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
Logos and usage

Primary Logo

USE ON LIGHT OR WHITE BACKGROUND

Black and White Logo Options

USE ON LIGHT OR WHITE BACKGROUND WHEN ONE COLOR REQUIRED

Reversed/White Logo Options

USE ON DARK OR BLACK BACKGROUND
Logos and usage

Other Logo Options

FÉDÉRATION CANADIENNE DE LA FAUNE
Federationcanadiennedelafaune.ca

Also available as Black and White and Reversed/White

USE WHEN WEB ADDRESS IS DESIRED

CANADIAN WILDLIFE FEDERATION
YOUR CONNECTION TO WILDLIFE

FÉDÉRATION CANADIENNE DE LA FAUNE
VOTRE LIEN AVEC LA FAUNE

Also available as Black and White and Reversed/White

USE WHEN TAG LINE IS DESIRED

CANADIAN WILDLIFE FEDERATION
CanadianWildlifeFederation.ca

FÉDÉRATION CANADIENNE DE LA FAUNE
Federationcanadiennedelafaune.ca

Also available as Black and White and Reversed/White

USE WHEN TAG LINE and WEB ADDRESS IS DESIRED
Logos and usage

Primary Bilingual logo Option

Also available as Black and White and Reversed/White

USE WHEN BILINGUAL IS REQUIRED

Stacked Bilingual logo Option

Also available as Black and White and Reversed/White

USE WHEN BILINGUAL IS REQUIRED AND SPACE IS LIMITED
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.