



Our style guide

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Our Logo

Wild Me is all about using technology for good. We believe that our logo echos our passion for conservation.



Logo Variations

Our logo can appear in two shapes and three color combinations. Altogether that makes six variations.



Logo Blunders

WRONG COLORS



Only use the color combinations specified on page 5.

WARPING



Ensure the logo is never warped or distorted.

ICON ONLY



Never use the icon without the associated wordmark.

MANIPULATING WORDMARK



Do not change the wordmark's font or attributes in any way.

Exclusion Zone

Our logo's exclusion zone is equal to 25% of its height. The logo reproduced below is 200 pixels tall, so a 50 pixel area should be left empty around the logo.



Our Typeface

Lato is our typeface of choice. It is clean, versatile and modern.

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Digital Headlines

Digital headlines should use these fonts. Matching HTML and CSS are provided below each headline.

XXL Headlines

`<h1> font-size: 48px; letter-spacing: 0.02em; font-weight: 800;`

XL Headlines

`<h2> font-size: 40px; letter-spacing: 0.02em; font-weight: 800;`

LG Headlines

`<h3> font-size: 32px; letter-spacing: 0.04em; font-weight: 700;`

MD Headlines

`<h4> font-size: 28px; letter-spacing: 0.04em; font-weight: 700;`

SM Headlines

`<h5> font-size: 24px; letter-spacing: 0.04em; font-weight: 700;`

XS HEADLINES

`<h6> font-size: 16px; letter-spacing: 0.04em; font-weight: 800;
text-transform: uppercase;`

Body Fonts

Here are the fonts we recommend for body text.

Subtitles for XXL and XL headers

`<subtitle> font-size: 20px; letter-spacing: 0.02em;`

Subtitles for LG, MD and SM headers

`<subtitle> font-size: 14px; letter-spacing: 0.04em; font-weight: 600;`

Body text

`<p> font-size: 16px; font-weight: 400;`

Captions

`<caption> font-size: 14px; font-weight: 300;`

Brand Colors



Blue

#21BDC1

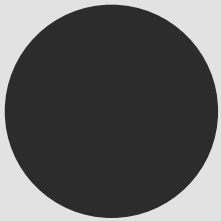
R33 G189 B103



Green

#41D06A

R65 G208 B106



Black

#2C2C2C

R44 G44 B44



White

#FFFFFF

R255 G255 B255



Gradient

Linear interpolation

Blue to green

Our brand colors reinforce our connection to life and nature.

The gradient should only be used as a background. Make sure that blue is on the left and green is on the right.

Theme Colors

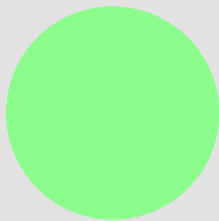
Theme colors allow our collaborators to differentiate themselves on Wild Me platforms. Each of our collaborations is associated with a single theme color. That means these colors should never be mixed or used together.



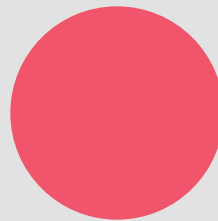
Lime
#D1FD7E
R209 G253 B126



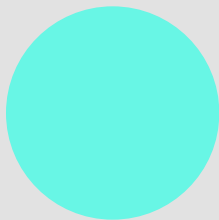
Lavender
#CDABFD
R205 G171 B253



Forest
#8CFD8D
R140 G253 B141



Cardinal
#F1556C
R241 G85 B108



Aqua
#68F6E5
R104 G246 B229



Prairie
#FECA75
R254 G202 B117



Sky
#87F0FE
R135 G240 B254

Text and Color

Text can appear in three forms: black on white, white on black, and white on our gradient.

WHITE ON GRADIENT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BLACK ON WHITE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHITE ON BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

White on Black

On a black background, most text should be white. However, labels and headers can be green if desired, and hyperlinks should always be blue.

EXAMPLE TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Please subscribe to our [newsletter](#).

0123456789

White on Gradient

When using white text on our gradient background, all text must be white. There are no exceptions for labels, headers, or hyperlinks.

EXAMPLE TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Please subscribe to our [newsletter](#).

0123456789

Our Tone

Our brand's tone is friendly and matter of fact. There's no need to talk to the reader like your best friend or dumb down complicated math and science.

On the other hand, we aren't trying to impress anyone with our vocabulary. Contractions are fine and we prefer common words to idiosyncratic ones.

Exhibit A

GOOD

You must log in to continue.

BAD

Oops! Sorry bud, but it looks like you forgot to log in.

You must authenticate to proceed.

Exhibit B

GOOD

Our detection pipeline is a cascade of deep convolutional neural networks (DCNNs).

BAD

Our automated special detection pipeline synthesizes a plurality of deep convolutional neural networks (DCNNs).

Our detection pipeline uses state-of-the-art machine learning technology.

Thank you!

Thank you for reading and trying your best to follow our brand guidelines. We are trying to build a reputation of excellence in conservation and your help goes a long way. If you encounter an issue or you're uncertain about something, please reach out to ben@wildme.org for a quick response. Have a wonderful day!