

WCT Small Grants 2019-20 Phase I Annexure 3: Branding Guidelines

Objective:

This document outlines the branding guidelines to be followed by the recipients of WCT-Small Grants for Conservation of Endangered Species and their Habitats (WCT-SG). The objective of this document is to ensure the correct use of the Wildlife Conservation Trust (WCT) logo in publications, reports, websites, media and equipment purchased from the funding received under WCT-SG.

How to use WCT logo:

1. Full Colour Logo: The full colour logo should be used in all communications.



2. Reversed Black Logo: In case the full colour logo cannot be reproduced on a non-contrasting background, a reversed black logo can be used.



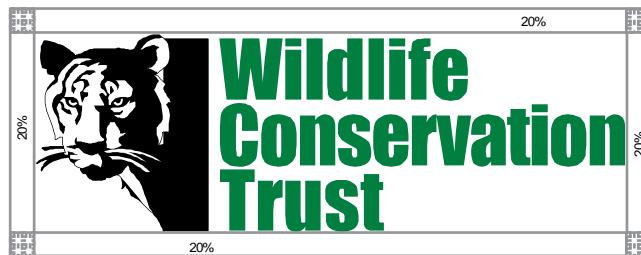
3. Reversed White Logo: In case full colour logo cannot be reproduced on a dark background or a photograph, a reversed white logo can be used.



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4. Always maintain the minimum protective space around the logo for proper visibility.

The minimum protective space should be 20% of the height of the logo. (The logo resource file provided by WCT will include the 20% protective space).



Pre-production Review:

WCT reserves the right to request pre-production review of all communications and programme materials that are covered by WCT-SG for compliance with identity guidelines.

Download Links:

1. Full Colour Logo
<http://bit.ly/2OOCnZv>
2. Reversed Black Logo
<http://bit.ly/2N3mIne>
3. Reversed White Logo
<http://bit.ly/2N3IBEr>