



GUIDELINES

JULY

2011



An aerial photograph of a vast expanse of sea ice. The ice is broken into numerous large, irregular floes of varying sizes. The lighting is dramatic, with the low sun on the horizon casting a warm, golden glow over the ice and creating sharp, dark shadows. The colors range from deep blues and blacks to bright yellows and oranges. The perspective is from above, looking down the length of a long, narrow channel between two large ice fields.

Chapter 7: WWF brand guidelines 2011

WWF Online Guidelines

Section 1: *Brand principles online*

- 1.1 Introduction
- 1.2 Global masthead
- 1.3 Global footer
- 1.4 Take action

Section 2: *Implementation*

- 2.1 Design concept
- 2.2 The WWF grid system
- 2.3 Typography
- 2.4 Colour palette
- 2.5 Image formats
- 2.6 Infographics, icons & maps
- 2.7 Containers library
- 2.8 Putting it together (inc. example layouts)

Section 1: *Brand principles online*

- 1.1 Introduction
- 1.2 Global masthead
- 1.3 Global footer
- 1.4 Take action

1.1 Introduction

This document shows how the key principles of the WWF brand are translated to an online context and provides full guidelines for implementation.

It outlines the visual framework within which all online applications of the WWF brand should fit and the rules that must be adhered to in order to maintain a consistent brand online throughout the global WWF network.

Be clear and consistent

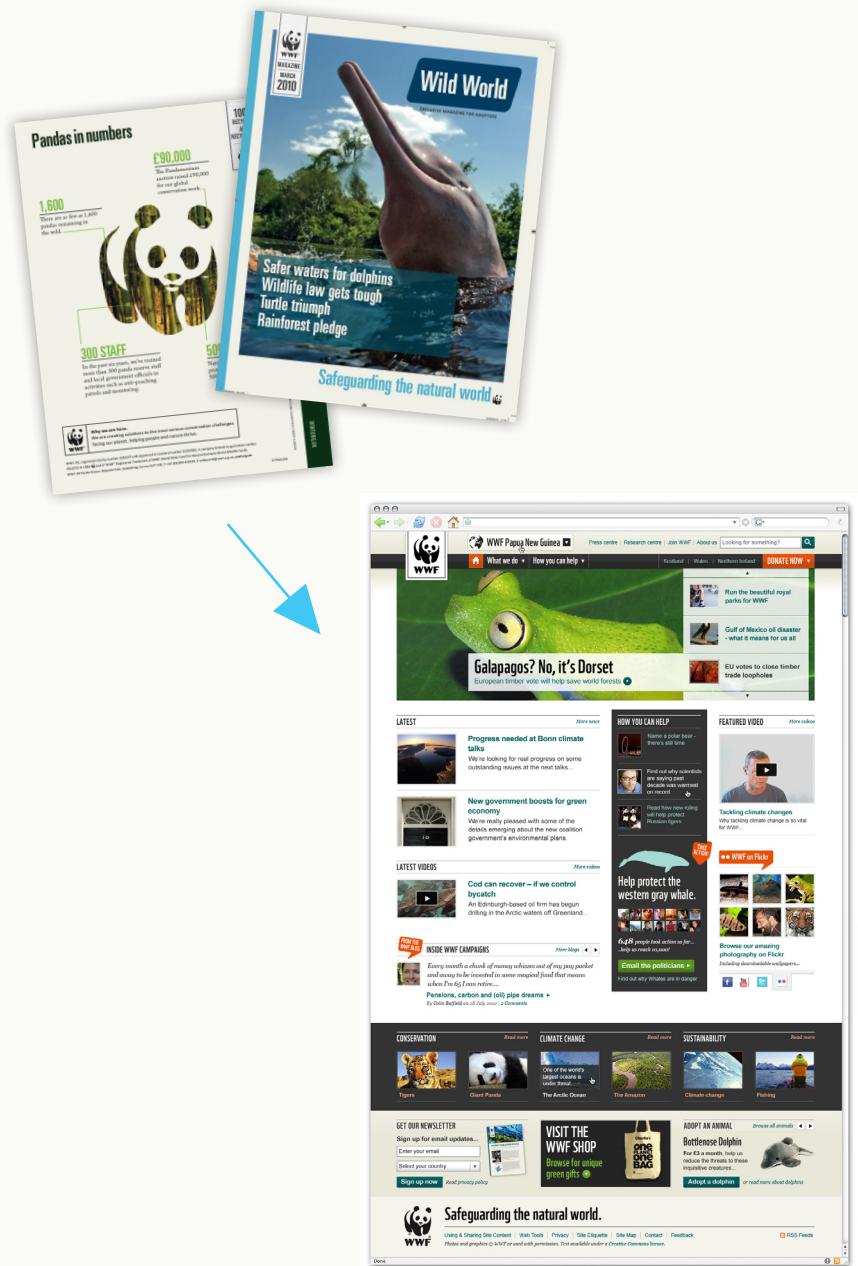
We have developed a way to represent the WWF ‘value tab’ that makes sense in an online context.

Build on our reputation

Online we continue to link the panda visually and dynamically to the work we do. This is in the footer - the online version of the WWF ‘boilerplate’.

Inspire positive change

Online we want to drive action and engage our audiences. We have created a set of custom ‘take action’ containers, specifically designed to inspire positive change online.



1.2 Global masthead: *Be clear and consistent*

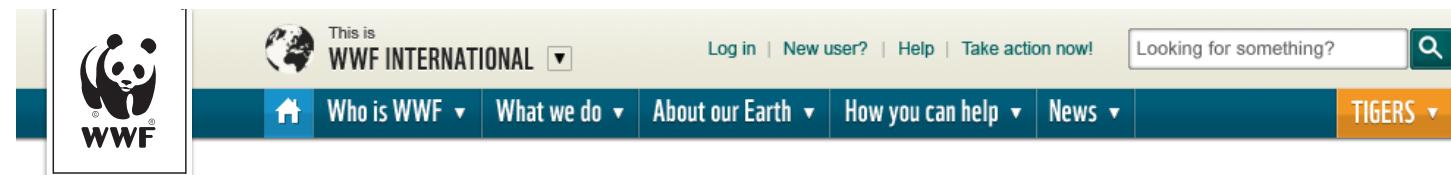
Global browser

This dropdown is access to the full WWF network. The title also doubles as a country identifier.

Navigation bar

The colour of the bar is dependent on the colour scheme chosen for the specific page. It has vertical dropdown menus where required. There is the ability to add custom sections that sit over to the right and can use a custom block colour.

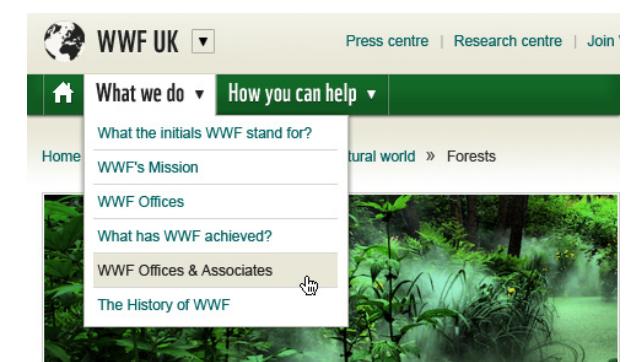
The second masthead example has an additional set of links in the nav bar for the different versions of the site for e.g in the UK - Scotland, Wales & Northern Ireland.



Global masthead examples



Global browser expanded



Dropdown menus

The WWF online ‘value tab’

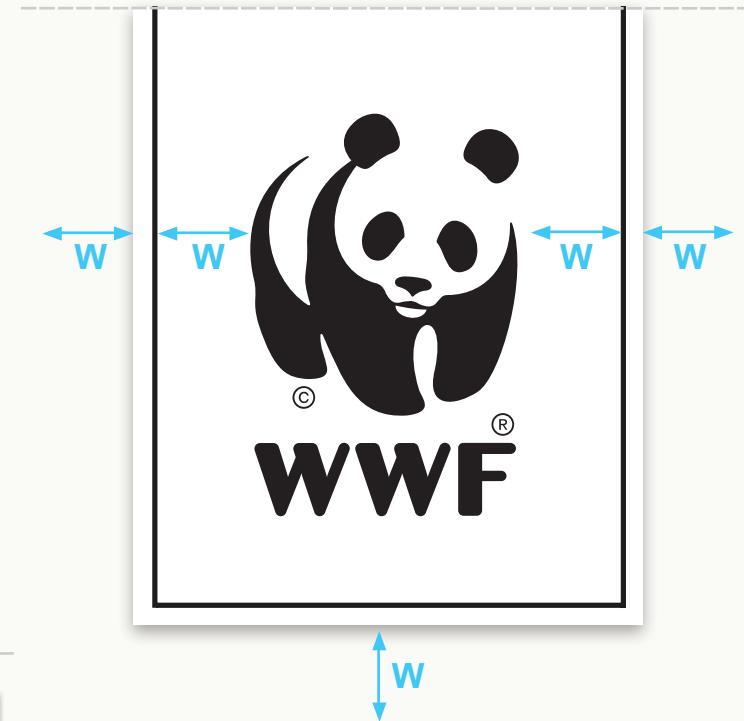
In an offline context the tab is used to add value to a publication by using the thumbprint background and adding information to give context e.g. a country identifier, the date, the type of publication etc.

Online the tab is used as branding and isn't used to add value in the same way the offline tab does. Therefore the thumbprint is removed and no extra information should be added. A subtle drop shadow is added to the tab to add depth and give a more unique online feel.



Online tab
Standard size 104x119

Online tab - stand alone
Standard size 104x130



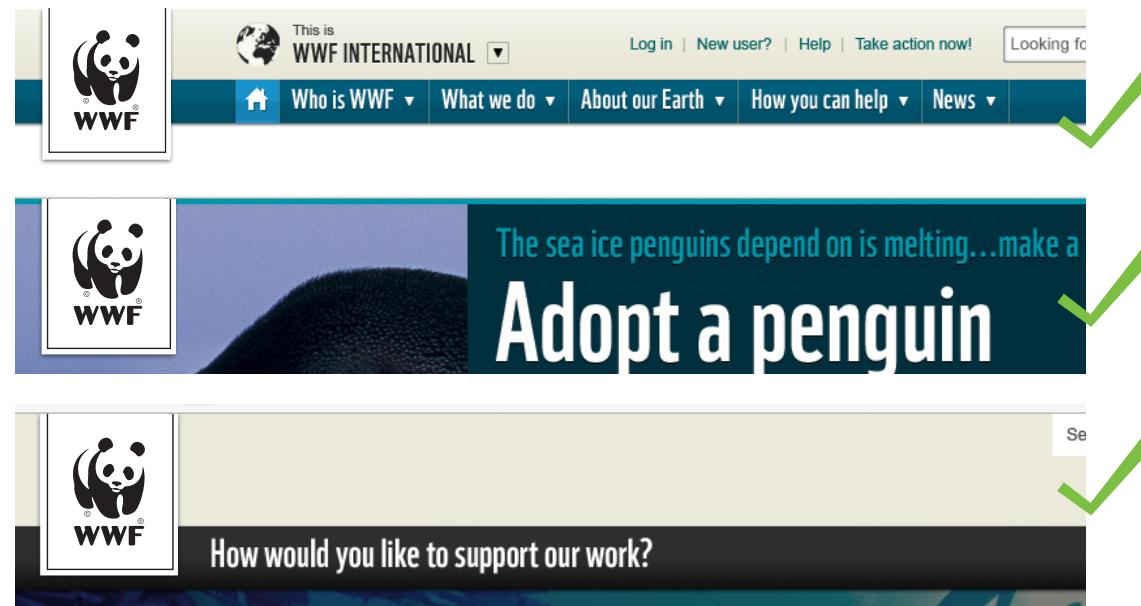
Clear space

Although the tab can be used to overlap elements there is a minimum clear space W (defined by the distance from the left side of the tab to the panda's left edge) which must be clear of neighbouring elements.

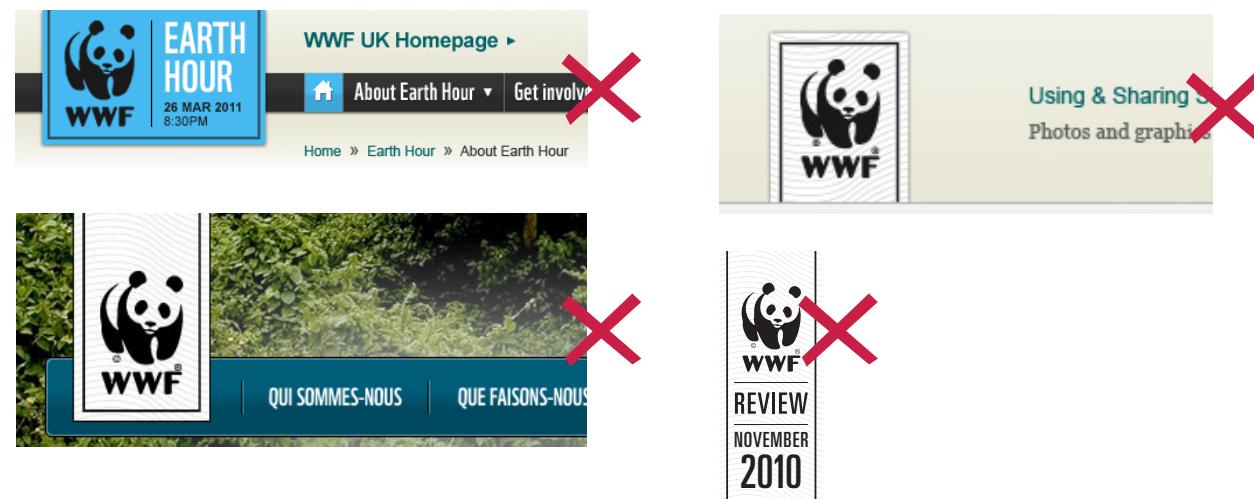
Using the tab

- ▶ The tab can overlap elements behind it.
- ▶ The offline version of the value tab should never be used online.
- ▶ The tab should only be used in the standard white format - never use a different background colour.
- ▶ Do not add extra information to the tab, online it should only ever contain the panda.

How to use the tab

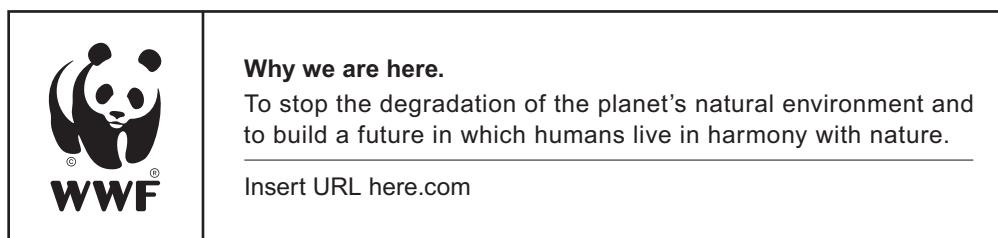


How not to use the tab



1.3 Global footer: *Build on our reputation*

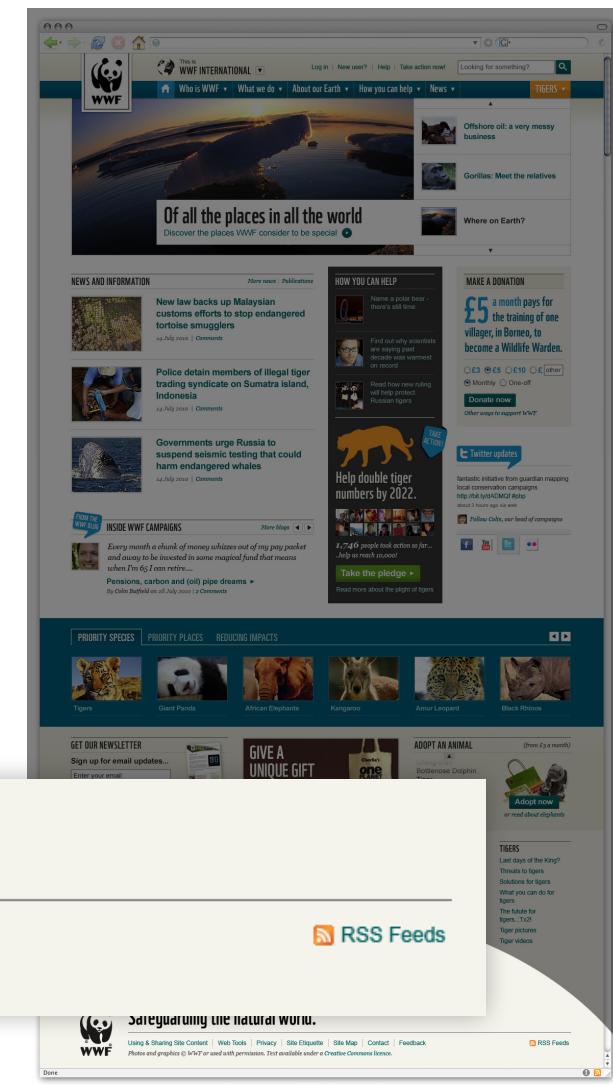
Offline, the 'boilerplate' has been created to deliver clarity about who we are and to express it in a clear and consistent way. Online we use the footer as an area to replace the boilerplate. The bottom area (below) consists of the panda, a bold strapline and site specific links/copyright info. This lower footer should be used across all WWF websites in conjunction with a combination of the additional footer containers on the following page.



Offline boiler plate



Online footer



Footer containers

Flexibility

Each WWF office has the flexibility to choose which footer containers to use. However, the **Lower footer** (no. 4 below) must always be used as it is the online equivalent of the WWF offline 'boilerplate' (as mentioned previously).

All footer containers are full width (12 columns) and bleed to the edge of the browser.

Footer containers

1 Tabbed featured content

Carousel to highlight either species, places or other work areas. Content can vary from thumbnails, infographics, large interactive maps

2 Actions strip

Options to add newsletter sign-up, graphic teasers, custom adoption widgets

3 Sitemap

6 column sitemap/useful links

4 Lower footer (required)

Includes panda logo, strapline (editable), tertiary links and licensing / copyright information

5 Featured content strip

Simple alternative to tabbed version above, splitting content into 3 areas with 2 links for each

The screenshot shows a footer container with the following structure:

- Section 1 (Tab 1): Priority Species** (highlighted with a blue circle numbered 1)
 - Tigers, Giant Panda, African Elephants, Kangaroo, Amur Leopard, Black Rhinos
- Section 2 (Tab 2): Get Our Newsletter**
 - Sign up for email updates... (input field: Enter your email, dropdown: Select your country, button: Sign up now, link: Read privacy policy)
- Section 3 (Tab 3): Give a Unique Gift**
 - Easy to give gifts that save the planet. (image: Charlie's one PLANET one BAG)
- Section 4 (Tab 4): Adopt an Animal**
 - (from £3 a month) (image: Orang-utan, Bottlenose Dolphin, Tiger, Asian Elephant, Black Rhino, Amur Leopard)

Example 1

The screenshot shows a footer container with the following structure:

- Section 1: CONSERVATION**
 - Tigers, Giant Panda
- Section 2: CLIMATE CHANGE**
 - The Arctic Ocean, The Amazon
- Section 3: SUSTAINABILITY**
 - Climate change, Fishing
- Section 4: GET OUR NEWSLETTER**
 - Sign up for email updates... (input field: Enter your email, dropdown: Select your country, button: Sign up now, link: Read privacy policy)
- Section 5: VISIT THE WWF SHOP**
 - Bottle-nose Dolphin (image: Charlie's one PLANET one BAG)
- Section 6: ADOPT AN ANIMAL**
 - Bottle-nose Dolphin (image: Orca)

Example 2

1.4 Take action: *Inspire positive change*

We combine inspirational words with photographs that tell a story to **inspire positive change**. There are a various ‘action’ containers specifically designed to drive our audience to take action online. They contain the following key elements that should be used in combination...



► Engaging visual elements

There is a bank of WWF infographics that are used to support campaigns and actions. These can be used in combination with striking emotive photography.

There is also a dynamic ‘thermometer’ container that uses the infographics to represent progress towards a target (e.g 1250 people took action so far...help us reach 10,000!).



► Social media / social proof

The use of social media plug-ins such as the Facebook ‘Like’ button with the thumbnails explicitly show that others have taken action, and this is effective in driving others to follow suit. When using ‘take action’ containers (see containers library), you should try to include these sharing and social proof elements.

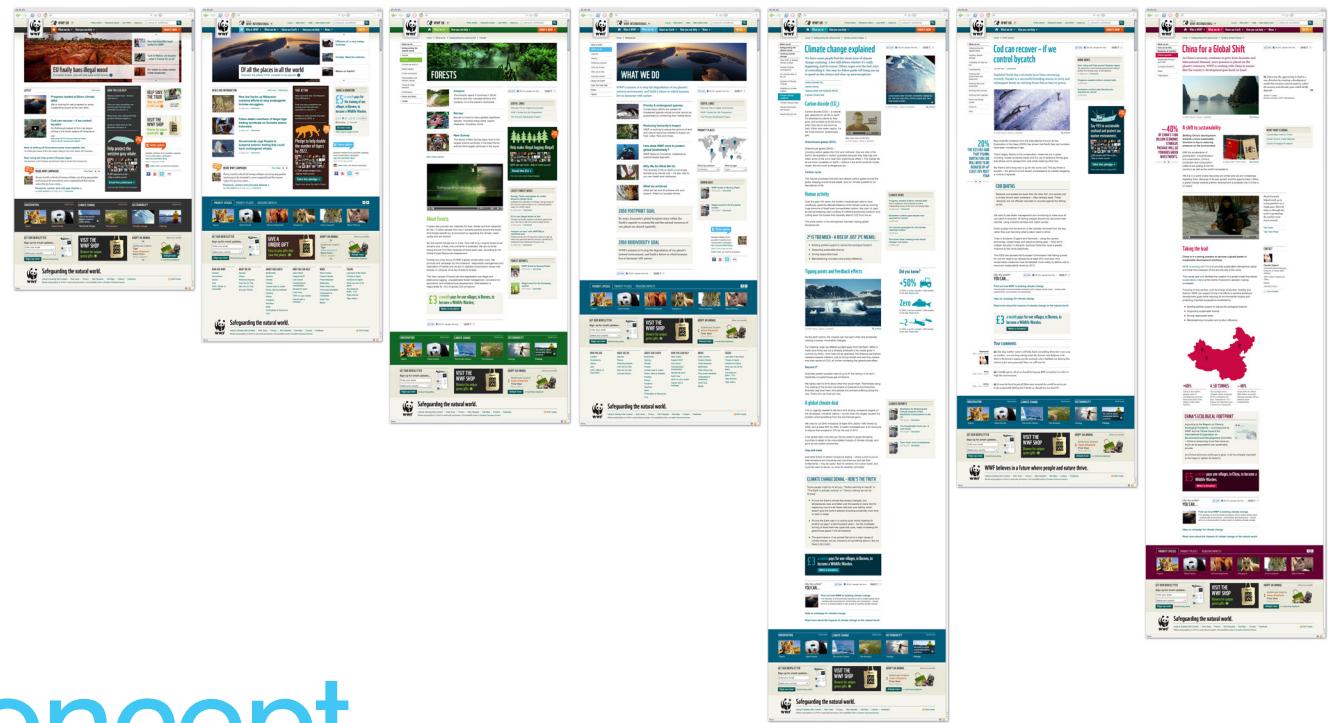


► Calls to action

Strong, bold ‘call to action’ buttons and engaging language to encourage people to get involved. The ‘take action’ containers use a more vibrant button colour to standard containers.

Section 2: *Implementation*

- 2.1 Design concept
 - 2.2 The WWF grid system
 - 2.3 Typography
 - 2.4 Colour palette
 - 2.5 Image formats
 - 2.6 Infographics, icons & maps
 - 2.7 Containers library
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-



2.1 Design concept

The core designs that represent the WWF brand online including the homepage, standard pages and section index pages. These are the basic templates in which content ‘containers’ can be arranged to create coherent web pages that are consistent with the global WWF brand.

Homepage

Template overview

The homepage contains a full width Javascript main stage that rotates through multiple features.

The area below is split into 3 main content areas (1 wide, 2 narrow) in which any combination of appropriate containers can be used.

The screenshot shows the WWF International homepage. At the top is a main banner featuring a large image of a whale's tail in the water at sunset, with the text "Of all the places in all the world" and "Discover the places WWF consider to be special". Below the banner are three main content areas:

- NEWS AND INFORMATION**: Contains three news items with images and titles:
 - New law backs up Malaysian customs efforts to stop endangered tortoise smugglers
 - Police detain members of illegal tiger trading syndicate on Sumatra island, Indonesia
 - Governments urge Russia to suspend seismic testing that could harm endangered whales
- HOW YOU CAN HELP**: Contains three action items with images and descriptions:
 - Name a polar bear - there's still time
 - Find out why scientists are saying past decade was warmest on record
 - Read how new ruling will help protect Russian tigers
- MAKE A DONATION**: Features a donation form with a "£5 a month" option, monthly/one-off checkboxes, and a "Donate now" button.

At the bottom, there are links for "Twitter updates", social media icons, and a "Take the pledge" button.

Homepage

Localisation

Each WWF office can choose a custom colour scheme. (more on colour schemes later).

As you can see, the variation on the left uses an alternative main stage to the variation on the right, in which full width images are used and flow behind the thumbnails and short descriptions. (see image formats at the end of this document).

The image displays two versions of the WWF homepage side-by-side, demonstrating how the design can be adapted for different regions. Both pages feature a prominent banner at the top with a large image of a tiger or similar animal.

- Left (International Version):** The header includes the "WWF INTERNATIONAL" logo and a "TIGERS" dropdown menu item. The main content area has a tiger-themed layout with a sunset over water in the background, and the sidebar features a tiger icon.
- Right (UK Version):** The header includes the "WWF UK" logo and a "DONATE NOW" button. The main content area has a green frog on a leaf in the background, and the sidebar features a green frog icon.

Both pages include sections for news, how to help, latest news, and priority species like tigers, giant pandas, and elephants. The UK version also includes a "Safeguarding the natural world" section at the bottom.

Standard page

Template overview

These are examples of the most common template. It has a narrow left column for navigation (and left column containers), a wide central column for main content (including main column containers and 'float' containers) and a medium width right column for tertiary content.

See the section 'The WWF grid system' later in this document for how the content containers work together.

Climate change explained

We know some people find the whole issue of climate change confusing. A few still debate whether it's really happening, and its causes. Others argue over the best ways of controlling it. Our easy-to-follow guide will bring you up to speed on the science and clear up misconceptions.

Carbon dioxide (CO₂)

Carbon dioxide (CO₂) – a natural gas, essential for life on earth. It's absorbed by plants as they grow, and emitted by all life forms when they die (or are burnt as fuel). Other than water vapour, it's the most common 'greenhouse gas'.

Greenhouse gases (GHC)

Greenhouse gases (GHC) – including carbon gases like CO₂ and methane, they are vital in the Earth's atmosphere in certain quantities because they help trap and retain some of the sun's heat (the 'greenhouse effect'). This makes life as we know it possible on Earth – without it the world would be mostly frozen.

Human activity

The natural processes that emit and absorb carbon gases across the globe, keeping overall levels stable, and our climate suitable for an abundance of life.

CLIMATE NEWS

2° IS TOO MUCH - A RISE OF JUST 2°C MEANS:

- Buiding political support to reduce the ecological footprint
- Supporting sustainable finance
- Driving responsible trade
- Maintaining innovation and product efficiency

Tipping points and feedback effects

For instance, polar ice reflects sunlight away from the Earth. When it melts (and Arctic sea ice is already predicted to be mostly gone in summer by 2020), more heat will be absorbed. And thawing permafrost releases trapped methane, just as drying forests and warming oceans emit their stores of CO₂, all further increasing the greenhouse effect.

Beyond 2°

Scientists predict possible rises of up to 6° this century if we don't drastically cut greenhouse gas emissions.

We barely want to think about what this would mean. Rainforests dying. The melting of the ancient ice sheets of Greenland and Antarctica.

Investment in green technology is highly welcomed by WWF

Depleted North Sea cod stocks have been recovering recently, thanks to a successful breeding season in 2005 and subsequent limits on catching those fish as they've grown.

COD QUOTAS

New scientific evidence from the International Council for the Exploration of the Seas (ICES) has shown that North Sea cod numbers have been increasing of late.

That's largely thanks to the conservation measures put in place, including closer protected areas and the use of selective fishing gear that allows cod to escape from nets while retaining other fish.

But there's still a long way to go for the iconic cod. The big threat is bycatch – the amount of cod caught unnecessarily by trawlers targeting a mixture of species.

Your comments

Stephanie
July 7, 2010 - 20:00

One day mother nature will take back everything that her's one way or another...we can keep taking what the human race believes to be there's the forest's wiping out the animals who's habitats we destroy but nature is far more powerful than we will ever be.

Dave
July 7, 2010 - 20:00

It must be hard to get all fishermen around the world to carry out truly sustainable fishing but I think we should try our best!!!!

Jenny
July 7, 2010 - 20:00

I totally agree, all of us should be buying MSC everytime in order to help the environment.

Standard page

Colour scheming

Here are examples of the standard page utilising different colour schemes (more on this later).

China for a Global Shift

A shift to sustainability

Taking the lead

CONTACT

Did you know?

Climate change explained

Carbon dioxide (CO₂)

Tipping points and feedback effects

Beyond 2°

Section index

Template overview

These pages use the same template as the standard pages, however it is recommended to use the 'wide image container' on section index pages to add impact.

The image displays three screenshots of the WWF website, showing different sections of the 'What We Do' page and other sections like 'Priority Species' and 'Conservation'.

- Top Screenshot:** Shows the 'WHAT WE DO' section. It features a large banner image of a sunset over water. Below the banner, there are several cards with titles like 'Priority & endangered species', 'Reducing humanity's impact', 'How does WWF work to protect global biodiversity?', 'Why We Do What We Do', 'What we achieved', and '2050 FOOTPRINT GOAL' and '2050 BIODIVERSITY GOAL'. A sidebar on the right lists 'USEFUL LINKS' such as 'Discover Peru's fragile environment', 'WWF Forests for Life Programme', and 'The Prince's Rainforests Project'.
- Middle Screenshot:** Shows the 'PRIORITY SPECIES' section. It features a banner with images of various animals (Tigers, Giant Panda, African Elephants, Kangaroo, Amur Leopard, Black Rhinos). Below the banner, there are cards for 'GET OUR NEWSLETTER', 'VISIT THE WWF SHOP', 'ADOPT AN ANIMAL', and 'NEWS'. A sidebar on the right lists 'WHAT WE DO', 'Safeguarding the natural world', and 'Forests'.
- Bottom Screenshot:** Shows the 'CONSERVATION' section. It features a banner with images of a tiger and a giant panda. Below the banner, there are cards for 'GET OUR NEWSLETTER', 'VISIT THE WWF SHOP', 'ADOPT AN ANIMAL', and 'NEWS'. A sidebar on the right lists 'WHAT WE DO', 'CLIMATE CHANGE', 'SUSTAINABILITY', and 'Read more' links for 'Tigers', 'Giant Panda', 'The Arctic Ocean', 'The Amazon', 'Energy', and 'Fishing'.

2.2 The WWF grid system

The underlying framework which acts as the backbone for the site. The WWF grid provides a system for consistent use and placement of content containers throughout the site.

Grid system

12 column fixed width

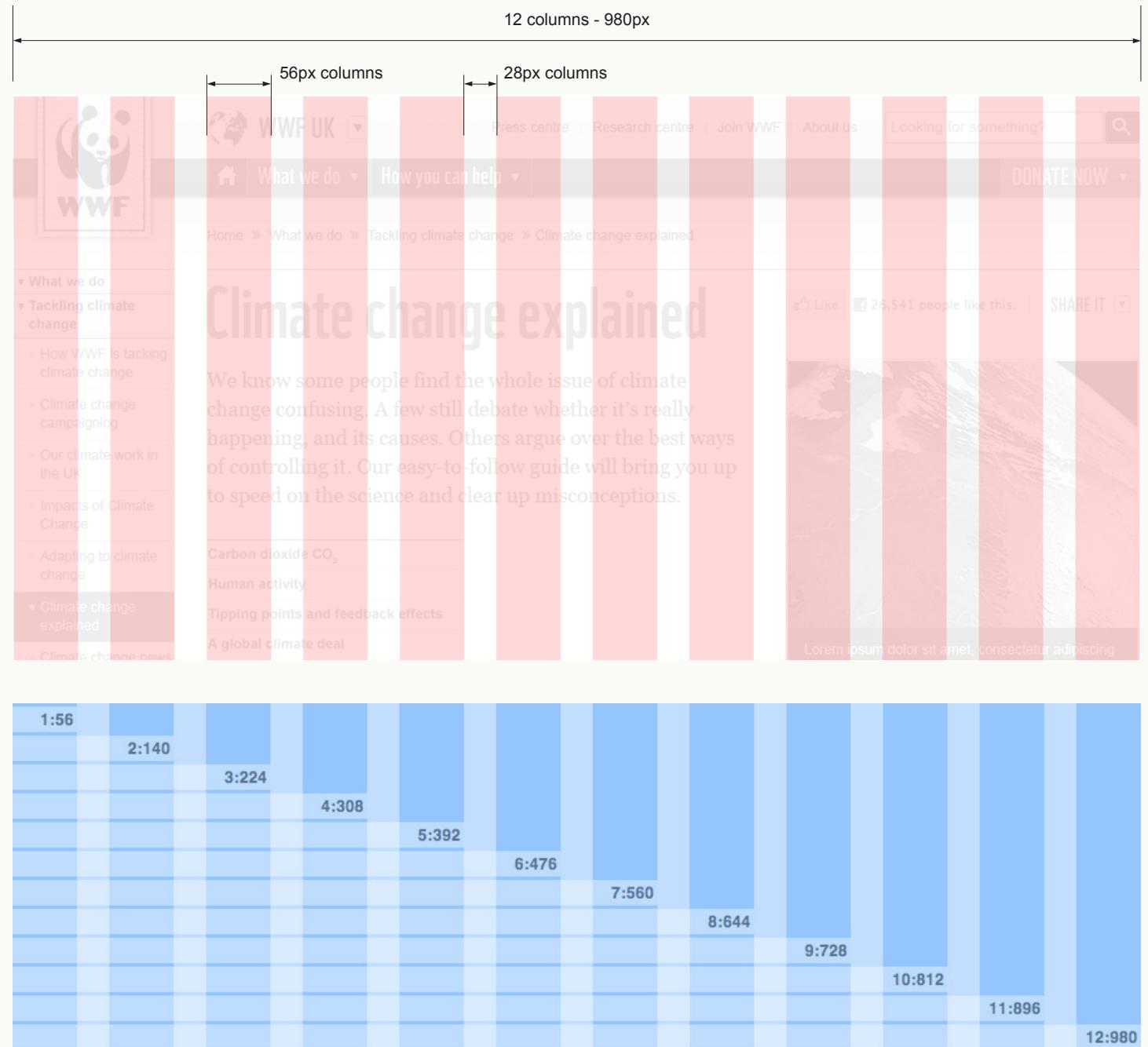
WWF sites should use this 12 column, 980px grid that is optimised for a 1024x768 resolution (see bottom image for the exact column widths).

The grid divides into chunks of 28px - where columns are 56px and gutters are 28px. Padding within standard beige container boxes is 14px. (see containers library)

Content containers on the site are laid out according to the grid. Later you will see how they live in relation to one another.

Elements should have 35px of vertical space between them. For all spaces use multiples of 7 (e.g. 14px padding on teasers, 21px on top/bottom padding on footer containers).

The page must be centred in the browser.

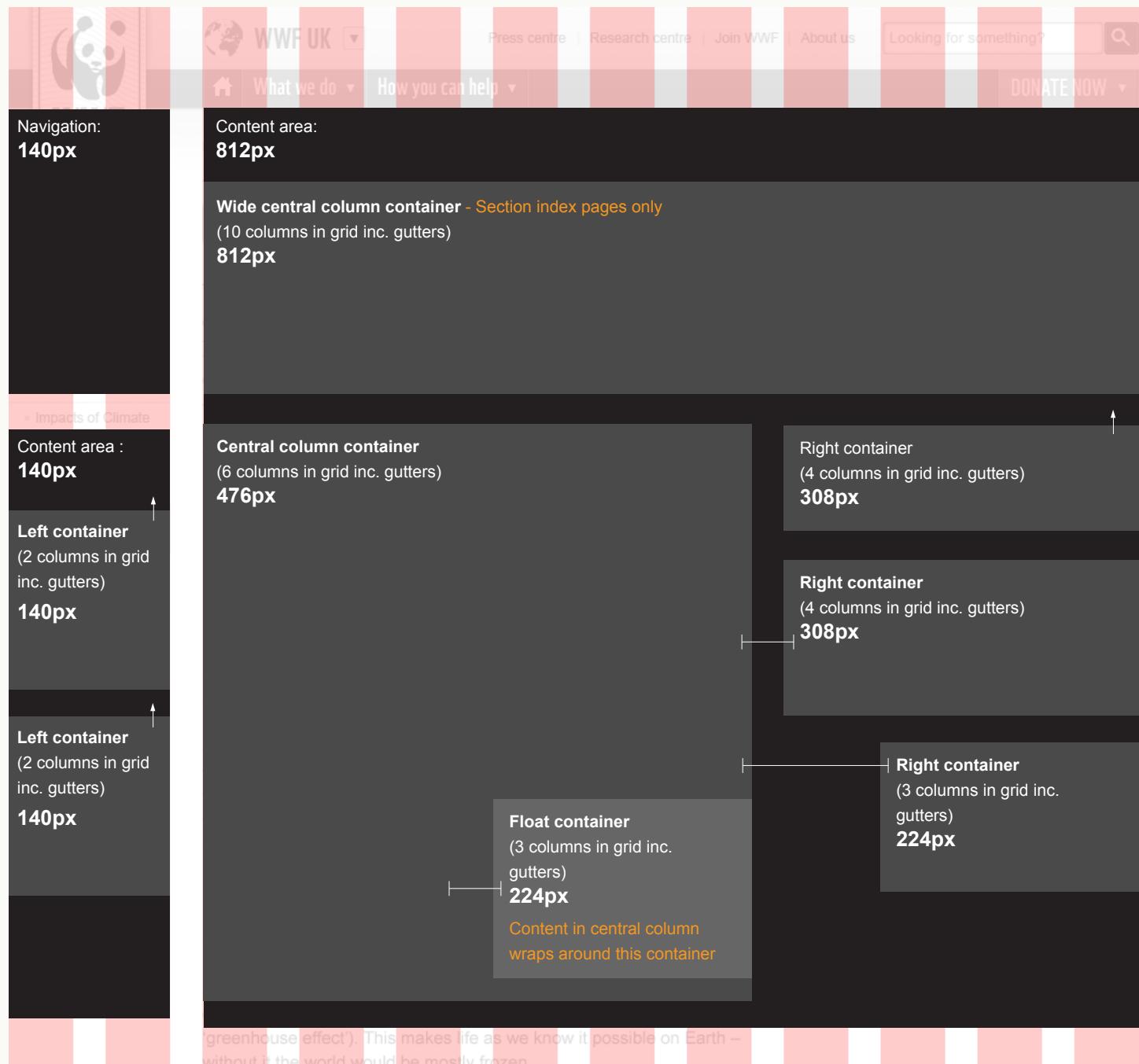


Normal template

This diagram shows how content containers work within the grid and how they relate to each other. (see containers library later in this document)

The main ‘content area’ contains ‘central column’ containers to which ‘right’ and ‘float’ containers can be connected.

The ‘float’ containers appear within the main column (e.g. image or video) and the main column content wraps around it.



Special template

This diagram shows how content containers work within the grid and how they relate to each other. (see containers library later)

The special template is used for pages such as the homepage or sub-brand landing pages.

Below the main stage the space is split into 3 main content areas. Offices have flexibility use any combination of content containers in these spaces.

The wider content area on the left is the same width as the central content area on the normal template (6 columns in the grid) so any 'main column containers' can be used here.

The 2 narrower content areas (both 3 columns in the grid) are the same width as 'float' and '3col right containers' as used on the normal template. So any containers in the library that are this width can be used here.



2.3 Typography

The different typefaces used throughout site, how they are implemented and guidelines for their use.

Typography

WWF

The new WWF typeface is used sparingly only in large headings and container titles. The font becomes illegible below these sizes. The WWF font should be embedded using @font-face.

Arial

A web-safe body font, Arial is also used for it's legibility at small sizes on screen.

Georgia

Used to add character, elegance and a general change in pace in certain areas, Georgia is used in introductions, quotes and small captions.

WWF

- ▶ **<H1> Main page headings - 62px, #theme**
 - ▶ **<H2> Sub headings - 36px, #theme**
 - ▶ **<H3> CONTAINER TITLES - 20px, #222222**
-

Arial

- ▶ **<H3> Sub headings - 16px, #theme dark**
 - ▶ **<p>** Body text lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam tristique egestas varius. Nunc a mollis dui. In rutrum purus at massa vehicula at viverra dui fringilla. Proin vel nunc libero. - 15px, #222222
 - ▶ **<H4> Tertiary links - 13px, #006262 (link colour)**
<p> Descriptions ipsum dolor sit amet, consectetur adipiscing elit. Etiam tristique egestas varius. Nunc a mollis - 12px, #747474
-

Georgia

- ▶ **<p>** Introductions lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam tristique egestas varius. Nunc a mollis dui. In rutrum purus at massa vehicula. - 18px, #theme dark
- ▶ **<p>** *Blockquotes quis ipsum quis tortor suscipit fringilla. Vivamus ac tortor purus, sagittis suscipit justo. Vestibulum ornare congue congue. Maecenas a massa eros, et bibendum lorem.* - 15px, #222222
- ▶ **<p>** Small captions - 11px, #777777

2.4 Colours

The site uses a set of core colours for page furniture, design elements, generic backgrounds, text and links etc. There is also a set of colour schemes to give particular pages/sections their own identity.

Colour palette

Core colours

There are 2 shades of beige used around the site in background boxes etc.

The link colour colour is used throughout the site and doesn't change with the colour scheme. However where there are links on dark backgrounds, there is a custom light link colour for each scheme to replace the standard link colour.

Container box

#F4F3EC
244,243,236

Container box title bg

#E9E8D8
233,232,216

Links

#006262
0,98,98

Link hovers

#002929
0,41,41

Body text (15pt)

#222222
34,34,34

Descriptions (12pt)

#4A4A4A
74,74,74

Heavy lines and captions

#777777
119,119,119

Light lines

#CCCCCC
204,204,204

Colour palette

Colour schemes

This is the set of different schemes that can be applied to any particular page/section.

See the labels above for where each shade of the scheme should be used.

Block hovers, fundraising blocks	Nav bar, custom footer container, custom headings, bullets, intros	Nav highlights, headings, infographics	Light links e.g. on custom footer container
#082C10 8,44,16	#136927 19,105,39	#5E9C1C 94,156,38	#C4E2AE 196,226,174
#002F3D 0,47,61	#005E7B 0,94,123	#1892CA 24,146,202	#C0E4E0 192,228,224
#002F3D 0,47,61	#005E7B 0,94,123	#0097AA 0,151,170	#C0E4E0 192,228,224
#321F0B 50,31,11	#643F17 100,63,23	#F29724 242,151,36	#F8CB91 248,203,145
#330019 51,0,25	#660033 102,0,51	#C90943 201,9,67	#E99DB4 233,157,180
#191919 25,25,25	#333333 51,51,51	#E8510A 232,81,10	#F3A884 243,168,132

Colour schemes

Themed elements:

1 Main navigation bar

Dark bar with mid colour for active tab

2 Left navigation

Mid colour for active page

3 Headings

Use the the mid colour for H1 and H2's, and the dark colour for H3's

4 Infographics and custom iconography

E.g. the 'Take action' icon

5 Background colours

E.g. the background to overlay image captions, the fundraising container, the footer tabbed featured content

The screenshots demonstrate the implementation of the WWF Online Guidelines across different pages of the website. The left screenshot shows the 'Climate change explained' page, which features a dark navigation bar at the top. A blue tab for 'Climate change explained' is highlighted, indicating it is the active page. Below the navigation, there are several infographics and text blocks. The right screenshot shows the 'Forests' page, which features a green navigation bar. A green tab for 'Forests' is highlighted, indicating it is the active page. This page includes sections on 'Amazon', 'Borneo', and 'New Guinea', each with its own image and brief description.

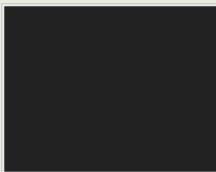
2.5 Image formats

The different sizes and formats for all images used on WWF sites.

Image formats

Borders and padding

All images have 1px of padding and a 1px solid #cccccc border added in the CSS to create the style below:



So in order for them to work with the grid, the image widths correspond to the standard column dimensions minus 2px either side to allow for the border and padding. (it essentially means all images are to be created 4px narrower than the space they occupy in the grid)

Ratios

If the image is not square, try to use a ratio of 4:3 or 16:9 (only in landscape). However if these ratios are not appropriate, a different ratio can be used (it is only the width of the images that is fixed).



Image formats

Custom images

The section index wide image and main stage images have a fixed height.



Main stage image (Variation 1)

980x310

(No CSS border and padding)



Main stage image (Variation 2)

672x310

(No CSS border and padding)

Image formats

Custom images

The section index wide image and main stage images have a fixed height.



Image formats (in situ)

WWF INTERNATIONAL

Who is WWF? What we do About our Earth How you can help News TIGERS

Offshore oil: a very messy business
Gorillas: Meet the relatives
Where on Earth?

NEWS AND INFORMATION
New law backs up Malaysian customs efforts to stop endangered tortoise smugglers
Police detain members of illegal tiger trading syndicate on Sumatra island, Indonesia
Governments urge Russia to suspend seismic testing that could harm endangered whales

HOW YOU CAN HELP
Name a polar bear there's still time
Find out why scientists say the last decade was warmest on record
Read how our tiger will help protect Russian tigers

MAKE A DONATION
£5 a month pays for the training of one villager, in Borneo, to become a Wildlife Warden.

Twitter updates
Follow Calis, our head of campaigns
More forest projects

Help double tiger numbers by 2022.
Take the pledge
Read more about the plight of tigers

FRONT PAGE NEWS
INSIDE WWF CAMPAIGNS
Every month a chunk of money whizzes out of my piggy bank and away to be invested in some magical fund that means when I'm 65; I can retire...
Pensions, carbon and (oil) pipe dreams
By Calis Bufford on 08 July 2011 | 2 Comments

PRIORITY SPECIES PRIORITY PLACES REDUCING IMPACTS

Tigers Giant Panda African elephants Kangaroo Asian Leopards Black Rhinos

GET OUR NEWSLETTER
Sign up for email updates...
Enter your email
Select your country
Sign up now Read privacy policy

WHO ARE WWF
Contact Governance History Jobs WWF Offices & Associates

WHAT WE DO
Species Places Reducing Impacts How We Do This Why We Do This Success Stories

ABOUT OUR EARTH
Biodiversity Species Climate Forests Oceans seas & coasts Rivers, lakes & wetlands Farming Places Teachers News Publications & Resources FAQ

HOW YOU CAN HELP
Take Action Support WWF Live Green Volunteering & Scholarships Spread the word Email us Give with a message

NEWS
News Archive Feature Stories Press Releases Multimedia What Others Say Free email newsletter Publications & Resources Earth Hour Media

TIGERS
Last day of the King? Threats to tigers Solutions for tigers What you can do for tigers What Others Say The future for tigers Tiger pictures Tiger videos

ADOPT AN ANIMAL
Bonobo Dolphin Tiger Asian Elephant Black Rhino Amur Leopard
From £5 a month
Adopt now
an real wild elephant

Safeguarding the natural world.

Using & sharing Site Content Web Tools Privacy Site Etiquette Site Map Contact Feedback RSS Feeds

WWF UK

What we do Press centre Research centre Join WWF About us Looking for something?

Home What we do Safeguarding the natural world Forests

Forests
Forests we work in
Responsible forestry and trade
Illegal logging
Forest conversion
Deforestation and climate change
Publications

Wildlife
Rivers and lakes
Oceans

Amazon The Amazon spans 3 countries in South America and one overseas territory and contains 1/3 of the planet's rainforests.
Borneo Borneo is home to many globally significant species, including orang-utans, pygmy elephants, Sumatran rhinos...
New Guinea The island of New Guinea plays host to the largest pristine rainforest in the Asia-Pacific and the third largest rainforest in the world.

USEFUL LINKS
Discover Peru's fragile environment
WWF Forests for Life Programme
The Prince's Rainforests Project

Help make illegal logging illegal!
Share this video

About forests
Watch this video about safeguarding forests
EU to ban illegal timber at last
Amazon on tour! with WWF/Sky's rainforest pod
Forest news from UK have the chance to get up close and personal with the Amazon rainforest by visiting the Sky Rainforest Rescue Pod.

FOREST REPORTS
WWF Guide to Buying Paper PDF Read | Download
Illegal wood for the European market PDF Read | Download

£3 a month pays for one villager, in Borneo, to become a Wildlife Warden;
Make a donation

Like 26,541 people like this. Share it

CONSERVATION CLIMATE CHANGE SUSTAINABILITY

WWF UK

What we do Press centre Research centre Join WWF About us Looking for something?

Home What we do Tackling climate change Climate change explained

Like 26,541 people like this. Share it

Climate change explained
We know some people find the whole issue of climate change confusing. A few still debate whether it's really happening, and its causes. Others argue over the best ways of controlling it. Our easy-to-follow guide will bring you up to speed on the science and clear up misconceptions.

Carbon dioxide CO₂
Human activity
Tipping points and feedback effects
A global climate deal

Carbon dioxide (CO₂)
Carbon dioxide (CO₂) – a natural gas, essential for all life on earth. It's absorbed by plants as they grow, and emitted by all life forms when they die (or are burnt as fuel). Other than water vapour, it's the most common 'greenhouse gas'.

Greenhouse gases (GHG)
Greenhouse gases (GHG) – including carbon gases like CO₂

We live in a world where resources are limited and we are increasingly depleting them. Because of this, growth and the opportunities it offers, a global change towards greener development is possible only if China is on board.

Taking the lead
China is in a strong position to become a global leader in sustainable development solutions.

Paul Fomenko helped catch up to 2,000 poachers in a single year. Here he takes us through his work in protecting the world's most iconic animal.

Tiger News
Tiger Team Blogs

CONTACT
Claudia Delporo Communications Manager, China for Global Shift Initiative
WWF China Programme Office, Beijing

2.6 Infographics, icons & maps

Offline we have developed a signature style for portraying scientific information. The clear and distinctive style of these graphs, charts, diagrams, graphic illustrations and maps will create brand recognition, strengthening and uniting our visual communications.

Infographics

There is a bank of WWF infographics that can be used to add visual interest and make content more engaging. For example, use them in conjunction with the WWF typeface to bring statistics to life.*

*Refer to the [WWF ASSET BANK \(chapter 7 of the offline guidelines\)](#) to access the full bank of information graphics

Did you know?

+50%



In 2004, a survey counted 1,600 pandas in the wild. [Read more](#)

Zero



In 2004, a survey counted 1,600 pandas in the wild. [Read more](#)

~2



In 2004, a survey counted 1,600 pandas in the wild. [Read more](#)



Climate change explained

The latest science says the world is facing a climate emergency. We need to act now to stop it from getting worse, and to reverse it. Others argue over the best way to do this, but the science is clear: we must stop the big greenhouse gases (GHGs) – increasing our planet's temperature by trapping more heat in the atmosphere.

Human activity

Over the past 150 years, the world's industrial nations have unwittingly caused a steady decline of the carbon cycle by burning fossil fuels and cutting down forests. This has led to a rise in greenhouse gases (GHGs), trapping more heat in the atmosphere and causing the Earth's temperature to rise CO₂ than ever before.

2°C TOO MUCH – A RISE OF JUST 2°C MEANS:

- Building political support to reduce the ecological footprint
- Creating green jobs
- Driving responsible trade
- Maintaining ecosystems and protect efficiency

Tipping points and feedback effects

As the earth warms, the risks from our actions and activities increase.

For instance, just as a rising sea level can cause more flooding, melting icebergs and ice sheets can raise sea levels even further. This is known as a feedback loop. If we continue to burn fossil fuels and cut down forests, the warming will continue, melting more ice and raising sea levels even further, creating a vicious cycle.

Beyond 2°

Any further increase of 0.5°C in the surface temperature won't directly affect greenhouse gas emissions.

We barely have time to think about what this could mean. Fortunately, during the last few years, many people and animals are suffering already because sea level rises, and the weather is getting more extreme.

Shrinking ice levels mean less fresh water and animals suffering along the coastlines.

A global climate deal

This is a legally binding deal to limit and reduce emissions from the developed, industrial nations – so the ones that largely caused the climate emergency.

We need to cut GHG emissions at least 50% by 2050, and for everyone to work together to reach net zero by 2050.

For a political deal like this also to happen there is need to protect forests, and grow new carbon sinks.

And other types of carbon sinks today, where we take action to reduce greenhouse gas emissions and capture and store them back, and then release them again later.



Climate change explained

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And other types of carbon sinks today, where we take action to reduce greenhouse gas emissions and capture and store them back, and then release them again later.



TAKE ACTION!

Say YES to sustainable seafood and protect our marine environment.

356 people said Yes so far...
...help us reach 10,000!

Take the pledge ▶

Read more about buying MSC

Investment in green technology is highly welcomed by WWF

New scientific evidence from the International Council for the Exploration of the Seas (ICES) has shown that North Sea governments are largely behind the conservation measures put in place, avoiding 'unrest' predicted areas and the use of ineffective fishing gear.

But there's still a long way to go to the norm. The big task is to move away from the current approach of setting targets as a measure of progress.

CO2 DUTIES

It's time to see better management and monitoring to make sure all greenhouse gases are accounted for and taxed. This will encourage companies, using incandescent and compact fluorescent lightbulbs, to switch to LED and energy-efficient lightbulbs.

Carbon capture and storage of the acidity removed from the sea, will help to combat acidification.

Trade in Scotland, England and Northern Ireland – using the Cetacean Protection Act to ban whaling and whale hunting, and to prohibit whaling in its waters, because whales have a greater impact on the environment.

The ICES has asked the European Commission that making policies for oil and wind to be reflected at least 2015, next year. Also, the EU needs to set a target to reduce greenhouse gas emissions by 2050.

YOU CAN...

Find out how WWF is helping climate change. Find details of what you can do and what you can do to help.

Help us complete our climate change campaign.

Find more about the impacts of climate change on the natural world.

E3 a penny a kilo for our villages, to E3 become a Wildlife Warden.

Your comments

44 Other oil companies will feel compelled to do the same thing if they want to do business here. We believe the UK needs to explore all options to reduce its reliance on fossil fuels and to move towards a low-carbon economy.

44 Finally agree on oil tax relief to helping MSC companies in order to help the environment.

44 It's time to ban oil exploration around the world for money and fossil fuels drilling if I think we should try our best.

VISIT THE WWF SHOP

Adopt an animal
Share photos
Share prints
Share photos
Share prints

Icons

This is an example set of species icons providing a consistent visual language that can be used to describe species attributes.*

*Refer to the WWF ASSET BANK (chapter 7 of the offline guidelines) to access the full bank of information graphics



Height



Speed



Length



Weight



Weight



Skin / Fur



Serious endangered



Endangered



Not endangered



Did you know?



Record breaker



Common name



Latin name



Geographic place



Population



Population

Maps

Maps can be used to add visual interest to content in the same way as the infographics and iconography.*

*Refer to the [WWF ASSET BANK](#) (chapter 7 of the offline guidelines) to access the full bank of information graphics



Online we have the potential for a much more engaging use of maps, using interactivity to enhance the user's experience. This will be explored in the future.

2.7 Containers library

This is the basic set of containers - the site's building blocks for laying out content. There are various different types of container that can be used including main column, right column, left column and 'float' containers.

You can access the full containers library (HTML and CSS) here:

[\(link to the CMS help guide\)](#)

Central column containers (6 columns in grid)

(Descriptions on next page)

1 Like this article?
YOU CAN...

Find out how WWF is tackling climate change
Five decades of environmental experience and a unique global reach – working with governments, communities and businesses – means we're in a strong position to take a lead on tackling climate change.

Help us campaign for climate change

Read more about the impacts of climate change on the natural world

Like 26,541 people like this. | SHARE IT

2 FROM THE WWF BLOG INSIDE WWF CAMPAIGNS More blogs ▶▶

Every month a chunk of money whizzes out of my pay pack and away to be invested in some magical fund that means when I'm 65 I can retire...
Pensions, carbon and (oil) pipe dreams ▶
By Colin Buffield on 28 July 2010 | 2 Comments

3 CONTACT
 Claudia Delpero
Communications Manager, China for a Global Shift Initiative
WWF China Programme Office, Beijing
+861065116227
 Email Claudia

4 DOWNLOADS
 Tiger Factsheet
100% of what we get goes to saving tigers
PDF 69kb
 Tiger Factsheet
100% of what we get goes to saving tigers
PDF 69kb

5 2050 BIODIVERSITY GOAL

WWF's mission is to stop the degradation of our planet's natural environment, and build a future in which humans live in harmony with nature.

6 THIS IS A CUSTOM H2 - SIZE 32PX.
The terms "climate change" and "global warming" are often used interchangeably. Generally WWF use the more scientifically accurate term "climate change", but we often use "global warming" as it remains popular in public discourse.

The definition from the NASA website is perhaps the best way to approach the two labels: "...global warming refers to surface temperature increases, while climate change includes global warming and everything else that increasing greenhouse gas amounts will affect."

7 YOUR ONE-OFF PAYMENT
Total: £30.99

Card type Select card type

Name on card Full name on credit card

Card number Card number

Start date Month Year

End date Month Year

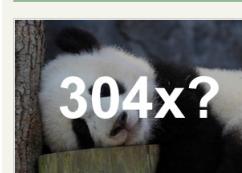
Issue number Card number

Account address Postcode

8 This is an H2 heading - 36px.

This is body text size 15px #222222 and 21px line-height. A natural carbon dioxide cycle keeps the amount of CO2 in our atmosphere in balance. Decaying plants, volcanic eruptions and the respiration of animals release natural CO2 into the atmosphere, where it stays for about 100 years. It is removed again from the atmosphere by photosynthesis in plants and by dissolution in water (for instance in the oceans).

9 THIS IS A CUSTOM H2 - SIZE 32PX.

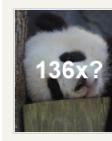


304x?

© WWF-Canon / Susan A. MAINKA

Enlarge

10 THIS IS A CUSTOM H2 - SIZE 32PX.



136x?

© WWF-Canon / Susan A. MAINKA

The terms "climate change" and "global warming" are often used interchangeably. Generally WWF use the more scientifically accurate term "climate change".

This definition from the NASA website is perhaps the best way to approach the two labels: "...global warming refers to surface temperature increases, while climate change includes global warming and everything else that increasing greenhouse gas amounts will affect."



>60% 4.58 TONNES ~40%

China is the world's largest solar PV manufacturer and has more than 60% of the globe's solar water heaters.
The average every Chinese citizen produces of CO2 emissions per year, compared to 19.1 tonnes for Americans and 9 tonnes for Europeans.

13 This is an introduction size 18px, flow of energy from the sun. Heat energy from the sun passes through the Earth's atmosphere and warms the Earth's surface.

14 U MIGHT ALSO LIKE...

Help make illegal logging illegal
100% of what we get goes to saving tigers



See the Elephant Parade in London
100% of what we get goes to saving tigers



15 YOU MIGHT ALSO LIKE

Donate to tigers
100% of what we get goes to saving tigers

Buy sustainably produced palm oil
100% of what we get goes to saving tigers

Don't buy medicine containing tiger parts
You can still find black market products containing tiger bone...

16 Search for an article Article title Month Year Find

136x110

These larger links in this teaser listing are 18px Arial bold and have 23px line-height.

14 July 2010 | Comments



Police detain members of illegal tiger trading syndicate on Sumatra island, Indonesia

14 July 2010 | Comments



Governments urge Russia to suspend seismic testing that could harm endangered whales

14 July 2010 | Comments

136x110

New law backs up Malaysian customs efforts to stop endangered tortoise smugglers

14 July 2010 | Comments



Police detain members of illegal tiger trading syndicate on Sumatra island, Indonesia

14 July 2010 | Comments



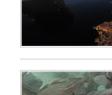
Governments urge Russia to suspend seismic testing that could harm endangered whales

14 July 2010 | Comments

18 LATEST

Progress needed at Bonn climate talks

We're looking for real progress on some outstanding issues at the next talks...



Cod can recover – if we control bycatch

An Edinburgh-based oil firm has begun drilling in the Arctic waters off Greenland...

Above:
Reforming the EU Common Fisheries Policy
Top ten tips for buying good seafood

New oil drilling off Greenland poses unacceptable risk
An Edinburgh-based oil firm has begun drilling in the Arctic waters off Greenland...

New ruling will help protect Russian tigers
We welcome a new Russian government ruling to protect the Korean pine

19 WWF's mission is to stop the degradation of our planet's natural environment, and build a future in which humans live in harmony with nature.

20 **(Aa)** Common name: Giant Panda (En); Panda Géant (Fr); Panda gigante (Sp);
(Aa) Scientific Name: Panthera tigris spp;
(Aa) Status: IUCN: Endangered A2bcd+4bcd; C1+2a(i) CITES: Appendix I
(Aa) Population: Possibly as few as 3,200 individuals
(Aa) Habitat: Indo-Malayan, Palearctic
(Aa) Length: 140-280 cm

H3 heading - 16px
Amur (Siberian) tiger
Bengal (Indian) tiger
Indochinese tiger
Malayan tiger
South China tiger
Sumatran tiger

H3 heading - 16px
Why should we save tigers?
What is WWF doing?
What YOU can do to help?
22
Watch this video about safeguarding forests
© WWF-Canon / Susan A. MAINKA

23 £3 a month pays for one villager, in Borneo, to become a Wildlife Warden.
Make a donation

Central column containers (6 columns in grid)

1 Actions

Links to related actions inc. embedded Facebook 'like' and custom 'share it' dropdown to reveal other social media share links (inc. Twitter, LinkedIn etc)

2 Blogs

For use on the homepage, highlights recent post(s)

3 Contact

Wide version of contact container inc. thumbnail

4 Downloads

This can use either the PDF icon or thumbnail images

5 Goal

Uses custom H1 and quote style callout

6 Highlight

Uses custom H1, used to highlight specific text

7 Form

Typical form styling

8 H2 + body

Standard formatting for central column text

9 Highlight with landscape image

Uses custom H1, used to highlight specific text

10 Highlight with portrait image

Uses custom H1, used to highlight specific text

11 Image

6 column width with caption and enlarge link

12 Interactive infographic

This container needs development

13 Introduction

Should appear below main page H1

14 'You might also like'

Alternative format to 'Actions' container

15 Links with description

Similar to right column links with description (See later)

16 News listing with search and filters

Inc. thumbnails, link, date and comments. Also has search and filters at the top and paging at the bottom

17 News listing

Inc thumbnail, link, date and comments. Also has 'More news' links situated top right

18 Latest/Teaser listing

Similar to news with description instead of date. This accommodates video thumbnails and items without a thumbnail

19 Callout

Quote style text in beige box.

20 Species statistics

Uses a custom icon set based on the infographics in new brand (icon set is a work in progress)

21 Table

2 column table styling

22 Video

Custom video player with caption and share links

23 Fundraising CTA

Colour schemed fundraising ask - to be used at bottom of articles

Right column and float containers

(3/4 columns in grid)

1 HOW YOU CAN HELP

Name a polar bear - there's still time ►

Find out why scientists are saying past decade was warmest on record ►

Read how new ruling will help protect Russian tigers ►

Cycle to save trees in the Brazilian Amazon ►

2 The greenhouse effect

Carbon dioxide CO₂

Climate change or global warming?

The natural carbon dioxide cycle

3 Twitter updates

fantastic initiative from guardian mapping local conservation campaigns
<http://bit.ly/dADMQt #ppb>
 about 3 hours ago via web

Follow Colin, our head of campaigns

[f](#) [YouTube](#) [t](#) [d](#)

4



© Zhang Yifei / WWF-China [Enlarge](#)

5



Mike Keen lays out the facts
 © WWF-Canon / Susan A. MAINKA

SHARE THIS ON: [t](#) [f](#) [d](#) [e](#)

6 MAKE A DONATION

£5 a month pays for the training of one villager, in Borneo, to become a Wildlife Warden.

£3 £5 £10 £ other

Monthly One-off

Donate now

[Other ways to support WWF](#)

7 Did you know?

+50% 

In 2004, a survey counted 1,600 pandas in the wild. [Read more](#)

Zero 

In 2004, a survey counted 1,600 pandas in the wild. [Read more](#)

~2 

In 2004, a survey counted 1,600 pandas in the wild. [Read more](#)

8 TAKE ACTION

See the Elephant Parade in London

250 brightly painted life-size baby elephant sculptures around the city in May/June



— [Prev](#) [Next](#) —

9



Help make illegal logging illegal!



356 sign-ups so far...help us reach 10,000!

Email the EU

[Find out more about illegal logging](#)

10 TAKE ACTION



122x?

WWF Credit Card

Make a difference at no extra cost to you...

WWF Credit Card

Make a difference at no extra cost to you...

— [Prev](#) [Next](#) —

11 CLIMATE REPORTS


Strategies for Reducing the Climate Impacts of Red Meat/Dairy Consumption in the UK
[PDF 694kb](#) | [Download](#)


The Sustainable Food Lab - A case study
[PDF 694kb](#) | [Download](#)


Toxic fuels: toxic investments
[PDF 694kb](#) | [Download](#)

12 HIGHLIGHT 4COL

The terms "climate change" and "global warming" are often used interchangeably. Generally WWF use the more scientifically accurate term "climate change", but we often use "global warming" as it remains popular in public discourse.

Right column and float containers (4 columns in grid)

(Descriptions on next page)

13

Then help us guarantee their survival:

Donate to tigers
100% of what we get goes to saving tigers

Link hover colour #002929
100% of what we get goes to saving tigers

Don't buy medicine containing tiger parts
You can still find black market products containing tiger bone...

Live Green!
100% of what we get goes to saving tigers

© WWF-Canon / Susan A. MAINKA

[Enlarge](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non nulla enim, viverra congue erat. Sed vitae quam eu justo.

15

LOVE PANDAS?
Then help us guarantee their survival:

Donate to tigers
100% of what we get goes to saving tigers

Link hover colour #002929
100% of what we get goes to saving tigers

Don't buy medicine containing tiger parts
You can still find black market products containing tiger bone...

Live Green!
100% of what we get goes to saving tigers

17

Mike Keen lays out the facts

© WWF-Canon / Susan A. MAINKA

SHARE THIS ON: [Twitter](#) [Facebook](#) [Email](#)

19

RELATED LINKS

- [Everything about the panda](#)
- [Panda Central @WWF-China](#)
- [The things pandas eat](#)
- [Threat to the pandas and everything else they should be avoiding](#)
- [The things pandas eat](#)

14

Quick facts

In 2004, a survey counted 1,600 pandas in the wild. [Read more](#)

In 2004, a survey counted 1,600 pandas in the wild. [Read more](#)

In 2004, a survey counted 1,600 pandas in the wild. [Read more](#)

In 2004, a survey counted 1,600 pandas in the wild. [Read more](#)

16

LOVE PANDAS?
Then help us guarantee their survival:

Don't buy medicine containing tiger parts
You can still find black market products containing tiger bone...

80x80

Don't buy medicine containing tiger parts
You can still find black market products containing tiger bone...

Don't buy medicine containing tiger parts
You can still find black market products containing tiger bone...

18

CLIMATE MULTIMEDIA

Strategies for Reducing the Climate Impacts of Red Meat/Dairy Consumption in the UK
[Video](#) | [Watch](#)

Kate Bailey talks about climate change
[Podcast 4m 23s](#) | [Listen](#)

Toxic fuels: toxic investments
[Video](#) | [Watch](#)

20

WWF FONT - 20PX #222222 - CSS3 SHADOW

India tigress gives new hope for conservation after first-time births
A few years ago, India's Panna Tiger Reserve made global headlines when all of its tigers were lost to poachers.
01 Jun 2010 | [Comments](#)

All bold links in these types of containers are 13px Arial.
All descriptions in these types of containers are 12px Arial #4a4a4a4. All descriptions in these types of containers are 12px Arial #4a4a4a4
georgia 11px Italic #777777 | [Comments](#)

21 *“China has the opportunity to lead in a new direction by creating a development model that sustains natural systems, within the country and abroad, upon which all life depends.”*

James P. Leape
Director-General, WWF International

22

Like Share 26,541 people like this. | **SHARE IT**

Right column and float containers (3/4 columns in grid)

1 Homepage actions column

Includes 'How you can help' links and large featured action with infographic, social media integration and CTA

2 Anchor links

Links to content on the page

3 Social media widget

Tabbed (optional) widget to highlight content pulled in from social media venues (Twitter, Facebook, Flickr etc)

4 3 column image (float container)

Medium image aligned right in central column with content wrapping around it

5 3 column video (float container)

Medium video aligned right in central column with content wrapping around it. Includes share links.

6 Donation widget

Includes CTA and mini donation form

7 Facts

Or 'Did you know' feature inc. multiple infographic and description items

8 Multi-use carousel teaser

Carousel to show multiple teasers (inc. standard thumbnail image)

9 Featured Action

Includes infographic, 'Take action' label, social media integration, CTA and 'More info' link

10 Double teaser

Similar to multi-use carousel teaser, displaying 2 at a time

11 Downloads

6 column width with caption and enlarge link

12 Highlight

Uses custom H1, used to highlight specific text

13 Image

4 column width with caption and enlarge link

14 Facts (alternative layout)

Or 'Did you know' feature inc. multiple infographic and description items

15 Links with description

Simple listing

16 Links with description and thumbnail

Listing with standard thumbnail image

17 4 column video

Right column video, includes share links.

18 Multimedia

Includes mini thumbnail with file type icon (video, audio etc), link, caption and 'watch'/'listen' link

19 Links

Simple listing

20 New listing

Listing with link, description (optional), date and comments link (optional)

21 Quote

Right column quote in Georgia Italic with caption

22 Facebook 'like' and share dropdown

Embedded Facebook widget with custom 'share it' dropdown to reveal other social media share links (inc. Twitter, LinkedIn etc)

Custom containers

(Descriptions on next page)

1 ~40%
OF CHINA'S \$586
BILLION ECONOMIC
STIMULUS
PACKAGE WILL GO
TOWARDS GREEN
INVESTMENTS.

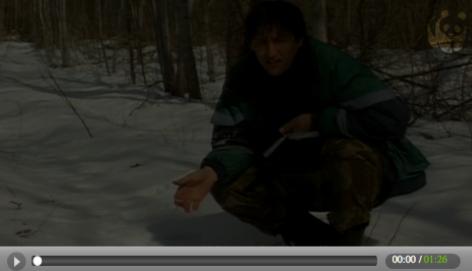
2 **YOUR COMMENTS**
Stephanie
July 7, 2010 - 20:00

Dave
July 7, 2010 - 20:00

Jenny
July 7, 2010 - 20:00

- “ One day mother nature will take back everything that's her's one way or another...we can keep taking what the human race believes to be there's the forest's wiping out the animals who's habitats we destroy but nature is far more powerful than we will ever be.
- “ I totally agree, all of us should be buying MSC everytime in order to help the environment.
- “ It must be hard to get all fishermen around the world to carry out truly sustainable fishing but I think we should try our best!!!!

3



Pavel Fomenko helped catch up to 2,000 poachers in a single year. Here he takes us through his work in protecting the world's most iconic animal.

Tiger News

SHARE THIS VIDEO:



5



EU finally bans illegal wood
European timber vote will help save world forests

Run the beautiful royal parks for WWF

Gulf of Mexico oil disaster - what it means for us all

EU votes to close timber trade loopholes

6



Of all the places in all the world
Discover the places WWF consider to be special

Offshore oil: a very messy business

Gorillas: Meet the relatives

Where on Earth?

Custom containers

1 Left column statistic/callout

Includes optional infographic at the top

2 Comments (8 columns)

To appear at bottom of news/blog pages. Comment author/thumbnail to appear alongside on the left

3 Video with large caption/quote (8 columns)

6 column video with large caption/quote and share links aligned on the right

4 Section index image (10 columns)

Large wide image with overlay heading on colour schemed semi-transparent background. User hovers to slide up semi-transparent background and display description below heading.

5 Main stage - variation 1

Javascript widget that rotates through multiple features. The thumbnails and links on the right sit on a semi-transparent background that overlays the full width banner image.

6 Main stage - variation 2

Javascript widget that rotates through multiple features. The thumbnails and links on the right sit on an opaque background. The image is narrower than on variation 1.

2.8 Putting it together

Here are some example pages, highlighting a selection of the containers used to create them.

Putting it together

Homepage

NEWS AND INFORMATION

[More news | Publications](#)

- New law backs up Malaysian customs efforts to stop endangered tortoise smugglers**
14 July 2010 | [Comments](#)
- Police detain members of illegal tiger trading syndicate on Sumatra island, Indonesia**
14 July 2010 | [Comments](#)
- Governments urge Russia to suspend seismic testing that could harm endangered whales**
14 July 2010 | [Comments](#)

News listing

GET OUR NEWSLETTER

Sign up for email updates...

Enter your email
Select your country ▾

Sign up now Read [privacy policy](#)

Email newsletter signup

WWF

Of all the places in all the world
Discover the places WWF consider to be special

Offshore oil: a very messy business
Gorillas: Meet the relatives
Where on Earth?

Main stage

NEWS AND INFORMATION

MAKE A DONATION

£5 a month pays for the training of one villager, in Borneo, to become a Wildlife Warden.

£3 £5 £10 £other

Monthly One-off

Donate now

[Other ways to support WWF](#)

Donation widget

Twitter updates

fantastic initiative from guardian mapping local conservation campaigns <http://bit.ly/dADMQf#bpb> about 3 hours ago via web

Follow Colin, our head of campaigns

[Facebook](#) [YouTube](#) [Twitter](#) [LinkedIn](#)

Social media widget

HOW YOU CAN HELP

- Name a polar bear - there's still time
- Find out why scientists are saying past decade was warmest on record
- Read how new ruling will help protect Russian tigers

TAKE ACTION!

Help double tiger numbers by 2022.

Tiger

1,746 people took action so far... help us reach 10,000!

Take the pledge ▶

[Read more about the plight of tigers](#)

Homepage actions column

Putting it together

Section index

Amazon
The Amazon spans 8 countries in South America and one overseas territory and contains 1/3 of the planet's rainforests.

Borneo
Borneo is home to many globally significant species, including orang-utans, pygmy elephants, Sumatran rhinos...

New Guinea
The island of New Guinea plays host to the largest pristine rainforest in the Asia-Pacific and the third largest rainforest in the world.

[More forest projects](#)

Latest/Teaser listing

£3 a month pays for one villager, in Borneo, to become a Wildlife Warden.

[Make a donation](#)

Fundraising CTA



Section index image (10 columns)

Forests
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New Guinea
The island of New Guinea plays host to the largest pristine rainforest in the Asia-Pacific and the third largest rainforest in the world.

[Email the EU](#)

Help make illegal logging illegal!

TAKE ACTION!

356 sign-ups so far... help us reach 10,000!

[Email the EU](#)

Find out more about illegal logging

Featured Action

LATEST FOREST NEWS

Sunday Times apologises for unfair Amazon climate story
It alleged the estimates of climate change threat to the Amazon were based on an "unsubstantiated claim" in a WWF report.
[01 June 2010 | Comments](#)

EU to ban illegal timber at last
Europe has finally reached a political agreement on a new law to halt the trade in illegal timber.
[01 June 2010 | Comments](#)

'Amazon on tour' with WWF/Sky's rainforest pod
People across the UK have the chance to get up close and personal with the Amazon rainforest by visiting the Sky Rainforest Rescue Pod...
[01 June 2010 | Comments](#)

News listing

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The Amazon

Sustainability
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The Amazon

Climate Change
Energy
Fishing

Sustainability
Energy
Fishing

Featured content strip (footer container)

Putting it together

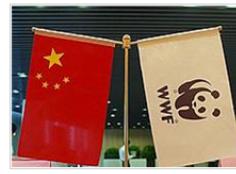
Standard page



Image

A shift to sustainability

Shifting China's development towards a more sustainable direction is key to reducing pressure on the environment.



With the acceleration of globalization, industrialization and urbanization, China's production and consumption patterns are putting at risk the country's as well as the world's ecosystems.

We live in a world where resources are limited and we are increasingly depleting them. Because of its size, growth and the opportunities it offers, a global change towards greener development is possible only if China is on board.

H2 heading, body text and image (float container)

China for a Global Shift

H1 heading

~40% OF CHINA'S \$58 BILLION ECONOMIC STIMULUS PACKAGE WILL GO TOWARDS GREEN INVESTMENTS

A shift to sustainability

Shifting China's development towards a more sustainable direction is key to reducing pressure on the environment.

WHAT WWF IS DOING

- Conservation work in China
- China Forest & Trade Network
- China's Ecological Footprint

As China's economy continues to grow from domestic and international demand, more pressure is placed on the planet's resources. WWF is working with China to ensure that the country's development goes hand-in-hand.

Introduction

WHAT WWF IS DOING

- Conservation work in China
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- China's Ecological Footprint

Related links listing



Pavel Fomenko helped catch up to 2,000 poachers in a single year. Here he takes us through his work in protecting the world's most iconic animal.

Tiger News
Tiger Team Blogs

Video with large caption

“China has the opportunity to lead in a new direction by creating a development model that sustains natural systems, within the country and abroad, upon which all life depends.”

James P. Leape
Director-General, WWF International

Quote



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Section 3: *Off site guidelines*

- 3.1 Sub brands
- 3.2 Partnerships
- 3.3 Social media venues
- 3.4 Email newsletters
- 3.5 Banners ads
- 3.6 Mobile

THIS SECTION TO BE DEVELOPED.

Contact

For all enquiries please email:
support@wwfinternational.zendesk.com