



The brand  
Wetlands International

•  
And what it means  
to you in practice

# Brand toolkit



**Wetlands**  
INTERNATIONAL



## Why this brand toolkit?

- To ensure that Wetlands International is globally presented in a coherent and recognisable way in everything we say and do.
- Our logo and housestyle have been redesigned to reflect the range of values that we stand for.

You are an ambassador of Wetlands International, just like every staff member of Wetlands International, whatever position or location in the world. Each of us represents the organisation, and therewith shapes the brand Wetlands International. We give presentations, write project proposals, leaflets and reports, meet with partners, donors and beneficiaries, maintain our website, speak to the media, pick up the phone, use social media, receive guests in our offices, and talk to our family and friends about our work.

With this Brand Toolkit we present our brand and provide some initial guidance on what it means for your daily work. It equips you with templates, fixed items for our design and communications and suggested do's and don'ts.

If you have questions or suggestions about any part of the Wetlands International Brand Toolkit, need assistance or have ideas for future initiatives, contact: [communications@wetlands.org](mailto:communications@wetlands.org).

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# 1. Our brand



### **Our drive**

Wetlands International is driven by the knowledge that safeguarding and restoring wetlands is urgent and vital for water security, biodiversity, climate regulation, sustainable development and human health.

### **Our Brand promise:**

We safeguard and restore wetlands for people and nature.

### **Core elements of our brand:**

- **Bring together knowledge, policy and practice**

We provide insights into modern life's dependency on wetlands. We build scientific, practical and traditional knowledge on wetlands and use this to stimulate effective policies and practices.

- **Connect local actions to make a global difference**

Through our global network, we combine local experiences and successes to influence national, regional and global policies, practices and investments.

- **Enable society to take action**

We work for the longterm in major wetland areas all over the world. We catalyse action to safeguard wetlands and support those that use or depend on them. We forge innovative and strategic partnerships to maximise our reach and impact.

- **Act with passion**

We are passionate about the positive change we make for people and nature. This is anchored in our communications and behaviour.

## 2. How to live our brand?





## 2.1 Text templates

The below texts will help you to present Wetlands International in an easy and consistent way, while covering the important elements of our brand essence.

### What are wetlands:

**'Wetlands occur where water meets land'**

Make this concise description more specific when necessary by adding what type of wetlands you are talking about, such as mangroves, (peat) swamps and marshes, rivers, lakes, floodplains and flooded forests, rice-fields, and even coral reefs. And show pictures or tell more about the wetland type (don't assume that people know).

### Who we are:

**'Wetlands International is an independent, non-for-profit organization, active in around 100 countries.'**

### What we do:

**'We safeguard and restore wetlands for people and nature'.**

More specifically: 'We build scientific, practical and traditional knowledge to stimulate effective policies, practices and investments. We facilitate community-based initiatives to manage wetlands so as to secure their values and services for the long term. We maximize our reach and impact through innovative and strategic partnerships.'

### Why we do this:

**'We are driven by the knowledge that safeguarding and restoring wetlands is urgent and vital for water security, biodiversity, climate regulation, sustainable development and human health.'**

## 2.2 Do's and don'ts

Below you find some do's and don'ts which help you to align your daily work with the brand essence and its core elements\*.

**People and Nature.** Always refer to the benefits of our work for both people and nature and make these tangible for our community by zooming in on the wetlands where we work, the beneficiaries that we serve, and the species that live there.

**We work on locally and globally important issues.** Always try to make links between our actions and experiences on all levels, so local to global and global to local. Also link to lessons and experiences of other offices working on the same issue.

**Knowledge, policy and practice.** Emphasize all three aspects and link them together. Highlight that our primary focus is on action in the form of better policy and effective practices on-the-ground with research used as evidence and support for our proposals.

**Emphasize how we enable others to take action.** Highlight our partnerships and community-based activities. Also address which are the different users of a wetland area and what are their interests and perspectives.

**Use a positive, inspiring tone of voice.** Show solutions rather than problems. Engage our audiences by raising critical questions and by proposing solutions rather than being preaching and overly judgmental. Use imagery, videos, quotes and your personal experiences to combine emotional and intellectual information. Presentations, meetings, blogs, stories and social media provide plentiful opportunities for this. See Guidelines on writing blogs.

**Use concise, active and accessible language.** Avoid jargon and abstract concepts and do not overload people with facts, names, figures, and other dense information. Bring focus and think of the key messages that you want people to remember. Provide links to further details. Refer to issues rather than projects which outsiders are usually not familiar with.

**Share your passion.** Express yourself in a passionate way about the positive change we make for people and nature. Share successes and experiences, provide constructive and encouraging feedback. Support an open supportive work environment.

\*For some of our written outputs, such as scientific papers, certain policy papers and technical discussion papers the content may be less flexible for fitting with the above guidelines.

Note that we use our full name Wetlands International in all countries where we work. Avoid using the abbreviation Wetlands or WI or any other variation of this. To refer to a country office use Wetlands International Mali, Wetlands International Indonesia, Wetlands International Malaysia and in the case of a regional office use Wetlands International South Asia, and Wetlands International Africa.



## 2.3 Text examples of our work reflecting our brand

### People and Nature.

The remaining pristine peat swamp forests are home to a wealth of wildlife species such as the endangered tiger, tapir and orang-utan. They supply local communities with a great variety of timber, non-timber forest products and water in support of their livelihoods.

### We work on locally and globally important issues.

Those consuming tofu and soy milk, but especially meat eaters and those driving a car should keep a critical eye on the impacts of soy cultivation. About 70 percent of soy cultivated is used for animal feed fulfilling the growing meat demands in the world, while the second largest driver of soy expansion is for the use of biodiesel. Whilst recognising these values of soy, its expansion has adverse impacts on important wetlands and forests in South America, and violates land rights. We therefore join many other NGO's in their efforts to green the soy industry.

### Knowledge, policy and practice.

By doing such research and mapping we can show which Arctic wetland areas are the most valuable and those which are most vulnerable. We advise on how to manage these wetlands wisely and inform governments and the oil and gas sector about the impacts and true ecological costs of development in the Arctic.

### Emphasize how we enable others to take action.

Supported by Wetlands International, villagers in Sobé and other villages in the Mali Inner Niger Delta themselves are responsible for the dune fixation. In return for their work, they are better protected, but they also receive a small loan (Bio-rights microfinance funds). These loans will become a grant if the sand stabilisation project is proven to be sustained over a longer period of time. They can invest this loan in sustainable livelihoods.

### Use positive, inspiring tone of voice.

We are engaging with the engineering sector to identify ground-breaking approaches that work with nature, as opposed to traditional hard-infrastructure approaches that tend to 'fight' nature. For example, instead of concrete seawalls, defences made of mangroves can be erected alongside permeable dams made of brushwood. The evidence shows that these combined 'green-grey' solutions can more effectively stop erosion and land sinking along muddy coasts. Take a look and learn how to build with nature!

### Use concise, active and accessible language.

What do you do when your house is slowly being swallowed by the sea? This is the question that Wetlands International was asked to advise on by the community of Timbul Sloko Village, on the North coast of Central Java, Indonesia.

### Share your passion.

"I am personally impressed how restoration activities at just one flood forest can provide far-reaching benefits in the delta. I was told by fishing communities located 150 kilometres away that they capture fish tagged from the restored Amanangou flooded forest!" Bakary Kone, Wetlands International.







### 3. *Housestyle*



As of February 2014 we globally use a new visual identity which better reflects the range of values that Wetlands International stands for.

The **housestyle** consists of a **logo, colour palette, typography** and the use of **images** in all our visual communications. To create a consistent style, all outreach materials will be designed by design agencies, who will be provided with our Visual Identity Manual. This manual contains instructions on the use of our logo, colour palette, fonts, graphic design and photography. They will work with housestyle templates for the most commonly used materials such as brochures, reports and leaflets. For any other format (e.g. poster, small booklets) standard elements are provided.

For all stationery, certified PDF files are provided.

Finally, there is a PowerPoint presentation template available.

#### **Our logo**

The logo captures the essence of wetlands and of Wetlands International. It symbolises that wetlands occur where water meets land (the blue and the green). Wetlands are the source of water that supports all forms of life and productive land. The river, or coastline, also indicates how wetlands are dynamic. At the same time the logo shows the human nature of our work (the human face) as we safeguard and restore wetlands for people and nature. The logo, appearing as a sphere, refers to the Earth as we work globally, connecting local actions to make a global difference.



The Wetlands International logo is used by all offices on all outreach materials, letters, business gifts and presentations, following the housestyle templates.

Should you want to use the logo for any other documents than available in the templates, please pay attention to the below guidelines:

- The logo shown on page 19 is the only correct logo of our brand. It is always printed in full colour. It may only be printed half-tone for special applications, such as black and white advertisements and faxes, but not on any other printed materials.
- The logo has a minimum width of 20 mm. Smaller is not allowed.
- The logo has an exclusion zone around all sides, which is exactly the height or width of the letter W used in the logo.
- Revisions and other variations of the logo are not permitted; neither is slanting, rotating or colour adjustments.



Full Colour



Half-tone



Minimum size



Exclusion zone

### Colours

The Wetlands International corporate colours are blue and green, and we use gray (80% black) for body text. Headings and sub-headings are always in Wetlands International blue. Green is used as an additive, for example in an introduction text and chapter text. These defined styles are indicated in the housestyle templates.

Wetlands Blue	Wetlands Green	Wetlands Grey
CMYK: 100/20/10/15	CMYK: 30/0/100/0	CMYK: 0/0/0/80
RGB: 7/129/174	RGB: 190/210/70	RGB: 87/87/87
HEX: 0781AE	HEX: BED246	HEX: 575757

### Typography

For all print and graphic materials we use the font type Aller light, regular and bold. For all on-screen and digital executions including emails we also use Aller, but when this is not available we use Calibri regular and bold.

Font sizes should never be smaller than 10 (except footnotes). Only use Bold or Italicised fonts to create emphasis, never for an entire document. We use gray (80% black) for body text.

### The use of visuals

Visually representing the people and nature we work for is vital to our work. Our housestyle templates are therefore designed to prominently use visuals.

Pay attention to the following issues when selecting visuals for printed materials, posters, booths etc. They should:

- capture the brand essence: wetlands for people and nature
- be authentic; avoid using stock photography as much as possible
- be positive, for example showing solutions
- not too dramatic, except when you can also show before and after situations
- have high enough resolution

### Choice of paper

For printing paper materials we use FSC registered 100% recycled paper as a preferred sustainable choice. If this is not possible, use FSC registered (non-recycled) paper, or recycled (non-FSC registered) paper.

### Housestyle templates

The consistent use of our graphic language makes it possible to structure and therefore strengthen our communication materials. Templates are available in Adobe InDesign (for both Windows and Mac operating systems) and should be shared with designers.

More information about the available templates or fonts please contact: [communications@wetlands.com](mailto:communications@wetlands.com).



Brochure



Report

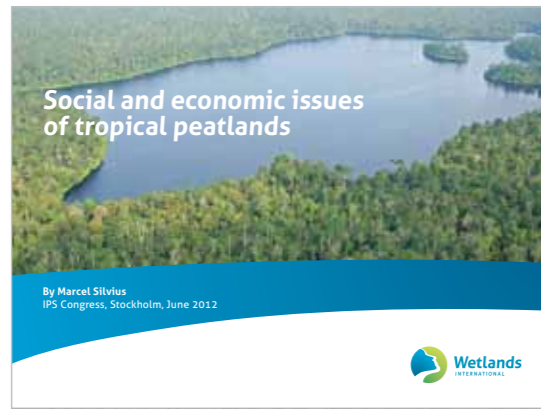
Leaflet

Leaflet

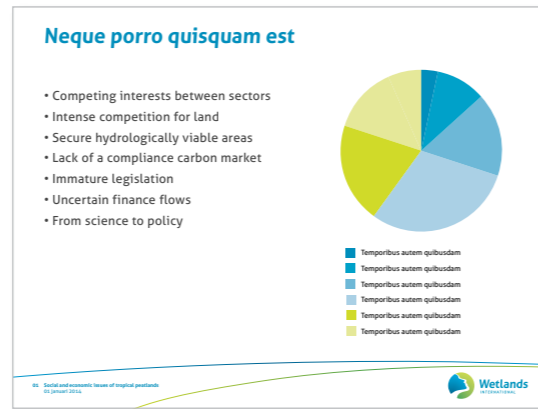
### PowerPoint presentations

The design for the PowerPoint presentation is available as a template and is fixed. There is a front cover and end slide, and different formats of content slides and photo slides you can choose from. There are fixed formats for graphs and tables to be used in PowerPoint presentations. It is not allowed to design your own slides.

Some of the PowerPoint slides available:



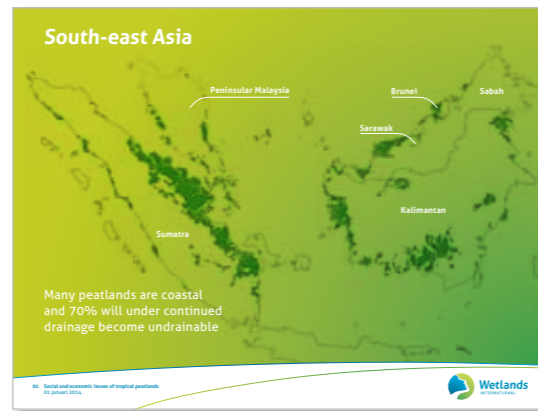
Powerpoint - coverslide



Contentslide with diagram



Photoslide without bar on top



Slide with map

### Stationery

All offices are provided with certified PDF files for:

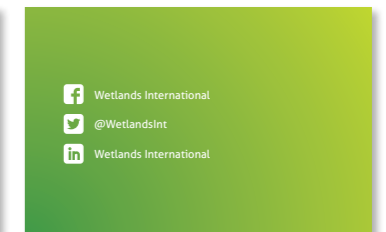
- Letterhead\*
- Envelope
- With compliments card
- Business card\*\*



Letterhead



Business card



Business card

\* There is an electronic letterhead available. Use this format for all formal digital communications, such as signed letters, project proposals, contracts etc.

\*\* For business cards for new staff, contact [wahida.wardak@wetlands.org](mailto:wahida.wardak@wetlands.org)

### Desktop background

A Wetlands International desktop background is available.

### Email signature

A standard format for your email signature is provided.

The communications department may furthermore ask you to feature promotional messages in your email signature.

### Requested elements in 3rd party communications

When partner organisations offer to advertise Wetlands International during events or joint materials, when possible include:

- our logo
- our website address and
- possibly a picture



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 Wetlands International  @WetlandsInt  Wetlands International

