



brand guidelines

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WHO WE ARE



WHO WE ARE

Paws For Earth is a major charity based in the UK. We strive to create a world where humans and nature can live together. Where we protect our worlds, habitats & wildlife, and give back to our world as well as use its resources efficiently to work with nature, not against it.

Our Mission:

To work with companies that use Earths resources to replace the resources that are used and in doing so, preserving wildlife and it's habitats, creating a more sustainable, ecofriendly future for generations to come.

Our Vision:

A more sustainable, ecofriendly world that works with nature to provide for both the Earths needs and our needs.

Our Promise:

We will always strive to protect the Earth from unnecessary human damage, and will always strive to work with companies so that the resources that are used, are replaced, renewed, and given back to the Earth, creating a continuous circle of sustainability.

Our Personality & Values:

We are a fun, lively, friendly organisation, using entertainment to solve a very serious issue with sustainability of our Earths resources, as well as the preservation of our wildlife and its habitats.

We value trust and friendship above all as when people generously donate their money or fundraise for Paws For Earth, they trust that we will spend their cash wisely, and with that trust comes responsibility, which Paws For Earth take very seriously.

We also value an ecofriendly, sustainability way of thinking which we believe is the only way to solve the issues of the Earths dwindeling resources and wildlife.

LOGOS



OUR LOGOS

Paws For Earth's logo remains the cornerstone of our identity. Our logo presents a strong, bold organization, striving to protect the earth's precious wonders of wildlife and habitats.

The elements our our logos are in a fixed relationship and must not be changed in any way.

Reproduction of our logos should be from the master artwork supplied on our website, which are provided in a digital format for both PC and Macintosh platforms.

The logos must be accompanied by the © and/ or ®, as applicable and the relevant copyright claim and trademark ownership statement must appear near the logo on all applications except stationary. See the legal pages of the guidelines for more information.



EXCLUSION ZONES & MINIMUM SIZES

The logos exclusion zones are based on the measurement of the paws of the logo.

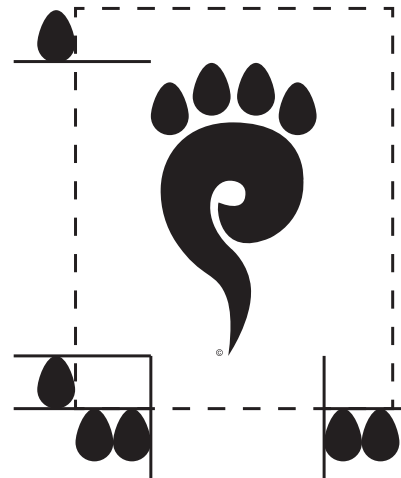
This marked area must be kept clear of any other graphics or text, with the exception of lighter backgrounds such as a photo, or on licenced products and merchandise, (or darker backgrounds for the white version of the logo).

This will make sure the Paws For Earth logo is never lost amongst the crowd and is clearly visible.

The logos must never be used any smaller than the sizes shown unless being used on small products or merchandise of Paws For Earth.

The smallest size allowed, where no space or size restrictions apply, is 10mm for the logo on it's own, and 15mm for the logo with the brand name.

In some instances our logo will have to appear small (e.g. stamps, pens, spines of publications). In these cases ensure that the reproduction is of high enough quality to maintain good legibility.



STANDARD SIZE RESTRICTIONS

For simplicity and consistency, we have established three standard sizes for our printed communications – for example publications, envelopes, labels, posters – up to A1. On bigger formats increase the size of the logo proportionally. Artwork of all logos can be provided.



Use the 10mm and 15mm logo on all applications up to A5 (148mm x 210mm or 5 3/4ins x 8 1/4ins)

Use the 20mm and 25mm logo on all applications up to A4 (210mm x 297mm or 8 1/4ins x 11 3/4ins)

Use the 40mm and 50mm logo on all applications up to A1 (594mm x 840mm or 23 1/2ins x 33ins)

IMPROPER LOGO USE

- 1 Do not place any other text too close to the logos.
- 2 Do not reproduce our logos in any other colours but black or white.
- 3 Do not add any other colour to the logos.
- 4 Do not alter the relationship of the logo and the logotype.
- 5 Do not create other versions by adding keylines or reversing out the logos.
- 6 Do not use another typeface with either logos.
- 7 Do not use any other graphic elements.
- 8 Do not ignore the "clear space zone" by placing any other elements too close.
- 9 Do not apply any "special effects".
- 10 Do not distort the logos.
- 11 Do not create other variations of the logo.



LOGO PLACEMENT

Our logo should be consistently applied (view the logo section of our guidelines for further information).

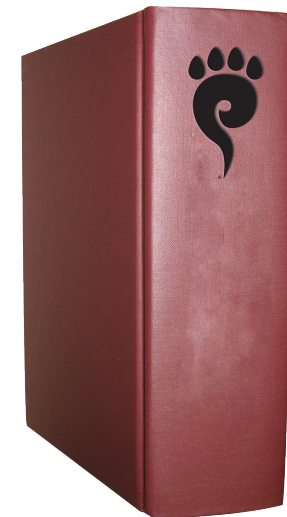
The items shown are fictitious examples of licensed products bearing our logo.

Whenever possible, the product should be accompanied by a message outlining the nature of the relationship, for instance:

“[Name of the company] is supporting Paws For Earth’s nature conservation activities in [country]”

or

“5% of the sales price of this product is contributed to Paws For Earth”.



SLOGAN



OUR SLOGAN

Language

The slogan must be used in English only. If you wish, you may translate the words “Pocket Your World” to use within accompanying texts or headlines – but not as a replacement slogan.

Clear space

Like our logo, the slogan needs clear space around it to stand out. The minimum clear space is indicated by the P from the © word ‘Pocket’ in the slogan.

Size

a) locked-up version:

When the slogan is “locked up” with the logo, there is a fixed size- relationship between the two, and the P from the word ‘Pocket’ in the slogan, should be in line with the outside of the right toe of the paw logo, and the tip of south america.

b) freestanding version:

If used on its own, the slogan can be increased in size – but never make the slogan too small. Always ensure that the slogan is readable.

Colour

The slogan must always be reproduced in black on a white or light background and white on a black or dark background. Always ensure sufficient contrast so that the slogan can be easily read.

Our Slogan:

Go Wild
For Wildlife



IMPROPER SLOGAN USE

1 Do not use any other typeface except for Aaargh for the slogan.

2 Do not change the slogan.

3 Do not reproduce in any other colour than black or white.

4 Do not use the slogan in any other language.

5 Do not use the slogan smaller than is legible.

6 Do not use other words or graphics too close to the slogan.

7 Do not reposition the slogan.

1 Go Wild®
For Wildlife

2 Be Wild®
On Wildlife

3 Go Wild®
For Wildlife

4 Aller Sauvage®
Pour La Faune

5 Go Wild®
For Wildlife

6 Go Wild®
For Wildlife
lorem ipsum dorem

7  Go Wild®
For Wildlife

SLOGAN LEGAL

The words “Pocket Your World” are already trademarked by Pocket Earth in English in many parts of the world. We recommend you register them in your language as well – for full protection in all eventualities. Failure to do so will reduce our exclusive claim to them. (Any such registration should be assigned to Pocket Earth.)

The © symbol must appear at least once on the page or screen after “Go Wild For Wildlife” to show it is registered and therefore legally protected, as must the trademark ownership statement.*

* The © symbol and statement should only be shown when “Go Wild For Wildlife” has been registered in the classes of goods and services for which you intend to use it. See legal pages for more detailed information.

A close-up photograph of a cheetah's face, focusing on its right eye. The eye is a striking greenish-yellow color and is highly reflective, showing a clear reflection of a landscape with trees and a bright sky. The cheetah's fur is a mix of brown and black spots, with a lighter, almost white, patch around the eye. The texture of the fur is very detailed, showing individual hairs. In the top right corner, there is a semi-transparent blue rectangular box containing the word "PHOTOGRAPHY" in white, uppercase, sans-serif font. A solid green vertical bar is visible on the far left edge of the image.

PHOTOGRAPHY

OUR PHOTOGRAPHY

When choosing images, always keep in mind that protecting wildlife, preserving wild places, and promoting ecofriendliness are key to Paws For Earth's mission.

The images should be hopeful and convey a promising future with involvement and awareness of people in a positive light, and make wildlife the centerpiece of our communications. The images chosen must have a natural element to them and not show wildlife in any danger or harm from humans or human made objects. They must be stunning and clear, without visual impairments such as, pixelation, bad lighting, or blurring, and must not be dull.

Images of bountiful free-ranging wildlife in their natural habitats are preferred and reflect our brand. Animals in flocks, packs, groups and families reflect healthy environments.

Connecting people with nature is a key purpose of Paws For Earth, so images of them enjoying the outdoors are very useful and relevant.

The images shown on this page are good examples of images complying with our photography guidelines.

The next page shows examples of bad photography and images that do not comply with our photography guidelines which should be strictly avoided.

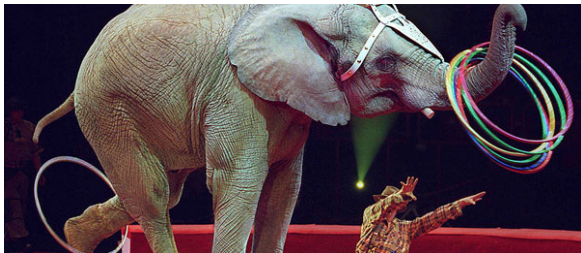


IMPROPER PHOTOGRAPHY

1 Do not use bad quality shots or dull images.



3 Do not use images that have an unnatural feel.



5 Do not use staged images that look fake.



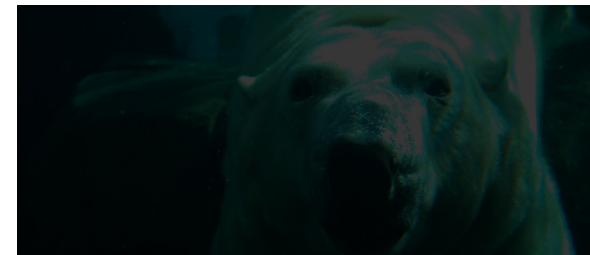
2 Do not use images that are out of focus, blurred, or have been edited to look unnatural.



4 Do not use images that look bleak and empty.



6 Do not use images with bad lighting quality.



IMPROPER PHOTOGRAPHY

1 Do not use images that show wildlife that is trapped, helpless, in cages, or any other unnatural place.



2 Do not use images that do not show a natural element in them.



3 Do not use images that show humans or human objects harming wildlife or its habitats.



BRAND COLOURS



OUR COLOURS

There are four colours that are associated with Paws For Earth. Our primary colours are black and white which are used for our logos. Our secondary colours are Paws For Earth Blue and Paws For Earth Green. We own these colours as an integral part of branding all Paws For Earth material.

PRIMARY COLOURS



C: 0 R: 35 #231f20
M: 0 G: 31
Y: 0 B: 32
K: 100



C: 0 R: 255 #ffffff
M: 0 G: 255
Y: 0 B: 255
K: 0

SECONDARY COLOURS



C: 64 R: 96 #609cb8
M: 27 G: 156
Y: 19 B: 184
K: 0



C: 64 R: 114 #729842
M: 27 G: 152
Y: 100 B: 66
K: 0

TYPOGRAPHY



Headline typography

To reflect the natural feel of our brand, we use Aaargh for all headline text.

Typography on printed documents

- It is important that Arial is used for all body text of printed items.
- Never ever change any part of the typeface by condensing or expanding text. General rule! - avoid using special effects such as shadows and underlining.
- In all designed materials, make sure leading (the space between the lines in the paragraph) is always enough to keep the text legible.
- Sub headings should be in Aaargh and can be used in Paws For Earth Green or Paws For Earth Blue if desired. Body text should be in Arial.

We recommend a minimum type size of 7pt in all documents.

If Aaargh is not available or you do not want to use this typeface then the use of Arial typeface is allowed.

Body Text - Arial Regular
Sub Headings - Arial Bold

Paws For Earth

Headline Font, this is Aaargh

Paws For Earth, Go Wild For Wildlife

Example sub heading

Example body text, commodo con vullamet la faciliq uismod ming eniamet at, sed mincili quamconse vullam alit dolorem zzrit ad doluptatum velent wisis nulla faccumy num et, vel dolesequisim iliscipis exer iure dolorero odit lorper iure tin ea aut dolobor peraesequis dionse ver sim etue velis duis nos aliquis dunt dolutpat, sequis dolor senis alit, sum dolupta tiscipsum et praestrud tat augait, sed te tin ea facilit num dit luptat aliquis modiatue magnit velisl eumsandiat nulla consed magna feugait ulla faccum vullam digna feugiam irit wis ex ero dolor aliquat. Hendit utat. Im in ut wis ate eu lore corem duip estie moduluptat augait prat atet ut pratuero dolobore veliquissed duisim.

Aaargh

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 0
[(, ! & ? \$ @ / ")]

Arial

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 0
[(, ! & ? \$ @ / ")]

TYPOGRAPHY: THE WEB

Arial should be the first choice for all web based and screen presentations such as powerpoint. This typeface is easily read on a screen and represents our brand well. When Arial is not available Helvetica may be used.

Arial

abcdefghijklmnopq
rstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
[.,!&?\$@/“”]

Arial Bold

**abcdefghijklmnopq
rstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
[.,!&?\$@/“”]**

Helvetica

abcdefghijklmnopq
rstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
[.,!&?\$@/“”]

Helvetica Bold

**abcdefghijklmnopq
rstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
[.,!&?\$@/“”]**



LEGAL STUFF

Copyright claims and trademark statements:

Definitions

Copyright is a right given to or derived from literary, dramatic, musical, or artistic works, based on the right of an author, artist, or composer to prevent another person copying an original work.

Marks are words, names, symbols, or any combination of these, used by businesses or organizations to identify and distinguish their product or service from that of another business or organization. The term “mark” is used to encompass both “trademark” and “service mark”. The term “trademark” applies to words, names, and symbols used in conjunction with goods and wares, while the term “service mark” applies to words, names, and symbols which identify and distinguish the services of particular businesses or organizations.

The three marks addressed in this document are Paws For Earth, paw, and go wild for wildlife. For convenience, copyright, patents, and trademarks are usually grouped together under the headings of “industrial property” or “intellectual property”.

Legal protection

Our paw symbol is an artistic work protected by copyright which gives us the exclusive right to the use of this image. To strengthen its protection, it has also been registered as a trademark.

Copyright protection is acquired under the Bern Convention which has been ratified by most countries of the world and is automatic without registration, except in a few countries. However, trademark protection requires registration by class of use on a country by country basis throughout the world.

Words such as paws for earth, paw or go wild for wildlife are not considered to be artistic works and are therefore not protected by copyright. However, they have been registered as trademarks, which gives them trademark protection. It is vital to use the words such as paws for earth, and go wild for wildlife as set out in these guidelines and as widely as possible to ensure their continued protection.

Another form of protection is the legal name of the organization. Our registered international legal name is “Paws For Earth”. We continue to protect our name by showing it in all material as part of the copyright claims and trademark ownership statements.

Both copyright and trademark protection need to be demonstrated by the © and ® to deter imitation, along with the following copyright claims and trademark ownership statements:

1. Paw symbol copyright claims

For licensing, sponsorships, sales promotions, and all printed material:

The sign © must appear next to the paw symbol each time it is used.

The following copyright claim must also appear on all accompanying material to explain the meaning of the ©:

© 2011 Paw symbol Paws For Earth

2. Trademark ownership statements

For licensing, sponsorships, sales promotions, and all printed material:

a) The sign ® must appear next to the words paws for earth, paw and go wild for wildlife whenever these are registered as trademarks in the class covering the product or service in the country concerned.

The following trademark ownership statement must appear on all accompanying material to explain the meaning of the ®:

® [trademarked words, e.g. "Paws For Earth", "paw", or "Go Wild For Wildlife"] is/are Paws For Earth Registered Trademark/s.

b) If the words Paws For Earth and/or paw or go wild for wildlife are not registered as a trademark in the class covering the product or service in the country concerned, substitute TM – or SM for ® and remove the word "Registered" from the trademark ownership statement. (Note: the paw symbol is always accompanied by the sign ©.)

Then the following trademark ownership statement must appear on all accompanying material to explain the meaning of the TM or SM:

TM or SM [trademarked words, e.g. "Paws For Earth", "paw", or "go wild for wildlife"] is/are Paws For Earth Trademark/s [or Service Mark/s]

Our full legal name "Paws For Earth" must appear at least once on all materials.

Any different use of Paws For Earth's trademarks must be approved in writing by Paws For Earth. For further information, please contact the Trademarks and Legal Services.

3. Publications text copyright claims For all publications:

a) When Paws For Earth is the copyright owner of the text, the following statement should appear on the imprint:
Published [month, year] by Paws For Earth, [town, country].
Any reproduction in full or in part of this publication must mention the title and credit the above-mentioned publisher as the copyright owner. © text [year] Paws For Earth. All rights reserved.

The paw symbol copyright claim and the trademark ownership statement should be written down on the back cover near the spine of the publication, as in 1) and 2).

b) When Paws For Earth is not the copyright owner of the text, only the paw symbol copyright claim and the Paws For Earth trademark ownership statement need be written, as in 1) and 2).

It seems to me that the natural world is the greatest source of excitement; the greatest source of visual beauty; the greatest source of intellectual interest. It is the greatest source of so much in life that makes life worth living.

Sir David Attenborough

