

# The Wildlife Trusts' **identity**



# Introduction

*The Wildlife Trusts 2009*

Achievement of a cohesive brand is in the top five of The Wildlife Trusts' priorities. This was agreed by all Trusts in the development strategy in June 2007.

'Brand' may be defined as 'the bundle of values, feelings and impressions that key stakeholders have of an organisation'. Every impression formed in the mind of a member, a funder or a politician is also part of the brand. Every message sent out by one of our CEOs is also part of the brand, as is every communication from one of our trustees, our volunteer reserve wardens, our receptionists, our press officers. In short, while communications staff are pivotal in brand development, each and every one of us in every part of the movement has a vital role to play in our unique brand of The Wildlife Trusts.

Why is this important? In brief, brand confusion creates risks. These can include losses: in funding opportunities, in membership and also in respect. Brand coherence, meanwhile, boosts profile and positioning locally, nationally and across the UK. It opens doors to fundraising and influence. The more consistent we are, the more legal protection we have.

The following guidelines have been developed to clarify use of the visual elements of our brand as agreed by the movement at Joint Forum in June 2008.



# Vision

*The Wildlife Trusts 2009*

The vision of The Wildlife Trusts is:

**“an environment rich in wildlife for everyone”**

The mission of The Wildlife Trusts is to:

**“rebuild biodiversity and engage people with their environment”**

The Wildlife Trusts’ aim is:

*(for internal use only)*

**“to be the UK’s most active and influential wildlife champion”**

We see our unique role as:

**“People taking action for local wildlife everywhere in the UK”**

Values

The Wildlife Trusts’ brand should be associated with the words:

**Influential, Authoritative, Active, Inspiring and Engaging**

*July 2008*

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*The Wildlife Trusts 2009*

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Charity Registration  
Number: 207238

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Damian Waters  
David Woodfall BBCWT

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# The Logo

## Minimum clearance



A minimum area within and surrounding the logo should be kept clear of any other typography or graphic elements. The logo can sit over background photos, so long as clearance rules are followed. Minimum clear space on all sides is equal to the width and height of the capital letter 'T', taken from the word 'TRUSTS' that appears in the logo.

## Minimum size



A minimum size is recommended to ensure legibility in print applications. Minimum printed width = 12mm.

## The individual Trusts identities



**Wessex**



**Correct**

The Wildlife Trust name is all that is required under the logo.



**Wessex**  
*Wildlife Trust*



**Incorrect**

Avoid repeating 'Wildlife Trust' under the logo.

The Wildlife Trusts' logo should be used on all printed publications. It should always appear in black and white. Under no circumstances should the logo be distorted, altered, re-created, colour-adjusted or simplified from what is shown.

Where the individual Trust name is required to appear in conjunction with the logo, the Trust name should be set in Univers bold and centred under the logo.

Examples of individual Trust logos are shown below.

Please refer to the grids for logo and name placement on publication covers.



Northumberland



Leicestershire  
& Rutland



Lancashire  
Manchester &  
N Merseyside

**Royal Society of  
Wildlife Trusts**



Bedfordshire  
Cambridgeshire  
Northamptonshire  
Peterborough

# Typography

*The Wildlife Trusts 2009*



Lower case letter 'a' in  
Univers 55 regular



Lower case letter 'b' in  
Sabon regular

## Primary fonts

Univers 45 light

*Univers 45 light oblique*

Univers 55 roman (regular)

*Univers 55 oblique*

**Univers 65 bold**

***Univers 65 bold oblique***

**Univers 85 extra black**

***Univers 85 extra black oblique***

Sabon

*Sabon italic*

**Sabon bold**

***Sabon bold italic***

## Secondary fonts

Arial regular

*Arial italic*

**Arial bold**

***Arial bold italic***

Times New Roman regular

*Times New Roman italic*

**Times New Roman bold**

***Times New Roman bold italic***

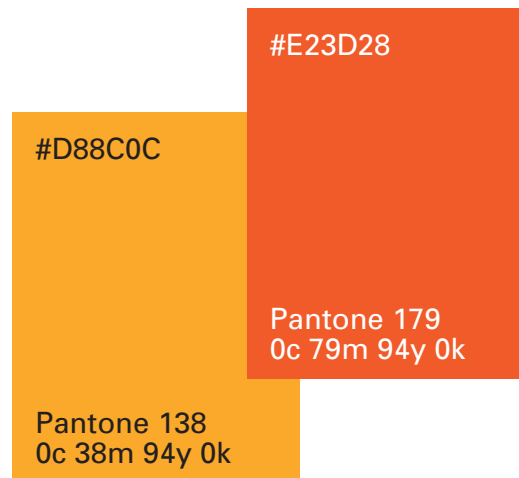
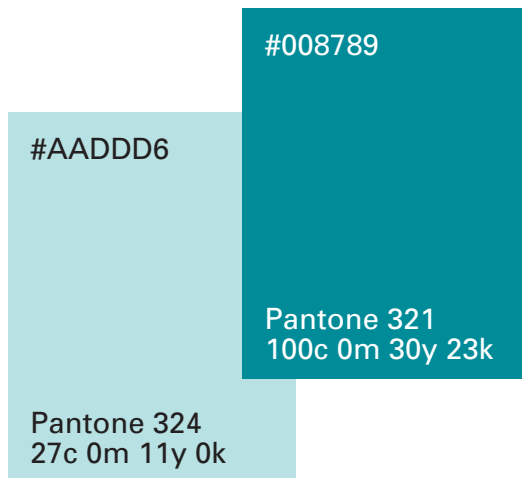
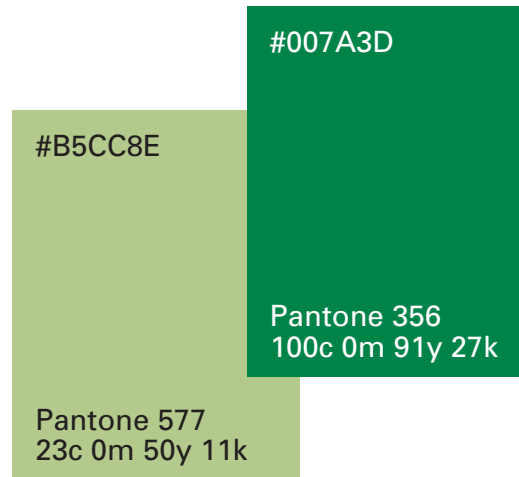
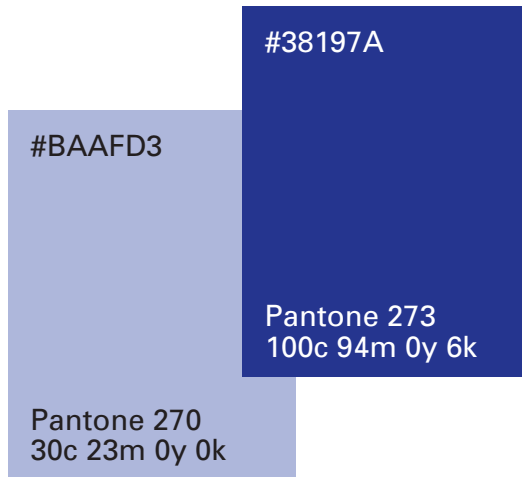
The Wildlife Trusts' corporate typefaces are Univers and Sabon. These have been chosen for their clarity and ease of use. As a general rule, use Univers light / roman / bold for headlines, titles and covers (see grids). Sabon regular or Univers regular may be used for body copy.

Consistent use of typography aids public recognition of all Wildlife Trusts and of the collective identity. Please avoid allowing individual designers the opportunity to 'freshen-up' or 'modernise' the look.

If Univers and Sabon are not available, these may be substituted for Arial and Times New Roman.

# Colour palette

*The Wildlife Trusts 2009*



Our colours were selected to evoke tones of nature – both land and marine. This is an updated colour palette – an ‘evolved’ version of the one produced in 2000.

When these colours are printed as process separation (CMYK) on promotional materials such as brochures, printers should be asked to match the process version of the relevant colour as closely as possible to the Pantone from which it was created. Designers can supply Pantone swatches to printers.

The closest screen colours are also indicated.

# The strapline

*The Wildlife Trusts 2009*



The strapline appears in the bottom right corner with white text reversed out of a black strip. **Wildlife** is in bold.

Alternatively, one of the other colours may be used as shown here.

Please refer to the grids for type sizes and positioning.



# Campaign slogans

The Wildlife Trusts 2009

210

15 155 30 10

10 33 60 17

Uniers for titling

**Saving our precious sealife**

THE wildlife TRUSTS  
Cornwall

Uniers for titling

Uniers roman for for slogan

**Securing Living Seas**

12

12

14 pt Uniers roman / **bold**

Protecting **Wildlife** for the Future

210

15 145 10 30 10

10 33 43

**Farming and wildlife for the future**

THE wildlife TRUSTS  
Wiltshire

Uniers for titling

Uniers roman for for slogan

**Creating A Living Landscape**

12

12

14 pt Uniers roman / **bold**

Protecting **Wildlife** for the Future

Protecting Wildlife for the Future is our current strapline, however, we are aware of the need to associate ourselves with Living Landscapes and Living Seas. Therefore we advise using the slogans as much as possible.

The campaign slogans are:

Securing Living Seas

Creating A Living Landscape

# Master grids: A4 portrait

Grid 1 (recommended)

Grid 2

*The Wildlife Trusts 2009*



This is the recommended grid for A4 portrait publication covers.

If the photograph allows, the title bar may be removed.

This example (right) also demonstrates how the top band of colour (shown in the grids) can be removed, as long as the title space remains clear of fussy imagery and the type is clearly legible.

Download InDesign CS3 template (A4 portrait horizontal band)

Download InDesign CS3 template (A4 portrait no band)

# Master grids: A4 portrait

## Vertical Bar Grid

210

15 145 10 30 10

10 33 43

17pt Univers bold for Trust name

Univers for titling

Hampshire & Isle of Wight Wildlife Trust

Wetlands for wildlife

THE wildlife TRUSTS

12

Protecting **Wildlife** for the Future

14 pt Univers roman / **bold**

210

15 145 10 30 10

10 33 43

Univers for titling

Volunteering: unlocking the potential

THE wildlife TRUSTS

Warwickshire

12

Protecting **Wildlife** for the Future

14 pt Univers roman / **bold**

This is a grid for A4 portrait publication covers where the coloured bar is used vertically.

When using this grid, ensure the publication title can be read easily when placed on the photograph.

The black strapline bar should be used with this grid.

Download InDesign CS3 template (A4 portrait vertical band 1)

Download InDesign CS3 template (A4 portrait vertical band 2)



# Master grids: A4 landscape

Grid 1 (recommended)

*The Wildlife Trusts 2009*



This is the recommended grid for A4 landscape publication covers.

Download InDesign CS3 template (A4 landscape horizontal band)

# Master grids: A5 portrait

Grid 1 (recommended)



Grid 2 (recommended)



*The Wildlife Trusts 2009*

These are recommended grids for A5 publication covers.

Download InDesign CS3 template (A5 portrait grid 1)

Download InDesign CS3 template (A5 portrait grid 2)

# Master grids: A5 portrait

## Grid 3

*The Wildlife Trusts 2009*

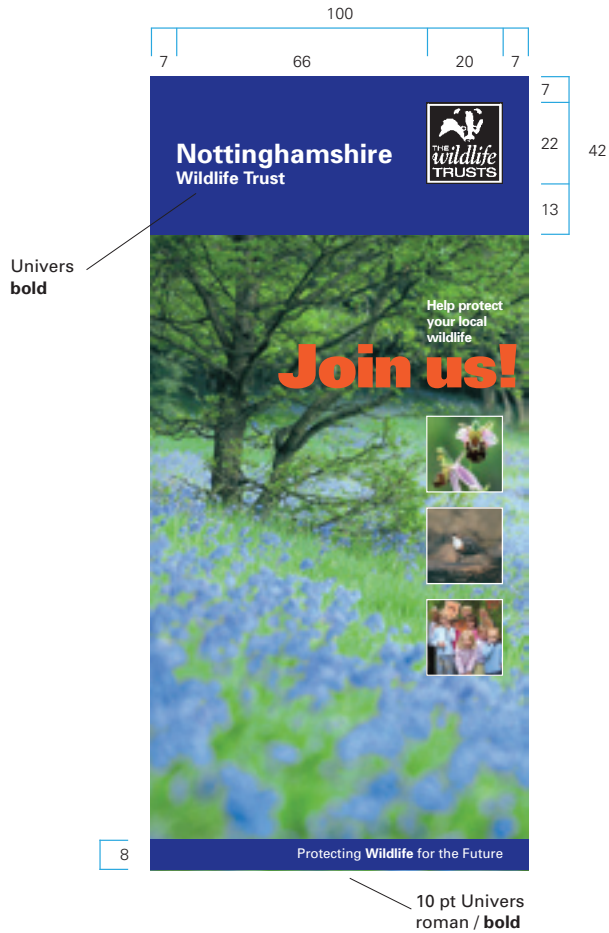
This is an alternative grid for A5 publication covers which allows for inclusion of an individual Trust's logo.

Download InDesign CS3 template (A5 portrait grid 3)

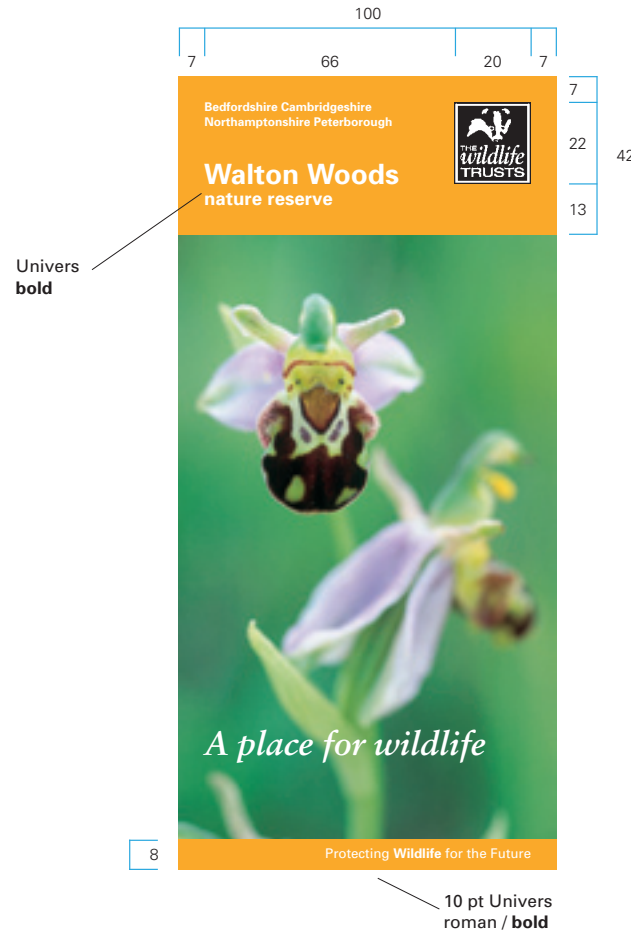


# Master grids: DL

Grid 1 (recommended)



Grid 2 (recommended)



These are recommended grids for DL publication covers.

Download InDesign CS3 template (DL portrait grid 1)

Download InDesign CS3 template (DL portrait grid 2)



# Newsletters

The Wildlife Trusts 2009



Alternative layouts for newsletters and magazines.

Download InDesign CS3 template (A4 newsletter full colour)

Download InDesign CS3 template (A4 newsletter two colour)

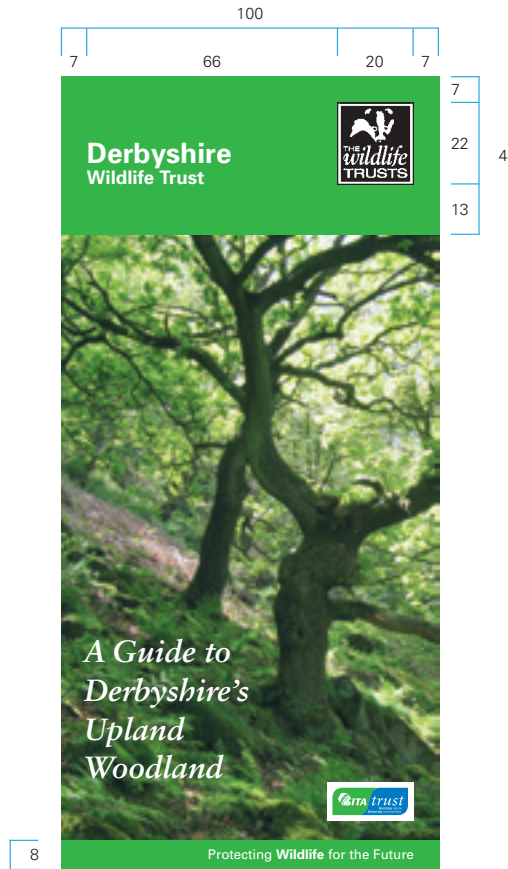
12

12



# Partners and sponsors

The Wildlife Trusts 2009



Ideally, where The Wildlife Trusts are the main author of a document, sponsors/ partners should be referred to *in writing* on the covers of jointly published documents rather than through their corporate identity. For example: ‘The Wildlife Trusts in association with Vine House Farm’. Sponsor logo(s) can then ‘sign-off’ the document or publication on the back cover. This reduces confusion among our target audiences.

The most important aspect is to agree expectations with partners/sponsors at the outset of each project.

Download InDesign CS3 template (A5 portrait cover)

Download InDesign CS3 template (DL portrait cover)

# Stationery

The Wildlife Trusts 2009

11pt Univers roman — Paul Murby  
 7pt Sabon italic — Spokesperson for Borsetshire  
 12pt Univers roman — Borsetshire  
 6.5pt Sabon italic — 1 The High Street  
 Borset  
 Borsetshire BS1 1BT  
 Tel: 01636 677711  
 Fax: 01636 670001  
 enquiry@wildlifetrusts.org  
 www.wildlifetrusts.org

14pt Univers roman — Borsetshire  
 8pt Sabon italic — 1 The High Street  
 Borset  
 Borsetshire BS1 1BT  
 Tel: 01636 677711  
 Fax: 01636 670001  
 enquiry@wildlifetrusts.org  
 www.wildlifetrusts.org

With Compliments

Protecting **Wildlife** for the Future

11pt Univers roman — Bedfordshire, Cambridgeshire,  
 Northamptonshire and Peterborough

1 The High Street  
 Borset  
 Borsetshire BS1 1BT  
 Tel: 01636 677711  
 Fax: 01636 670001  
 enquiry@wildlifetrusts.org  
 www.wildlifetrusts.org

With Compliments

Protecting **Wildlife** for the Future

14pt Univers roman — Borsetshire  
 9pt Sabon italic — 1 The High Street  
 Borset  
 Borsetshire BS1 1BT  
 Tel: 01636 677711  
 Fax: 01636 670001  
 enquiry@wildlifetrusts.org  
 www.wildlifetrusts.org

6pt Sabon italic — Patron  
 HRB The Prince of Wales KG KT CB  
 President  
 Professor Aubrey Manning OBE FRSE  
 Chief Executive  
 Stephen Williams

12pt Univers roman  
 'Wildlife' in Univers bold — Protecting **Wildlife** for the Future

Please follow these grids when producing stationery if printing in black only.

Download Microsoft Word template (A4 Letterhead)

Download InDesign CS3 template (A4 Letterhead)

Download InDesign CS3 template (Compliments slips)

Download InDesign CS3 template (Business card)

# Stationery


Posters/notices/news

The Wildlife Trusts 2009

210

9 171 23 7

Bedfordshire, Cambridgeshire  
Northamptonshire, Peterborough




**Wildlife Trust Ecology Groups**

The newsletter for all Ecology Group members in Bedfordshire, Cambridgeshire, Northamptonshire and Peterborough Spring 2009

Welcome to the latest issue of the newsletter for our developing teams of Ecology Group members.

This newsletter is free to all members of the Wildlife Trust Ecology Groups (WTEGs). As a source of feedback, it is a review of their achievements and how the Ecology Groups are helping to improve how we manage our nature reserves.



**The first Ecology Groups Conference, 2009:** Reviewing the progress and successes, and revealing new ideas, read about the presentations made at the first ever Ecology Groups Conference on pages 9-13.

**Bat Pathfinders**  
Information on how to get involved in a new explorer project in Cambridgeshire and Northamptonshire can be found on page 2.

**Botanical teamwork**  
This year we will be setting up two teams to carry forward our plans for botanical monitoring on our grassland nature reserves. Supported by the Franklyn Perring Fund, we will be recruiting Ecology Group team leaders to help organise volunteers to complete annual monitoring projects in northern and southern Northamptonshire. See pages 2 & 14.

**Take to the wing**  
Can you identify birds by their calls? If so we are looking to expand our monitoring programme in Bedfordshire, Cambridgeshire and Northamptonshire, to increase the number of reserves we are monitoring using breeding bird data. Can you help? See page 2.

**Pond life**  
Many of the pits, ponds, pools, scrapes and ditches along the Nene Valley are valuable for their invertebrates. The Nene Valley Ecology Group will be meeting at Lings House on Wednesday 9 May, to organise fieldwork and training on water beetle identification, see page 3.

**Dukes and Blues**  
Get involved in a very special butterfly project in Bedfordshire this year, see page 3.

**Longhorn Lookout 2009**  
Following the success of last years explorer project (see the conference presentation report on page 11), this year's work is already underway and will continue into the summer, see page 3 for details.

7  
25  
7

39

9

Protecting Wildlife for the Future

210

9 171 23 7



Northumberland

# Scarecrow Trail

## at Sutton Courtenay Environmental Education Centre

### 14th to 17th April 2009



**We are situated:**  
Elsdon end of Milton Park.  
Reserve open from 10am til 3.30pm

**All welcome!**  
Parking is limited, so we would appreciate full cars/bikes or using the bus if possible!  
Everyone welcome to bring along a picnic  
No Dogs  
Tea and Coffee will be available

**For more information please contact:**  
Northumberland Wildlife Trust, St Nicholas Park, Gosforth  
Newcastle upon Tyne, Tyne and Wear NE3 3XT

**Tel: (0191) 284 6884 Email: mail@northwt.org.uk Visit: www.nwt.org.uk**

7  
25  
7

39

9

Protecting Wildlife for the Future

Stock paper for use when printing posters, notices and simple newsletters in house.

Can be used with grids on page 25.

Download Microsoft Word template (Grid 1)

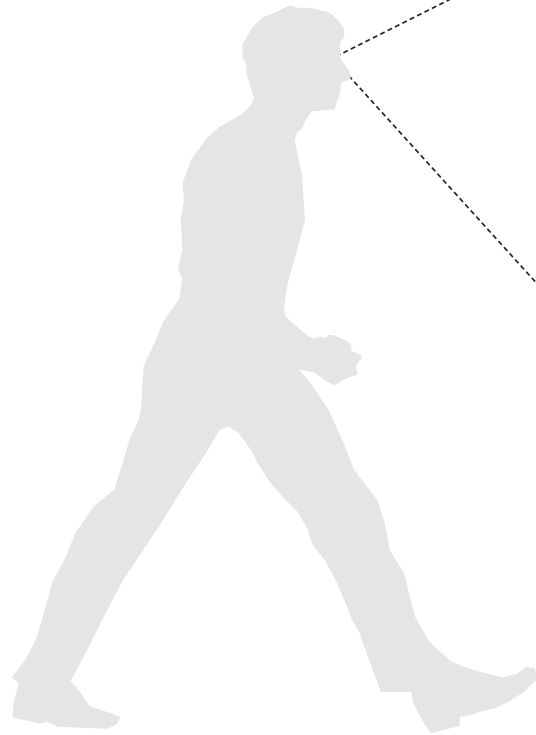
Download Indesign CS3 template (Grid 1)

Download Microsoft Word template (Grid 2)

Download Indesign CS3 template (Grid 2)

# Exhibitions and signage

*The Wildlife Trusts 2009*



An exhibition banner with an orange header and footer. The header contains the text 'Bedfordshire Cambridgeshire Northamptonshire Peterborough' and the Wildlife Trusts logo. The main body features a photograph of two children in a field with yellow and blue flowers. Text on the banner includes 'Welcome', 'Creating Living Landscapes', 'www.wildlifebcnp.org', and 'Protecting Wildlife for the Future'.

*Exhibition banner*

When designing an exhibition stand, consistency with type and colour and focus on minimal words are key. A good example is shown here.

Signs and interpretation panels on reserves have been covered in an earlier guidelines publication and are not dealt with in this guide. We will review these at a later stage.

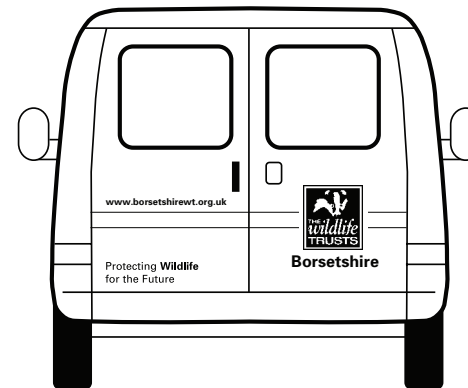
# Vehicles



Logo appears on the side doors of the car



Logo appears on the side panels of the van. Wherever possible separate sponsor and The Wildlife Trusts' logo/messages



Logo appears on the back doors of the van

We use a variety of vehicles. The important rules are: focus on logo and Trust name and then strapline and then web address, in that order.

Wherever possible use doors (on cars) or main side panels (on vans) for locating the identity. The strapline should appear in black on light coloured vehicles and white on dark coloured vehicles.



# Merchandise

*The Wildlife Trusts 2009*



The logo can make a clear statement on clothing and other merchandise.

On Trust merchandise, the individual Trust's name should be centred under The Wildlife Trusts' logo.

As with all materials, merchandise should feature the logo on a colour from the colour palette. Black (as shown here) or white may also be used.

# Powerpoint presentations

The Wildlife Trusts 2009



Powerpoint screens are available in both the vertical and horizontal format.

Templates are available to download in each colour way to suit your project.

Download Powerpoint templates



# Consistent identity at work

*The Wildlife Trusts 2009*



## Websites

The Wildlife Trusts' collective website is being reviewed at present, and a template will be prepared which may be used by individual Trusts.

Samples here show how consistent colours, typefaces and positioning help brand these websites. Wherever possible the website address should be clearly visible on all publications, in order to compliment online marketing activities.

## Photography

Using photographs across all materials in as large a format as possible, as dramatically as possible, as close up as possible, is usually the most inspiring approach.

Take the time to choose photos that are in sharp focus, with good composition, and try to ensure the shot you are using best represents the story you are telling.



# Using grids as templates

The following pages show recommended text grids for newsletters, posters, notices, leaflets, brochures and letterheads. Our brand is important and Trusts can really help to get the message across by presenting a consistent image that coordinates with our identity.

The templates are set up for use in Adobe Indesign CS3 and Microsoft Word and should make it easier for you to produce good communications. Before you start a new layout, write the copy and choose the photographs required. The copy should be written in plain English, with correct spelling, grammar and punctuation. Keep it simple, positive, concise and interesting.

In Microsoft Word, to select a template, click on one of the links in the side column and the template will open. Save and name the template to a folder on your computer using the menu along the top of the window File > Save As.

In the template, the text is set by default to Arial and aligned to the left, for the main copy. Add variety to your text using bold and italics and changes in type size, for headings, quotes and captions. Text can be changed using the text formatting window View > Toolbars > Formatting

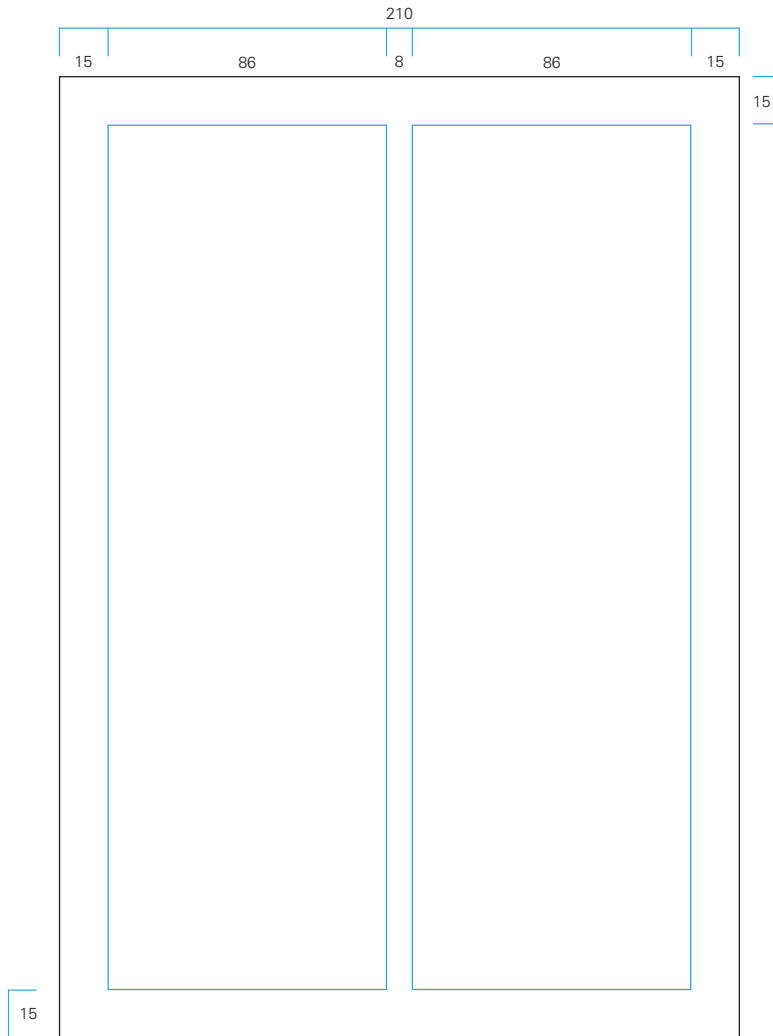
You may also wish to include digital photographs taken by your trust members; please ensure that the images are bright, in focus and well composed. Do not use poor photographs as these will make your publications look unattractive. To add photos to the templates simply go to the Insert > Picture > From File... found at the top of your screen.

Do remember that you are the voice of the Wildlife Trusts. It is important to us that we communicate a consistent message to the public. Please refer to page 4, 5, and 6 regarding the use of the Wildlife Trusts logo, fonts and colour.

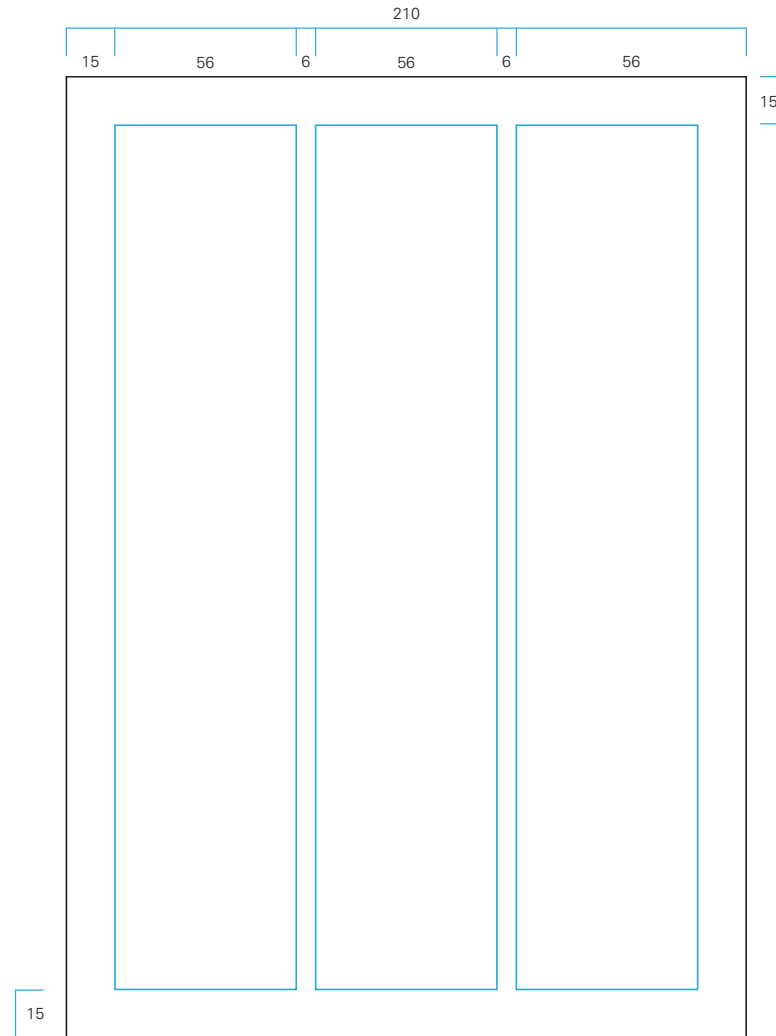
# Stock grids: A4 portrait

Basic text grids for publications

*The Wildlife Trusts 2009*



2-column



3-column

The layout of text pages within publications should be determined by the contents.

Basic page grids are provided for use if required.

Download Microsoft Word template (2-column)

Download InDesign CS3 template (2-column)

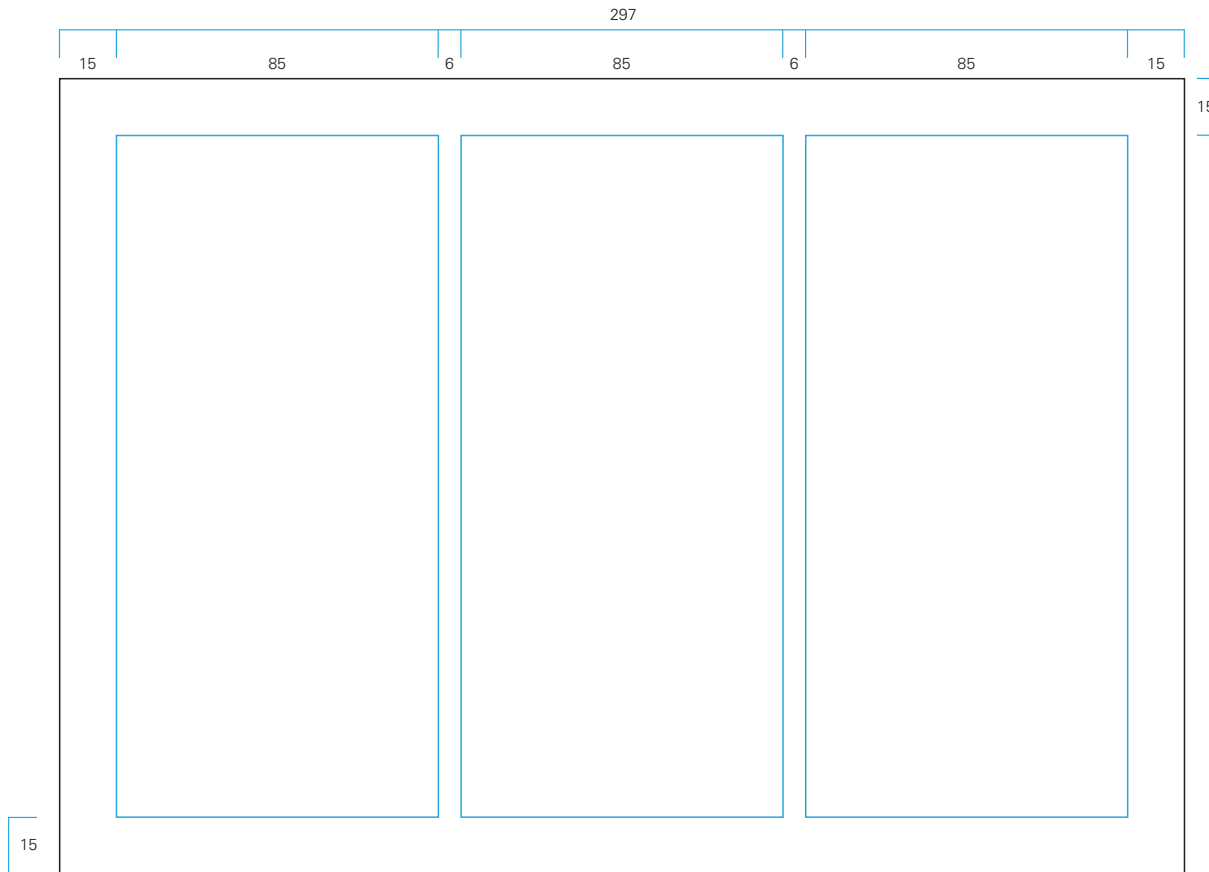
Download Microsoft Word template (3-column)

Download InDesign CS3 template (3-column)

# Stock grids: A4 landscape

## Basic text grids for publications

*The Wildlife Trusts 2009*



### 3-column

The layout of text pages within publications should be determined by the contents.

Basic page grids are provided for use if required.

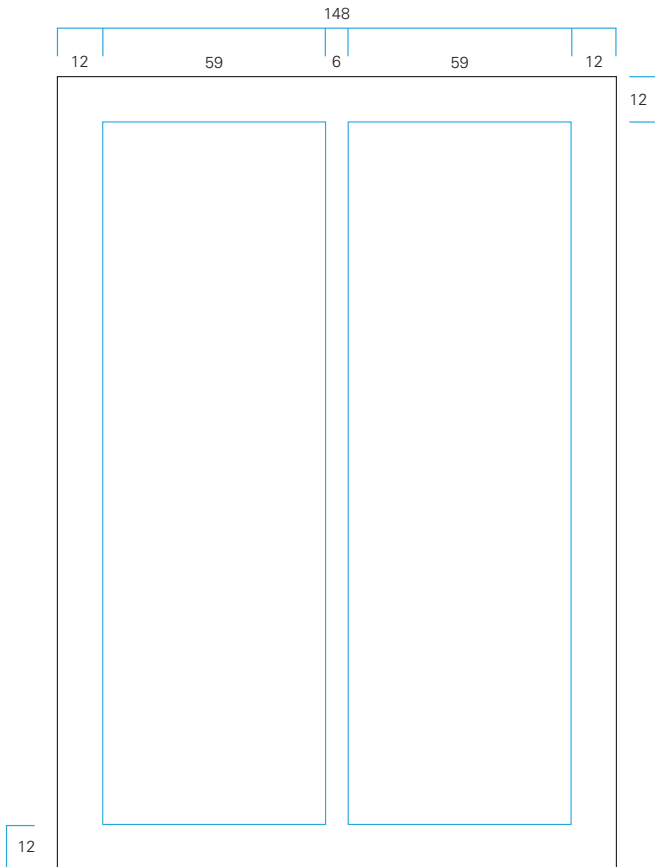
[Download Microsoft Word template](#)

[Download InDesign CS3 template](#)

# Stock grids: A5

Basic text grids for publications

*The Wildlife Trusts 2009*



2-column

The layout of text pages within publications should be determined by the contents.

Basic page grids are provided for use if required.

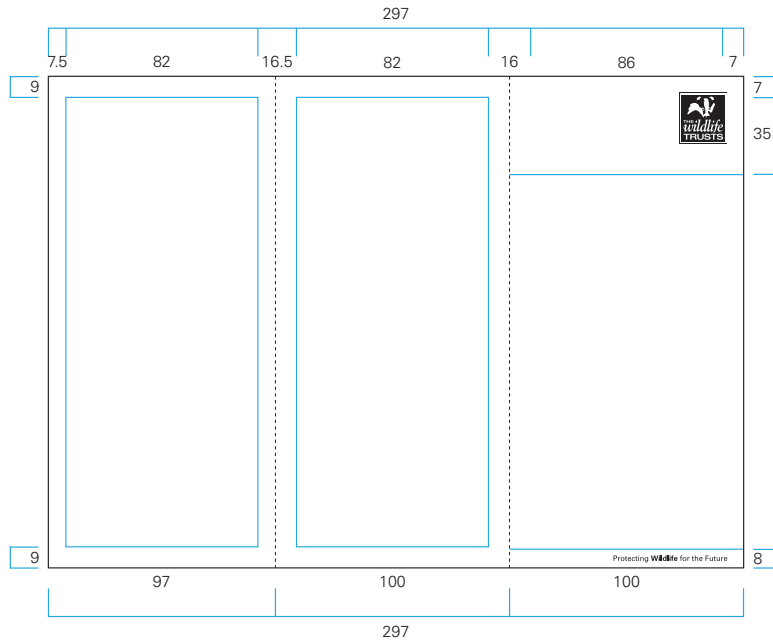
[Download Microsoft Word template](#)

[Download InDesign CS3 template](#)

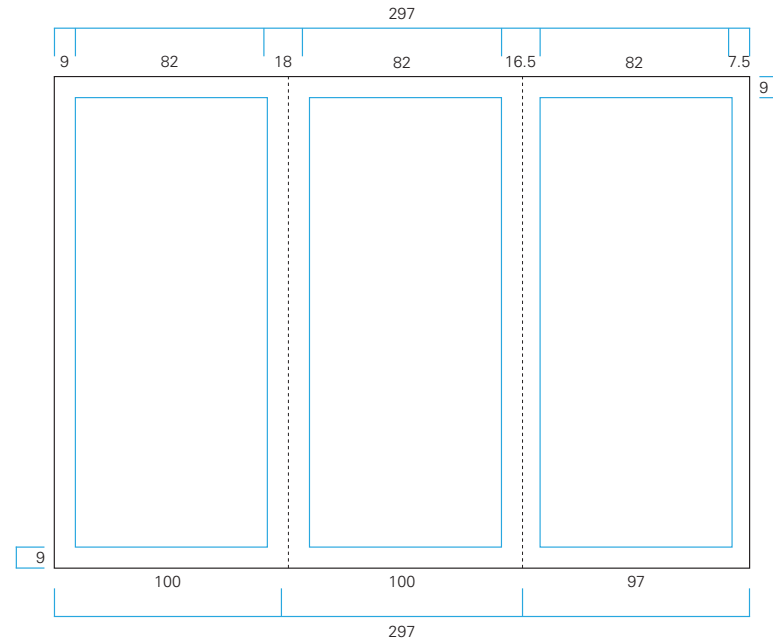
# Stock grids: DL

Basic text grids for publications

*The Wildlife Trusts 2009*



Outer



Inner

The layout of text pages within publications should be determined by the contents.

Basic page grids are provided for use if required.

Download Microsoft Word template (DL Outer)

Download Microsoft Word template (DL Inner)

Download InDesign CS3 template

# Please note...

All external documents should display the charity registration number.

## Other Wildlife Trust brands

There are a number of other associated brands, eg Wildlife Watch.

It is not within the scope of this document to deal with these sub-brands or related brands in detail, as broader considerations apply, such as the legal and administrative relationship between some of these brands and 'The Wildlife Trusts'.

At this stage, designers and marketers should put themselves in the place of the audience/reader. What would be the clearest piece of communication, the least confusing?

Wherever possible, the rules set for working with partners and sponsors apply: try to avoid using logos together; where possible use phrases in place of logos and if partner logos must appear alongside each other, ideally display them on the back of the material/publication.

## Other issues

There are other issues around the use of the logo – for example, agreeing an approach to design issues linked to bilingual materials – which we may wish to work on in teams to enable us to take forward our collective brand.