



Food and Agriculture  
Organization of the  
United Nations

SUSTAINABLE  
DEVELOPMENT  
GOALS



## WORLD FOOD DAY

16 October 2017

# TOOLKIT



# WORLD FOOD DAY 2017

## TOOLKIT

### WORLD FOOD DAY 2017 COMMUNICATIONS MATERIALS

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- 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** - Promotional Materials:
  - T-shirt
  - Cap
  - Coaster
  - Cup
  - Bag

All materials can be found in 7 languages at the following link: [Bit.ly/FAO\\_WFD2017](https://bit.ly/FAO_WFD2017)

## 1 Fonts

All the family Fonts:

- Univia (Bold, Light)
- Open Sans (Bold, Light)

### Univia - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### Univia - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Open Sans - Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### Open Sans - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## 2 Posters

The WFD 2017 poster

Poster (1000x700mm)



## 2 Posters

Local town or city branding example





### 3 Brochure

Brochure size (210x210mm)

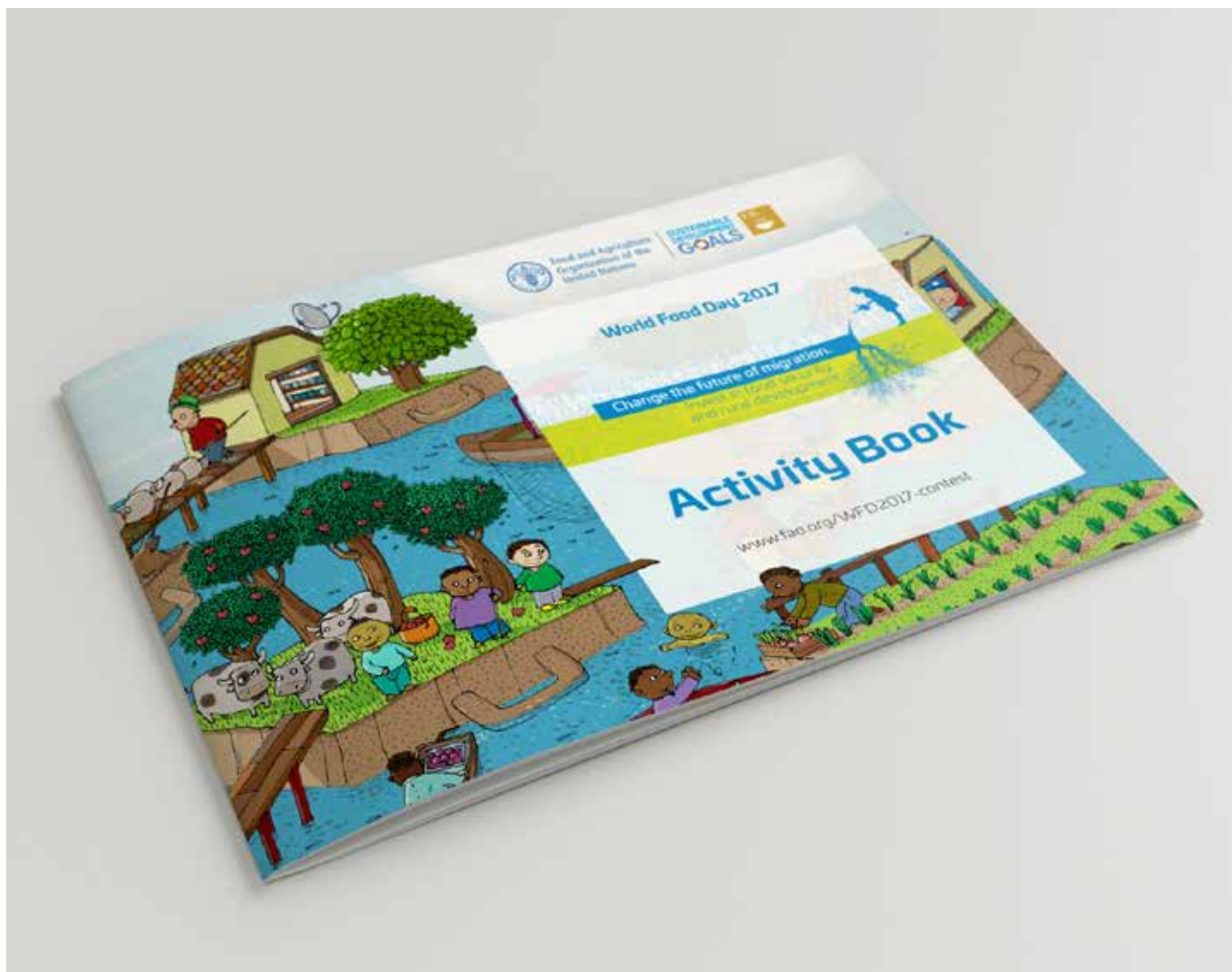
8 Pages



## 4 World Food Day Activity Book

Activity Book size (297x210mm)

20 Pages



## 5 Web Banners

**World Food Day 2017** 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)



Web banner size (210x146px)



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### Migration

Migration is the movement of people, either within a country or across international borders. It includes all kinds of movements, irrespective of the drivers, duration and voluntary/involuntary nature. It encompasses economic migrants, distress migrants, internally displaced persons (IDPs) refugees and asylum seekers, returnees and people moving for other purposes, including for education and family reunification.

**Latest**

16 October 2017  
World Food Day

**FAO and migration**

The drivers and impacts of migration are intimately linked to FAO's global goals of fighting hunger and achieving food security, reducing rural poverty and promoting the sustainable use of natural resources. FAO has a unique role to play in reducing rural migration, in view of its experience in supporting the creation of better conditions and resilient livelihoods in rural areas. Together with its partners, FAO also commits to further expand its work towards strengthening the positive contribution that migrants, refugees and IDPs are bringing for poverty reduction, food security and nutrition, and

**Key Facts**

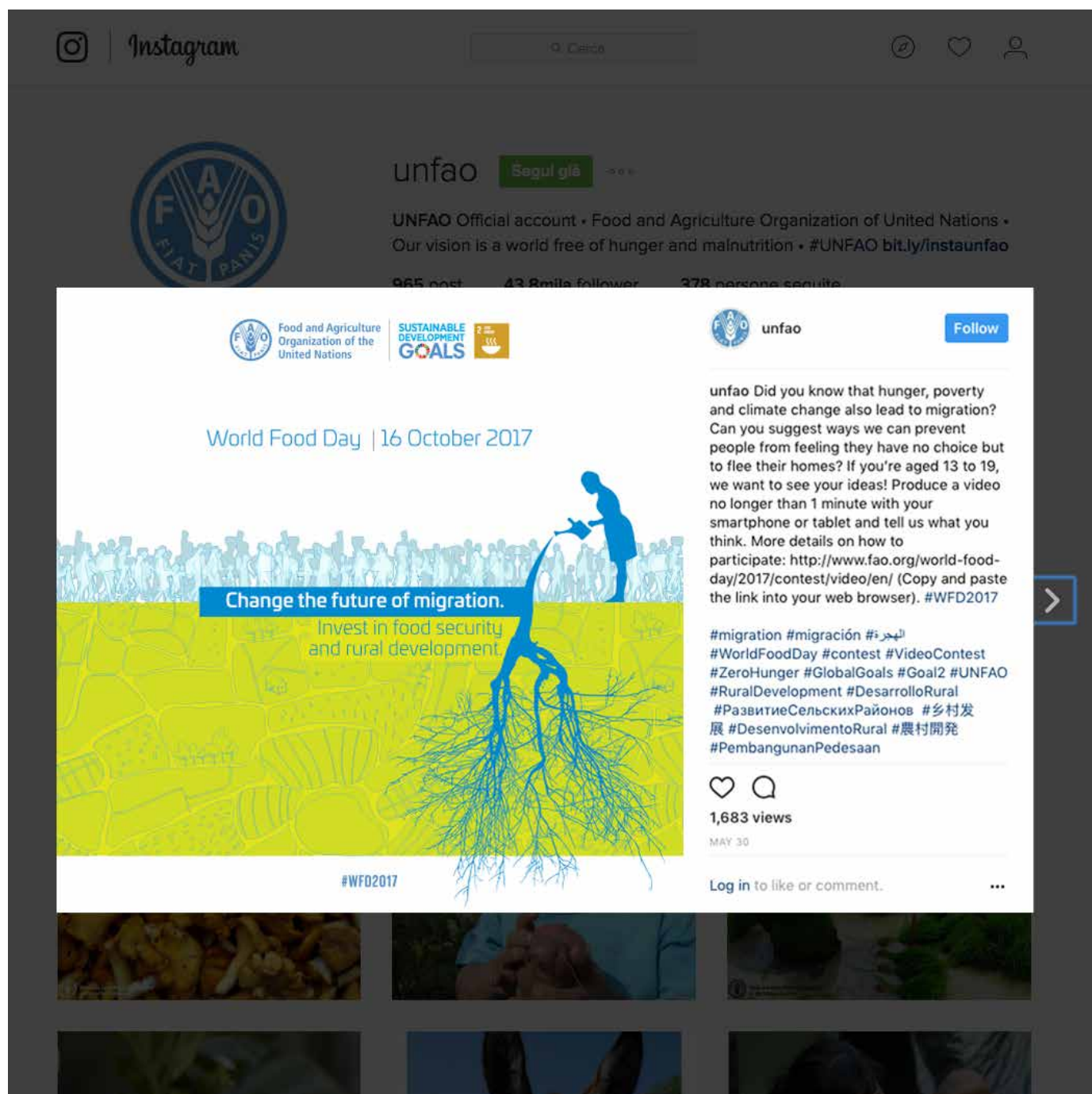
- In 2015, there were 244 million international migrants, representing an increase of 40% since 2000. They included 150 million migrant workers.
- About one-third of all international migrants are



## 6 Social Media

### General Social Media

- Facebook (1080x1080px)
- Instagram (1080x1080px)
- Twitter (1080x1080px)



## 6 Social Media

### Activity Book Social Media

- Facebook (1080x1080px)
- Instagram (1080x1080px)
- Twitter (1080x1080px)





## 7 Backdrop or banner for events

Backdrop or banner for events size (3500x2500mm)



## 8 Promotional Materials

- T-shirt
- Cap
- Coaster
- Cup

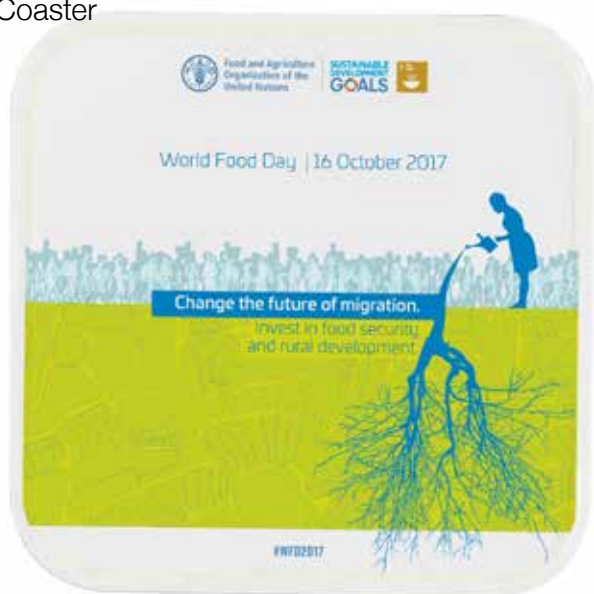
Cap



T-shirt



Coaster



Cup





## 8 Gadgets

- Bag

