

wings over wetlands

The UNEP-GEF African-Eurasian Flyways Project



# House-style guide

**Wings Over Wetlands Project**

*First Edition, June 2008*





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# The Wings Over Wetlands house-style guide

The Wings Over Wetlands (WOW) house-style guide is a tool to establish a uniform WOW style and to streamline external communications materials. A house-style document offers consistency to the project and contributes to a unified WOW identity and messaging, benefitting both the internal WOW team and contributing to the recognition of activities being carried out in the framework of the broader project partnership.

A consistent look will also help the public readily identify WOW-related material at relevant meetings and international fora. Due to the complex consortium of donors and local partners involved in the WOW project, an enormous amount of information will be distributed in different languages to a wide range of groups. There is a need for a unified identity, appearance of distributed information material and its messaging.

As such the house-style guide, as part of a broader communication strategy, will allow WOW to appear as a single unified source of information on flyway-scale conservation in the African-Eurasian region. In addition, this document will allow project team members to concentrate efforts on writing and editing content.

## Who should use this house-style guide

This style guide provides the tools to maintain the integrity of the project partnership's visual identity. In part, WOW's identity is visual means by which we (and others) distinguish our activities and products. Therefore it is imperative that it be executed correctly and consistently every time.

Such a document should be used by the internal WOW team, implementing organizations / partners, demonstration project teams, regional centres and where relevant, project donors when communicating about WOW.

This style guide will be updated on a regular basis as more printed pieces are created and added to the suite of WOW project communication material. Please check the WOW website for the latest edition of this guide.

## The WOW identity

WOW's core message should be carried through all mediums of communications through the intelligent use of color, text, photography, and other elements.

These other elements include: The WOW partner banner, WOW logo, use of the WOW website address, choice of photography and where relevant the use of a project tag line.

# Presenting the WOW partnership

An essential underlying principle reflected in this house-style guide and accompanying communication strategy is the partnership nature of WOW. The project is not to be presented as an entity in itself, but rather as a “partnership” of like-minded organisations working together towards a common goal. Therefore, it is important that first and foremost the project be visually presented through a partnership banner which includes the logos of all the project’s major donors, implementing agencies and partners. This banner is provided below in a standard format. The banner is available through the WOW Communication Officer and/or the Project Coordination Unit, and will also be downloadable from the project website in various formats.

The partnership banner is an important tool in conveying the project’s image. It should appear often and on a complete range of communications, such as brochures, stationery, advertisements, websites and signs. It is through frequent repetition that the banner gains power and is of greatest value to the members of the WOW partnership. The banner should be placed on the outside front and/or back of all brochures and print material. It should be prominently placed and unobscured so that it can be quickly seen at a glance.



In combination with the above partnership banner, a simple WOW logo is to be used to reflect joint efforts on WOW activities. Together, these elements should always be the primary WOW identifiers. In some specific instances however (i.e.: when space is insufficient or when WOW is presented in combination with several other logos) it is possible to use the WOW logo in isolation, without diminishing the importance of the project partnership. The WOW logo is available in different formats. These will also be downloadable from the project website.



The WOW logo consists of a graphic combined with two distinct type faces; Papyrus and Verdana.



The logo should not be altered in any manner that is not described in this guide.



In order to present the logo in a clear manner, it is important that no other objects or text are too close to the logo. The space surrounding the logo is referred to as “clear space”. No type or any other element should be positioned inside this clear space. This measurement should be constant regardless of the logo size or format.

[www.wingsoverwetlands.org](http://www.wingsoverwetlands.org)

**[www.wingsoverwetlands.org](http://www.wingsoverwetlands.org)**

Whenever possible in combination with the above elements, the WOW website address should be presented: [www.wingsoverwetlands.org](http://www.wingsoverwetlands.org). The margin around the website address should be 0.5 times the height of the website address or a reasonable margin. For additional impact, the text should combine two colour palettes to break up the words making up the website.

## The WOW primary colour palette

The primary colours of the WOW Project are orange and black. These were chosen to provide a neutral palette for the project materials and offer a colour combination unlike any specific partner. The integrity colours should be maintained when materials are created.



**WOW Orange:**

CMYK - 0, 30, 100, 5  
RGB - 239, 175, 19



**WOW Black:**

CMYK - 30, 0, 0, 100  
RGB - 0, 0, 0

## The WOW secondary / accent colour palette

The secondary colours of the WOW Project are burgundy and blue. These secondary colours are to be primarily used to offer contrast, accentuate primary colours and to highlight text boxes and captions. Accent colours are used to highlight information and are to be used sparingly,



**WOW Burgundy:**

CMYK - 0, 100, 72, 74  
RGB - 96, 0, 3



**WOW Blue:**

CMYK - 64, 36, 5, 0  
RGB - 97, 143, 194

# Typefaces

The primary typeface for the WOW Project is Verdana in the three specific styles shown below. This typeface serves as the basis for the WOW logo. Verdana is also the principal typeface for all external materials. When using the project abbreviation, **WOW** should always appear in **CAPITALS** with no punctuation.

## Verdana Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 1 0 \$ % & ( )

## Verdana Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 1 0 \$ % & ( )**

## Verdana Italic

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 1 0 \$ % & ( )*

The support typeface is Papyrus in the style shown below. Papyrus is not a substitute for Verdana but should rather be used to highlight specific text such as subheadings. This typeface also serves as the basis for the WOW logo.

## Papyrus Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 1 0 \$ % & ( )

# Website typefaces

The secondary project typeface is Tahoma in the two specific styles shown below. Tahoma is the principal typeface for the WOW website.

## Tahoma Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 1 0 \$ % & ( )

## Tahoma Bold

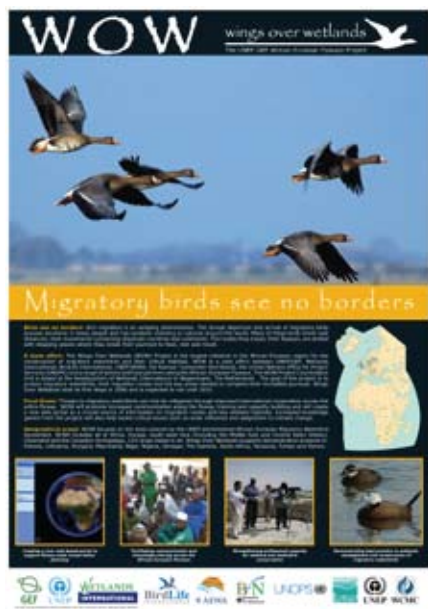
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 1 0 \$ % & ( )**

# Application of partnership banner



The WOW partnership banner should be centred at the bottom of the front page of any external materials. An example is provided in the website screenshot above and poster below.

In some cases the partnership banner should be adjusted to ensure it is a prominent feature of the communication piece produced. In publications the banner can appear on the first page following the inside cover. On displays it should be placed at a height where it is readily visible.



# Application of WOW logo

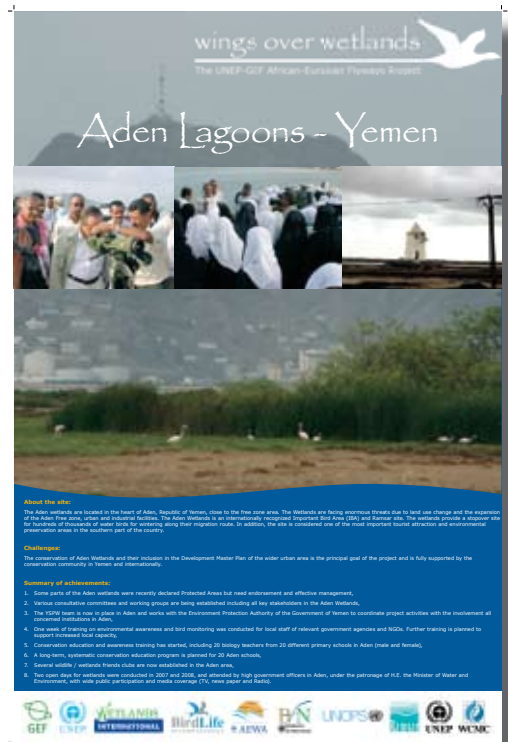
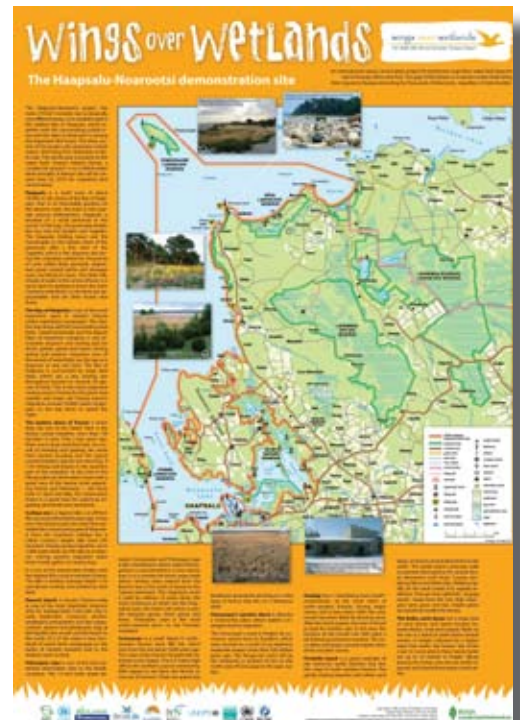
For most communication products, website, and printed material the recommended placement of the WOW logo is the upper right corner. The following guidelines are provided.



On a white background the WOW coloured (orange & blue) logo should be used.

On bright colours it is acceptable to use the coloured WOW logo surrounded by a white box.

On a light colour that doesn't interfere or conflict with the logo no white box surrounding the coloured logo is needed.



When faced with a dark background use a white knockout to provide sufficient contrast.





## Misuse of partnership banner

As a rule of thumb, neither the partnership banner nor the WOW logo should be printed on a background color that does not provide sufficient contrast to be seen clearly. In accordance with branding guidelines it is essential the partnership banner appear on a white background. The following misuse of the partnership banner should be avoided:

**Using a different background colour as in the example below is not permitted.**



**Additional logos should not be added to the line-up of the partnership banner. The integrity of the project's major donors, implementing agencies and partners should not be compromised in any way.**



**Should it be necessary to define the entity from which a communication piece derives (i.e.: from one of the WOW demonstration projects or regional centre) there should be sufficient spacing between logo elements as in the example below.**



Työk Markko Pöytäkirja / Projekti: Terveystieteiden tutkimuskeskus  
Design: Sanna E. Nieminen, Olli Laine / Oulu  
Publication: State Nature Conservation Centre (Maa- ja metsätalouden tutkimuskeskus)  
Publication was funded by the SA Rauhikokkosen tutkimuskeskus / Rauhikokkosen tutkimuskeskus

Riiklik  
Looduskaitsekeskus

# Misuse of WOW logo

To preserve the integrity of the WOW identity the following misuse of the project logo should be avoided:

**Scaling the logo without maintaining correct proportions.**



**Using discontinued versions of the WOW identity.**



**Changing the colour of any element of the logo so as not conform with brand guidelines.**



**Use of the logo on a busy background that interferes with its legibility.**



# Photography

While selecting photography it is important to choose images that communicate the attributes and activities being conducted within the framework of the WOW Project.

Photos can be selected on the basis of balancing images of AEWA species, local communities (reinforcing the nexus between birds and people) and wetland landscapes.



Photos can also be selected to provide visual cues of the different elements of the WOW Project: the Critical Sites Network Tool, capacity building / training, communication, regional centres and demonstration project.



Some other things to consider when picking images are:

- Ideally the lighting of the images should be a natural neutral light. Images with excessive warm tones should be avoided as they tend to look dated;
- If compiling screenshots of WOW online application tools (CSN Tool or website) into external media materials it is essential that they are accurate and up to date;
- It is recommended that a orange stroke / border be used on images appearing on dark backgrounds.

## Project tag line

The tag line **"Migratory Birds See No Borders"** is the external expression of flyway-scale conservation of migratory waterbirds adopted by the WOW Project. It can accompany the brand elements in external materials. The typeface should be presented in either Papyrus or Verdana Bold depending on the desired effect.

# Acknowledgements

This booklet has been prepared for your use and to ensure the proper use of the WOW Project identity.

Should you have any questions on the use of any element presented in this guide please contact:

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