



## LOGO USAGE GUIDELINES

### Purpose

This biodiversity logo was created as an initiative of Team Bio Communications of the NB Biodiversity Collaborative to help create awareness of the importance of New Brunswick's biodiversity and to build public interest in preserving it. This logo can be used by all collaborative partner organizations to demonstrate solidarity and connect various efforts to advance biodiversity conservation, stewardship, and education. The logo is not intended to take away from any organization's brand, but supplement it by demonstrating a collaborative spirit.

### Rationale

'**Live Wild**' was chosen for the wordmark of this logo to foster a feeling of celebration or embracing of nature and wildlife.

'**Together for New Brunswick Biodiversity**' was chosen for the tagline to demonstrate that there are many individuals and groups working together in a collaborative effort to preserve New Brunswick's biodiversity.

Biodiversity is a broad concept and therefore easy to complicate. For this reason, Team Bio Communications aimed to not clutter the logo with multiple examples of biodiversity, but to have representatives from both the plant and animal kingdoms. The human hand is present to demonstrate our shared responsibility in the stewardship of biodiversity. The hand appears as an integral part of the logo to show that humans are not above nature, but a part of it just the same. The colours depict the natural elements of water, air, and earth that support biodiversity on this planet.

## Options

- Primary logo - full colour with tagline



- Black with tagline



- Reverse with tagline



- Bilingual with tagline



- Badge style no tagline



## Usage

1. Do not stretch, rotate or distort the logo. To properly re-size the logo, hold down the SHIFT button and re-size by dragging the corner of the image box.



2. Reverse logo is white and should be placed only on darker backgrounds.



## Colours

The colours found in the logo are:



**R-42 G-142 B-166**  
**C-79 M-30 Y-28 K-1**  
#2a8ea6



**R-102 G-78 B-64**  
**C-49 M-60 Y-69 K-37**  
#664e40



**R-64 G-148 B-88**  
**C-77 M-20 Y-84 K-5**  
#409458

## Minimum size

For best visibility of the logo, it is recommended that the minimum size for print reproduction is 2 inches in width. This is equivalent to 192 pixels for digital reproduction.



————— 2 inches / 192 pixels —————

## Contact

Vector versions of the logo (.eps or .ai) are available upon request. If you have any further questions about the usage of this logo, please contact the New Brunswick Environmental Network at (506) 855-4144 or [nben@nben.ca](mailto:nben@nben.ca).