

united  
for  
**wildlife**

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# Brand Guidelines

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# Introduction

United for Wildlife was founded by Prince William and The Royal Foundation in 2014. It aims to make it impossible for traffickers to transport, finance, or profit from illegal wildlife products.

By working collaboratively with the transport and finance sectors, building key partnerships with law enforcement and NGOs, and sharing information and best practices across the sectors, and across borders, United for Wildlife is disrupting this criminal network globally.

These guidelines are intended to help protect and implement the United for Wildlife brand successfully and ensure consistency across our work.

# Logo

The logo is the most important asset for our brand – it provides recognition across all channels of communication and its use is important to ensure consistency.

The logotype has two variants, the primary one being the full name of the brand, and the secondary one being used only when limited space is available. Wherever applicable, either of them can be accompanied by The Royal Foundation logo to underline the connection between the two organisations.

All our logotypes are monochromatic – either black or white, depending on the background they appear on.

They form a stamp that works together with a background image that delivers the colour aspect, creating a simple yet powerful combination. Don't modify the logotype's proportions or use it in combination with any other elements or apply any graphic treatments. Consistency of logotype usage is very important to maintain one image and one voice to deliver our message successfully.

## Clear space margins and exclusion zone

When placing the logo, ensure you include a minimum area of clear space around it. It is important that the logo is legible and nothing interferes with it, avoid placement in busy areas of a layout and if the background the logo is being placed on is visually complex then consider containing the logo in a white or black rectangle.



### Exclusion zone

The logo should have a minimum clear space around it, this is the exclusion zone where no other graphic elements should be placed that could interfere with the logo.

### Measuring the exclusion zone

The exclusion zone can be measured relative to size of the logo by using the 'w' character from the logo whilst at the same scale.

## Avatar variants

Sometimes the logo will be used at small scale, for social media purposes or as a supporting emblem, the following variants are provided for this use.



united  
for  
**wildlife**

united  
for  
**wildlife**

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for  
**wildlife**

# Logo metrics

The dimensional scale and placement of our logo along with its relationship with other logos is important to consider when placing in design layouts.

Please use the following guidance.

## Logo dimensional scale

Our logo is a typogram, a form of typographical composition that is designed to represent a readable logo. It relies on its readability rather than a symbol or iconographic asset to represent our brand, size therefore plays an important factor in how our logo is used.



**xx** 12pt

### Minimum dimensional scale (black on white logo variant)

Most accessibility standards for human readable type set that measure to 12 Point typographical scale, and so we have adopted this as our minimum guidance measure for sizing of the logo. When placing the logo on a layout, please try to ensure a minimum character height for each line of the logo is equal or greater than 12pt, typically achieved with an xx character height comparison.



**xx** 15pt

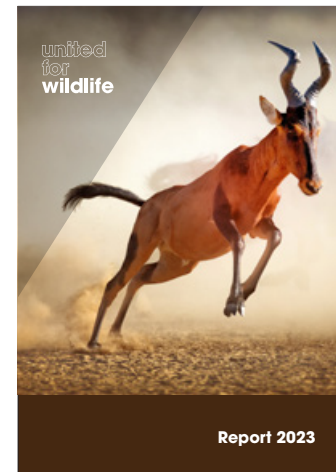
### Minimum dimensional scale (reversed/white on black logo variant)

When using the reversed variant of the logo, then consider that accessibility standards would often suggest exceeding this 12pt advisory for reversed type (for example white on black) which would result in the logo being used bigger as a whole. For Guidance we would suggest 15pt, typically achieved with an xx character height comparison.

## Logo placement

There are no strict rules on logo placement other than legibility and honouring the clear space margins and exclusion zone detailed previously, so the logo can be placed anywhere on a layout where it feels prominent and appropriate.

However we would advise a default position of top left on any cover layout and a smaller scale version of the logo placed on the reverse / back cover.



# Partner brands

Our logo will often be used in combination with other logos, most often with member logos when working with our Taskforces on projects or reports.

The following provides guidance on use of the United for Wildlife logo in some of the most common layout situations.

## Partner logo lock-ups

United for Wildlife is part of The Royal Foundation and subsequently has a special brand relationship. Sometimes the two brands will be promoted together as part of a wider project for the benefit of collective brand awareness.

In this case, the two logos should be used together at equal scale and separated with a single vertical rule, often this arrangement is referred to as a brand lock-up.



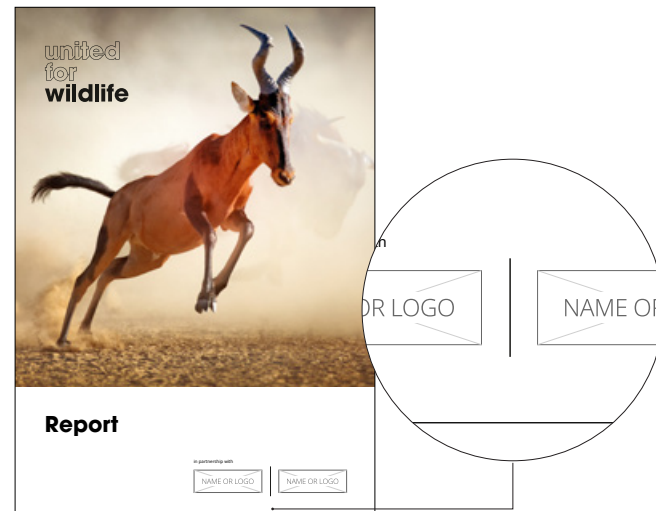
## United for Wildlife as the major lead partner

When UfW leads the delivery of a project, service or event with one other partner then preference should be given to UfW branding, the other partner logo should be placed in less prominent positions. The UfW logo should always be more prominent.



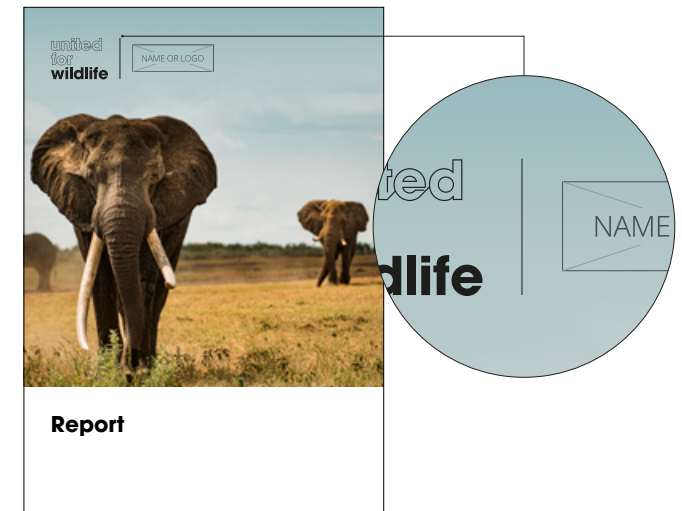
## United for Wildlife as the major lead with multiple partners

When UfW leads the delivery of a project, service or event with multiple other partners then preference should be given to UfW branding, the other partner logos should be placed in less prominent positions.



## United for Wildlife is in joint / equal partnership

When UfW is a joint partner or taking an equal role in the delivery of a project, service or event then both partner logos should be used in equal scale and form and separated with a vertical rule, often this arrangement is referred to as a brand lock-up.



# Typography

Words are powerful and we would like ours to be clear, bold and heard. We want them to be simple and direct, standing out yet not pretentious or unnecessarily decorative. We want them to deliver a simple, powerful message and grab attention.

That's why our main font is Avant Garde – a clean, sharp font, bold where it needs to be and delicate and easy to read where we would like to say a bit more.

It works across mobile and desktop devices and is legible and crisp at any resolution.

## Avant Guard Bold

Use this font for headline, hyper-links or bold statements within copy.

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

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## Avant Guard Regular/Book

Use this font for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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## Verdana Regular (failover / alternative system font)

Use this system font where Avant Guard family is not available, use cases include: email, Microsoft Word and PowerPoint documents.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



# Iconography

An image is worth a thousand words. Often a visual explanation of a problem is much more impactful than long paragraphs of text.

That's why, wherever applicable, we recommend the use of iconography.

The role of iconography across various channels is to mark key elements of the content and make it simpler for the user to navigate through it. Combined with bold headlines, icons create an easy-to-use and clear layout that is functional and user friendly, at the same time breaking the grid-based blocks of content and making it easier to understand and remember.

Icons are always related to wildlife and the natural world, and are kept simple, recognisable and always enclosed by a circle.

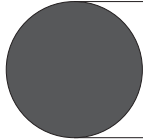
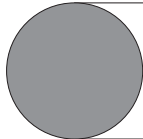
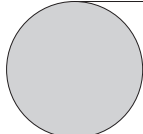


# Neutral colour

We believe that the beauty of wildlife speaks for itself and that's why our main brand colours are neutrals of ink black, paper white and cool greys. Where possible use these colours for typography, rules and graphic ornaments.

## Neutral palette

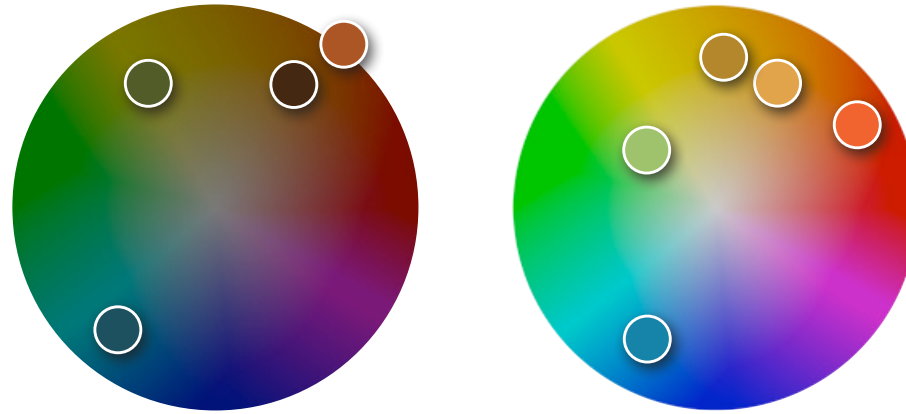
For most layouts and typography, neutral tones should be used, primarily process black, paper white and/or in combination with our grey tones

	PANTONE Cool Grey 10 CMYK C:0 M:0 Y:0 K:80 RGB R:88 G:89 B:91 HEX #58595b
	PANTONE Cool Grey 7 CMYK C:0 M:0 Y:0 K:50 RGB R:147 G:149 B:152 HEX #939598
	PANTONE Cool Grey 2 CMYK C:0 M:0 Y:0 K:20 RGB R:209 G:211 B:212 HEX #d1d3d4



# Colour palettes

Photography should be used to create the prominence and direction of colour on the layouts and the following colour palettes should be used carefully to enhance or compliment photographic choices.



## Primary brand palette

This colour set should be used for most layout purposes, choose colours that match, align or compliment with photographic image choices on the layouts.

		PANTONE 1255 C CMYK C:28 M:45 Y:100 K:7 RGB/HEX #a27320
		PANTONE 7477 C CMYK C:89 M:58 Y:47 K:29 HEX #20505f
		PANTONE 471 C CMYK C:24 M:74 Y:100 K:14 RGB/HEX #9b4005
		PANTONE 1545 C CMYK C:48 M:71 Y:87 K:64 RGB/HEX #361e0c

## Accent colour palette

Consider as secondary colours. To highlight important call to actions, info-graphics, interactive hover states or colourful overlays on photography that may benefit from vibrant injection of colour.

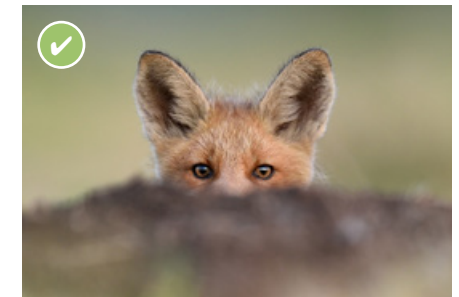
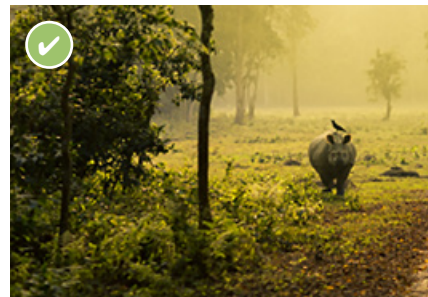
		PANTONE 7459 C CMYK C:84 M:37 Y:22 K:1 RGB #167097
		PANTONE 7411 C CMYK C:11 M:38 Y:82 K:0 RGB/HEX #d89339
		PANTONE 1645 C CMYK C:0 M:75 Y:90 K:0 RGB/HEX #f26531
		PANTONE 356 C CMYK C:42 M:7 Y:74 K:0 RGB/HEX #8fb85b
		PANTONE 378 C CMYK C:64 M:44 Y:100 K:34 RGB/HEX #505c1e

# Photography

We believe photography provides the real impact and connection with the user. It forms the base for the typography and branding to stand out in a powerful, serious and elegant way without being obtrusive or clichéd.

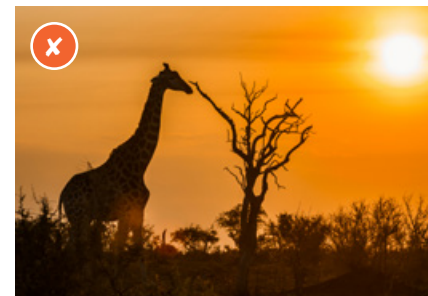
We use neither safari shots nor travel brochure images. The imagery is always honest and shows animals and their environment in a respectful way, inviting the user to appreciate the beauty in the wild world before it disappears.

Wherever possible, photography is used as a background for the content. It creates an environment in which the message can be delivered in the most powerful way, but at the same time enhancing the visual experience.



▲ Do use, professional location photography, featuring wildlife species in their natural environments ▲

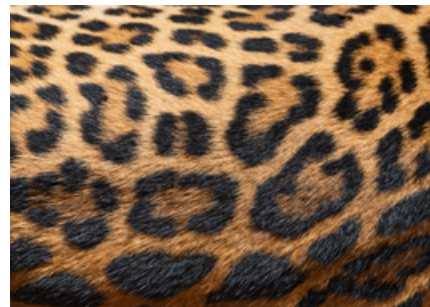
▼ Don't use, digitally created, composited, romanticised or safari imagery ▼





# Patterns / textures

Textures, like a close-up of elephant skin or a rhino horn, provide not only a background for a piece of content, but also bring the animals closer to the user and makes the experience a little more personal and intimate.





# Geometric assets

We introduced basic geometrical shapes to break up the grid and find an additional way to focus users' attention.

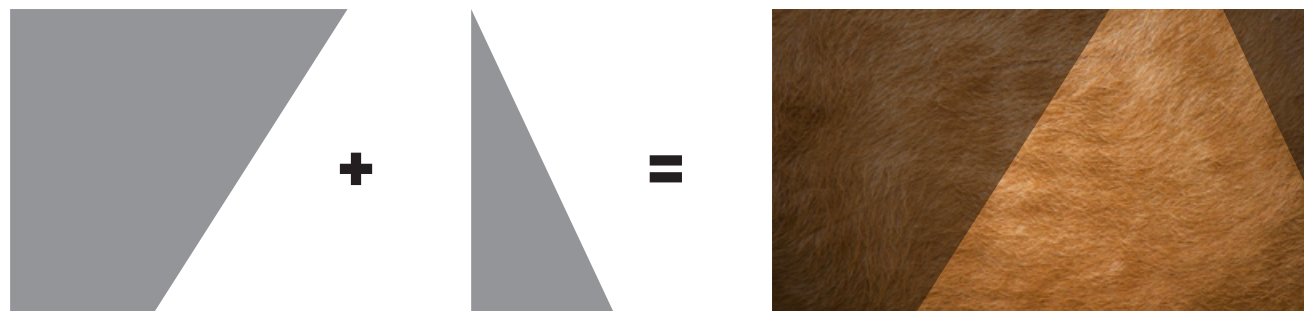
Their role is to introduce a dynamic flow and help define areas of text content.

They also improve legibility by enhancing the contrast between the background and the copy.

The circle and rectangle hold a special role here, being widely used as image content containers and/or navigation elements.

## Geometric overlays

The shard shapes below can be used as colour or contrast tone overlays to create graphic interest or points of visual focus on design layouts. They are abstract shapes that can be used transparent or opaque, flipped, rotated or cropped as desired based on design judgement.



## Geometric containers

Circles and rectangles have a more defined purpose and should be used as content containers for images and navigational elements.





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wildlife

# Hello world...

Moluptatur, occupatio corerum  
utemquasim fuga. Nest et everfer  
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[more info...](#)

# Info-graphics

Explaining large amounts of data using text only is not user friendly and wherever possible, we try to find a visual way to do it.

Hence the use of info-graphics, where important facts are translated into easy-to-understand yet powerful images that can also be shared on social media or in print.

It's important to maintain the simplicity and style of the iconography created for this purpose.

## Info-graphic styles

Info-graphics can be simple iconographic objects with a single focused message, combinations of single objects to form a narrative or more illustrative and stylised to invoke an emotive response.

The infographic styles are presented in a grid and a large summary layout. The grid shows six individual data points, each with an icon and text. The large summary infographic on the right features a header with the United for Wildlife logo and a partner logo space, a central banner with a key message, and several data points with icons and text, all set against a background of a giraffe silhouette at sunset.

**United for Wildlife**  
Transport and Financial Taskforce

**United for Wildlife**  
Transport and Financial Taskforce

**SUPPORTED**  
**over 150**  
law enforcement investigations

**ENABLED**  
**49 arrests**

**TRAINED**  
**over 80,000**  
industry employees in counter illegal wildlife trade practices

**FACILITATED**  
the search of  
**over 120**  
suspicious shipments

**united for wildlife** | PARTNER LOGO SPACE

**In the past five years, United for Wildlife Taskforces have achieved so much.**

There are over 200 organisations worldwide in the Transport and Financial Taskforces.

Together they have:

**SUPPORTED**  
**over 150**  
law enforcement investigations

**MADE**  
**49 arrests**

**TRAINED**  
**over 80,000**  
industry employees in counter illegal wildlife trade practices

**CONNECTED**  
**over 180**  
national customs agencies,

**40**  
financial institutions and

**120**  
transport companies to intelligence around criminal trends

**SEARCHED**  
**over 120**  
suspicious shipments

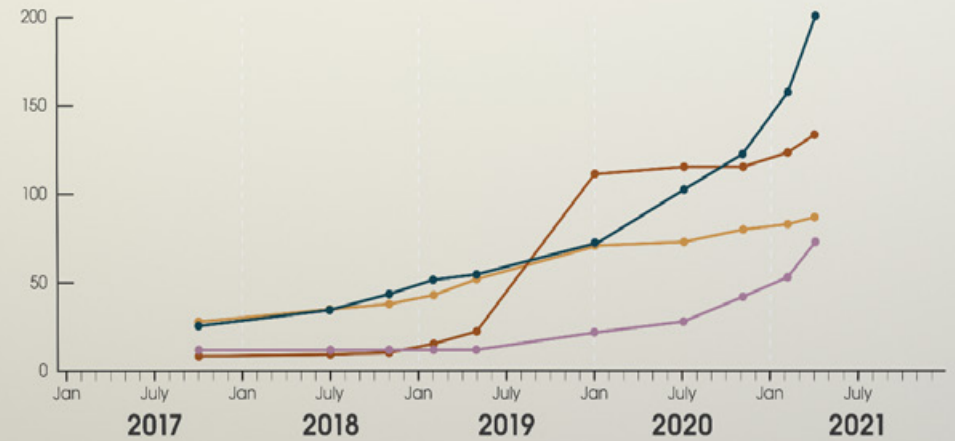
# united for wildlife



	Law Enforcement Investigations	Interdictions and Seizures	Arrests	Employees Trained
<b>April 2021</b>	<b>198</b>	<b>130</b>	<b>69</b>	<b>84k</b>
February 2021	155	120	49	80k
November 2020	120	112	38	77k
July 2020	100	112	24	70k
January 2020	70	108	18	68k
May 2019	52	19	8	49k
February 2019	49	12	8	40k
November 2018	41	7	8	35k
July 2018	32	6	8	32k
October 2017	23	5	8	25k

# united for wildlife

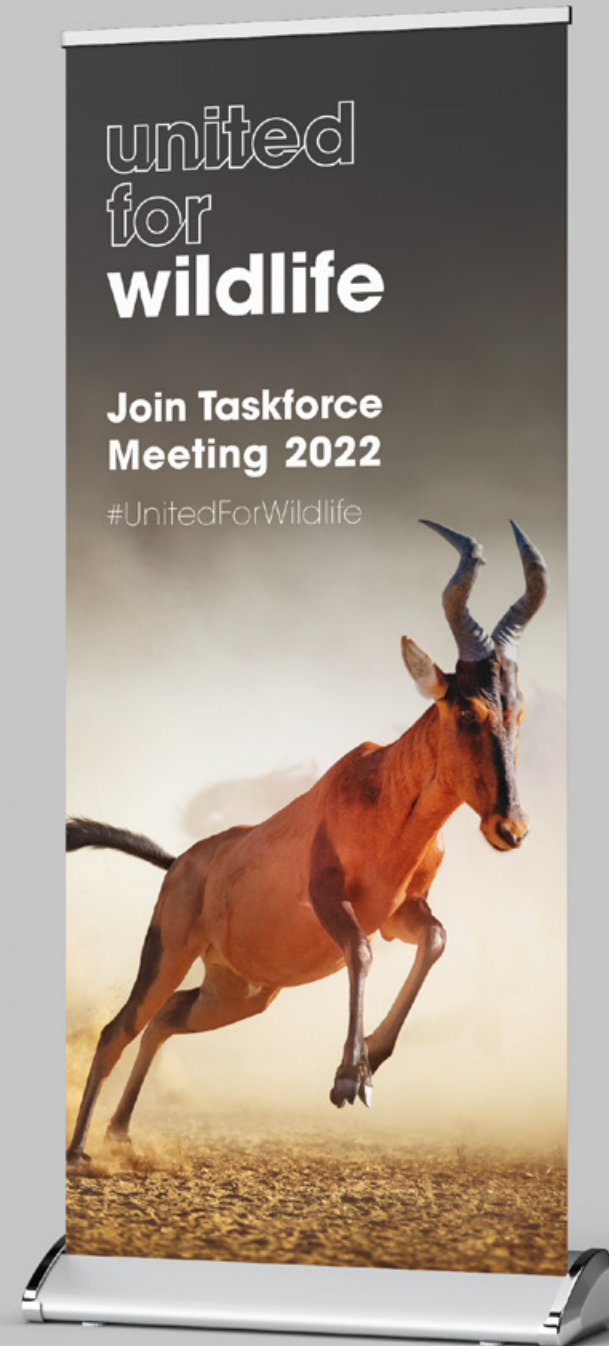
— Law Enforcement Investigations  
— Interdictions and Seizures  
— Arrests  
— Employees Trained (in multiples of 1,000)



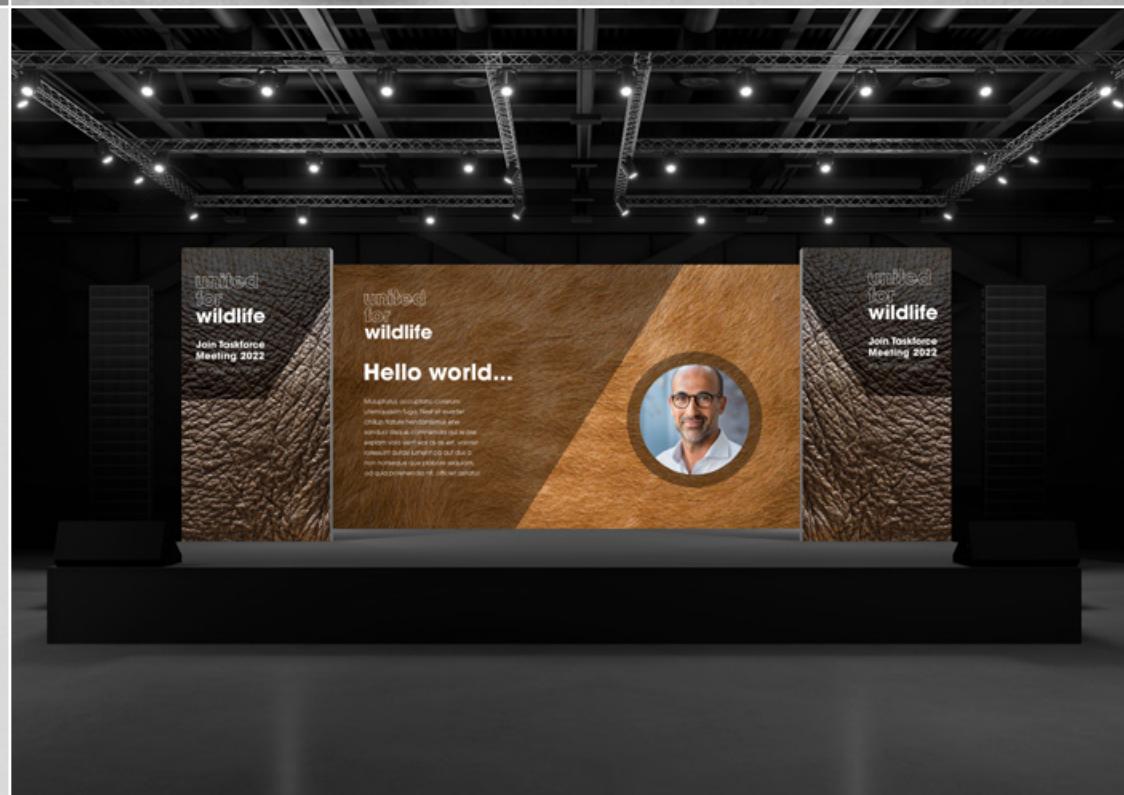
# Comms examples: Display / posters

Events materials are a common output for United for Wildlife. The promotion of any event may include advertising posters, roll-up banners, presentation stage design and delegate materials such as lanyards.

The event creative should be consistent across all these materials



- ◀ Display and events materials such as roll-up banners should feature minimal content that can be read at a glance. Aim to place important information in large font sizes and in the top area of the layout so it is visible at a distance and less likely to be obscured by furniture, objects or people.



# Comms examples: Presentation decks

Much of our work is about raising awareness and recruiting volunteers.

We use events and presentations to help do this, which may feature high profile presenters or venues. Our presentation standard should therefore reflect this.

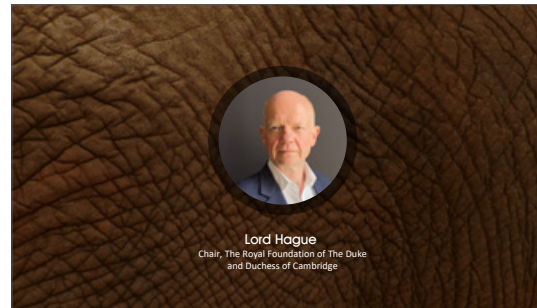
Presentation decks should be created in professional industry-standard applications such as Microsoft PowerPoint, Apple Keynote or Adobe Creative Cloud.

All decks should follow good practice in presentation design and in line with brand guidelines.



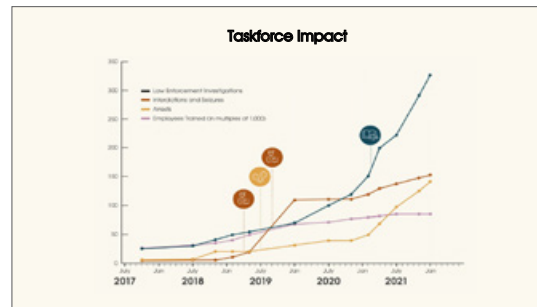
## ◀ Cover slide

Always create a cover slide featuring the United for Wildlife logo prominently displayed and include a simple title describing the nature of the presentation. Select relevant and interesting wildlife photography to set an immediate tone.



## ◀ Section break slides

A slide introducing the speaker of particular section or a title slide of a new section will help the audience understand natural breaks in content and help segment the presentation into different topics.



## ◀ Charts

Aim for simplicity when creating and presenting charts, as a rule of thumb, feature one chart per slide and use brand colours and iconography to help visualise charts in a more interesting way.



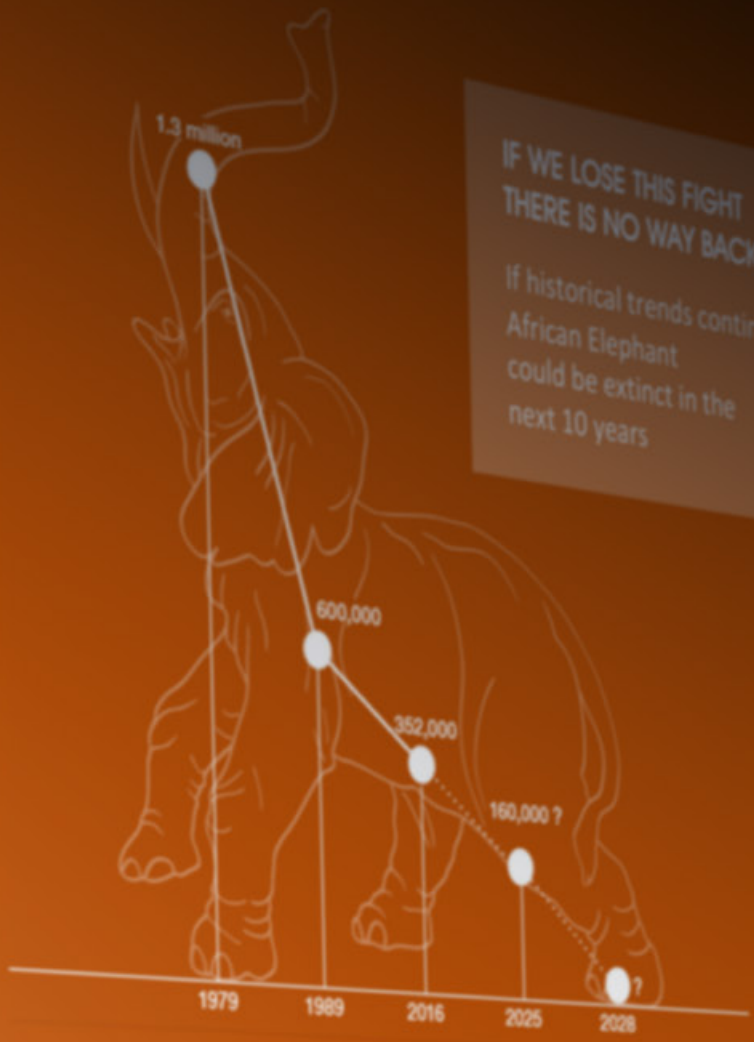
## ◀ Info-graphics / data visualisations

Creating illustrations and info-graphics to visualise a key point will help emphasise the information in a more emotive way.

SPECIES  
Wildlife is a large-scale criminal  
ely  
es.

ly increasing  
sue. However,  
ve efforts by all  
activities will continue.

le, The Costs of Crime,  
ham House, February 2014



IF WE LOSE THIS FIGHT  
THERE IS NO WAY BACK

If historical trends continue the  
African Elephant  
could be extinct in the  
next 10 years



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**wildlife**