



# BRAND GUIDE

**Our brand is built through the interactions a person has with CI, and our brand style is what that looks and feels like. The guidelines outlined here allow us to consistently present CI as an innovative, modern and successful organization.**



## Our Logo

Our logo is the first visual point of contact most people will have with our brand. It represents what we hope to achieve: a healthy planet supported by a sustainable development path. It is simple in color and form—a blue circle underscored by a green line. By design, it is an easily recognizable symbol. As CI continues to expand the scope and scale of our work, the logo helps a broad spectrum of audiences across the globe to identify us. Please carry our logo as a declaration of hope and responsibility—one that symbolizes the vital work we are doing to address the enormous challenges that humanity and biodiversity face.

## Our Colors

Our palette is rich, bold and inspired by the world around us. When used correctly and in harmony, these colors add value to our photography, infuse depth to our words and help communicate our message of hope.



### ARCTIC

**CMYK** 0/0/0/0  
**HEX** FFFFFFFF

**RGB** 255/255/255  
**PMS** White



### LEMUR

**CMYK** 57/45/40/8  
**HEX** 757B82

**RGB** 117/123/130  
**PMS** 431



### PANTHER

**CMYK** 63/55/50/24  
**HEX** 5C5C61

**RGB** 92/92/96  
**PMS** 433



### VOLCANO

**CMYK** 5/74/83/0  
**HEX** E6673E

**RGB** 230/103/62  
**PMS** 166



### CLOWNFISH

**CMYK** 0/63/76/0  
**HEX** F67D4B

**RGB** 246/125/75  
**PMS** 158



### TIGERLILY

**CMYK** 0/50/98/0  
**HEX** F79421

**RGB** 247/148/33  
**PMS** 130



### ORANGUTAN

**CMYK** 0/39/89/0  
**HEX** FFAD26

**RGB** 255/173/38  
**PMS** 123



### FLOWER

**CMYK** 0/25/99/0  
**HEX** FFC600

**RGB** 255/198/0  
**PMS** 109



### HOME

**CMYK** 0/8/89/0  
**HEX** FFE912

**RGB** 255/233/18  
**PMS** 803



### TREE FROG

**CMYK** 32/0/98/0  
**HEX** BAD636

**RGB** 186/214/54  
**PMS** 381



### MOTHER NATURE

**CMYK** 73/9/94/0  
**HEX** 4CA950

**RGB** 76/169/80  
**PMS** 361



### RAINFOREST

**CMYK** 80/29/77/14  
**HEX** 357D57

**RGB** 53/125/87  
**PMS** 356



### OCEAN

**CMYK** 92/67/1/0  
**HEX** 1A5EAB

**RGB** 26/94/171  
**PMS** 2935



### MACAW

**CMYK** 77/29/0/0  
**HEX** 0193D7

**RGB** 1/147/215  
**PMS** 299



### SKY

**CMYK** 46/4/1/0  
**HEX** 7ECBEF

**RGB** 126/203/239  
**PMS** 297

## Our Typography

Typography plays an important part in the look and feel of our brand. These typefaces have been chosen for their simplicity, clarity and availability for use in the print and digital space. Following a consistent and well-designed type hierarchy makes our messages easier to read and gives readers easier access to various types of content.

### Proxima Nova

Proxima Nova is our standard font used in all print and digital materials. It offers a variety of weights from thin to bold and reflects many of the visual elements found in our logo.

A large, dark blue 'Og' logo is displayed on a yellow background. The 'O' is a simple circle, and the 'g' has a small tail. The letters are positioned between horizontal dashed lines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Proxima Nova Extra Condensed

Proxima Nova Extra Condensed is our headline font used for adding emphasis to the headlines and introductions to our stories. This alternate style allows for greater variety in our type structure.

A large, dark blue 'Og' logo is displayed on a yellow background. The 'O' is a simple circle, and the 'g' has a small tail. The letters are positioned between horizontal dashed lines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Web

### TITLE 1

Proxima Nova Extra Condensed Thin  
All caps, 75pt  
Line Spacing 66pt

### TITLE 2

Proxima Nova Extra Condensed Bold  
All caps, 38pt  
Line Spacing 40pt

### SUBTITLE

Proxima Nova Bold  
24pt  
Line Spacing 30pt

### INTRO COPY

Proxima Nova Light  
20pt  
Line Spacing 28pt

### BODY COPY

Proxima Nova Light  
16pt  
Line Spacing 24pt

### PHOTO CREDIT

Proxima Nova Regular  
All caps, 10pt

## Print

### TITLE 1

Proxima Nova Extra Condensed Thin  
All caps, 55pt  
Line Spacing 46pt

### TITLE 2

Proxima Nova Extra Condensed Bold  
All caps, 24pt  
Line Spacing 21pt

### SUBTITLE

Proxima Nova Bold  
14pt  
Line Spacing 16pt

### INTRO COPY

Proxima Nova Light  
11pt  
Line Spacing 18pt

### BODY COPY

Proxima Nova Light  
9pt  
Line Spacing 12.5pt

### PHOTO CREDIT

Proxima Nova Regular  
All caps, 6pt

# FRESH WATER: ESSENTIAL FOR LIFE

The lifeblood of a healthy planet,  
sustaining vital natural systems—  
just as it sustains us.

It is, in every way, part of us, making up 65 percent of our bodies. Yet, less than three percent of the water on Earth is fresh—and most of that is locked up in glaciers or deep underground. Imagine all the world's water—oceans, rivers, lakes, glaciers—represented by something the size of a standard globe; fresh water would be just a marble-sized drop.

Freshwater ecosystems play an important role in moderating the location, distribution and timing of freshwater flows, ensuring that we receive a multitude of nature's benefits.

© CI / PHOTO BY HAROLDO CASTRO

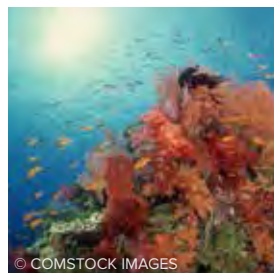
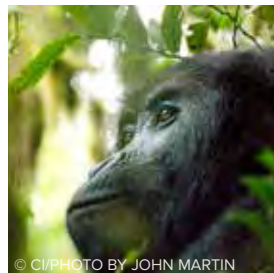
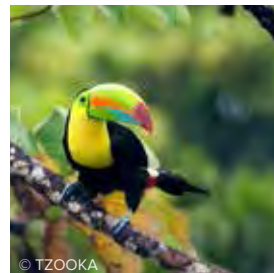
For brand consistency, it is important that our materials follow a uniform typographic standard. The color of text can vary based on subject matter. For example, a field program may take on a warm color palette; a water project may take on a cool palette. Traditionally, the title color will differ from the subtitle color.

## Our Photography

Our photography plays a critical role in communicating our message that people need nature. Our themes are optimistic, intimate and, when appropriate, human-focused. We show the beauty of the natural world. Our subjects are people, landscapes and species—marine and terrestrial. Our style is bold, colorful and saturated. Our approach is photojournalistic. We recognize that our Earth can, at times, outwardly display turmoil. Photos depicting disaster and degradation can be used in moderation, but never without a message of hope.

### A few guidelines to follow when dealing with photography:

1. Photography use has many copyright and other legal considerations. Please contact [photo@conservation.org](mailto:photo@conservation.org) before sourcing, buying or using any photos.
2. External image uploads should be handled through Vault.
3. Images of children should never be used without a signed appearance release from a parent, unless in an editorial context or where the subject is not easily identifiable.
4. All photos of people should be accompanied by a signed appearance agreement, unless the people are not easily identifiable (faces are turned from the camera, faces aren't discernible from a distance, etc.).
5. Indigenous communities should be treated with careful respect and consideration. Releases should always be attained.
6. Photos depicting disaster and degradation can be used in moderation, but never without optimistic reassurance.

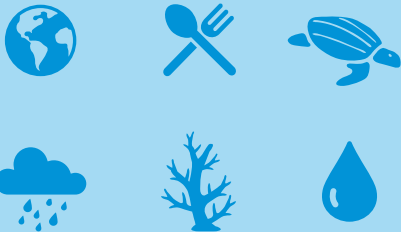




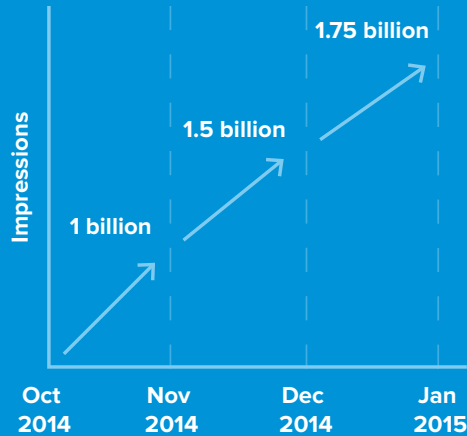
## Our Iconography

Often, a message, concept or idea will need to be supported by an icon, infographic or chart. In these cases, information should be represented with simply shaped icons and solid-color charts. These graphic representations should help the reader understand the subject. Our icons should communicate a singular idea and do so easily and appropriately.

### Icons



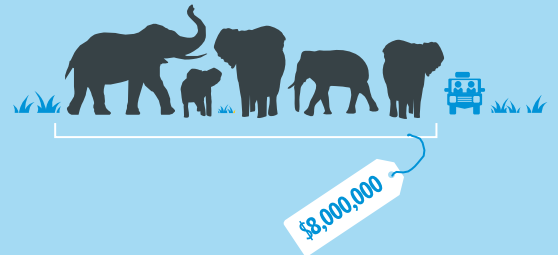
### Chart/Graph



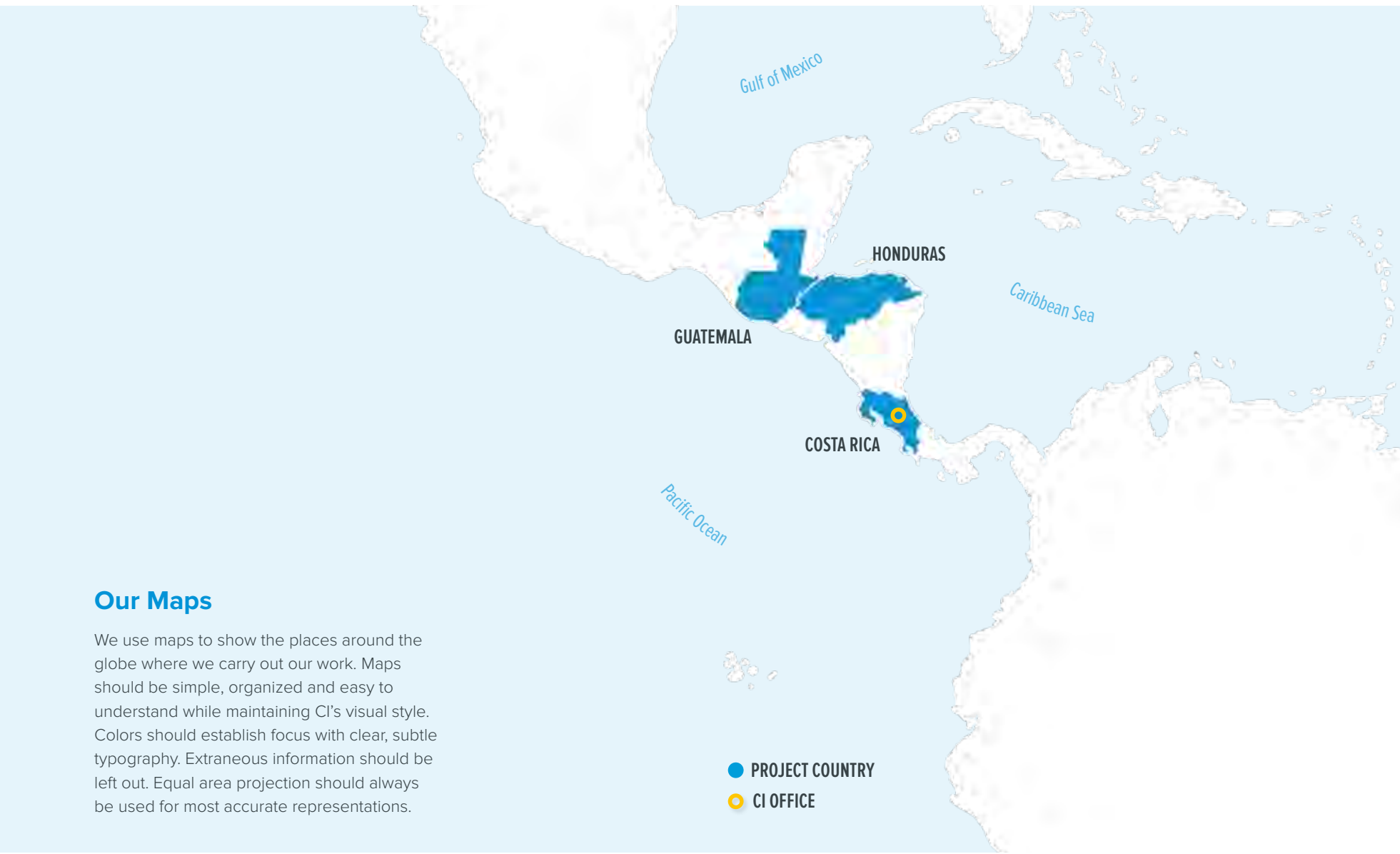
### Infographic

**\$23,000**

The estimated value of a single live elephant to tourism per year.







## Our Maps

We use maps to show the places around the globe where we carry out our work. Maps should be simple, organized and easy to understand while maintaining CI's visual style. Colors should establish focus with clear, subtle typography. Extraneous information should be left out. Equal area projection should always be used for most accurate representations.

- PROJECT COUNTRY
- CI OFFICE

## Our Videos

The length and style of a video production can greatly vary by channel and audience. Content should always inform and engage, be relevant to CI and reinforce our core message that we protect nature for the benefit of people. Always use simple, easy-to-understand language and aim for shorter, more concise videos over longer ones.



### Social Media Videos

These videos are meant to capture viewers quickly as they scroll through many other posts. Length should be from 7-30 seconds—this is a place for quick, impressionistic views. Since social video by its nature can travel out of context, the CI logo should always appear in the lower right for quick brand recognition. When important, credit and a short one-line description of what was shown should appear on a final slate after the logo.

### Long-Form Videos

When a video will be a major presentation tool, showcasing a major project or CI field program, it will become a longer/larger production that should be a strong representation of our visual brand style. These few rules should be kept in mind for long-form videos:

- Any type on screen must conform to the typography guidelines set up in this branding guide.
- The piece should end with the CI logo.
- The CI logo or logo animation should not be altered.
- Any icons, graphs or maps used must conform to the guidelines set forth in this document.
- Messaging should be relevant, clear, concise and free of jargon.



**NATURE DOESN'T NEED PEOPLE. PEOPLE NEED NATURE.**