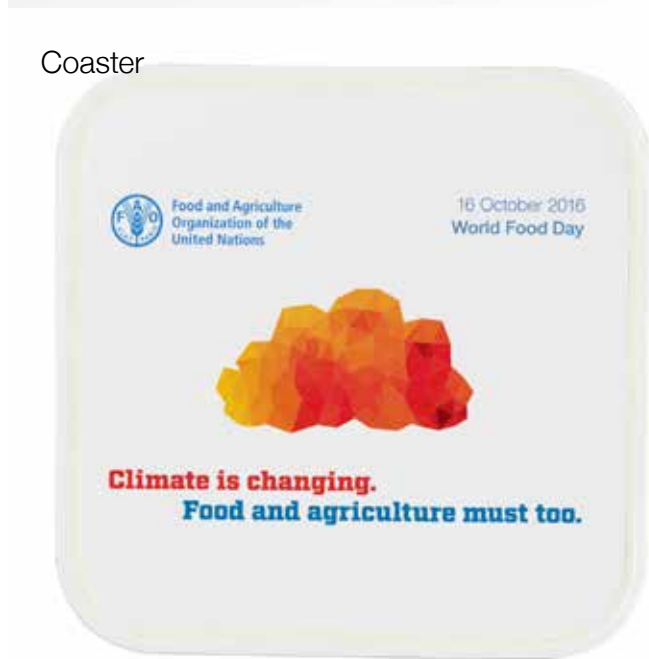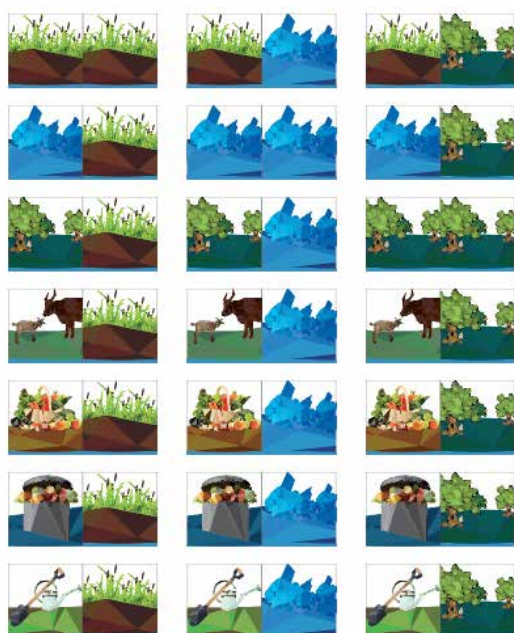# 8 Gadgets

- Bookmark (34x180mm)

- Magnet (100x100mm)

- Dominos (30x30mm)

- Umbrella

Bookmark

Magnet

Dominos

Umbrella