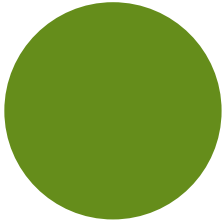




Brand Guidelines

The following is a summarized branding guideline for the Working Lands for Wildlife brand. When representing the organization through marketing materials, presentations, merchandise or partnership opportunities, these are the colors, fonts, and logos to be used accordingly.

BRAND COLORS

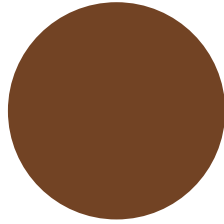


LIGHT GREEN

HEX: #658D1B

RGB: 101 141 27

CMYK: 65 26 100 8

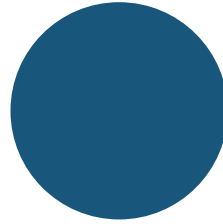


BROWN

HEX: #724324

RGB: 114 67 36

CMYK: 38 70 91 39

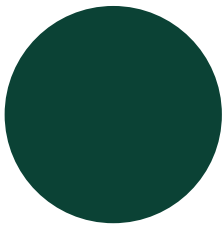


BLUE

HEX: #19567B

RGB: 25 86 123

CMYK: 93 65 31 13

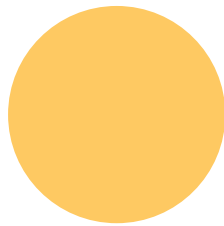


DARK GREEN

HEX: #0B4235

RGB: 11 66 53

CMYK: 88 48 74 52

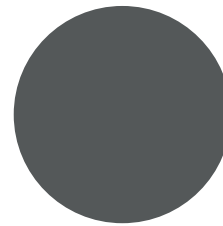


GOLD

HEX: #FFCA63

RGB: 255 202 99

CMYK: 0 22 71 0



GRAY

HEX: #545859

RGB: 84 88 89

CMYK: 65 55 54 29

IMAGERY

A catalog of available and suitable imagery can be found through the WLFW website at www.wlfw.org/news/photos-and-video/. The imagery is categorized by biome, threats and wildlife. Photo credit is in the file name and should be displayed in Montserrat white in the bottom right hand corner.



DIGITAL CONNECTION

[Email Newsletter Sign Up](#)



WLFW.org

MAIN LOGO



This is the primary WLFW logo, this should be used in all marketing materials, presentations, merchandise etc.

ACCEPTABLE VARIATIONS

These logo variations should only be used when absolutely necessary. The all white logo is good for when the full color logo can not be used. The black logo is good for black/white printing



[Download All Logos Here](#)

TYPOGRAPHY

Primary Font

Aa

Montserrat Font Family

The Montserrat Font family can be utilized in its full capacity, using any type of emphasis needed for the project, included italics, semi-bold, bold, etc.

[Download Font Here.](#)

CONTACT

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