



PUBLICATION GUIDELINES

October 2019 – always refer to the website for the most updated guidelines

© Ola Jennersten / WWF

What we do at WWF is important for the future of people and the planet. We need the world to engage with what we have to say, so we must communicate with people in the format they want to read.

Your starting point when deciding on which format to use is to think about your audience. A publication for the general public is likely to have a very different feel than one for a scientific or other specialist audience. This section is to guide you in creating the most powerful publications – mainly printed and digitally published material or formal reports.

What you are trying to communicate will also affect your decision. A globally significant publication such as the Living Planet Report

should be in a format that ensures it has a long shelf life. Updates about current work will have a shorter shelf life, suiting a newspaper or news sheet format, or if you want to produce a collection of compelling stories about our work using great photos, a magazine format may work best.

These guidelines have been developed with our tone of voice in mind – bold, clear and human.

These guidelines are the key principles to make our publications clear and visually impactful to our audience. They are simple, but it is important that they are followed in order to deliver our brand expression consistently.

Important note on production:

If a publication is likely to be equally effective in either an online or print format, always choose online to reduce environmental impact. Where printed materials are the right option, please choose the most environmentally friendly option (e.g., FSC recycled paper, paper with low forest, climate and water footprint, lower grammage paper, etc.).

Please avoid printing these guidelines and use digital formats as much as possible.



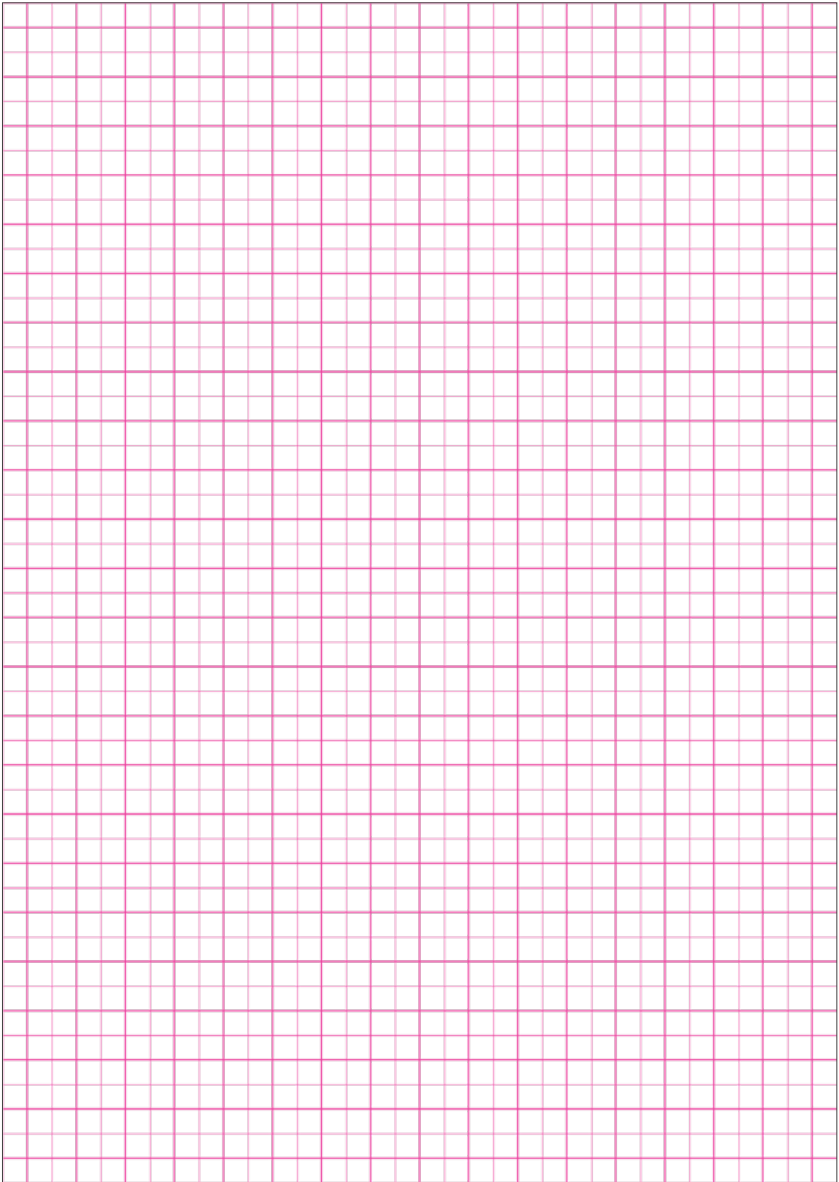
THE WWF GRID SYSTEM

We introduce consistency by using the grid system for the following:

- Size and positioning of the WWF Box Logo
- Positioning of typography
- Size and positioning of graphic devices
- Organising layouts or interfaces
- Establishing hierarchy in compositions

This page shows an example of a 34 x 48 grid, which is formatted to work on ‘**A-sized**’ documents (A4, A5, etc.).

For added adaptability, we recommend that you **ensure three sides of the WWF Box Logo** sits on the grid. This can be any three sides of the logo.



48

FRONT COVERS

Front covers using a 34 x 48 grid.

WWF front covers have a white border, which creates a structure for the image, WWF Box Logo and content block to sit on. We highly recommend the white border because it will make the publication more distinctive, however, the full bleed is acceptable on a magazine format.

Guidance on multiple logos will be provided in phase 3.

WWF Box Logo

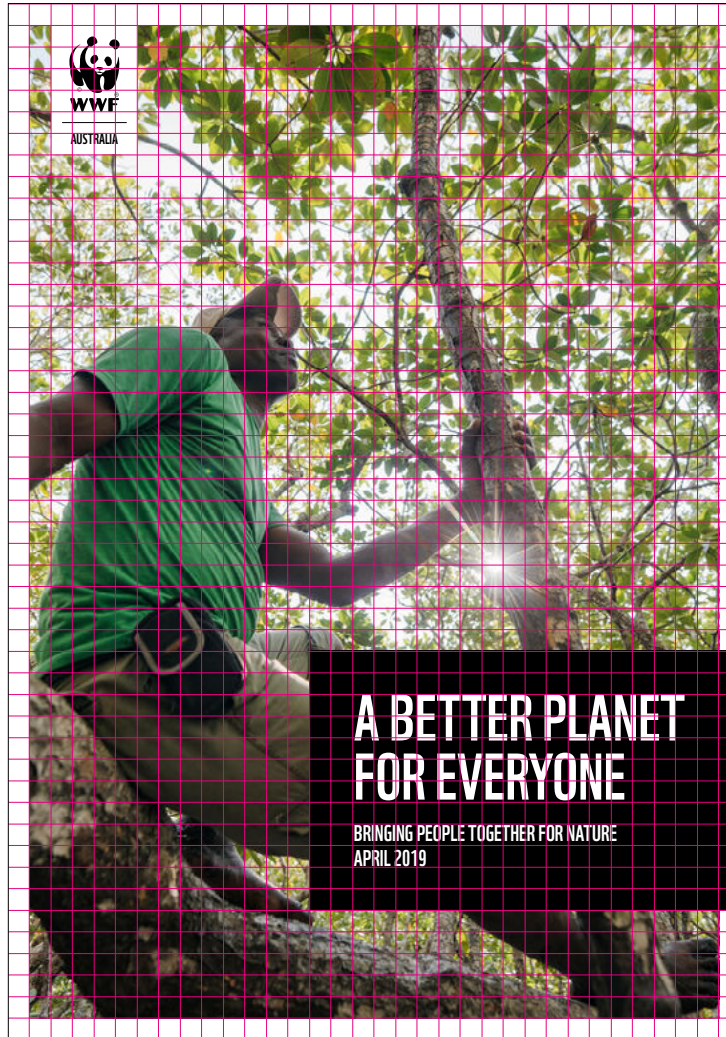


Content block

Border

THE COUNTRY IDENTIFIER

The **'Country Identifier'** sits underneath the WWF Box Logo. A divider line separates the logo and the name of the country.



Front cover with country identifier

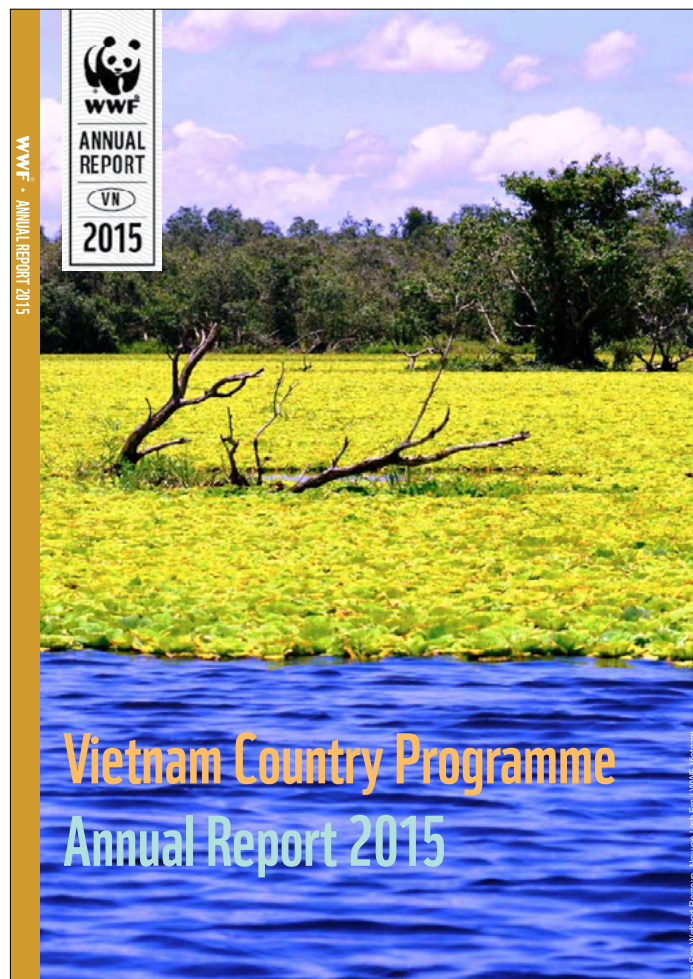


Front cover without country identifier

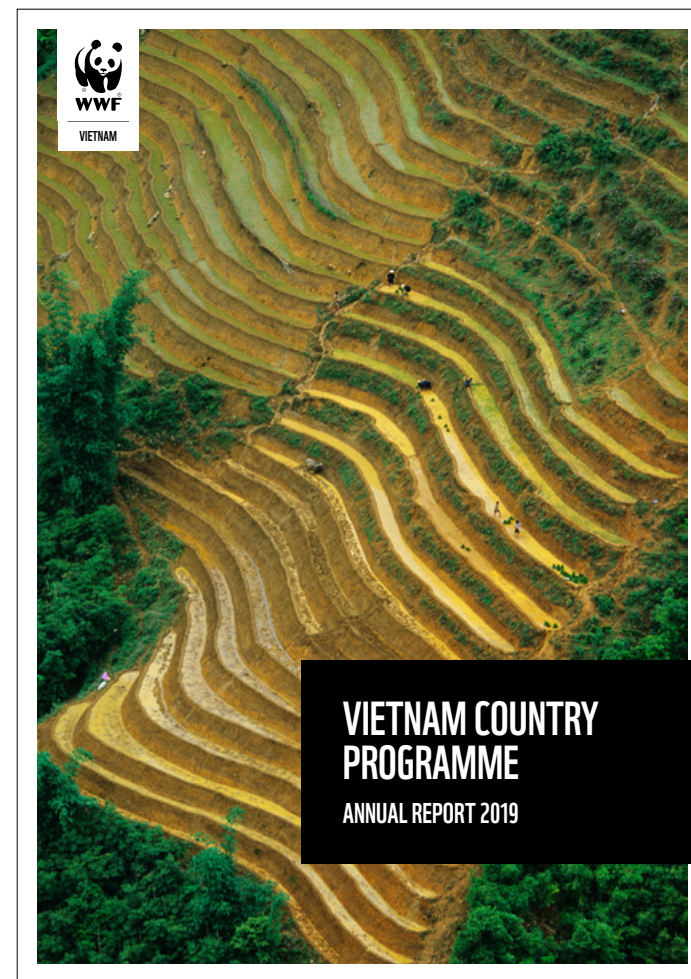
EVOLUTION OF THE VALUE TAB

As you can see with the current Logo Tab version, there is a lot of repeated information. ‘**Annual Report**’, ‘**Vietnam**’ and ‘**2015**’ is repeated at least once, elsewhere on the cover.

By removing the duplicate information we are able to reduce the amount of items around the logo, allowing clear space to communicate.



Previous example (2015)



New version

CONTENT BOX

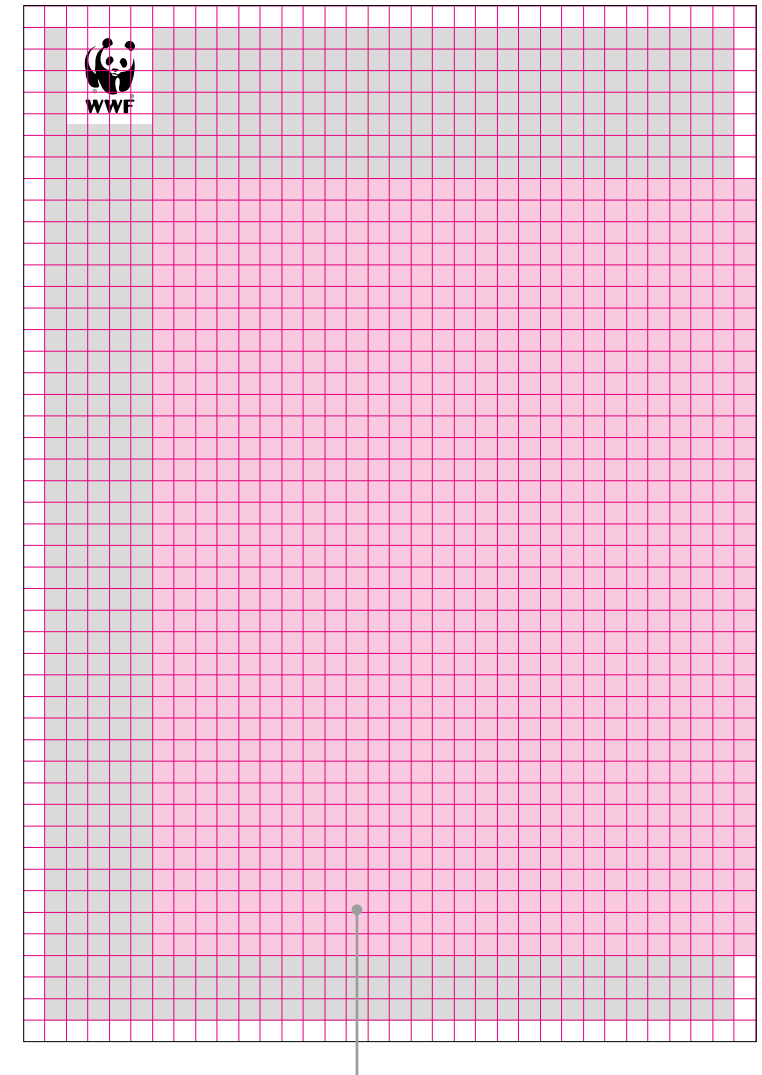
The '**Content Box**' can occupy as much space as needed to contain the title of the publication, however, it must fit to the grid on **at least three sides** and bleed off the right edge.

The 'content-box' should always be black so our publications are impactful and consistent. However, a white content box with black copy can sometimes be allowed for readability reasons.

Additionally, the content box is not required for magazine formats. For more information please contact commsmarketing@wwfint.org.



Copy within the content box should have 4 grid square clearance

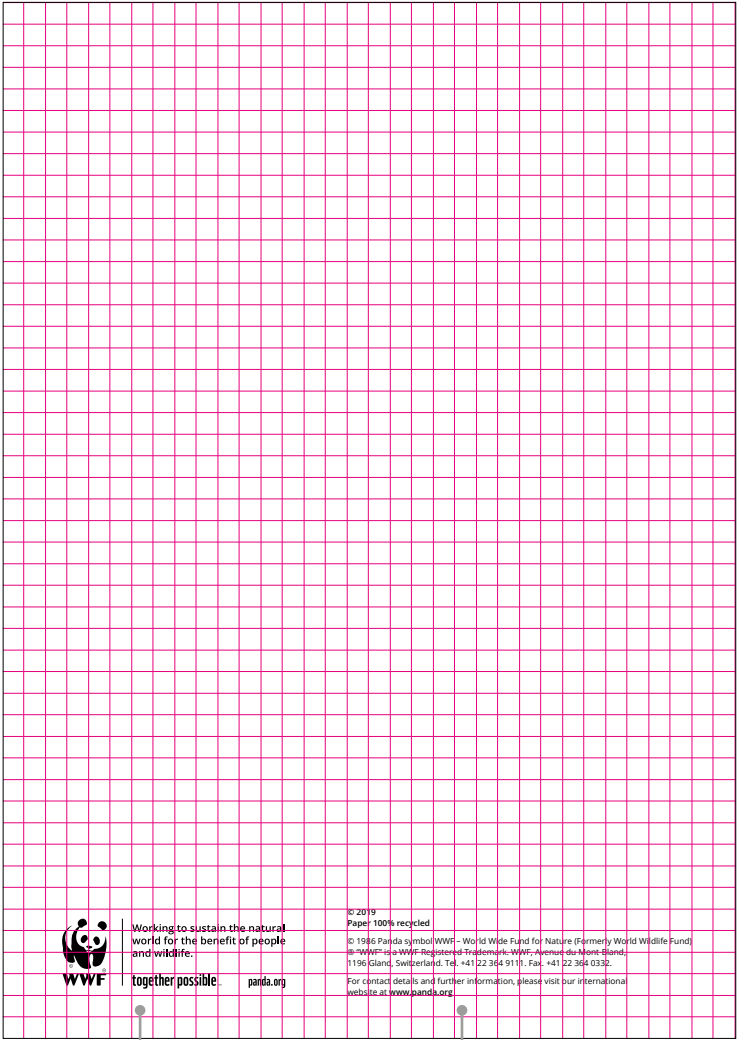


The content box can occupy any space within the highlighted area. It should not occupy the horizontal or vertical space occupied by the WWF Box Logo

BACK COVERS

The back cover also uses the 34 x 48 grid.

WWF back covers must include the Boilerplate Badge and legal information. It can be used for images, statements and color blocks, or can be left plain, depending on the requirements of the document.



Boilerplate Badge

Legal information



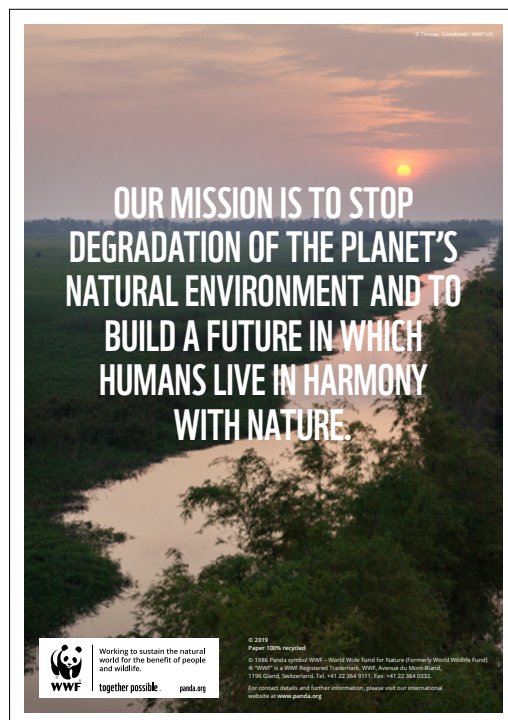
Design example using the WWF Grid System

BACK COVERS – EXAMPLES

The back cover is open to be used for multiple purposes, depending on the document. On this page we show examples of a full page image, statement only or image block version.

When using an image, you must ensure that the legal copy is legible.

More guidance on the ‘panda stencil’ usage will be provided in phase 3.



Full page image



Statement



Image block version

BOILERPLATE BADGE

The Boilerplate Badge is a single downloadable asset that works on the A5, A4, A3 and B5 sizes.

The Boilerplate Badge contains all mandatory elements: the WWF Box Logo, mission statement, 'together possible' ethos and web address.

It is set in place in the InDesign template but if you need to use it independently you can download the standalone asset.



WWF Box Logo

Mission statement

**Working to sustain the natural
world for the benefit of people
and wildlife.**

together possible™

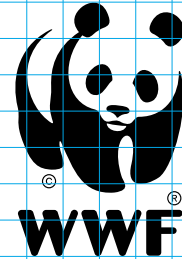
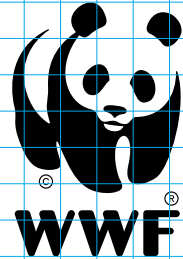
'together possible' trademark

panda.org

panda.org web address

CONSTRUCTION OF THE BOILERPLATE BADGE

The WWF Boilerplate Badge is built on the same square grid as the WWF Box Logo, which ensures consistency.



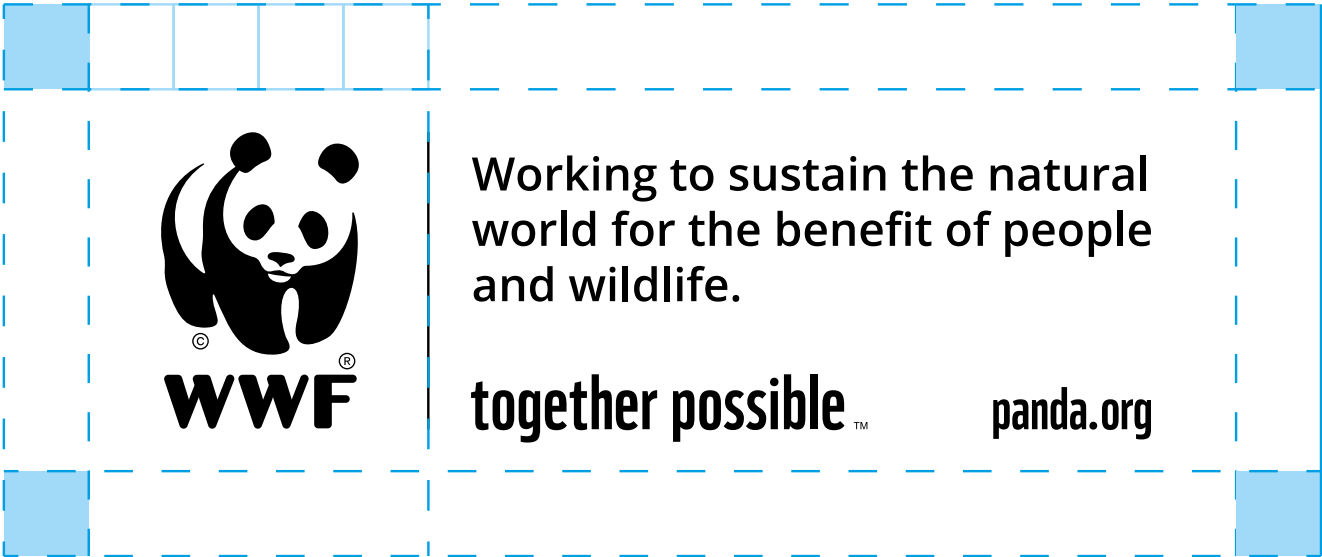
Working to sustain the natural
world for the benefit of people
and wildlife.

together possible™

panda.org

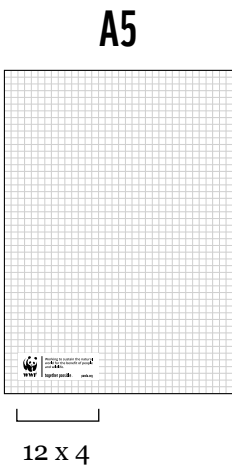
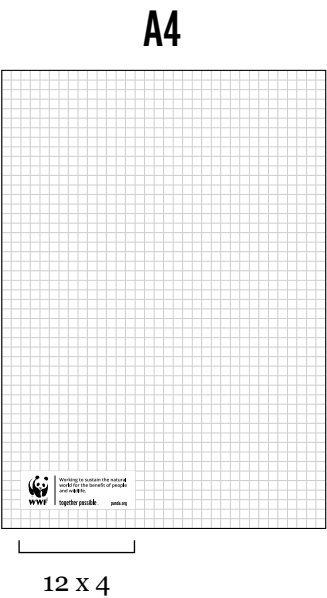
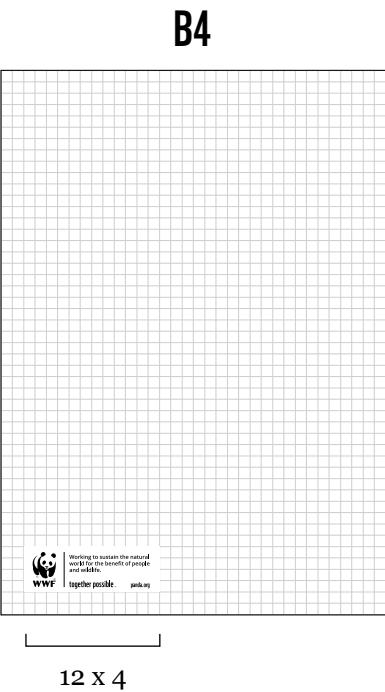
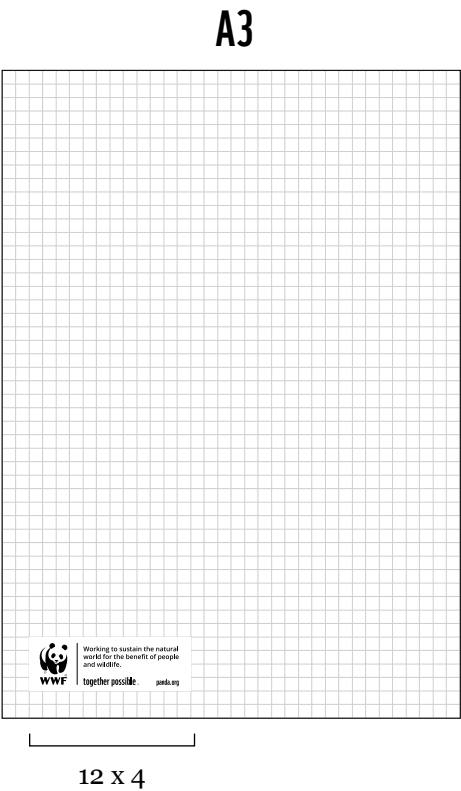
CLEARANCE SPACE

The clearance space around the WWF Boilerplate Badge is 1/4 of the width of the WWF Box Logo. Using the WWF Grid System makes this easy to calculate.



BOILERPLATE AND THE GRID

As the Boilerplate Badge has been designed to work on the WWF Grid System, it will adapt to A3, B4, A4 and A5 back covers.

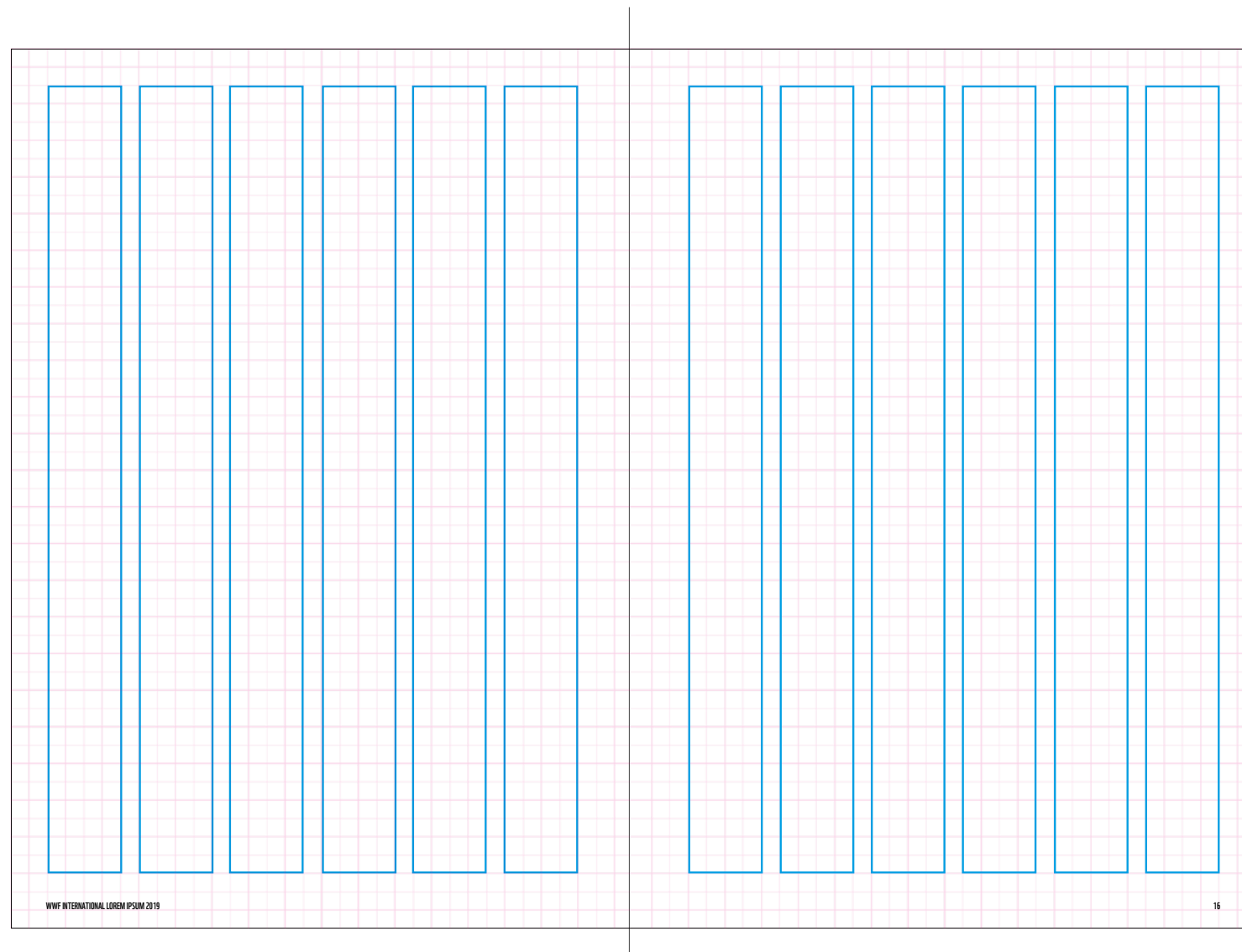


USING COLUMNS FOR LAYOUTS

We have used the WWF Grid System to create the Publication Guidelines internal page structure.

The WWF Grid System is also available to use, but we feel the column structure will offer enough layout guidance for most users.

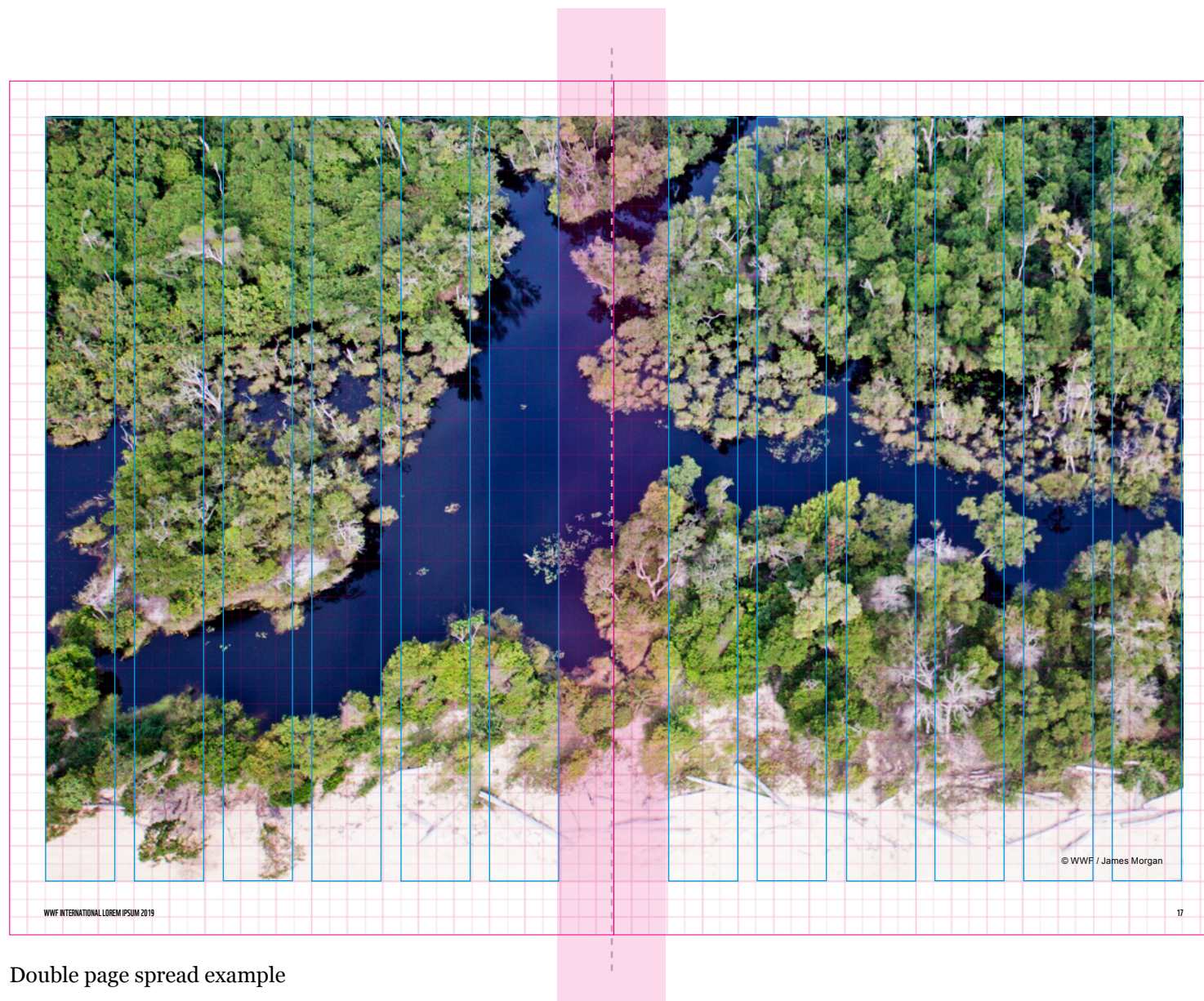
Folios and footers sit outside the 6 column layout.



6 column layout created using the WWF Grid System (34 x 48)

IMAGERY

As with previous Publication Guidelines, all images should be placed within the column guides, creating a white border and not bleed off the page.



Double page spread example

COPYRIGHT CREDITS

It is necessary to accompany each image with a copyright credit. The format of the photo or video credit should be the “© [Copyright owner] / WWF-[Office]” (e.g.: © Greg Armfield / WWF-UK).

The text should have no special effects (e.g. drop shadow or glow) and should be clearly legible. To ensure legibility, the credits should be in black if the background it is set against is predominantly light coloured, and in white if the background is predominantly dark coloured.

All credits should be in Arial font at 6pt. The credit should be embedded on the image itself or alternatively underneath or beside the image.



PUBLICATION COVER COPYRIGHT CREDITS

To keep publication covers looking clean and clear, copyright credits should be referenced on the contents page. The credit must still be in the ‘copyright credit’ paragraph style.

It must use the following sentence structure:

Cover photography: © Sample Images / WWF



Cover photography: © Sample Images / WWF



Cover photography: © Sample Images / WWF

CONTENTS PAGE REDUCED COPY

The contents page uses a combination of a double page spread image and a text box.



© Days Edge / WWF-US

WWF INTERNATIONAL LOREM IPSUM 2019

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Cover photography: © Sample Images / WWF

CONTENTS PAGE

FULL COPY

The contents page uses a combination of a double page spread image and a text box.

This page also contains information to be added when applicable.

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1966 Gland, Switzerland. Tel. +41 22 364 9111. Fax. +41 22 364 0332. For contact details
and further information, please visit our international website at www.panda.org

Cover photography: © Sample Images / WWF

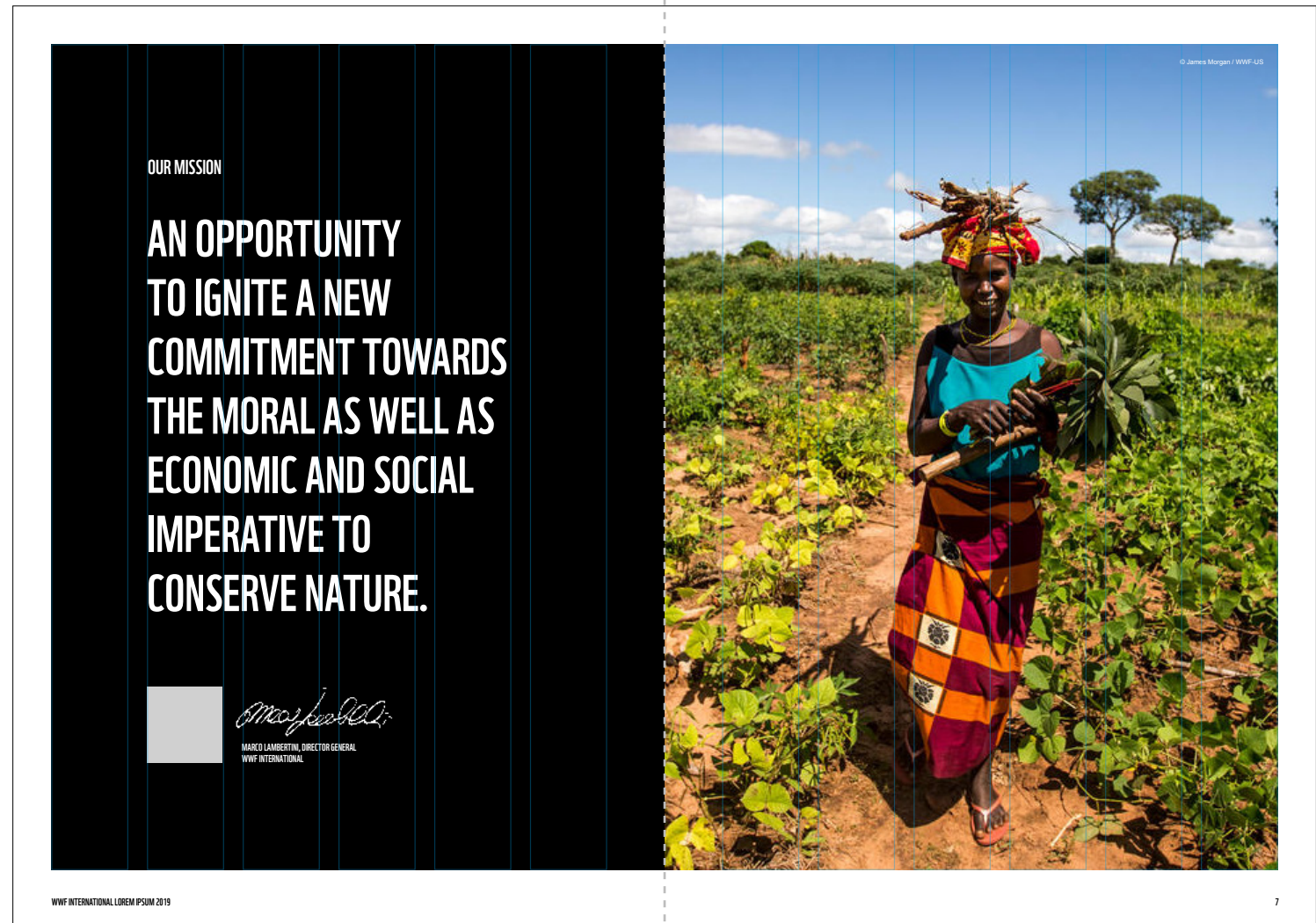
Long-form information

Short-form information

Legal copyrights

DIVIDER AND SINGLE PAGE IMAGE

All items within the publications sit on the 6 column grid. Although the columns are set, there is a lot of opportunity for creativity within these parameters.



DOUBLE PAGE SPREAD IMAGE

Images can be used across a double page spread to create an impactful layout.

Try to avoid placing faces or key areas of an image across the middle fold of the page as, once printed, the photo's impact will be lost.



When using large images, try to avoid elements occupying the page fold

IMAGE MOSAIC PAGE

Image mosaic pages can be created using the 6 column grid over two pages.

This is an example of where users may use the WWF Grid System and 6 column grid together.

INTRO COPY IM PATOREO CONON VIDET
GRACREST MENIS ALIT GERENATU DENATERID
DIUS BONDIENDE ESTRUDE QUE NERVILI, SERIS,
NUM STANUM

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la volo dem. Ta se culpa veliquanta dolo ditis
ipuntis sendund ipountist. Eaque nensend loriacer
rorempos sequatur. Qui aut facerestem cum cum
siqne desto et et roge licient.



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When using large images, try to avoid elements occupying the page fold

TYPOGRAPHY

Here are some basic rules around typography. Paragraph styles will be provided within the templates.

More information can be found on the WWF Brand Website.

Heading:
WWF Font with sizing options 51/52pt*, 38/39pt, 30/31pt

Standfirst:
Georgia Regular 15/20pt

Subhead:
WWF Font 18/22pt

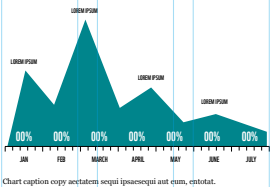
Bodycopy:
Georgia Regular 9/12pt

INTRODUCTION COPY FECERE CRESCIAM NUM ISSID PARISTA MACIES AD UNUM IA NOS VIDET PAT AUCIS MORITUD ELIQUO NIRIT EGO

LARGE MAIN HEADLINE COPY LOREM

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CHART HEADER COPY



SUBHEAD COPY

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Further reading
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Tumus Macere, Re Aceperi 2008
centiemnonitum/con viri.com
intqueinatihicpiciaed.co.uk

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Copyright Credit:
Arial Regular 6/8pt

*First number is font size, second is leading (line spacing)

More information can be found on the WWF Brand Website.

✓ **Correct usage:**

- One additional color
- Layout is coherent

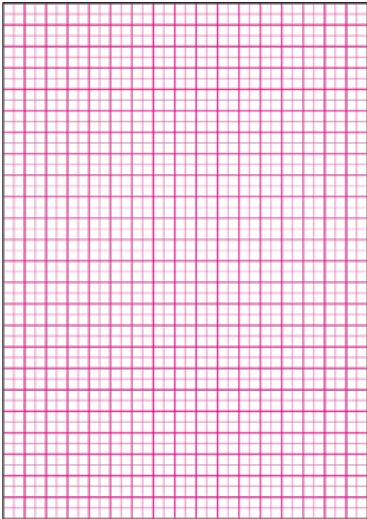
Incorrect usage:

- Various colors used
- Colors clash
- Layout feels incoherent

DOCUMENT SIZES

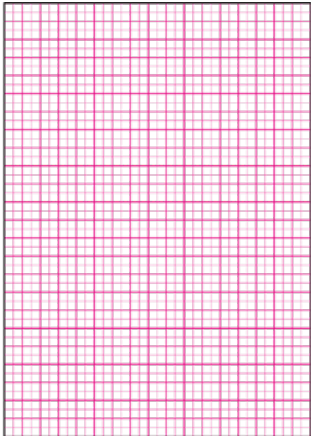
When using the WWF Grid System on different sized documents, please use these measurements. Additional templates will be made available if required.

A3



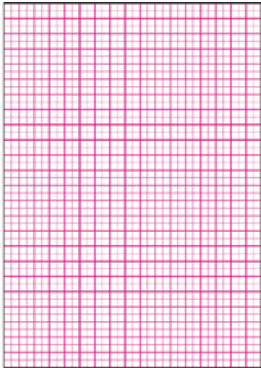
Page Dimensions:
297 x 420mm
Grid Ratio:
34 x 48

B4



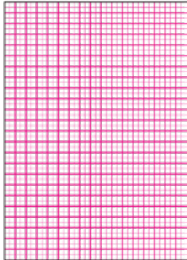
Page Dimensions:
250 x 353mm
Grid Ratio:
34 x 48

A4



Page Dimensions:
210 x 297mm
Grid Ratio:
34 x 48

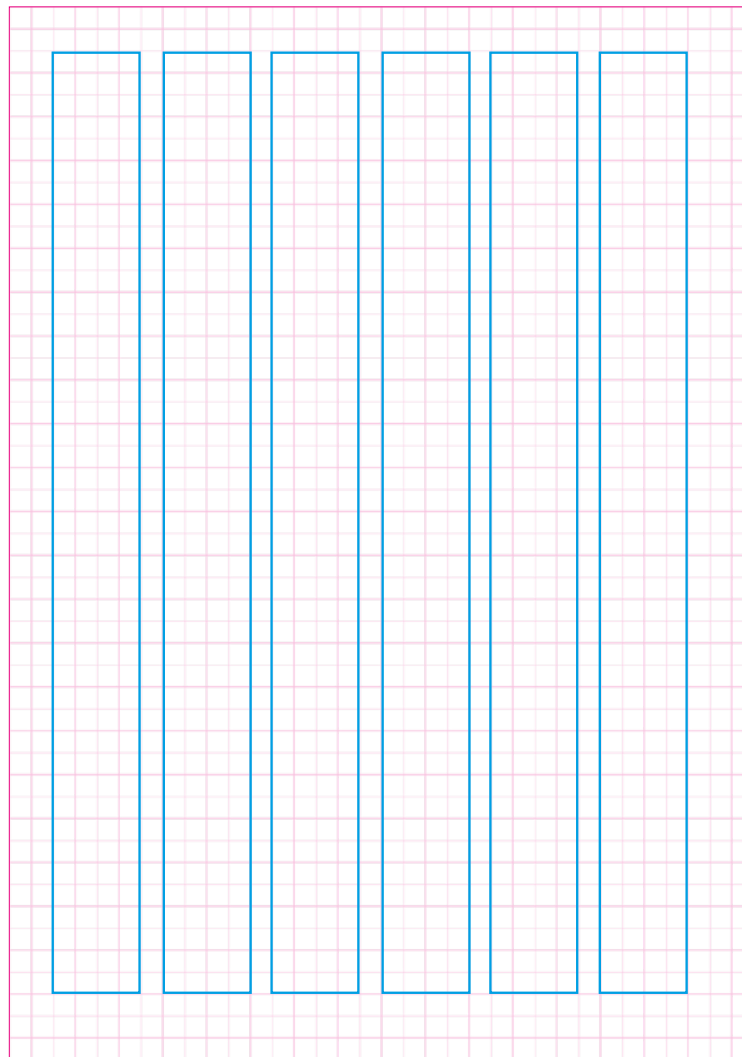
A5



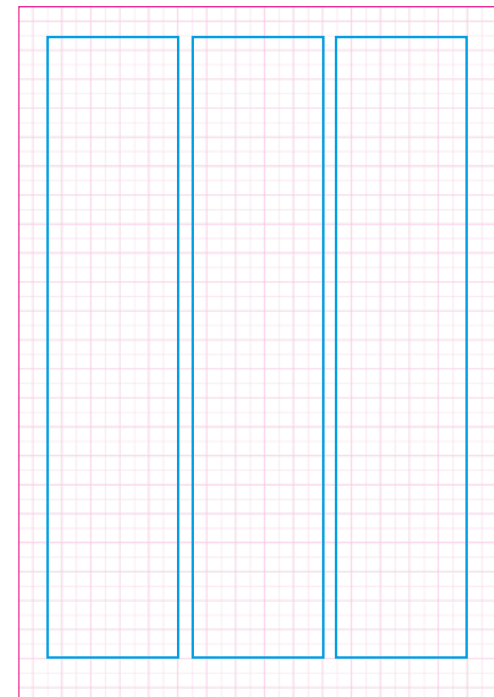
Page Dimensions:
148 x 210mm
Grid Ratio:
34 x 48

LAYOUTS

When you are creating documents that are not A4, please adjust font sizes and columns accordingly. For example, on an A5 document, you may want to use a 3 column layout grid, instead of the 6 column version.



A4 version



A5 version