



SCB Working Groups

Working Groups of SCB are groups that focus on a topical area relevant to the mission and goals of SCB. Working Groups provide a voice for important conservation issues not currently addressed amongst SCB’s many activities.

SCB Working Group Logos

Working Groups may establish their own individual logo, utilizing the Society’s brand standards established in this Guide. It is important that each group—though featuring their own unique logo—has a clear and recognizable connection to SCB through established usage of SCB logo elements, colors, and related collateral materials.

Working Group logos must adhere to the SCB branding guidelines to ensure a consistent relation to the Society “family.” Design procedures shall be optioned as follows:

1. The Working Group may design their own logo per these parameters. The draft logo must be submitted to SCB for approval so that the authorized SCB graphic design team may verify that the logo maintains SCB’s brand standards; or
2. The Working Group may submit design ideas, themes, and/or concepts to the authorized SCB graphic design artist, who will develop the finished logo concept and execute the design elements for finished use, per the standards set forth in this Guide.

SCB Working Group Branded Collateral

All branded collateral from SCB Working Groups (letterhead, envelopes, memorabilia, etc.) must correspond with existing SCB branding guidelines with regard to color, space, and positioning of the Working Group logo vis-à-vis the SCB logo (if applicable). All printed marketing collateral from Working Groups must be submitted to SCB for approval. Working Groups should be mindful of their print production schedule to allow for adequate time for the approval process (three business days) and revisions, if necessary.

Working Group Logo

The Working Group logo will remain consistent with the design philosophy of SCB: simple is better. The design may incorporate unique elements of each Working Group as an iconic element centered above the name—part of which must include *at least* one element from the official Society logo (see below).

Colors must include only the colors and shades of the approved Society logo (blue Pantone 646 in 100%, 50%, or 25% opacities, or 60% Black).

For color-restrictive applications, alterations of the logo in black, white, or grayscale shall follow the Guidelines set forth on page 7 of this manual.

The logo should be prominently displayed on all Working Group communications.

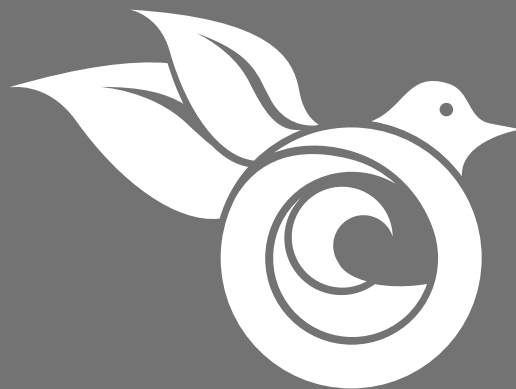
Working Group logo example

In this example, the tree leaves are based on the wings/leaves in the SCB logo.

Acceptable individual iconic elements include:

Working Group name typeface is Adobe Garamond Regular (and may feature typographical variances within the Garamond font family, such as the ampersand shown here in Adobe Garamond Italic) in 100% Pantone 646 Blue.

The tagline for all Working Groups is to be identical, as shown here: “[SCB logo icon, plus] A Working Group of the Society for Conservation Biology” in Adobe Garamond Pro Regular Italic, 60% Black.



Society for Conservation Biology

A global community of conservation professionals

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