



# Brand Guide

your connection to

*wildlife*





The Canadian Wildlife Federation is Canada's most trusted and respected conservation organization. We are a caring and thoughtful organization, with a balanced approach to conservation that involves public education, scientific research and co-operation with government and other environmental organizations.

#### **Value Proposition**

The Canadian Wildlife Federation's opinions and actions reflect the conservation values and beliefs of everyday Canadians

#### **Brand Promise**

We are dedicated to conserving Canada's wildlife and wild spaces on behalf of all Canadians. We use a balanced, scientifically-based approach that engages groups and individuals through educational, action-oriented programs and initiatives.

#### **Brand Attributes**

Characteristics that are immediately associated with the brand of the Federation, reflected in the logo and all marketing / communication materials.

Canadian  
proud, industrious, quaint/charming

Unpretentious  
modest, humble, down-to-earth

Trustworthy  
reliable, honest, responsible, strong

Neighbourly  
kind, helpful, friendly

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## Logos and usage

### Primary Logo



USE ON LIGHT OR WHITE BACKGROUND

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### Black and White Logo Options



USE ON LIGHT OR WHITE BACKGROUND WHEN ONE COLOR REQUIRED

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### Reversed/White Logo Options



USE ON DARK OR BLACK BACKGROUND

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## Logos and usage

### Other Logo Options



[Federationcanadiennedelafaune.ca](http://Federationcanadiennedelafaune.ca)



[Federationcanadiennedelafaune.ca](http://Federationcanadiennedelafaune.ca)

Also available as Black and White and Reversed/White

USE WHEN WEB ADDRESS IS DESIRED

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YOUR CONNECTION TO WILDLIFE



VOTRE LIEN AVEC LA FAUNE

Also available as Black and White and Reversed/White

USE WHEN TAG LINE IS DESIRED

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YOUR CONNECTION TO WILDLIFE

[CanadianWildlifeFederation.ca](http://CanadianWildlifeFederation.ca)



VOTRE LIEN AVEC LA FAUNE

[Federationcanadiennedelafaune.ca](http://Federationcanadiennedelafaune.ca)

Also available as Black and White and Reversed/White

USE WHEN TAG LINE and WEB ADDRESS IS DESIRED

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## Logos and usage

Primary Bilingual logo Option



Also available as Black and White and Reversed/White

USE WHEN BILINGUAL IS REQUIRED

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Stacked Bilingual logo Option



Also available as Black and White and Reversed/White

USE WHEN BILINGUAL IS REQUIRED AND SPACE IS LIMITED

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# Logos Color Palette



CANADIAN WILDLIFE  
FEDERATION



PANTONE  
3165 @ 50%

C 50  
M 6  
Y 14  
K 30  
  
R 91  
G 148  
B 161

HTML  
5B94A1



PANTONE  
3165

C 100  
M 12  
Y 28  
K 59  
  
R 0  
G 80  
B 92

HTML  
00505C



-

C 85  
M 0  
Y 0  
K 0  
  
R 68  
G 65  
B 66

HTML  
444142



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# Logos Applications

Primary Logo



LOGOS ARE TO BE POSITIONED AS PRESENTED. ANY MANIPULATION OR DISTORTION OF LOGOS IS NOT ACCEPTABLE.

MAXIMUM SIZE IS PROPORTIONATE TO THE FINAL PRINTED PIECE

MINIMUM SIZE 1.25 INCHES WIDE



PARTNER LOGOS CAN BE PLACED HORIZONTALLY BESIDE CWF'S LOGO  
OR IN A VERTICAL COLUMN  
CLEAR SPACE BETWEEN PARTNER LOGO AND CWF'S  
IS EQUAL TO THE HEIGHT OF THE TEXT BLOCK

