

**LIVE IT,  
PROTECT IT,  
CREATE IT.  
THIS IS OUR  
NEW BRAND**



WHALE AND  
DOLPHIN  
CONSERVATION



OUR BRAND IS NOT JUST A LOGO.  
IT'S ALL THE THINGS THAT MAKE  
US INSTANTLY RECOGNISABLE.  
THE FOLLOWING PAGES GUIDE YOU  
THROUGH THE CORE ELEMENTS OF  
OUR BRAND – FROM THE WAY WE  
TALK TO THE COLOURS WE USE.  
THIS GUIDE WILL HELP YOU TO  
DESIGN AND PRODUCE COMPELLING,  
ENGAGING COMMUNICATIONS.  
WE WANT YOU TO HELP US **LIVE IT,**  
**PROTECT IT AND CREATE IT.**

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We want everyone to understand who we are, why we're here, what we say, and how we say it. This is the heart of our brand. It's what makes us, us. So read it, take it to heart and live it.

**LIVE IT**



Who are we?

---

We are **WDC, Whale and Dolphin Conservation.**

When describing the organisation for the first time, introduce us as WDC, Whale and Dolphin Conservation. Thereafter use WDC or Whale and Dolphin Conservation. Wherever possible use the logo.

What is WDC's  
Vision?

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## **A world where every whale and dolphin is safe and free.**

This sentence embodies why WDC exists and what we aim to achieve. Though simple, this vision is hugely ambitious and personifies the world as we want it to be; a world without captivity and without hunting; a world where whales and dolphins are free of the dangers of pollution or the threat of being captured or killed in nets. Underpinning our vision is the belief in the rights of whales and dolphins to live safely and freely. We protect the individual, and all whales and dolphins, not just endangered species and populations.

**A WORLD  
WHERE EVERY  
WHALE AND  
DOLPHIN IS  
SAFE AND  
FREE**



What is WDC and what do we do?

---

WDC is the leading global charity dedicated to the conservation and protection of whales and dolphins. We defend these remarkable creatures against the many threats they face through campaigns, lobbying, advising governments, conservation projects, field research and rescue.

### **What is WDC's mission?**

The vision describes our ultimate goal as an organisation (what we are all working towards and the future we want to see) and the mission describes how we get there.

Please use the vision on p4 and descriptor to expand on that vision (p6). However, IF a mission statement is required please use:

*Our mission is to amaze people with the wonder of whales and dolphins and inspire global action to protect them.*



**WDC IS THE LEADING GLOBAL  
CHARITY DEDICATED TO THE  
CONSERVATION OF WHALES  
AND DOLPHINS**



What is WDC's personality and tone of voice?

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WDC is a passionate, global campaigner for all whales and dolphins. WDC speaks with emotion and wonder, but always with authority. We care about whales and dolphins and we want others to care about them too. We are not militant, but we are not just 'scientific' either. We connect with all people who care about whales and dolphins. We make sure our voice is heard by decision makers.

We are campaigners, we are researchers on boats in the oceans and rivers, we are advisors to governments at the International Whaling Commission, we are volunteers talking to schoolchildren or fishermen. Together we are 'one' WDC.

What are  
WDC's values?

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**Passion** – We care deeply about whales and dolphins, and we share this passion with our supporters

**Integrity** – Our work is backed by robust research, science and philosophy. We are the authority on whales and dolphins and the threats they face

**Inclusiveness** – WDC does not work alone. Our supporters are at the heart of what we do. We also work with other NGOs, communities and governments to achieve real protection for whales and dolphins

**Courage** – We are not afraid to take on big business, governments or industries whose actions harm whales and dolphins

## Imperatives

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These are the things we must be and/or achieve and which we project through our communications.

**Visible impact** – we show WDC making the difference, through tangible action

**Empowering people** – we show people helping whales; we value every supporter; we are relevant to people's lives, values and beliefs

**Communicating trials and success** – we demonstrate success, challenges and milestones

**The source of information and inspiration** – we use all available media - but especially video - to communicate the majesty, mystery and power of whales, dolphins and the oceans, as well as the need to protect them

**Accessibility** – we use clear, regular communication that is tangible, simple and straightforward

**Holistic** – we knit together ideas, solutions and methods of working; communicating the complexity of the issues and the interconnectedness of people, oceans and whales and dolphins

**Champions** – we are powerful and dynamic campaigners and fighters. We make waves!

We are really proud of our brand. The following pages set up the basic elements of the brand and give some guidance on how to use them. It's not about creating a straightjacket but about protecting the important parts of our brand identity so that our communications look consistent and professional.

# PROTECT IT



## OUR LOGO



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Our logo symbolises the active, engaging, campaigning organisation that we are.

The parenthesis symbol has been crafted to create a unique logo for WDC. It's a simple, powerful icon. A fluke-like symbol that tells a story.

It's one of our most important assets so please take care of it! The following pages tell you how to protect and use our logo properly.

# LOGO ELEMENTS

## INITIALISM

A bold and simple initialism gives us a strong presence

## SYMBOL

A powerful symbol highlighting the work we do and the reason we exist

## NAME

Our name as a simple descriptor builds recognition with our audiences

**WDC**



**WHALE AND  
DOLPHIN  
CONSERVATION**

# LOGO VARIATIONS

## VERTICAL WITH DESCRIPTOR



## VERTICAL WITHOUT DESCRIPTOR



Our primary logo is the vertical version with the full name descriptor. Wherever possible use the versions with the descriptor as this helps to build recognition of our brand.

The versions without the descriptor should only be used when space or circumstance mean the descriptor is impractical.

We have two arrangements of our logo. The vertical logo is the primary version but when space is limited the horizontal version can be used.

Each element of the logo has been crafted to give a balance to the overall look. There are three parts to our logo. Our initials, our symbol and the full name descriptor. All the elements are in fixed relationship, so please don't change it or recreate it!

## HORIZONTAL WITH DESCRIPTOR

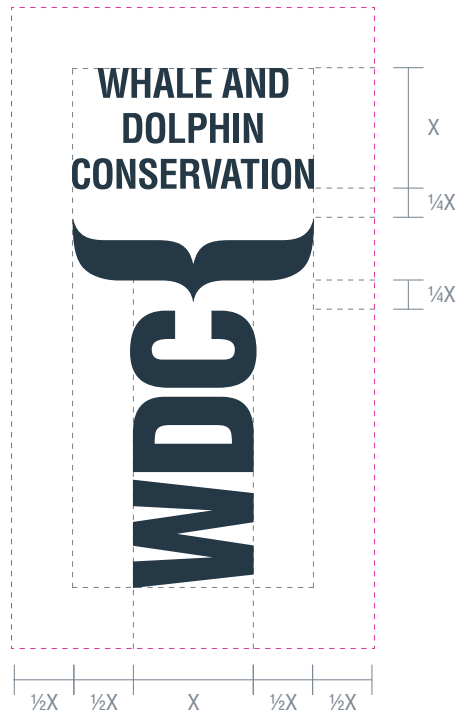


## HORIZONTAL WITHOUT DESCRIPTOR

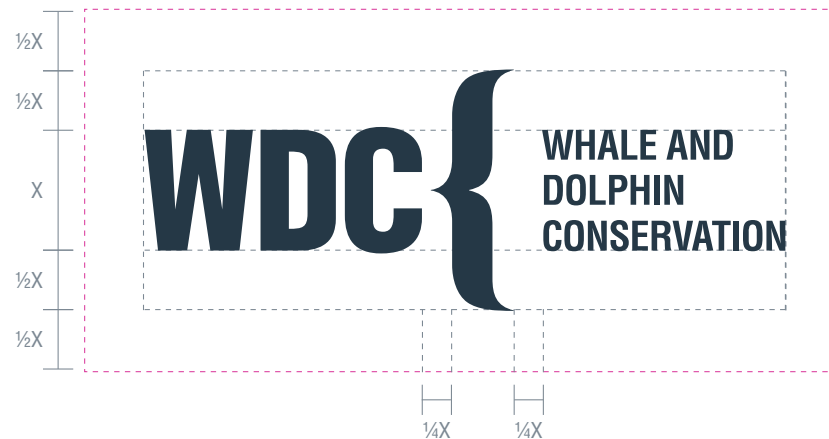


# LOGO LOCKUP AND EXCLUSION

## VERTICAL LOCKUP AND EXCLUSION



## HORIZONTAL LOCKUP AND EXCLUSION



The positioning of the text and sizing of the symbol are fixed. Please always use the original artwork.

The exclusion zone is 1/2 the height of the WDC initials. Please try to keep other graphics and logos outside this area.



# LOGO SIZE

WITH DESCRIPTOR



WITHOUT DESCRIPTOR



The logo should be used with the descriptor where possible. The minimum size for the logo with descriptor is 15mm or 60 pixels.

You can use the logo without the descriptor on small scale applications. It should be used when you need a logo below 15mm or 60pixels. Don't use it below 7mm or 25pixels.

Please use the recommended sizes (below) for printed materials where possible.

MINIMUM SIZE	X=
WITH DESCRIPTOR	15mm 60px
WITHOUT DESCRIPTOR	7mm 25px
RECOMMENDED SIZES	X=
A3	35mm
A4	25mm
A5	17.5mm

## LOGO COLOUR

PANTONE® 7546

WHALE AND  
DOLPHIN  
CONSERVATION



WHITE

WHALE AND  
DOLPHIN  
CONSERVATION



The primary colour versions of the logo are in Pantone® 7546 or white.

When printing on uncoated paper stocks using a Pantone® special colour then use Pantone® 546 rather than Pantone® 7546. This gives the colour the right strength and depth.

If you're using the logo on an image make sure you pick one that allows for an area that gives the brand stand out.

The logo should only be used in solid colour and not in a tint.

A black version of the logo is also available for single colour black and white printed items.

# SUB BRAND LOCKUP

## CREATING NEW BRAND



In addition to existing sub-brands (Adopt a Dolphin, Scottish Dolphin Centre etc.) it is inevitable that we will create new campaigns, projects and outputs. When doing so we need to ensure that we follow these guidelines:

A sub-brand such as a supporter product, visitors' centre, or campaign needs its own name to identify it. However, the fonts, colours and design 'theme' (especially the use of the whale tail) used, should follow WDC brand guidelines.

Sub-brands should be clearly marked as WDC so it is clear that the project is part of WDC's output.

Sub-brands and content should be named following language guidance and should be literal, simple and active. E.g. Adopt a dolphin, or Stop Whaling.

## PARTNER LOGO LOCKUP

## VERTICAL



## HORIZONTAL



Our brand has been designed with partnerships in mind.

When using the logo with other brands make sure that you use the guidelines here.

For vertical lock-ups the partner logo should sit within the symbol.

For horizontal lockups the partner logo should sit within the symbol and work to the height of the letters WDC.

# PARTNER LOGO GUIDE

## SYMBOL



Here are a selection of examples of our brand working with other logos.

Where possible the logo should work to the same height as WDC, but in some cases that may not work.

Partner logos should always sit within the symbol and shouldn't break out.

Remember, you're trying to make it look like a partnership, so try and give the logos an equal weighting visually.

# SYMBOL

## SYMBOL



Our symbol is both a parenthesis and a whale or dolphin fluke. It is an integral part of our logo but it can also be used as a graphic in it's own right.

There are many ways to use the symbol as a graphic. It can be used to highlight and give focus. It can be used to hold and engage. It can be used to locate and define.

Be creative with it!

## USED TO HIGHLIGHT



## USED TO HOLD



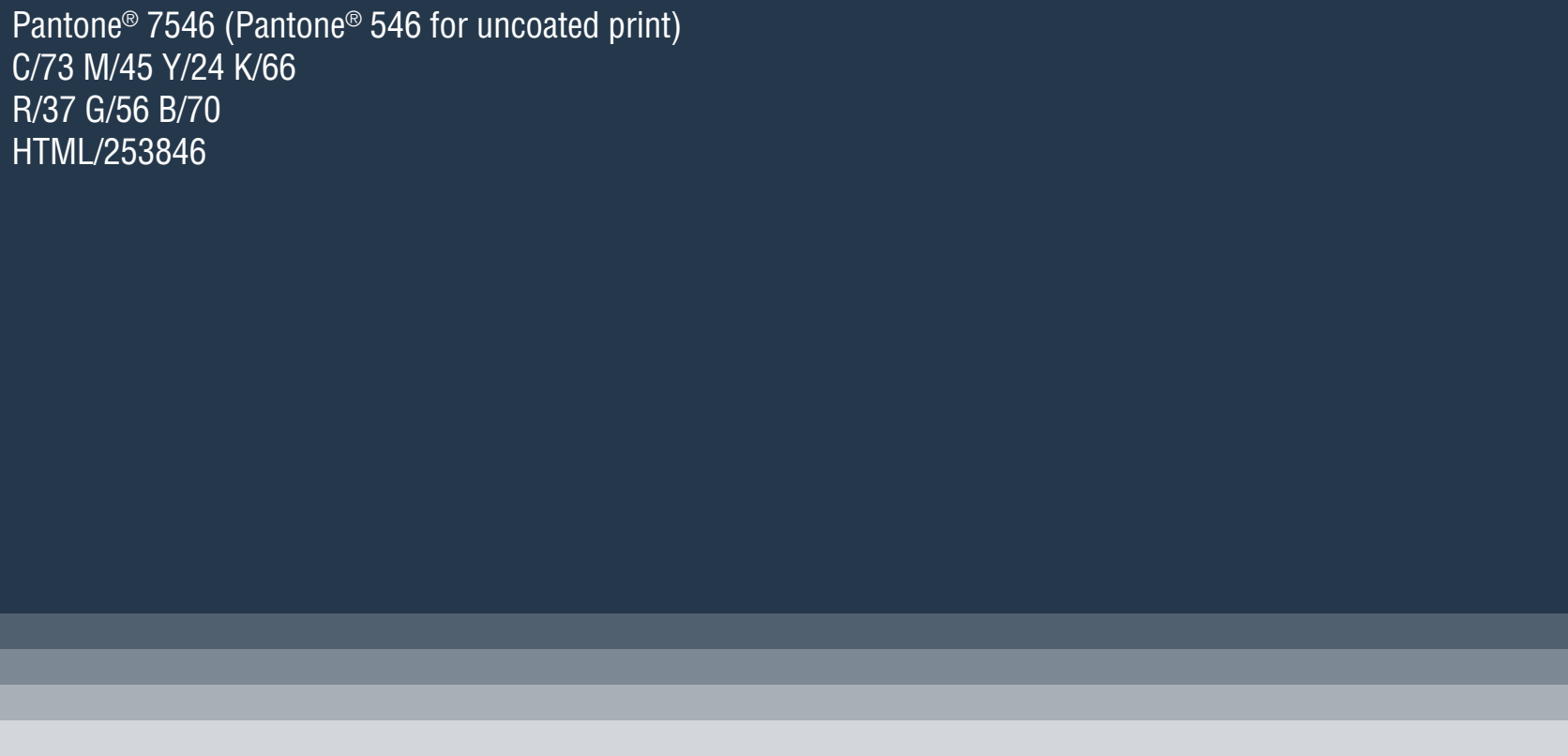
## USED TO LOCATE



# COLOUR PALETTE

## PRIMARY

Pantone® 7546 (Pantone® 546 for uncoated print)  
 C/73 M/45 Y/24 K/66  
 R/37 G/56 B/70  
 HTML/253846


 A large rectangular block of the primary color, Pantone 7546, with four horizontal stripes of varying shades of the same color below it.

The primary colour is Pantone® 7546. It's supported with a selection of highlight colours that add a vibrant energy to our brand identity.

Please use the correct colours when setting up artwork and make sure that you use the colour breakdowns specified here. When printing in 4 colour or when doing screen based work don't convert from Pantone® to CMYK to RGB. Take time to use the correct breakdowns as this will keep our brand looking as strong and as consistent as possible.

When printing on uncoated paper stocks using a Pantone® special colour then use Pantone® 546 rather than Pantone® 7546. This gives the colour the right strength and depth. Don't use Pantone® 546 for anything else.

## SECONDARY


Pantone® 108  
 C/0 M/5 Y/98 K/0  
 R/254 G/219 B/0  
 HTML/FEDB00


 A rectangular block of the secondary color, Pantone 108, with four horizontal stripes of varying shades of the same color below it.

Pantone® 3262  
 C/76 M/0 Y/38 K/0  
 R/0 G/191 B/179  
 HTML/00BFB3


 A rectangular block of the secondary color, Pantone 3262, with four horizontal stripes of varying shades of the same color below it.

Pantone® 239  
 C/16 M/82 Y/0 K/0  
 R/219 G/62 B/177  
 HTML/DB3EB1


 A rectangular block of the secondary color, Pantone 239, with four horizontal stripes of varying shades of the same color below it.

Pantone® 137  
 C/0 M/41 Y/100 K/0  
 R/255 G/163 B/0  
 HTML/FFA30


 A rectangular block of the secondary color, Pantone 137, with four horizontal stripes of varying shades of the same color below it.

Tints of the colours can be used as necessary. Try to stick to round numbers when selecting tints.

# TYPOGRAPHY

## PRIMARY

AaBbCcCc

### HELVETICA LT STD BLACK CONDENSED

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,“”!?”&\*°=+@#{}£€¢\$¥%®©¼½¾

### HELVETICA LT STD BOLD CONDENSED

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,“”!?”&\*°=+@#{}£€¢\$¥%®©¼½¾

### HELVETICA LT STD CONDENSED

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,“”!?”&\*°=+@#{}£€¢\$¥%®©¼½¾

### HELVETICA LT STD BLACK CONDENSED OBLIQUE

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,“”!?”&\*°=+@#{}£€¢\$¥%®©¼½¾

### HELVETICA LT STD BOLD CONDENSED OBLIQUE

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,“”!?”&\*°=+@#{}£€¢\$¥%®©¼½¾

### HELVETICA LT STD CONDENSED OBLIQUE

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,“”!?”&\*°=+@#{}£€¢\$¥%®©¼½¾

## SECONDARY

Aa

### Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

### Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

We've chosen Helvetica LT Std Condensed as our typeface. It has clarity and authority and cuts through the clutter.

You can use other typefaces and handwriting for headline messages or campaigns if you feel it would help the impact of the communication. However, Helvetica LT Std Condensed should always be used in conjunction with other typefaces so that all our brand has a consistent typographic thread running across all of our communications.

For desktop generated communications or when Helvetica cannot be used then a 'system font' alternative - Arial, can be used as a substitute.



# TYPOGRAPHY GUIDE

## HEADLINES

**FOR HEADLINES  
AND HIGHLIGHTS  
USE HELVETICA  
LT STD BOLD  
CONDENSED.  
Use sentence  
case or CAPS.**

## LEADING

This copy is 12pt on 14pt leading and gives the right feeling for our body copy style. There shouldn't be too much space between the lines of text.

There is a 6pt line space between the paragraphs – half the space of the text size – so that the text re-aligns every other paragraph. Use this as a guide.

## BODY COPY

Helvetica LT Std Condensed should be used for body copy. Use sentence case throughout. Emphasis can be added by using *italics* for things such as names but don't use italics for large chunks of copy.

## TRACKING

**-10**

## EXTRA EMPHASIS

**BLACK  
CONDENSED  
SHOULD  
BE USED  
SPARINGLY  
AND ALWAYS  
IN CAPS**

## KERNING

**SPACE EVENLY  
SPACE EVENLY**

-80      -20      -130

On the left are some basic guiding principles when using our brand typeface – Helvetica LT Std Condensed.

Leading (the distance between lines of text) should be set without too much space.

Tracking (the overall spacing of the letters) should be set to -10 for body copy and headlines.

Kerning (altering the space between individual letters) can really help give a well designed look – especially for headlines where inconsistent spacing becomes more obvious.

CAPS are good for titles and headlines but use sentence case for other text.

Italics can be used for emphasis but not for large chunks of body copy.

# TYPOGRAPHY GUIDE

BRAND FONT IN HEADLINES & BODY COPY



BRAND FONT USED TO SUPPORT OTHER TYPEFACE OR HAND WRITTEN FONT



These two examples show how, in principle, you can use typography effectively.

The example on the left uses the brand font, Helvetica LT Std Condensed, for all the type on the page.

The example on the right uses a hand written script for the headline and Helvetica LT Std Condensed for the other copy on the page.

We want to try and make things consistent, but we don't want to restrict creativity or limit impact or standout so work with the brand team to create some really outstanding communications.

# LANGUAGE

## How we talk about whales and dolphins

Please note that this is an abbreviated version of the full guidance document which can be found on Atrium or from [julia.thoms@wdcs.org](mailto:julia.thoms@wdcs.org) or [philippa.brakes@wdcs.org](mailto:philippa.brakes@wdcs.org).

### 1. Whales and dolphins are *who* not *what*

- ☒ The orcas *who* travel through the Strait each summer
- ☒ The orcas *that* travel through the Strait each summer
- ☒ Salt is a humpback *who* is often photographed
- ☒ Salt is a humpback *that* is often photographed

### 2. Whales and dolphins are never 'it'

Where gender is unknown: imagine you are referring to another person of unknown gender i.e. *he* or *she*, *he/she*, or in some cases *they*, or avoid the personal pronoun altogether.

- ☒ *She* was using a sponge to help *her* search for food
- ☒ The dolphin was feeding using a sponge to help locate food [where gender is unknown]
- ☒ *It* was using a sponge to find *it's* food

### 3. Whales and dolphins are individuals

If using the word *animal* try to ensure that it is not the first descriptive word chosen, but for creative reasons *animal* can be used further down in a piece of writing once *dolphins*, *individuals* etc. have already been exhausted.

- ☒ The *dolphins* amazed us with their acrobatics
- ☒ *Rainbow* and *her friends/pod mates* amazed us with their acrobatics

Or when writing about a broader group of individuals:

- ☒ There are 289 *individuals* in tanks in the EU
- ☒ The *individuals* who make their home in Antarctic waters
- ☒ The *orcas* who make their home in Antarctic waters

### 4. Whales and dolphins are not property

- ☒ The dolphins *who were captive* in Marineland's tanks
- ☒ The *aquarium's* dolphins/*Marineland's* dolphins

### 5. Avoid jargon and language traditionally used to exploit

- ☒ This *population* of whales is under threat
- ☒ This *stock* of whales is under threat
- ☒ The Japanese whalers *killed* only 60% of their quota
- ☒ The Japanese whalers *took* only 60% of their quota

### 6. Whales and dolphins have rights which deserve to be *recognised*. We do not want to *give* them these rights as these rights already exist.

- ☒ WDC believes the rights of whales and dolphins should be *recognised*
- ☒ WDC believes we should *give* whales and dolphins rights

### 7. Acknowledge conjecture when reporting behaviour, emotions etc.

- ☒ The two dolphins *seem* to be best buddies, *maybe* acting together to keep other big males out of their territory
- ☒ One dolphin *is* punishing the other for previous wrong doing because he *has* held a grudge since they last met

# LANGUAGE

## Additional general language guidance

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1. When communicating with a non-scientific audience, use the phrase *whales* and *dolphins* rather than *cetaceans*, except in exceptional circumstances.

---

2. When describing the reasons to protect whales and dolphins, emphasize protecting them for their intrinsic value (for themselves), rather than their value to human populations.

- ☒ Protecting whales so that they may live their lives safe and free
- ☒ The economic benefits of whale watching help us to protect whales so that they can live safe and free
- ☐ Protecting whales for future generations of humans to enjoy

---

3. Referring to Nations – when talking about those perpetrating whaling, whale and dolphin bycatch or other negative acts against whales and dolphins, avoid first referring to nations and instead refer to those actually committing the act.

- ☒ The *Japanese whalers* killed ten bottlenose whales
- ☒ The *Japanese Government* allowed ten bottlenose whales to be killed

However, once it has been established that we are talking about (for example) *Japanese whalers*, or the *Government of Japan* in a piece of writing and the context is clear, the author can then revert to using *Japan*.

We've put together a few examples, from a cross section of different channels, to give you a flavour of our brand in action. Now it's your turn to go and make the most of the brand assets we have. Go create!

**CREATE IT**



## STATIONERY

WDC is a company limited by guarantee. Registered in England No. 2737421. Registered Charity No. 1014705.



T +44 (0)1249 449 500 F +44 (0)1249 449 501 E [info@whales.org](mailto:info@whales.org) W [whales.org](http://whales.org)

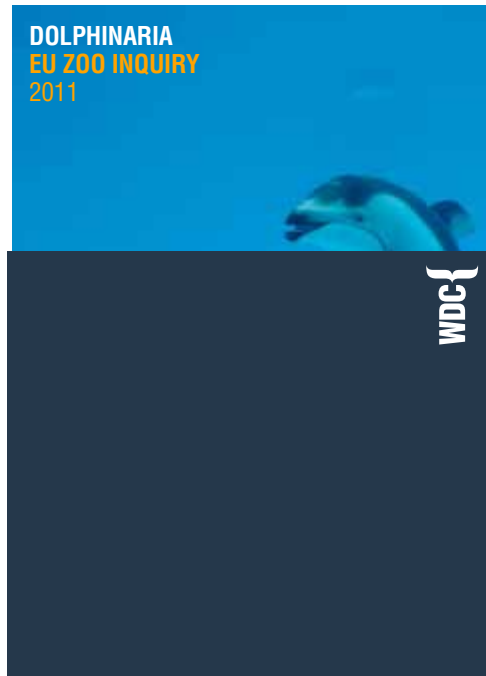
WDC  
Brookfield House  
38 St Paul Street  
Chippenham  
Wiltshire  
SN15 1LJ

## WHALE AND DOLPHIN CONSERVATION



## CORPORATE

## PUBLICATIONS

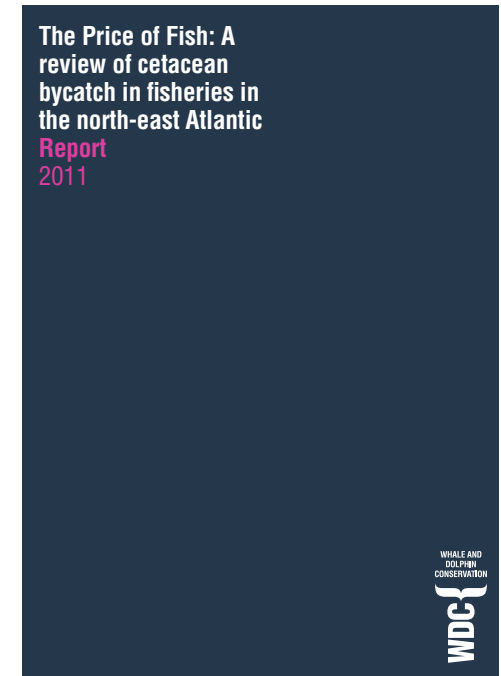


Preprinted slip case for publications



Publication cover

## REPORTS



## SCREEN PRESENTATION



## Slide title

Lorem ipsum dolor sit amet

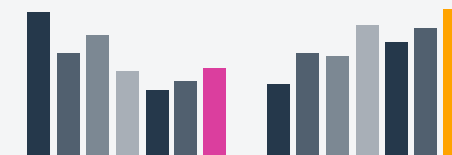
- consectetur adipiscing elit, sed diam
- nonummy nibh euismod tincidunt ut
- laoreet dolore magna aliquam erat volutpat

Presentation title

Date



## Slide title



Presentation title

Date





# LIVERY AND UNIFORM

VEHICLE LIVERY



T-SHIRTS

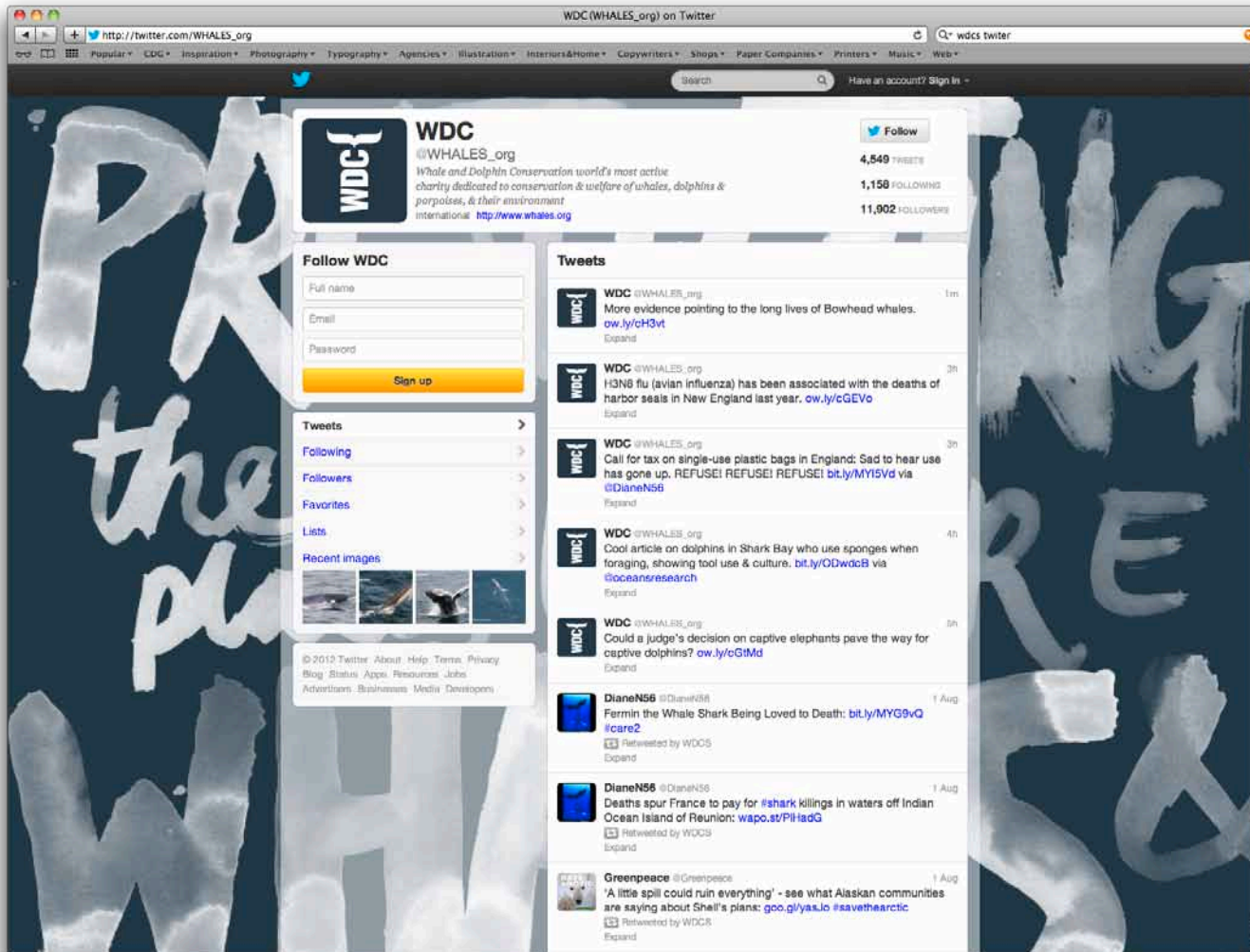






## ONLINE

## SOCIAL MEDIA



## APP BUTTON



## ICONS

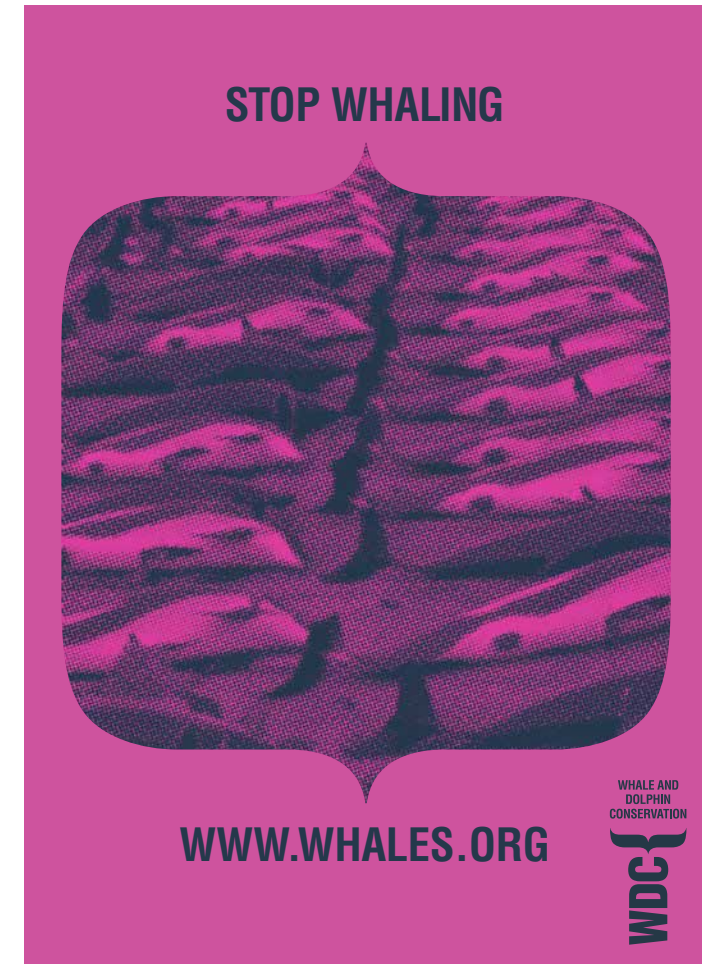
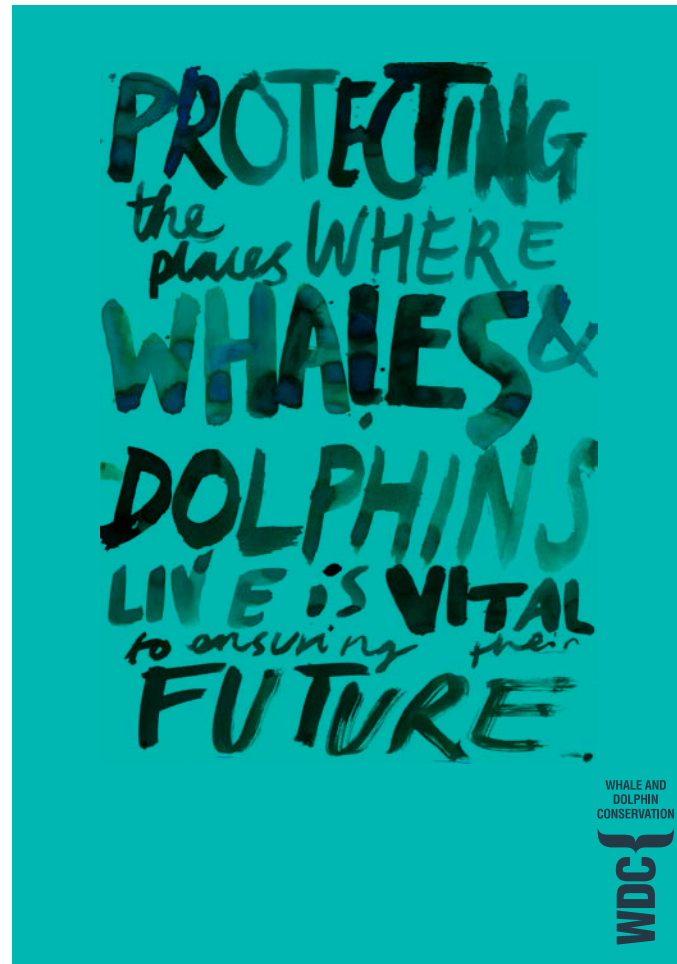


## SOCIAL MEDIA ICONS



## POSTERS

## Posters





## PROMOTIONAL ITEMS

LANYARD



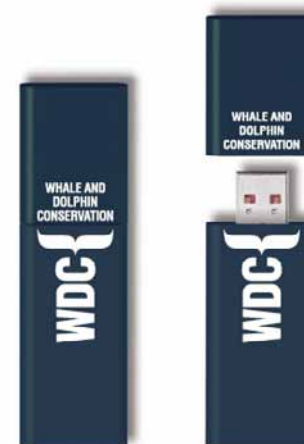
BAG



COLLECTION BOX



USB

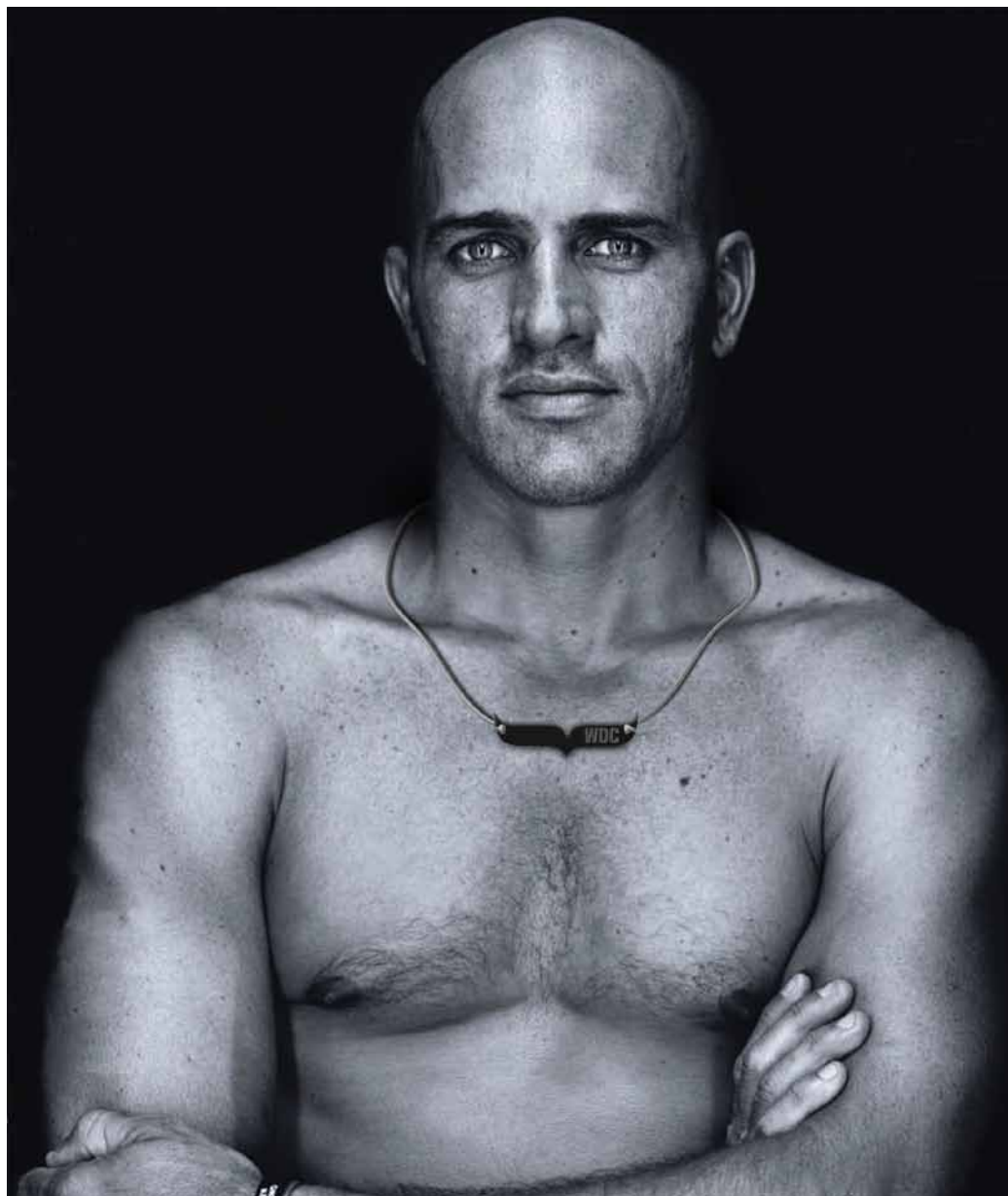


BADGE



# PROMOTIONAL IDEAS

## MERCHANDISE



## WATCHING STATIONS



# CONTACTS

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## WDC BRAND TEAM

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## WDC WEB TEAM

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## BRAND GUARDIANS

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