



# Business cards guidance

WWF NETWORK • 2022

Business cards are one of the many ways we present ourselves to our external audiences and partners.

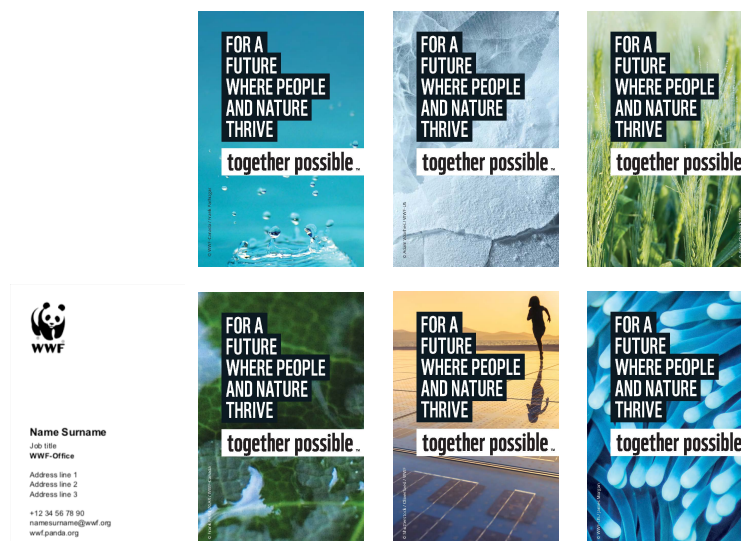
**However, it is not a requirement to have printed business cards. If your function requires it, it is highly recommended that you use the most eco-friendly option: the black & white design, using FSC paper and eco-friendly ink while only ordering the quantity you will need.** A coloured design is available if your office is able to print eco-friendly coloured ink business cards.

By using a consistent look and feel across all our printed materials, we are better able to demonstrate the unity of our diverse network. Please make sure you always use the master artwork files available from the asset bank. Shown below are the specifications for the front and back of employee business cards. Please contact the WWF International Communication team if you have any questions at [commsmarketing@wwfint.org](mailto:commsmarketing@wwfint.org).

## The WWF network business card:



Coloured option: The copy on the background can be localized if necessary.



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

together possible. panda.org

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