



Western Association of Fish and Wildlife Agencies Publication Branding Guidelines

PURPOSE: to provide guidance to authors of white papers, management plans and other conservation-related publications produced solely by Western Association of Fish and Wildlife Agencies (WAFWA) or in partnership with cooperators where WAFWA is the lead. Consistent branding and messaging will elevate WAFWA publications, providing a more consistent look and feel to all WAFWA-endorsed materials.

WAFWA LOGO: All WAFWA publications should be marked with the official WAFWA logo, with the registered trademark, on the front cover of the publication.

WAFWA LOGO AND TAGLINE: All WAFWA publications should utilize the WAFWA logo and tagline at least once, preferably on the inside front cover.

WAFWA LOGO AND DESCRIPTION: Besides the tagline, an expanded description of WAFWA's scope and function should be included within WAFWA-endorsed publications, preferably on the back cover.

COVER: If a publication is a product of a working group or committee, acknowledgement can be made on the cover in the form of a logo, if appropriate, or the name of the working group or committee. If there is more than one partner, acknowledgements should be made inside the publication.

INSIDE FRONT COVER: The inside front cover of a WAFWA-endorsed publication should include the following items: List of authors; suggested citation, including year of publication; photo credits for front and back cover images; WAFWA logo and tagline; other partner logos as appropriate; contact information.

RECOMMENDED CITATION:

Havor, Doug W., P. Anders and J. Tipp. 2015. Contributions to Conservation: A Status Report. Western Association of Fish and Wildlife Agencies. Unpublished Report. Boise, Idaho. 73 pp.

DOWNLOAD LOGOS at <http://www.wafwa.org/brand-usage-guidelines/>

WAFWA LOGO:



LOGO WITH TAGLINE:



LOGO WITH DESCRIPTION:



The Western Association of Fish and Wildlife Agencies represents 24 states and Canadian provinces, an area covering nearly 3.7 million square miles of some of North America's most wild and scenic country. WAFWA's reach encompasses more than 40 percent of North America, including two-thirds of the United States. WAFWA supports sound resource management and building partnerships at all levels to conserve wildlife for the use and benefit of all citizens, now and in the future.