



PARTNERSHIPS BRAND GUIDELINES

The environmental challenges reshaping our world are too big for any one company or organization to solve alone, and we, therefore, work with partners to achieve our goals.

To avoid any confusion or misrepresentation, we must be clear about why and how we are working within any type of partnership, including with businesses, donors and public sector bodies.

The purpose of this document is therefore to outline our brand requirements for internal and external partnership communications – all within the context of ‘together possible’, our organizational commitment to working collaboratively with others.

While partnerships teams are expected to follow these guidelines, we appreciate that some flexibility may be required in particular circumstances. Nevertheless, it is important that the following principles are always adhered to: ***we communicate clearly why we’re working in partnership, and we use the WWF logo correctly.***

Important notes:

Please note that the use of our logo and name by third parties is always subject to agreement. **Make sure you contact the relevant team – corporate, public sector or fundraising – when discussing partnerships and ahead of using these brand partnership guidelines.**

Licensing guidelines will be covered in the next phases.

BACKGROUND INFORMATION:

Our guidelines refer to three areas of communication:

1. IN 'OUR WORLD'

When working in a partnership where the initiative is led or funded by WWF.

2. IN THE 'SHARED WORLD'

When working in a joint relationship where no one member of the relationship should be seen to take an overall lead.

3. IN 'THEIR WORLD'

When WWF is working in partnership, but the initiative is led or funded by the other partner.

Partnership elements

CORE ELEMENTS OF PARTNERSHIP COMMUNICATIONS

The core elements of partnership communications are:

1. The partnership statement

2. The partner logos

As the only element that clearly explains the purpose of the partnership, the partnership statement must always be included, and be extremely visible, in partnership communications.

The inclusion of partnership logos, although recommended, are of secondary importance.

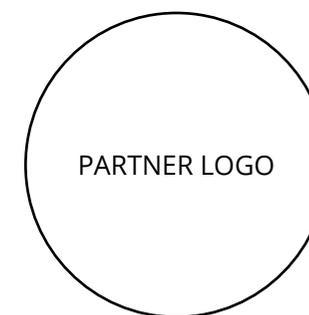
When the two elements are included together, these are known collectively as the partnership badge.

Partnership Statement

1.



2.



1. The partnership statement

THE PARTNERSHIP STATEMENT: PROVIDING CONTEXT

Our mission is complex and our partners wide ranging, which could lead to possible misunderstandings among audiences.

So when WWF works with a third party – whether we lead the communications or not – we must therefore clearly explain to our many audiences WHY we have formed this partnership.

The easiest and simplest way to provide clear context is to agree, with our partners, on a partnership statement. Such a statement will also help to improve your partner’s communications.

The partnership statement must clearly describe the partnership aims, avoiding being vague or generic.

For example:

WWF and (partner name) are working for a better future. ❌

WWF and (partner name) are working in partnership to reduce water use in clothes production. ✅

The partnership statement should appear everywhere that a partnership is represented, with the exact phrasing agreed upon at the contract stage.

STATEMENT STRUCTURE: IN OUR WORLD & THE SHARED WORLD

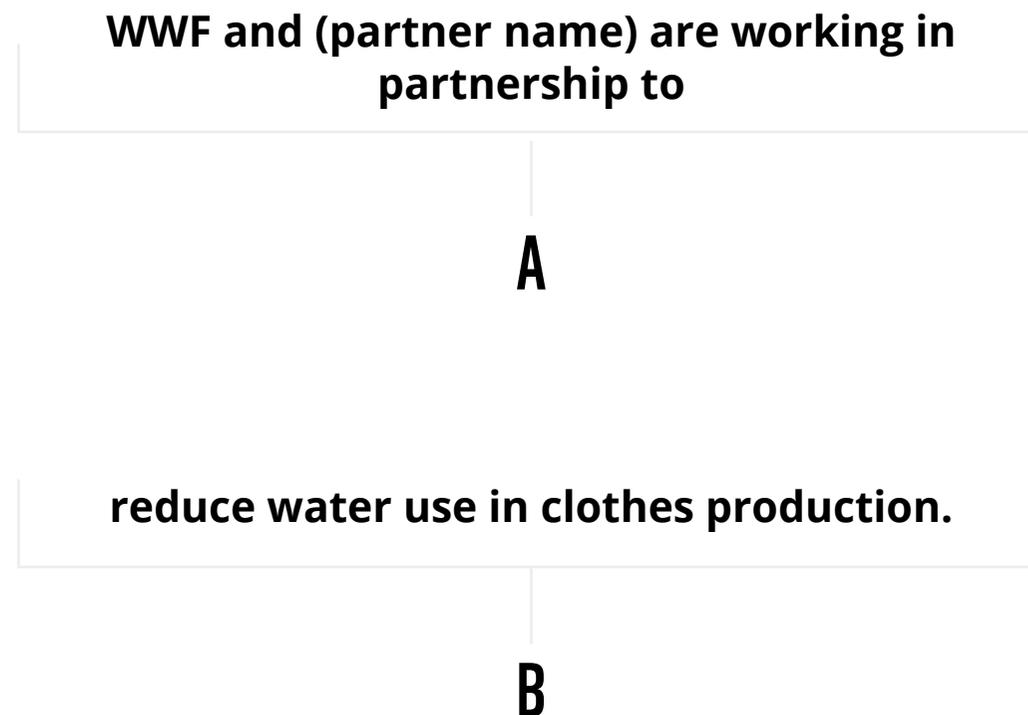
We recommend the statement is structured into the following way, split into two sections A and B.

Part A outlines who are members of the partnership. We recommend to word part A as shown in the example. Using the words 'working in partnership' (or similar, for example 'working together ') adds a sense of clarity which is of utmost importance for the audience.

Part B outlines the partnership objective(s). **Part B** should contain sufficient detail to contextualize the partnership for audiences while remaining as concise as possible. Always ensure the statement includes a full stop, when used inside and outside of the partnership badge.

In 'our world', WWF should appear first in any list of partnership organizations in **Part A** of the partnership statement; in 'shared world', it should be discussed between stakeholders.

Exact phrasing should be agreed at the contract stage.



STATEMENT STRUCTURE: IN THEIR WORLD

In 'their world', the partner should appear first in the partnership statement.

Exact phrasing should be agreed at the contract stage.

**(Partner name) is working in partnership
with WWF to**

A

reduce water use in clothes production.

B

STATEMENT STRUCTURE: TWO PARTNERS IN OUR WORLD

When two partners are working alongside WWF, the partnership statement uses this structure with WWF first in the list of partnership organizations.

**WWF, (partner name 1) and (partner name 2)
are working in partnership to**

A

reduce water use in clothes production.

B

STATEMENT STRUCTURE: MORE THAN TWO PARTNERS IN OUR WORLD

When more than two partners are working alongside WWF, the partners are no longer named within the statement. **This therefore becomes the only circumstance where it is mandatory for the partner logos to be used.**

Part A can be used without either partner when the logos are in close proximity. In that case, the phrase should read: **Working together to...**

**WWF is working with
these partners to**

or

Working together to

A

reduce water use in clothes production.

B

TYPOGRAPHY: IN OUR WORLD

In our world, we can use **Open Sans Semibold** or **Arial Bold** for the partnership statement.

More information is available on our [typography page](#).

IN THEIR WORLD:

In 'their world' the rules around partnership statement typography are loosened. This allows the partner the freedom to present the statement in a manor more fitting to their own brand, subject to the agreement of all partners.

OPEN SANS

Aa

AaBbCcDdEeFfGgHhIijjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

1234567890!@£\$%^&*()

ARIAL BOLD

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

1234567890!@£\$%^&*()

2. Partnership Logos

LOGO USAGE WITH ONE PARTNER

The logos of partners are used to illustrate and support the partnership statement.

When used, we recommend the order of the logos should reflect the partnership statement.

So in **'our world'**, WWF should appear first; in **'their world'**, WWF should appear second; and in the **'shared world'**, it is subject to the agreement of all partners.

Our preference is for logos to be included. However, we appreciate that this may not be possible in all situations. So if space is restricted, only the partnership statement (providing context) **continues to be the mandatory element**.

LEGAL LINES

Whenever the WWF logo is used, the following legal information should appear on the communication if space allows:

WWF® trademark and ©1986 Panda Symbol are owned by WWF. All rights reserved.

**Partnership
Statement**

PARTNER LOGO

IN 'OUR WORLD'

**Partnership
Statement**



IN 'THEIR WORLD'

LOGOS USAGE WITH MULTIPLE PARTNERS

When there are multiple partners, the same basic rules apply.

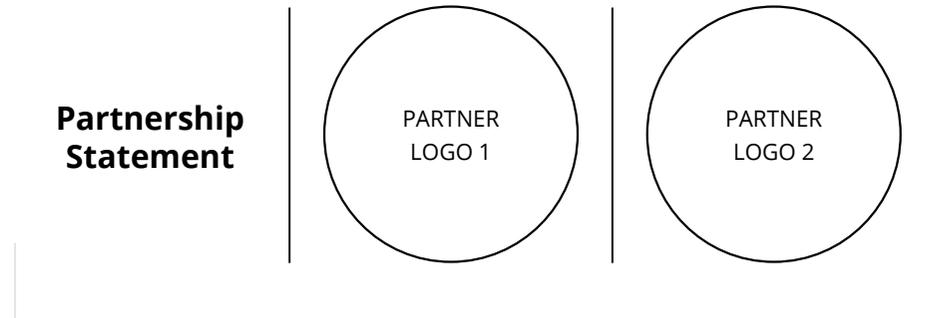
In 'our world', WWF should come first in the list. This is followed by other partnership logos, which should normally appear in alphabetical order. However, this approach may not be possible where one partner has a particularly strong contribution or where the partnership agreement requires a particular partnership listing.

For the sake of clarity, we recommend that the main partners always appear on the cover page of a communication. Supporting partners can be mentioned, along with their logos, on the inner pages.

LEGAL LINES

Whenever the WWF logo is used, the following legal information should appear on the communication if space allows:

WWF® trademark and ©1986 Panda Symbol are owned by WWF. All rights reserved.



IN 'OUR WORLD'



IN 'THEIR WORLD'

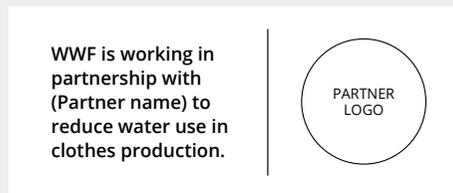
Construction and layout

FLEXIBLE PLACEMENT OF PARTNERSHIP STATEMENT AND LOGOS IN ASSETS

The guidelines allow for flexibility about where the partnership statement and logos are placed in communications assets. The key thing is to ensure that the partnership statement is highly visible to audiences so they can see the context for any partnership arrangement.

In most normal circumstances, we would recommend the following approaches:

IN 'OUR WORLD'

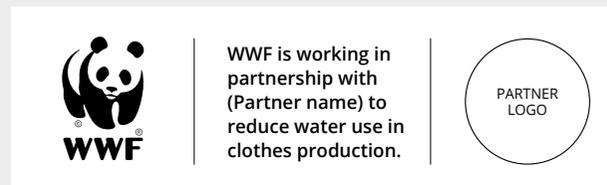


In 'our world', the WWF logo will already appear on our communication. So ensure there is no duplication of WWF logos to prevent unnecessary repetition.

USAGES

- WWF digital and printed communication assets.

IN THE 'SHARED WORLD'



In the 'shared world', assets creation should be discussed between stakeholders. The only mandatory element is the partnership statement, which includes the partnership purpose and the names of the partners. The inclusion of logos, although recommended, is of secondary importance.

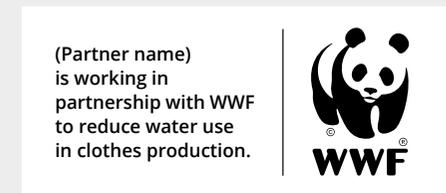
If necessary, the 'locked' partnership badge can be used. Note that the key-line around the badge is no longer used to allow neater design.

We recommend the statement is placed between the two logos so the badge is balanced.

USAGE

- Dual-produced digital and printed communication assets.

IN 'THEIR WORLD'



In 'their world', ensure that the partner logo only appears once to avoid duplication.

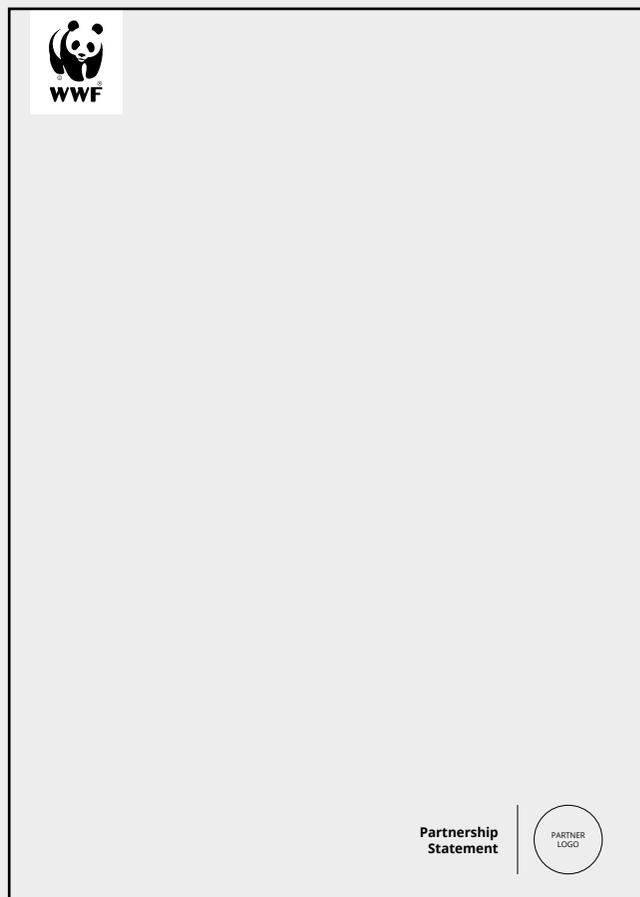
USAGE

- Partner-produced digital and printed communication asset.
- Partner-produced packaging.

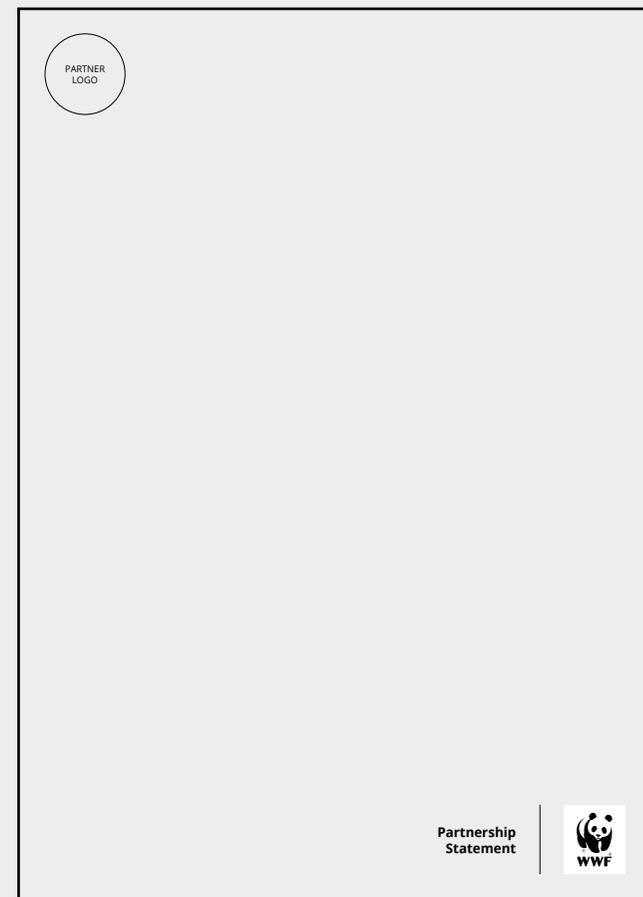
RELATIONSHIP OF ELEMENTS

The WWF or partner logo will appear on most own-branded materials.

So remove additional WWF or partner logos from the partnership badge – the combination of partnership statement and logos – to prevent unnecessary repetition.



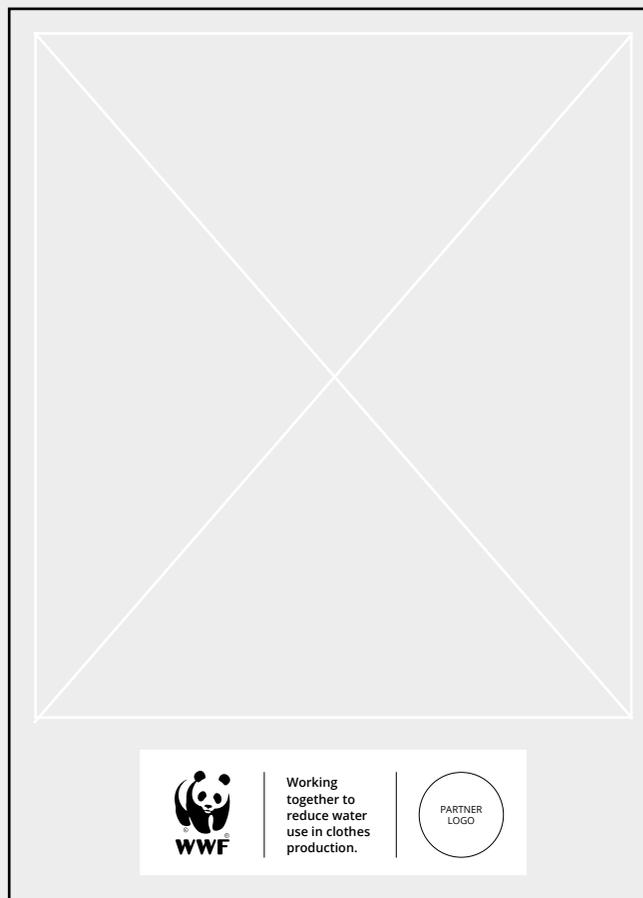
In 'our world' - (reduces dual panda logos)



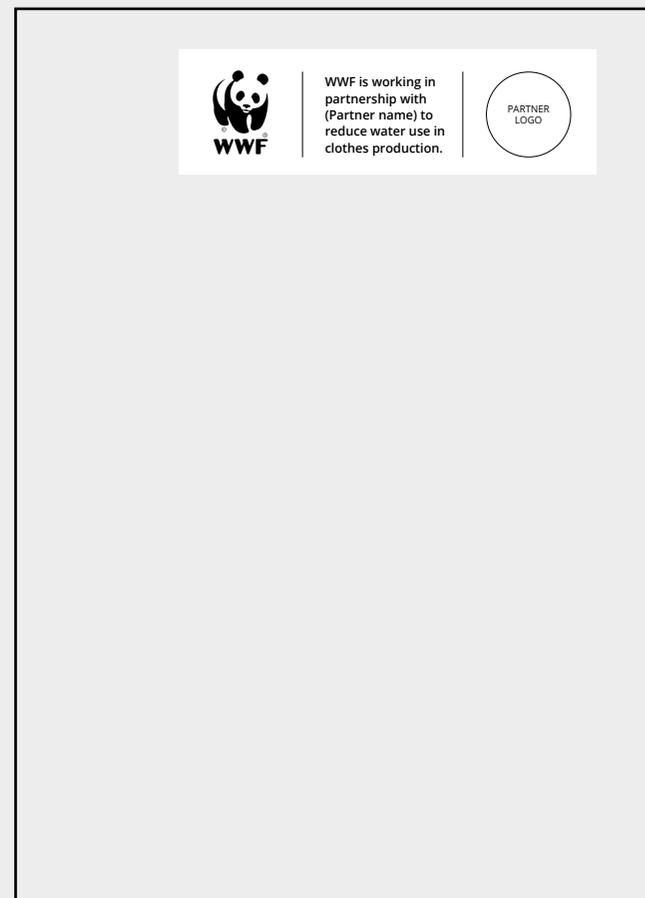
In 'their world'

RELATIONSHIP OF ELEMENTS - SHARED WORLD

As detailed on page 17, where possible, in the 'shared world' environment, we should use the full 'locked-up' partnership badge.



Shared world example 1



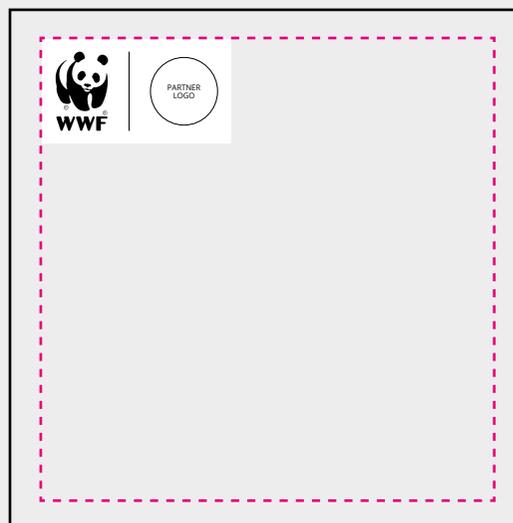
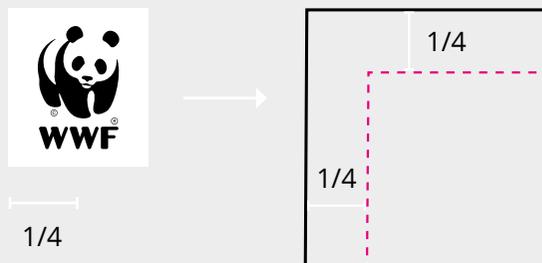
Shared world example 2

FLEXIBLE PLACEMENT

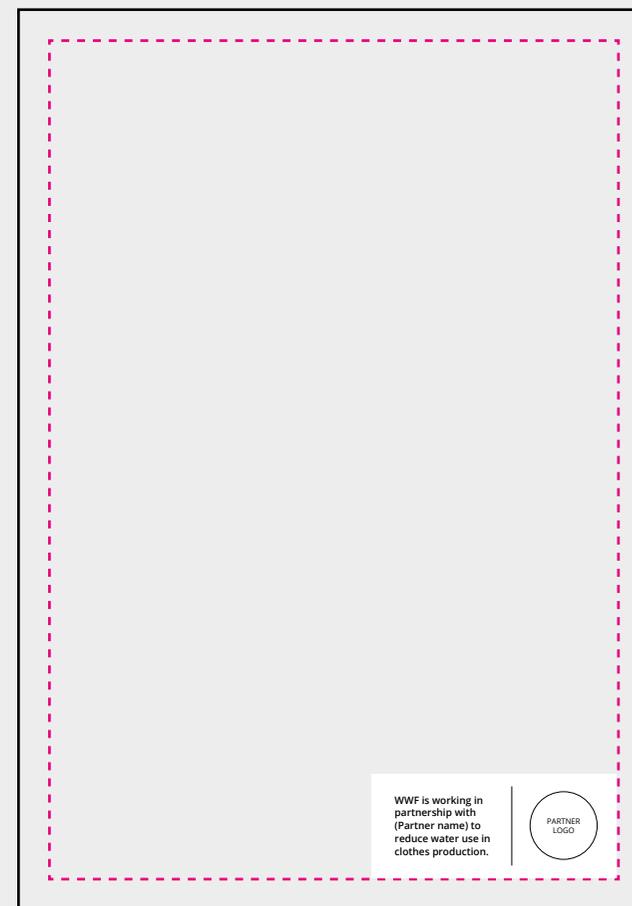
The position of the partnership badge is flexible and can be placed where needed in the layout. This is especially useful in the 'shared world' and 'their world'.

If space is limited, it is still important to provide context – audiences must understand why we have formed a particular partnership. In that scenario, only the partnership statement must be included.

When using a partnership badge, we strongly recommend adding a margin between the badge and the edge of the page or screen. As a guide, the page margin should be **at least 1/4 of the size of the WWF box logo.**



Online/social example



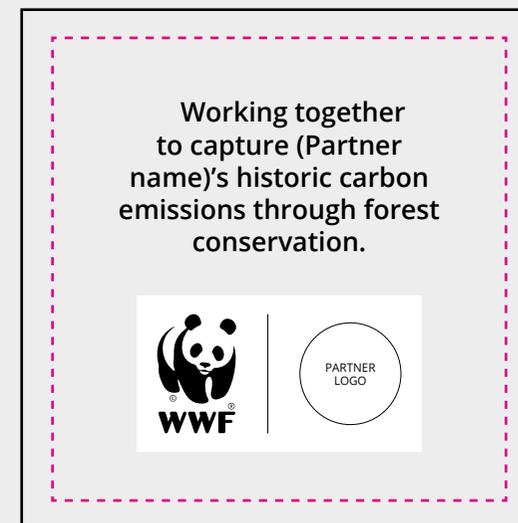
Print example

FLEXIBLE PLACEMENT

When needed, a partnership badge can be reconstructed so that it includes only the logos. This allows the partnership statement, which must be included elsewhere on the layout, to be used in more creative executions.



Print example



Online/social example

FLEXIBLE PLACEMENT

In situations where the logos can't be used, due to space or size, the partnership statement can be used by itself.



Banner examples



Banner examples

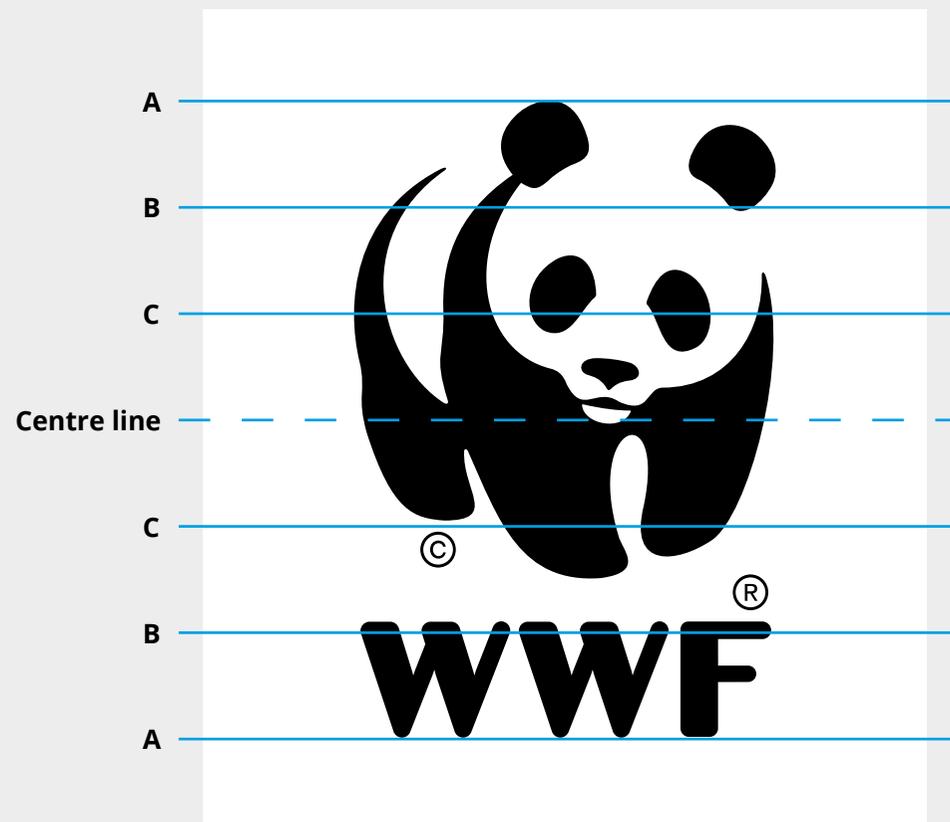
CREATING BALANCED LAYOUTS - HORIZONTAL GUIDELINES

The partnership badge uses the height of the WWF Logo to create balanced layouts.

The height of the WWF Logo has been divided by 6. This gives us 3 separate guides (**A, B & C**) and a central line to use when creating the corporate partnership badge.

Note that the same rules apply to the WWF Box Logo when used independently, or used within the Partnership Badge. This includes the rules around clearance space and minimum size. Fully constructed assets will be available for download to prevent the need to re-create assets.

More information is available on the logo page.



CREATING BALANCED LAYOUTS - VERTICAL DIVIDERS

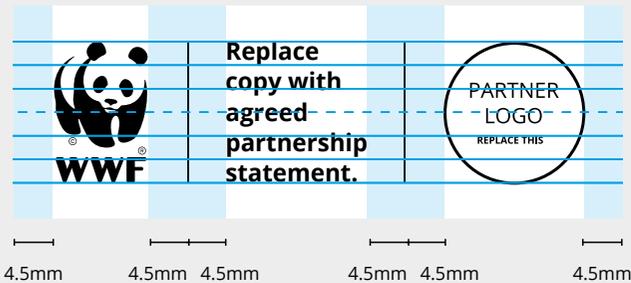
The width of the partnership badge is adjustable, which ensures it is usable in all situations.

There are two elements to the horizontal layout of the badge - the horizontal 'spacers' and the divider line.

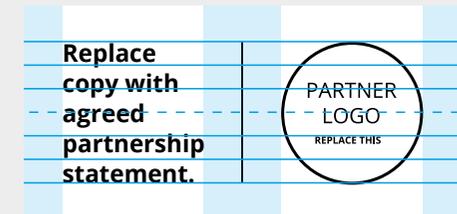
The spacers are 4.5mm wide (at 100%).

The divider lines are 1pt wide and black (CMYK: 0/0/0/100, RGB: 0/0/0) and line up with the top and base of the WWF logo.

Shared world



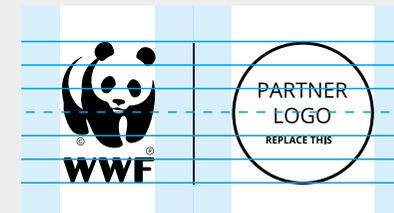
In our world



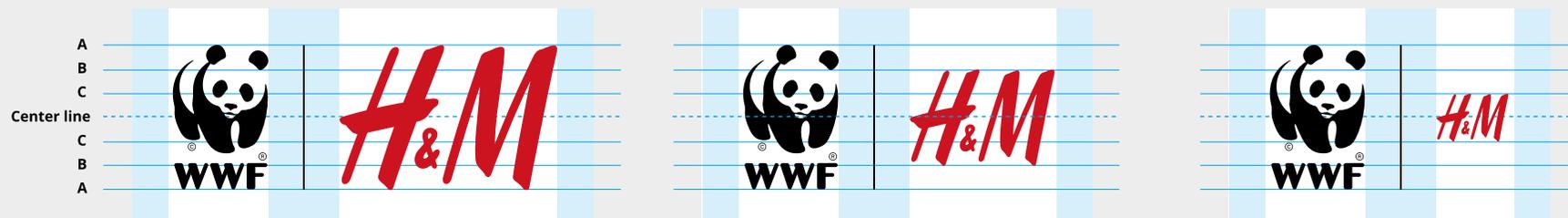
In their world



Lock up versions



CREATING BALANCED LAYOUTS - LOGO LOCK-UPS



A. Too large ✗

B. Balanced ✓

C. Too small ✗



A. Too large ✗



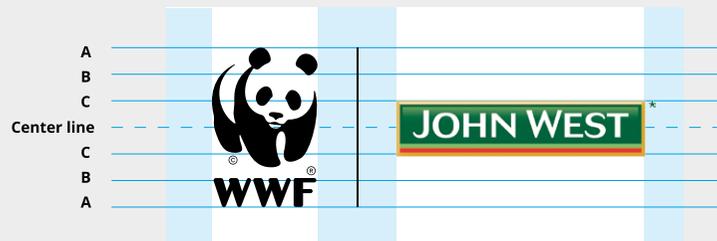
B. Balanced ✓



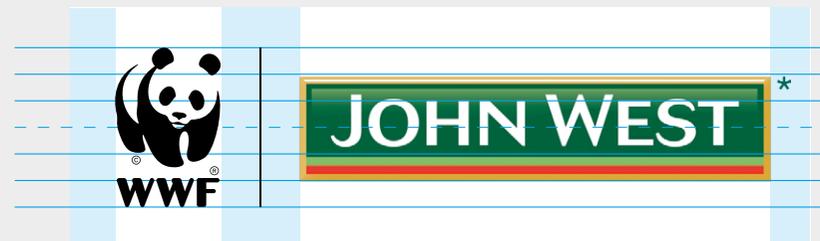
C. Too small ✗

The horizontal guidelines will help to create a balanced lock-up. We can see on this page that the lock-ups using **A** and **C** are unbalanced, whereas **B** looks balanced.

CREATING BALANCED LAYOUTS - LOGO LOCK-UPS



C. Balanced ✓



B. Too big ✗



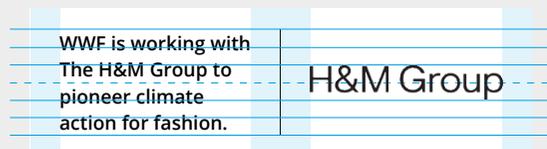
C. Balanced ✓



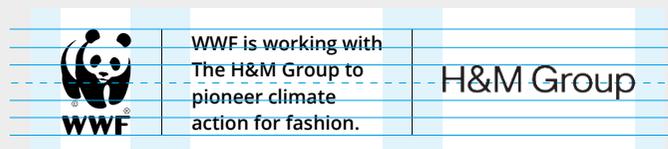
B. Too big ✗

In this scenario, placing the John West logo on the central guides (C) looks balanced.

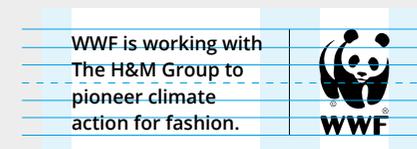
CREATING BALANCED LAYOUTS - PARTNERSHIP STATEMENTS



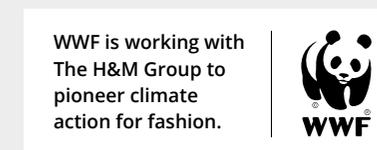
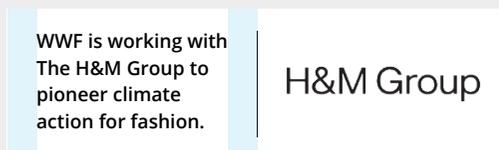
In 'our world'



In the 'shared world'



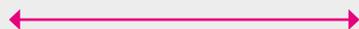
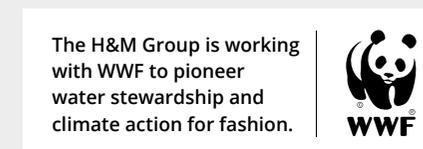
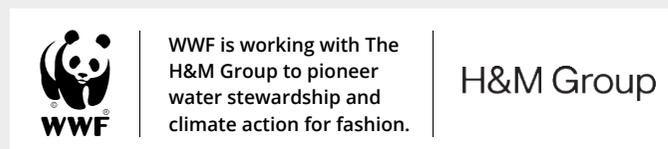
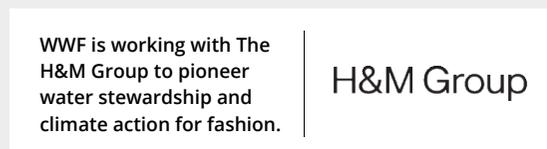
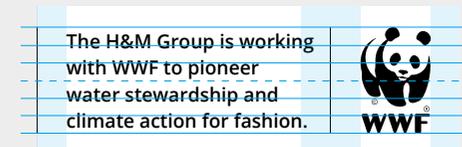
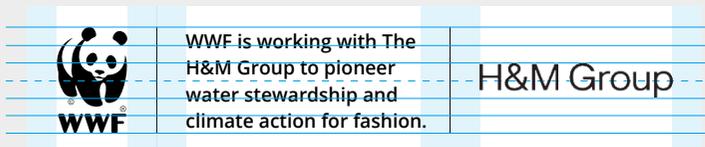
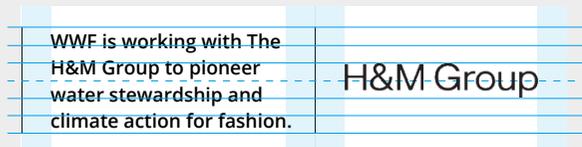
In 'their world'



The combination of partnership statement and partner logos is called the **partnership badge**. The partnership badge are created using an editable asset, in a similar way to the boilerplate badge.

The **partnership statement** must be left aligned and set at 8pt on 10pt leading. The copy does not need to sit on the A, B and C logo guides, but does need to be centred vertically.

CREATING BALANCED LAYOUTS - PARTNERSHIP STATEMENTS



To ensure the font size and leading is not reduced or increased in size, the area that the statement fills is flexible. The horizontal space between statement, dividing line and logos must be maintained.

The **partnership statement** must be left aligned and set at 8pt on 10pt leading. The copy does not need to sit on the A, B and C logo guides, but does need to be centred vertically.

CREATING BALANCED LAYOUTS - MULTI PARTNER LOGO



Balancing a series of logos is notoriously problematic, due to differing size, scale and shape. We have devised a system that should lead to a balanced series of logos and have supplied 3 sets of horizontal guidelines (**A**, **B** & **C**) which should be used to ensure balance within the set of logos.

The horizontal spacing between logos should stay consistent.

A working asset will be available to download from the brand website.

CREATING BALANCED LAYOUTS - MULTI PARTNER LOGOS

Here we show a selection of logos which appear balanced and unbalanced due to the guides used.

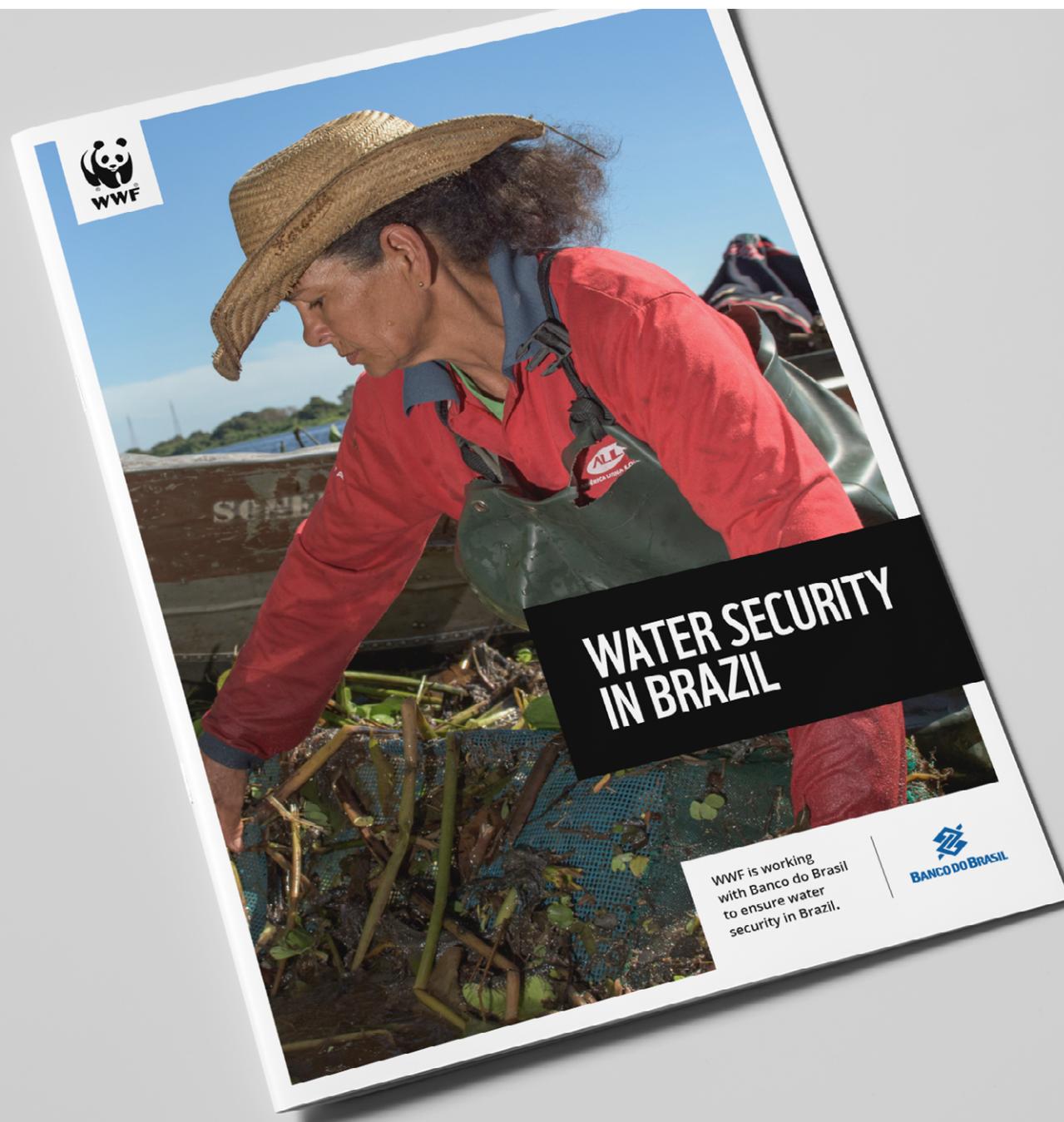


A working asset will be available to download from the brand website.

In 'our world' examples

PUBLICATION EXAMPLE: IN 'OUR WORLD'

The WWF logo is already in place in our communications; we do not need to repeat the logo in the badge.



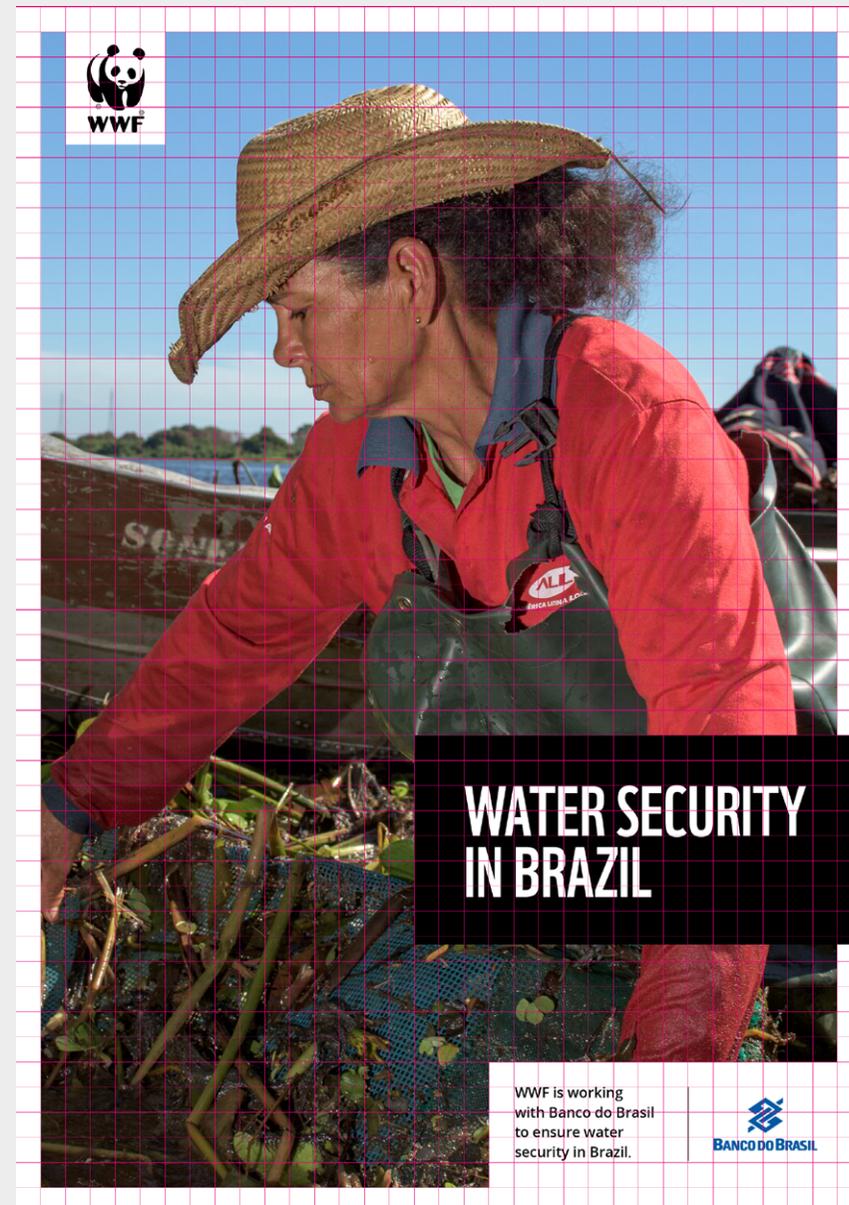
PUBLICATION EXAMPLE: IN 'OUR WORLD'

All of the elements sit on the WWF Grid.
The partnership badge can be created in
programs such as InDesign or Illustrator.

More information on the grid usage in the
publication page and **logo page**



OpenSans Semibold 8pt on A4



PUBLICATION EXAMPLE: MULTIPLE PARTNERS IN 'OUR WORLD'

This example shows the partnership badge with multiple partners. The rules previously outlined apply.



USAGE ON WHITE: IN 'OUR WORLD'

Like the WWF Box Logo and Boilerplate Badge, we do not need to show the box boundary when used on white. We do not need to add keylines or any other elements.

Visit the logo page for more information.



Grid example



WWF is working with
AB InBev to champion
supply chain water
stewardship.

ABInBev

WHY WE'RE WORKING TOGETHER

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque.

WHAT WE'RE DOING

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque.

WHAT WE'VE ACHIEVED

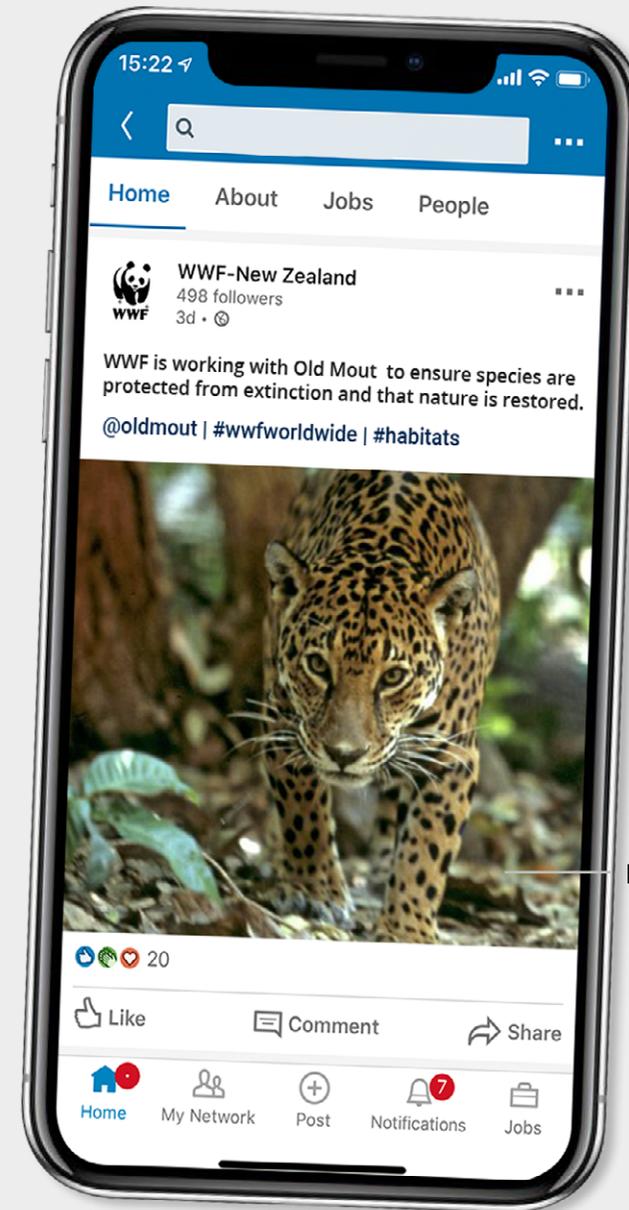
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque.

SOCIAL MEDIA & VIDEO: IN 'OUR WORLD'

When using video and image content on social media, it is important to be very clear on what you want to achieve by promoting your partnership to different audiences.

To make sure the partnership statement is legible at all times and due to potentially small screen sizes, the partnership statement should be shown in the caption of the social media post.

Here, the partnership statement is included in the caption and so stays highly visible.



Partnership statement

SOCIAL MEDIA & VIDEO: IN 'OUR WORLD'

It is recommended but not mandatory to include the logos on social media posts. When including logos, use the logo lock up to fully communicate the partnership.

Logo lock-up



Partnership
statement

SOCIAL MEDIA & VIDEO: IN 'OUR WORLD'

When creating social media content **do not use** single logos on the creative asset. This ensures that content is presented as a 'partnership' and not produced by one partner, especially when shared on other pages.



X Single logo used

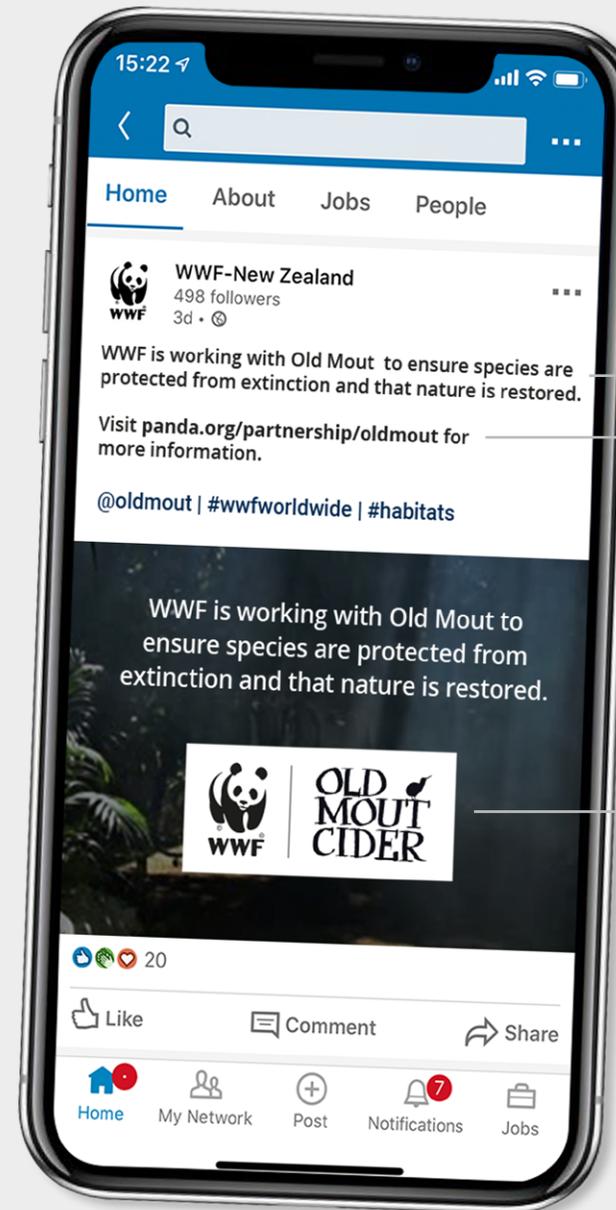


X Single logo used

SOCIAL MEDIA & VIDEO: IN 'OUR WORLD'

If there are situations where the partnership statement needs to be communicated on the post itself, the partnership badge can be 'de-constructed'. You must ensure that the partnership statement is clear and legible.

Where applicable, we should also include a call to action (CTA) in the caption, as shown in this example.

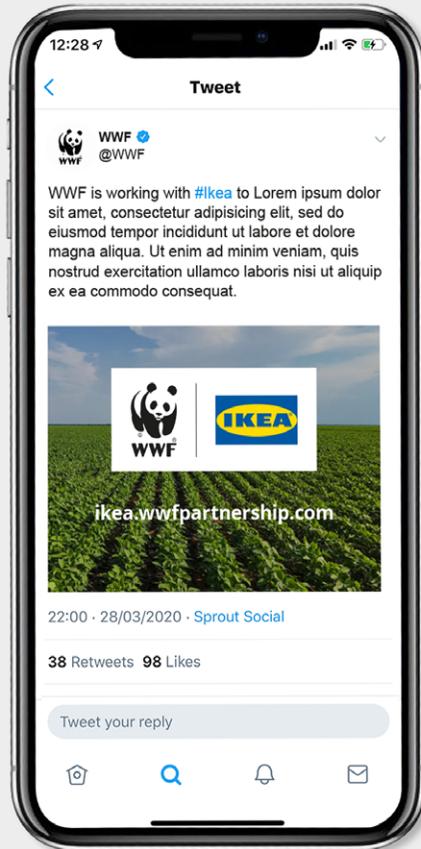


Partnership statement

CTA

Logo lock-up

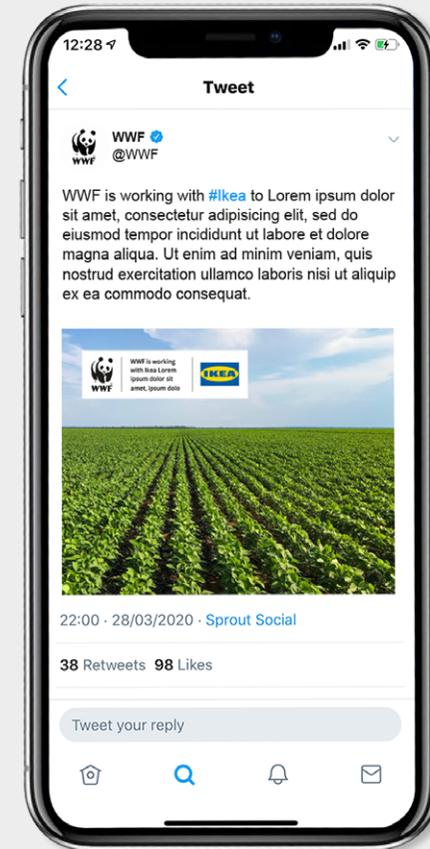
SOCIAL MEDIA & VIDEO: IN 'OUR WORLD'



✓ All guidelines are adhered to in this example.



✗ Do not use 'watermarked' logos.
Do not give prominence to one partner.



✗ Do not use the partnership statement in small sizes.

In 'their world' examples

SOCIAL MEDIA & VIDEO: IN 'THEIR WORLD'

When space is limited, such as in social media apps, the partnership statement and logos can be separated. Whatever approach is taken, the partnership statement must remain the key element of the communication. In this example, the statement is included in the caption, making it much easier to read. You must ensure that logos are always clear and easy to read.

The image shows a LinkedIn post from Old Mout Cider. The post includes a navigation menu on the left with options: Home, About, Life, Jobs, People, and Ads. The main content of the post is a text-based announcement about a partnership with WWF to protect jaguars and their environments. Below the text is a graphic with the Old Mout Cider and WWF logos, the text 'on a quest to make a difference', and an illustration of a kiwi bird in a natural landscape. The post has 482 likes, 10 comments, and 4,380 views.

OLD MOUT CIDER
HP Bulmer Limited, Registered Company Number 150832, Registered Office: 20-22 Great Titchfield Street, London, W1W 8BE

OLD MOUT CIDER 324,986 followers
7h · 🌐

As New Zealanders we're inspired by nature, so we want to look after it. We've worked hard to become 100% recyclable and are helping save our national icon, the kiwi, from extinction (you might know him better as the quirky little bird on our logo). Working with the charity Kiwis for kiwi, we've helped improve the status of the kiwi from 'endangered' to 'vulnerable', but we still have a long way to go. Together we're determined to see the kiwi population flourish, once again, across New Zealand.

Habitat loss doesn't just affect the kiwi, it's one of the biggest threats to animals around the world. That's why we've partnered with WWF to protect natural habitats. Together we're ensuring species are protected from extinction and that nature is restored.

Old Mout is working with WWF to protect Jaguars and their environments.

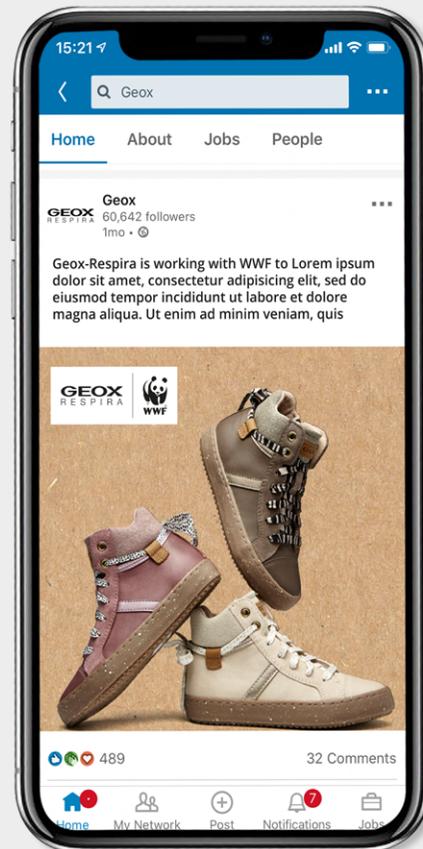
OLD MOUT CIDER | **wwf**

on a quest to
make a difference

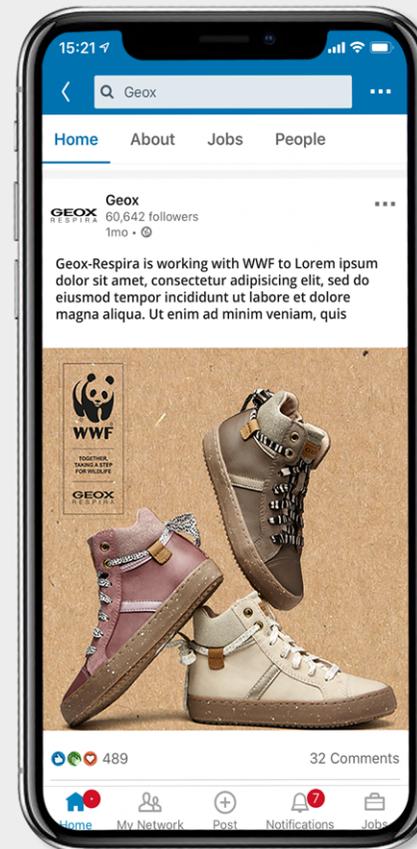
👍❤️🌐 482 · 10 Comments · 4,380 Views

👍 Like 🗨 Comment ➦ Share

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✓ All guidelines are adhered to in this example.



✗ In this example the full lock-up is used, which makes the partnership statement illegible. The WWF logo is also used on a non-white background.

Thank you

Next steps: Licensing guidelines, including co-branded products, will be covered in the next phases.