Our logo

Our logo combines our brand name, the ampersand and our strapline. As a key part of our brand identity, it should always be visible. And, when appropriate, it can be used creatively to help us stand out.

Our standard logo looks like this:

This logo uses Forest green from our colour palette and includes our strapline. This is suitable for use on white or most light backgrounds and should be used for basic documents as well as things like office signage and stationery.

Strapline or no strapline?

Wherever possible, please use the logo with the strapline included.

The logo without strapline can be used when space is limited, or when the logo will be too small for the strapline to be clearly legible.

Logo colours

Our logo is also available in a number of other colours from our brand colour palette, as well as in both black and white.

For simplicity, we encourage you to use Forest green on a white background for most materials you are producing, though you are welcome to use Deep blue if it feels more appropriate (e.g. for marine documents).

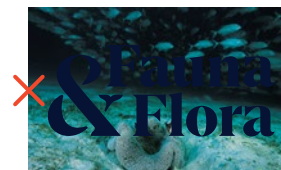Our Forest green and Deep blue logos (with and without the strapline) are available to download from *Canopy*.

If the logo will be placed against a darker background or image that provides a poor contrast with the Forest green or Deep blue logo, please contact design@fauna-flora.org for advice on which logo to use.

If you will be working with a professional designer, we can share more detailed guidance on the colour options available.

We have also created more detailed guidance on logo use on merchandise.

Examples of poor contrast

With strapline, Forest

With strapline, Deep

Without strapline, Forest

Without strapline, Deep

Using the logo

Clear space

To avoid overcrowding the logo, please leave some clear space around it – this should be at least equal to the 'F' shown in the 'Fauna' of our logo:

Minimum size

Please maintain the correct aspect ratio, so that the logo doesn't look stretched or squashed.

Minimum logo width 20mm/180px

1. **Do not** stretch or distort

2. **Do not** outline

3. **Do not** rotate

4. **Do not** re-colour

5. **Do not** add a drop shadow

6. **Do not** ignore the minimum size guides

7. **Do not** use a logo colour that lacks contrast with the background

8. **Do not** try to recreate our logo. The official files should always be used

9. **Do not** add patterns or textures