



Society for Conservation Biology

A global community of conservation professionals

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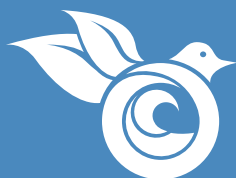
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SCB identity and branding guidelines

DRAFT - 13 July 2008



About the Society

The Society for Conservation Biology is a global community of conservation professionals with more than 12,000 members world-wide and representatives from over 140 countries. The mission of the Society is to advance the science and practice of conserving the Earth's biological diversity.

Why is it important to follow branding guidelines?

In an age when professional society memberships are in decline, the Society continues to grow both in sheer number and in global breadth. Our future ability to serve our mission is dependent on building public awareness, preserving our reputation, and upholding our value. Aligning our products and services into a consistent look and feel is an important part of this process. SCB is guided in these activities by the goals set forth in the 2006-2010 SCB Strategic Plan.

Who should use this document?

This document provides guidelines for SCB Board members and Groups, volunteers, employees, and requesting organizations for the use and presentation of the SCB name, tagline, and logo, and for the development of marketing materials representing the Society.

What look are we aiming for?

Compared to other professional societies, the visual style of the Society for Conservation Biology is fresh, simple, and clean. We use a lot of white space, clean lines and curves, and try to set ourselves apart from the traditional blues and greens of other environmental organizations by utilizing vibrant images and colors. For examples online, see our Annual Reports (www.conbio.org/AboutUs/AnnualReport) and *Conservation* magazine (www.conbio.org/CIP).

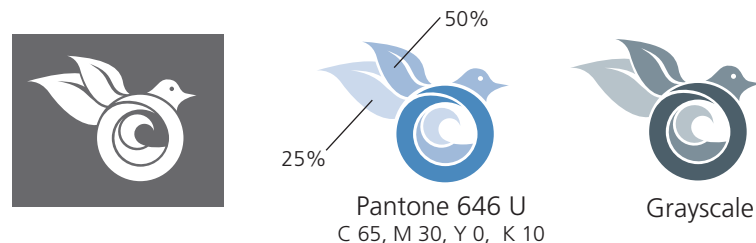
Logo

The SCB logo is the result of an open contest held in 2003, won by freelance artist Chris Lapada. The logo reflects the design philosophy of the Society – simple is better. The design itself incorporates water, plants, and animals, as well as a circular foundation representing the Earth and its processes as a cycle.

It is preferred that the logo be reproduced in one of the colors indicated below, or in white or grayscale. On a dark background, the logo should be reproduced in white. The logo should never be produced in black only. The logo should be combined with the name of the Society as illustrated below.

The logo should be prominently displayed on all SCB communications. This doesn't mean it needs to be large—just recognizable.

The leaves/wings element may be removed and utilized in SCB communications (see this document for an example of usage), however, other portions of the logo should not be deconstructed from the whole (with the exception of the SCB Marine Section's use of the waves).



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SCB Africa Section

Our name

We have an official name – Society for Conservation Biology – and abbreviated names, SCB or “the Society.” There are no periods within SCB, and no “the” used in front of SCB (for example, “members of SCB are amazing,” rather than, “members of *the* SCB are amazing”).

Sections, Chapters, and Working Groups also have both an official and an abbreviated name. For example, the SCB Africa Section official names are Society for Conservation Biology Africa Section or the Africa Section of the Society for Conservation Biology (either may be used). Its abbreviated name is “the SCB Africa Section,” or the Africa Section if the full name has already been given. The group indicator (i.e. “Section,” “Chapter,” or “Working Group,”) must always be used with the name.

Official names are used primarily in signatures and address blocks, and in the first occurrence of the name in text. Abbreviated names are used “conversationally,” in text or in headings.

Our tagline

The tagline of the Society for Conservation Biology – a global community of conservation professionals – communicates who we are as an organization in a brief, easily digestible statement.

The tagline should be used on marketing materials as a heading or title with the Society for Conservation Biology. The tagline should not be presented in a heading without accompanying the name of the Society.

Official Name

Society for Conservation Biology

Abbreviated Names

SCB
the Society

Tagline

A global community of conservation professionals

Name with Tagline

Society for Conservation Biology

A global community of conservation professionals

Official Group Names

Society for Conservation Biology Africa Section
Africa Section of the Society for Conservation Biology

Abbreviated Group Names

SCB Africa Section
SCB Auburn Chapter

Incorrect

SCB African Section
SCB Africa
SCB - Africa Section

Type

There are two families of type that should be used for presenting the SCB name and tagline on SCB materials, including stationery, business cards, forms, membership cards and signage: Adobe Garamond Pro and Frutiger.

These typefaces should also be used wherever else they may be appropriate, but Section/Chapter/Working Group promotional materials and publications are limited to these fonts only for presenting the SCB Group's name and the SCB tagline. Due to the unique nature of each Group, Group materials may be produced in the typefaces that resonate most with your membership (except for the SCB name and tagline) and the subject matter being presented. However, we encourage you to use these fonts whenever you like.

Adobe Garamond Pro

(note, Garamond and Adobe Garamond may be substituted)

Regular
Semibold
Bold
Italic

Uses

SCB name
Blocks of text
URL in text

Frutiger LT Std

45 Light
65 Bold
45 Light Italic

Uses

SCB Tagline
Headings
Captions
URL in heading

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Contact

For more information or design advice and suggestions, contact:

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SCB Senior Designer
aharrison@conbio.org

Where to look online

To download logo files, letter and email stationery, and other SCB marketing materials and templates, login to the SCB intranet:

<https://www.conbio.org/intranet/SCBMarketing/>