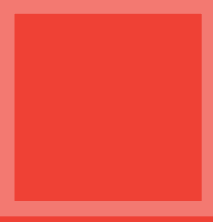




**THE WILDLIFE SOCIETY**



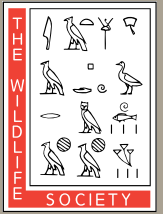

**GUIDELINES & STANDARDS FOR MAINTAINING & STRENGTHENING OUR BRAND**



# IDENTITY GUIDE

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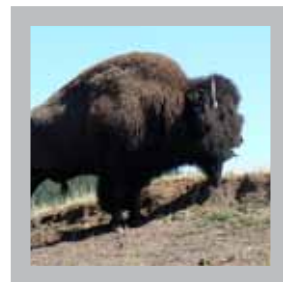
## WHY THIS GUIDE?

The Wildlife Society has a brand, or a unique identity that distinguishes us from others and sums up everything we stand for.

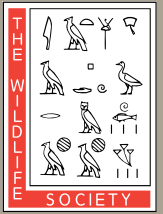
Just like World Wildlife Fund, or Coke or Nike, TWS must maintain its distinctive brand. A brand is most easily recognized when it is clearly defined and consistently communicated.

This *Identity Guide* is designed to help communicate a recognizable and well-understood “personality” for TWS. The following guidelines are designed to help anyone working with our brand to apply it properly across various media platforms. Successful execution is critical if we are to continue meeting the high standards already set, and we appreciate your help in conveying our professionalism and expertise correctly.

Please apply the identity guidelines as outlined in this document, so that the brand always looks the same, speaks with the same voice and strengthens the relationship people have with it.



# WHY THIS GUIDE?



## WHO WE ARE & WHAT WE DO

The Wildlife Society's mission is to represent and serve the professional community of scientists, managers, educators, technicians, planners, and others who work actively to study, manage, and conserve wildlife and its habitats worldwide.

### Our Goals

1. Develop and maintain professional standards for wildlife research and management.
2. Enhance knowledge and technical capabilities of wildlife managers.
3. Advance professional stewardship of wildlife resources and their habitats.
4. Advocate the use of sound biological information for wildlife policy decisions.
5. Increase public awareness and appreciation of the wildlife profession.

### About The Wildlife Society

- The Wildlife Society is committed to a world where humans and wildlife co-exist.
- We work to ensure that wildlife and their habitats are conserved through management actions that take into careful consideration relevant scientific information.
- We create opportunities for this to occur by involving professional wildlife managers, disseminating wildlife science, advocating for effective wildlife policy and law, and building the active support of an informed citizenry.
- The members of The Wildlife Society manage, conserve, and study wildlife populations and habitats. They actively manage forests, conserve wetlands, restore endangered species, conserve wildlife on private and public lands, resolve wildlife damage and disease problems, and enhance biological diversity.
- TWS members are active across the United States, Canada, and Mexico, as well as internationally.

- The products of The Wildlife Society include essential, practical, and objective information for wildlife professionals. We provide research, policy information, and practical tools in print and electronic forms, along with vibrant professional networks that allow solutions to wildlife conservation and management challenges to be anchored in science.

### Our Principles

An important part of The Wildlife Society brand is our stated in TWS's Ethics and Professional Conduct for Wildlife Biologists. [These principles can be found here.](#)

### Identification

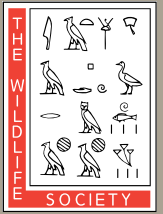
We are The Wildlife Society, or TWS, an international, non-profit association dedicated to excellence in wildlife stewardship through science and education. The international organization is known as TWS International. Though not an official designation, this name differentiates the parent organization from sections and chapters.

### Sections

Sections are the regional networks of The Wildlife Society in North America. Each Section encompasses several states, provinces, or republics. They are known by geographical designation, such as Canadian Section, or Northeast Section.

### Chapters

Chapters are local networks of The Wildlife Society. They generally use a state or province boundary to define their memberships, such as the Alabama Chapter of The Wildlife Society, although more or less than one state or province may be served by a chapter depending upon local membership needs.



## WHO WE ARE & WHAT WE DO

### Student Chapters

Student chapters are composed of student and professional members of the Society on college campuses. Usually named for their college or university, chapters establish their own locally focused objectives and have their own bylaws, officers, committees, and dues structure.

### Our Tagline or Positioning Statement

#### ***Promoting excellence in wildlife stewardship through science and education.***

This line can accompany the logo or stand alone. See “Our Logo” for more information.

### Talking Points When Describing the Society:

- We are dedicated to sustainable management of wildlife resources and their habitats.
- Members are highly trained and dedicated professionals from variety of related fields.
- We were founded in 1937, as an international scientific and educational association dedicated to excellence in wildlife stewardship through science and education.
- Among others, our expertise includes sustainable use of wildlife and ecosystems, managing public lands, conserving wildlife on private lands, recovering endangered species, restoring degraded habitats, and managing abundant wildlife.
- A 12-member Council elected by our membership governs us.
- We are a nonprofit scientific and educational society; members refer to us as their “professional” organization.

- There's a lot of good information about our work and us on our website, at [www.wildlife.org](http://www.wildlife.org).

### Position Statements

As the scientific society for professional wildlife scientists, managers and conservationists, TWS has a responsibility to address national and international issues that affect the current and future status of wildlife in North America and throughout the world.

TWS has created a series of position statements that define various wildlife issues, contain factual background data, and describe the most probable biological, social, and economics results of alternative actions. Position statements may also contain recommended courses of action.

Position statements are adopted by TWS Council, following a period of review and comment by the membership.

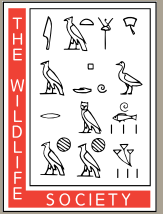
[All TWS Position Statements are available online.](#)

[For more on the creation of TWS Position Statements, please click to see “A Guide to TWS Position Statements”](#)

### Formulating Your Own Position Statements

Sections, Chapters, and Working Groups may also formulate position statements pertaining to subjects in their locale or subject area. They are authorized to do so when TWS does not have a position statement on the topic or when the statement would be consistent with an existing TWS position statement.

The TWS Council must approve all draft position statements developed by Working Groups prior to final adoption. Any statements by Sections and Chapters that conflict with TWS policy must be submitted to TWS Council for review.



## WHO WE ARE & WHAT WE DO

Sections, Chapters, and Working Groups are encouraged to communicate with the Director of Government Affairs and Partnerships when developing position statements. Copies of all statements adopted by Sections, Chapters, and Working Groups must be forwarded to TWS International upon approval.

### Membership Privileges

When marketing TWS to potential members, the following points concisely convey the advantages of membership:

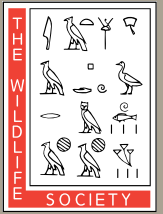
- Receive a subscription to *The Wildlife Professional*, the magazine of news and analysis for wildlife professionals.
- Receive our online newsletters, *The Wildlifer*, *Wildlife Policy News* and *Wildlife News Update*.
- Tap into expert networks through TWS members, sections, chapters, and working groups.
- Access the Members Only section of wildlife.org, the premier information resource for wildlife scientists, managers, and policy makers.
- Receive member discounts on our valuable journals, books, and publications such as *The Journal of Wildlife Management*.
- Receive discounted fees when attending TWS meetings and conferences or buying merchandise.

- Access the premier TWS professional certification program.
- Provide comment on any TWS position statements before publication.
- Add your voice for policy action at the local, regional, national and continental levels.

### Government Affairs Toolkit:

This toolkit has been designed to provide information to Chapters, Student Chapters, Sections, and Working Groups, as well as individual members, about how the TWS Government Affairs Program works and how they can become involved in wildlife policy activities.

[More information is available online.](#)



# OUR LOGO

## OUR LOGO

The Wildlife Society's unique emblem features Egyptian hieroglyphics, depicting our broad interests. The literal translation of the hieroglyphics is, from top to bottom: beasts (mammals), birds, fishes, and flowering plants (vegetation).

The logo was created in 1937 and contains tremendous brand equity for the Society. There are rules for its use as follows.

### Logo Access

[Click here to access the distinctive TWS logo.](#) It is available online at the TWS website under "About TWS".

### Use of the Logo

The logo is a registered trademark of TWS. Every use of the distinctive mark reflects on the entire Wildlife Society. In order to protect the brand, the Council adopted the following use policy for the logo in 1978.

- For Professional Activities – Any section, chapter or conclave of TWS is free to use the logo for non-commercial business purposes, provided it serves to identify or advance Society objectives.
- For Commercial Activities – Permission must be obtained from TWS Executive Director/CEO for any commercial use of the logo. This includes logo placement on clothing, advertising specialty items, or special events. The Executive Director/CEO may request a review by the Executive Committee for any questionable request involving an unusual use or circumstance.
- Permission must be obtained from the Executive Director/CEO for any use of a portion of the logo. Generally, such use is not appropriate.

### Logo Color

The Primary Brand Color (Pantone 032) has been chosen for its strong, distinctive and warm red tone. It should be used on all print-based applications when printing budget allows. When this is not possible, the CMYK (four-color process) version must be used instead. The RGB version is also available for screen-based applications, as well as a hexadecimal version for websites.

CMYK: C=0, M=90, Y=86, K=0

RGB: R=243, G=40, B=55

Hexidecimal: ff3333

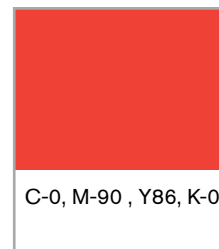
Pantone 032 should also be used any time the TWS logo is used in any color other than black. No other color is acceptable for the logo. Black is the preferred color if printing in one-color.

The rule around the logo should always be black.



PMS Red 032

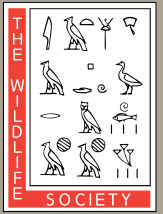
OR



C-0, M-90, Y86, K-0



Black



# OUR LOGO

## OUR LOGO

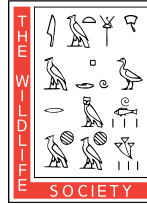
### Logo Variations

1. 4-Color, (preferred logo version)  
C=0, M=90, Y=86, K=0

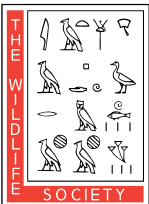


The Wildlife Society

1. 4-Color  
C=0, M=90, Y=86, K=0

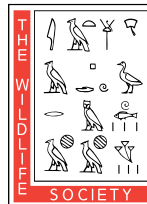


2. 2-C, (preferred logo version)  
PMS Red, 032 & Black

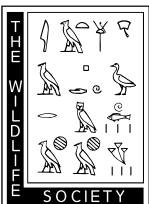


The Wildlife Society

2. 2-C,  
PMS Red, 032 & Black

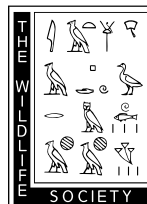


2. 1-C, (preferred logo version)  
Black

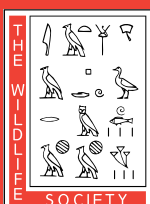


The Wildlife Society

2. 1-C,  
Black

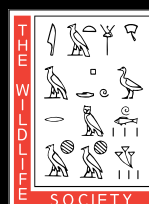


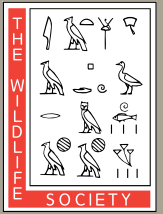
3. Red Color background, (preferred logo version)



The Wildlife Society

3. Black Color background





# OUR LOGO

## OUR LOGO

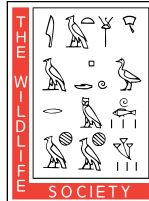
### Type With the Logo

The following are approved ways of using the logo with the "TWS" type.

### Adding "TWS" type:

Height: Font should be fall between the two bottom black rules

Font: Berthold Akzidenz Medium



The Wildlife Society

### Subunits and the Logo

For use as a subunit logo, the following are allowable graphic uses of the TWS logo.

To use the logo in a subunit publication, the TWS logo must be as big as the chapter name, or as visibly powerful. The following uses are approved:

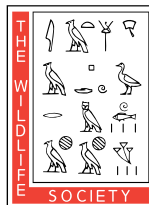
Margins should be aligned with the logo in any design matrix.

### Adding Chapter/Event Name w/ "TWS" type:

Size: 2 pt smaller than The Wildlife Society Font

Font: Berthold Akzidenz Regular, All caps

Alignment: flush left to bottom of logo.



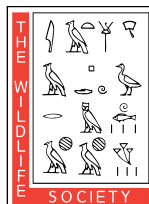
The Wildlife Society

THE NORTH CAROLINA CHAPTER

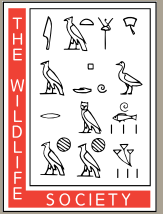
### Adding Chapter/Event Name w/o "TWS" type:

When logo size is .75", the font should be 12pt.

Reduce and enlarge proportionally.



THE NORTH CAROLINA CHAPTER



# OUR LOGO

## OUR LOGO

### Logo With the TWS Tagline

When using the logo along with TWS tagline, the following is the appropriate layout. The type in the tagline should be equal to but not lesser or greater than the logo borders:

### Placement of the Logo

In all materials, it's preferred that the logo is placed in a corner of the designed page, usually in the upper left or lower right.

Any type must be flush with the logo placement. For example, if the logo is in the lower right of the document or layout, text should be flush right.

### Size

The TWS logo should always be a minimum of 3/4" high, preferably larger.

### Logo Permissions and Restrictions

Following these guidelines, the logo may be used in marketing communications and online.

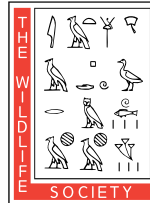
TWS sections, chapters, and student chapters that wish to publish materials (such as proceedings from conferences) that display the TWS logo must follow the peer-review process as described in Guidelines for Successful Working Groups.

For usage other than marketing, TWS International must give permission in advance. Please contact:

Director of Membership Marketing & Conferences  
The Wildlife Society  
5410 Grosvenor Lane  
Bethesda MD 20814-2144  
(301) 897-9770, extension 314  
DWalter@wildlife.org

### Adding Tagline:

When logo size is .75", the font should be 10pt.  
Reduce and enlarge proportionally.

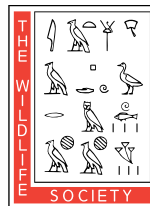


### The Wildlife Society

Promoting Excellence in Wildlife Stewardship  
through Science and Education

### Adding Tagline & Address Information:

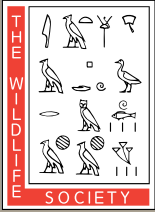
When logo size is .75", the font should be 10pt.  
Last line of address information should line up with  
bottom of logo.  
Reduce and enlarge proportionally.



### The Wildlife Society

5410 Grosvenor Lane  
Bethesda, Maryland 20814  
P: 301-897-9770  
F: 301.530.2471  
www.wildlife.org

Promoting Excellence in Wildlife Stewardship  
through Science and Education



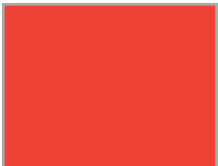
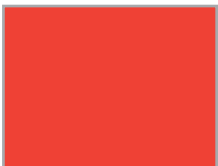
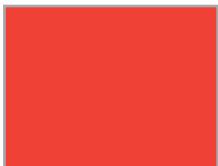
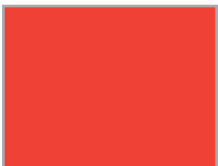

**OUR COLOR PALETTE**

**Primary Color**

The Primary Brand Color (Pantone 032) has been chosen for its strong, distinctive and warm red tone. It should be used on all print-based applications when printing budget allows. When this is not possible, the CMYK (four-color process) version must be used instead. A RGB version is also available for screen-based applications, as well as a hexadecimal version for websites.

Pantone 032 should also be used any time the TWS logo is used in any color other than black. No other color is acceptable for the logo.

The rule around the logo should always be black.

 PMS Red 032	OR	 C-0, M-90, Y86, K-0	OR	 R-243, G-40, B-55	OR	 WEB-f32837
 Black-100						

OUR COLOR PALETTE



**OUR COLOR PALETTE**

**Expanded Color Palette**

The following are approved colors that can be used along with the Primary Brand Color. They are not logo colors, but are complementary colors to use with Pantone 032.

 Pantone Process 311-1 C-20, M-0, Y-100, K-20	<b>OR</b>	 PMS 124	 Pantone Process 249-3 C-95, M-0, Y-25, K-35	<b>OR</b>	 PMS 124
 Pantone Process 9-1 C-10, M-30, Y-100, K-0	<b>OR</b>	 PMS 124	 Pantone Process 205-1 C-100, M-60, Y-0, K-20	<b>OR</b>	 PMS 124
 Pantone Process 38-1 C-0, M-60, Y-100, K-20	<b>OR</b>	 PMS 124	 Pantone Process 218-2 C-80, M-30, Y-3, K-0	<b>OR</b>	 PMS 124
 Pantone Process 102-1 C-20, M-100, Y-70, K-15	<b>OR</b>	 PMS 124	 Pantone Process 175-2 C-60, M-80, Y-0, K-35	<b>OR</b>	 PMS 124
 Pantone Process 45-7 C-20, M-20, Y-30, K-20	<b>OR</b>	 PMS 124			

OUR COLOR PALETTE



## OUR LANGUAGE

Press releases, letters, promotional material and other communications present opportunities to insert basic information about TWS.

A suggested copy block is:

*The Wildlife Society is committed to a world where humans and wildlife co-exist.*

*We work to ensure that wildlife and their habitats are conserved through management actions that take into careful consideration relevant scientific information.*

*We create opportunities for this to occur by involving professional wildlife managers, disseminating wildlife science, advocating for effective wildlife policy and law, and building the active support of an informed citizenry.*

*TWS's mission is to represent and serve the professional community of scientists, managers, educators, technicians, planners, and others who work actively to study, manage, and conserve wildlife and its habitats worldwide.*

*The members of The Wildlife Society manage, conserve, and study wildlife populations and habitats. They actively manage forests, conserve wetlands, restore endangered species, conserve wildlife on private and public lands, resolve wildlife damage and disease problems, and enhance biological diversity.*

*TWS members are active across the United States, Canada, and Mexico, as well as internationally.*

*The products of The Wildlife Society include essential, practical, and objective information for wildlife professionals. We provide research, policy information, and practical tools in print and electronic forms, along with vibrant professional networks that allow solutions to wildlife conservation and management challenges to be anchored in science.*

### Formatting of Dates

TWS prefers dates to be published month/date/full year:

December 4, 2008

With the exception of *The Journal of Wildlife Management*, we do not use European dates such as 4 December 2008, or any other format.

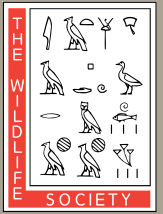
### E-mail Address Block:

Please include name, TWS affiliation title, address, phone, fax, e-mail, and URL ([www.wildlife.org](http://www.wildlife.org)).

Preferred Font: Arial

### Addressing Members

Dear (first name) or Dear Colleague, if not personalized.



## THE TYPE WE USE

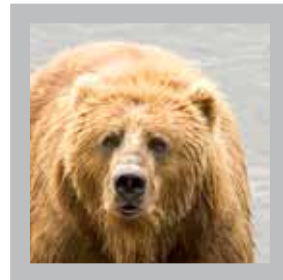
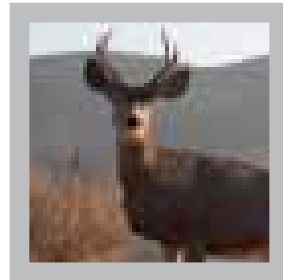
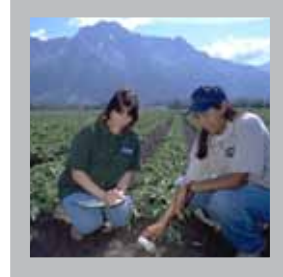
In any materials for TWS and its chapters, sections and working groups please use the typefaces described below:

### 1. For Print/Headlines: Arial Medium or Bold

Arial, or Arial MT, is a sans-serif typeface and computer font packaged with Microsoft Windows and Microsoft software applications, Apple Mac OS X, and many PostScript computer printers.

### 2. For Body Text

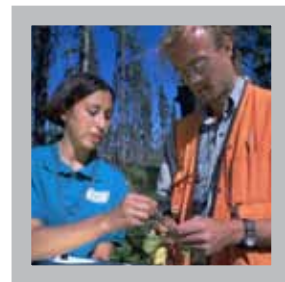
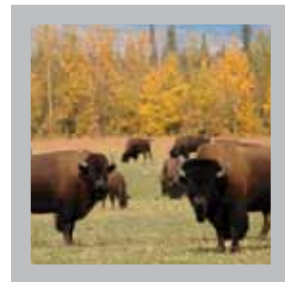
For body type, TWS prefers Times New Roman 11 or 12 point, which is also readily available in most software applications and computer printers. Tws uses Georgia for regular print publications, such as *The Wildlife Professional*. Palatino Linotype is the default type in Joomla!, which is the content management system (CMS) used for TWS website.

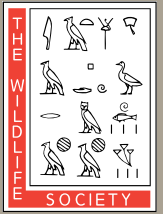


THE TYPE WE USE

## IMAGE SPECIFICATIONS

1. TWS recommends that clip art not be used in any publication or marketing communications that involve TWS or its chapters. If clip art is used, it must be high quality and appropriate.
2. Do not use drawings, unless they are professionally rendered biological illustrations.
3. Regarding images of animals; land-based creatures are preferred. Amphibians, marine mammals, seabirds, and terrestrial invertebrates other than insects such as freshwater mussels, arachnids and land crabs are acceptable.
4. When depicting animals, please make all attempts to use species from North America, unless the narrative topic dictates otherwise.
5. Captions should utilize both the common and scientific name of the organism depicted.
6. Please use all available means to verify that the organism illustrated is correctly identified. When in doubt, contact TWS for help.
7. To ensure high quality, please use images of no less than 300 dpi for print publication. The file size should print at a minimum of 3" x 4."
8. Stock photography may be used, following the guidelines above. Please be aware of copyrights and credits on all graphics used.





## NOTES ON PUBLISHING

### Press Releases

TWS press releases and other materials should be standardized as much as possible, to reinforce the TWS brand and eliminate confusion about us.

### Boilerplate Language for Press Releases

The following statement should be used on all press releases as a “backgrounder” or “About The Wildlife Society” subsection:

The mission of The Wildlife Society is to represent and serve the professional community of scientists, managers, educators, technicians, planners, and others who work actively to study, manage, and conserve wildlife and its habitats worldwide.

Find us on the web at [www.wildlife.org](http://www.wildlife.org).

### Press Release Setup

Place copy block to the right of logo. Last line should line up with bottom of logo

Line 1: Berthold Akzidenz Bold, all caps, 15pt, flush left

Line 2: Berthold Akzidenz Regular, 12pt, flush left

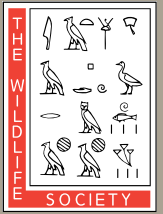
Line 3: Berthold Akzidenz Bold, 12pt, flush left

Line 4: Berthold Akzidenz Regular, 12pt, flush left

 **The Wildlife Society**  
5410 Grosvenor Lane  
Bethesda, Maryland 20814  
P: 301-897-9770  
F: 301-530-2471  
[www.wildlife.org](http://www.wildlife.org)

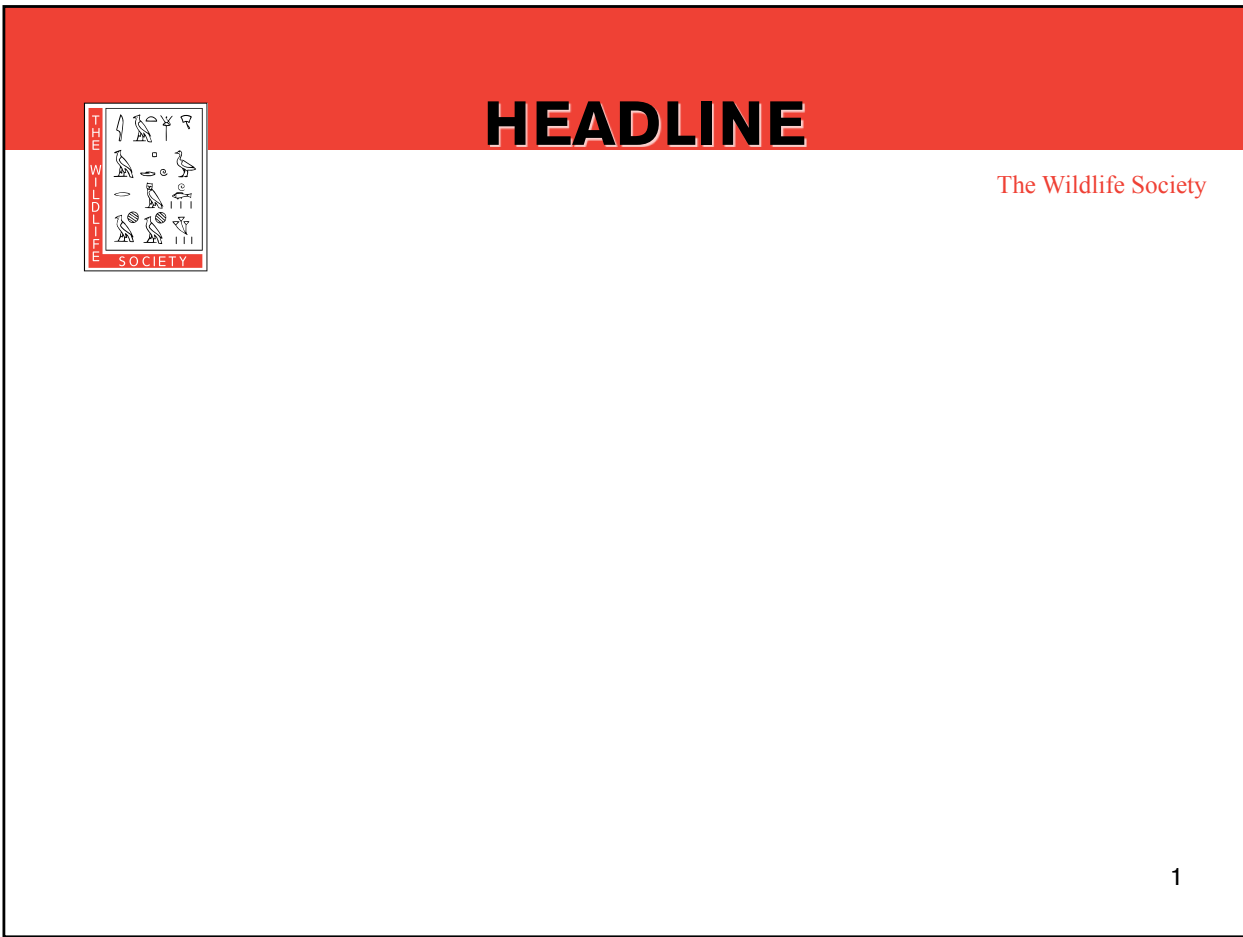
**Promoting Excellence in Wildlife Stewardship  
through Science and Education**

**FOR IMMEDIATE RELEASE**  
Insert Month/Day/Year  
**For more information:**  
Insert Contact Name, Phone, Email

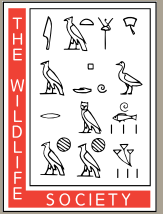


**POWERPOINT TEMPLATES**

The following is a suggested basic template for TWS and affiliate PowerPoint presentations.



POWERPOINT TEMPLATE

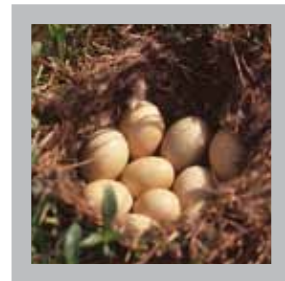
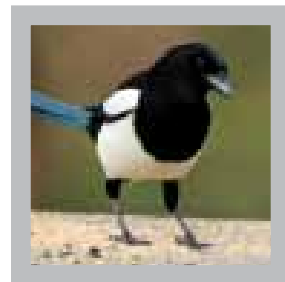


**WWW.WILDLIFE.ORG**

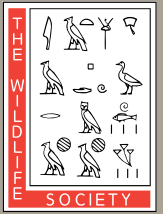
TWS works with Joomla, an open source content management system used for many websites today. Using the consistent Joomla template for website publishing helps TWS with branding.

Please note that [www.tws.org](http://www.tws.org) directs web users to The Wilderness Society – not The Wildlife Society.

For more information, please e-mail [webmaster@wildlife.org](mailto:webmaster@wildlife.org)



WWW.WILDLIFE.ORG



## OUR PUBLICATIONS

### Publication Names

Any publication name should always be used in italics:

TWS publishes *The Wildlife Professional*, *The Journal of Wildlife Management*, *The Wildlifer* and *Wildlife Policy News*.

### The Wildlife Professional

*The Wildlife Professional* is TWS's member magazine containing news and analysis designed to keep today's wildlife professionals informed about critical advances in wildlife science, conservation, management, and policy. *The Wildlife Professional* features in-depth articles, as well as brief summaries of relevant scientific articles and a profile of a modern professional wildlife manager. Additional columns cover topics such as health and disease, human-wildlife connections and ethics in practice.

*The Wildlife Professional* has specific guidelines for online access, submissions and advertising.

[Find information on the web here.](#)

[Contributor guidelines may be found here.](#)

[Advertising information can be found here.](#)

For more information, please contact the magazine by email to [editor@wildlife.org](mailto:editor@wildlife.org) or mail to the address below:

*The Wildlife Professional*  
c/o The Wildlife Society  
5410 Grosvenor Lane, Suite 200  
Bethesda MD 20814-2144

### Technical Reviews

Technical Reviews are scientific analyses of important issues in wildlife science, management, conservation, and policy. Reviews are conducted and written by panels of experts and are often used in preparing TWS position statements.

[Information about the process for Technical Reviews can be found in "A Guide to Technical Reviews."](#)

### Journal of Wildlife Management

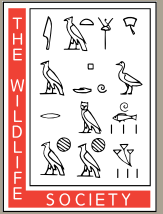
*The Journal of Wildlife Management*, (JWM) published since 1937, is one of the world's leading scientific journals covering wildlife science, management and conservation. The JWM is available in print and electronic formats.

[For more information and manuscript guidelines, click here.](#)

### Wildlife Monographs

*Wildlife Monographs* are single topic, peer-reviewed studies on specific problems and issues in wildlife science, management and conservation. Printed since 1958, Wildlife Monographs are available in print and electronic formats.

[For more information and manuscript guidelines, click here.](#)



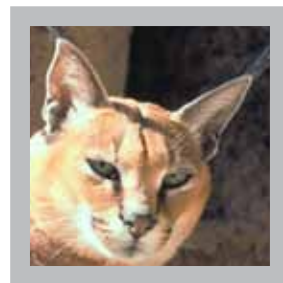
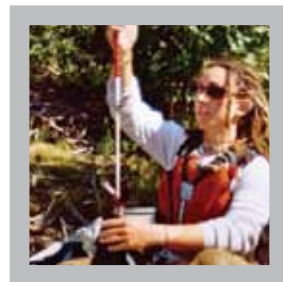
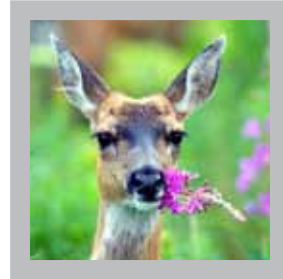
**CERTIFICATION PROGRAM**

The Wildlife Society has established standards for certifying the credentials of qualified wildlife biologists, designating applicants with:

- 1) Certified Wildlife Biologist (CWB)
- 2) Associate Wildlife Biologist (AWB)

Evaluation of applications is conducted by the TWS Certification Review Board, which is composed of highly qualified wildlife biologists representing diverse backgrounds.

For more information, [go to the TWS website](#) or or contact Shannon Pederson, Program Manager, Subunits and Certification at The Wildlife Society, [shannon@wildlife.org](mailto:shannon@wildlife.org)



CERTIFICATION PROGRAM