

Identity Guidelines





Our logo is our mark, our signature, our flag.

It is modern, yet it is timeless. It is iconic and, therefore, easily recognizable. Most importantly, it represents what we hope to achieve:

A healthy, blue planet supported by a green, sustainable development path.

It is simple in both color and form—a blue circle underscored by a green line. This is by design. It is an inclusive and holistic approach—conveying the breadth and scale of our efforts, as well as our rich history.

As we continue to expand the scope and scale of our work, the logo will help a broad spectrum of audiences across the globe identify Conservation International and our work.

Please carry *your* flag forward as a potent declaration of hope and responsibility—one that symbolizes the vital work we are doing to address the enormous challenges humanity and biodiversity face.

These style guidelines have been developed as a tool for you to use to ensure we present a clear and unified face of Conservation International to the world.

Thank you.

Peter, Russ and Niels



Contents

The Logo

- 1.1 The Conservation International Logo
- 1.2 Logo Proportions and Sizing
- 1.3 Logo Proportions in Greater Detail
- 1.4 Clear Space Around the Logo
- 1.5 Alternate Lockup 1
- 1.6 Clear Space Around Alternate Lockup 1
- 1.7 Alternate Lockup 2
- 1.8 Clear Space Around Alternate Lockup 2
- 1.9 Alternate Lockup 3
- 1.10 Clear Space Around Alternate Lockup 3
- 1.11 Full Color Logo
- 1.12 Limited Color Printing
- 1.13 Unacceptable Logo Use
- 1.14 Use of Logo on Solid Color Backgrounds
- 1.15 Use of Logo on Photographs
- 1.16 Use of Logo on Gradients
- 1.17 Unacceptable Use on Various Backgrounds
- 1.18 With Other Partner Logos
- 1.19 Practical Logo Applications

Logo System

- 2.1 Global Office Logos
- 2.2 Clear Space Around Global Office Logo
- 2.3 Additional Global Office Logo Examples
- 2.4 Global Office Name Alignment System
- 2.5 Global Office Logos with Non-Latin Alphabets
- 2.6 Affiliate Logo
- 2.7 Clear Space Around Affiliate Logo
- 2.8 "In Partnership with" Logo
- 2.9 Clear Space Around "In Partnership with" Logo
- 2.10 Sign Off

Basic Stationery and Typography

- 3.1 Primary Design Typeface
- 3.2 Day-to-Day Communications
- 3.3 Basic Stationery
- 3.4 Letterhead
- 3.5 Executive Letterhead
- 3.6 Envelope
- 3.7 Business Cards
- 3.8 Business Card Backs
- 3.9 Memo

- 3.10 Fax Cover
- 3.11 Meeting Notes
- 3.12 Press Release

Global Office Stationery

- 4.1 8.5" x 11" Letterhead
- 4.2 No. 10 Envelope
- 4.3 Business Card
- 4.4 Global Office Business Card Backs
- 4.5 8.5" x 11" Memo
- 4.6 8.5" x 11" Fax Cover
- 4.7 8.5" x 11" Meeting Notes
- 4.8 A4 Letterhead
- 4.9 DL Envelope
- 4.10 A4 Memo
- 4.11 A4 Fax Cover
- 4.12 A4 Meeting Notes

Center Stationery

- 5.1 Letterhead
- 5.2 Envelope
- 5.3 Business Card
- 5.4 Memo
- 5.5 Fax Cover
- 5.6 Meeting Notes



The Logo

- 1.1 The Conservation International Logo
- 1.2 Logo Proportions and Sizing
- 1.3 Logo Proportions in Greater Detail
- 1.4 Clear Space Around the Logo
- 1.5 Alternate Lockup 1
- 1.6 Clear Space Around Alternate Lockup 1
- 1.7 Alternate Lockup 2
- 1.8 Clear Space Around Alternate Lockup 2
- 1.9 Alternate Lockup 3
- 1.10 Clear Space Around Alternate Lockup 3
- 1.11 Full Color Logo
- 1.12 Limited Color Printing
- 1.13 Unacceptable Logo Use
- 1.14 Use of Logo on Solid Color Backgrounds
- 1.15 Use of Logo on Photographs
- 1.16 Use of Logo on Gradients
- 1.17 Unacceptable Use on Various Backgrounds
- 1.18 With Other Partner Logos
- 1.19 Practical Logo Applications

The Conservation International symbol is a bold blue circle underscored by a green rectangle of equal weight.

It represents what we hope to achieve—a healthy, blue planet supported by a green development path that benefits everyone everywhere.

The Conservation International wordmark is based on the typeface Gotham. The “o” in this font is a perfect circle, which complements the symbol. The word “Conservation” appears in bold in order to emphasize our mission.

The Conservation International logo is the combination of the symbol and the wordmark. These two elements should not be used independently.



The stroke widths, the letter spacing, and the size relationships of the various components of the logo have been carefully developed and should never be altered or recreated.

Electronic artwork files are available from the Marketing and Communications Division in Arlington, VA.

The “x” measurements in this diagram are used to indicate equal spaces. The height of the green bar is equal to the space between the wordmark and the symbol. The word “Conservation” is aligned with the center of the circle in the symbol.



Minimum Size
1.1875"
30mm
86px



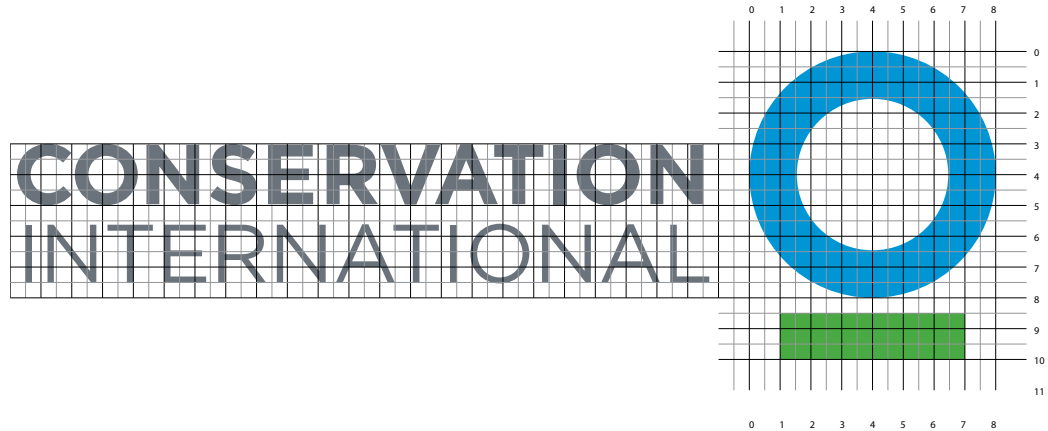
Standard Sign Off Size (more on page 2.10)
1.5"
38mm
108px



This is a carefully crafted and engineered guide to the logo's proportions.

We strongly advise against recreating the logo, but in rare instances, this provides a guide for spacing.

Electronic artwork from the Marketing and Communications Division in Arlington, VA should always be used.



The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations and borders. This is to ensure that the logo retains a strong presence wherever it appears.

The “x” measurements in this diagram are used to indicate equal spaces. The width of the green bar is equal to the gray space around the wordmark.

Always allow as much space as possible around the logo.



An alternate horizontal lockup with a larger symbol is available for use in special cases where the standard logo cannot be visually optimized, such as events.

Electronic artwork for Alternate Lockup 1 is available from the Marketing and Communications Division in Arlington, VA.



The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations and borders. This is to ensure that the logo retains a strong presence wherever it appears.

The “x” measurements in this diagram are used to indicate equal spaces. The width of the green bar is equal to the gray space around the wordmark.

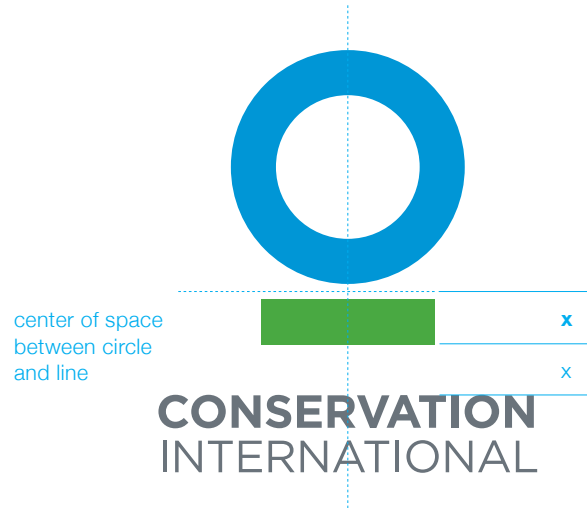
Always allow as much space as possible around the logo.



A vertical lockup is available for use in special cases where the standard logo cannot be optimized.

The “x” measurements in these diagrams are used to indicate equal spaces. The height of the green bar plus half the distance between the circle and rectangle is equal to the space between the wordmark and the symbol. The wordmark is aligned with the center of the circle in the symbol.

Electronic artwork for Alternate Lockup 2 is available from the Marketing and Communications Division in Arlington, VA.



The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations and borders. This is to ensure that the logo retains a strong presence wherever it appears.

The “x” measurements in this diagram are used to indicate equal spaces. The width of the green bar is equal to the gray space around the wordmark.

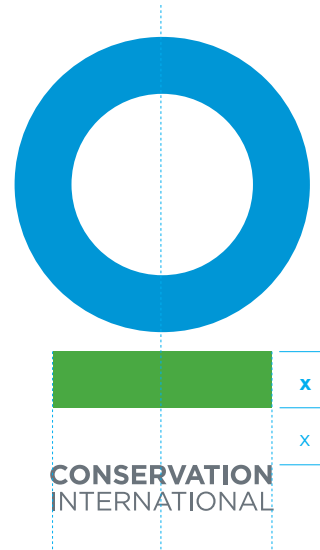
Always allow as much space as possible around the logo.



There may occasionally be situations where it is appropriate to greatly emphasize the symbol. The T-shirt below is an example of such usage.

Note that the wordmark must still appear with the symbol, below and of the same width as the green bar. The space between the wordmark and the symbol is equal to the height of the green bar.

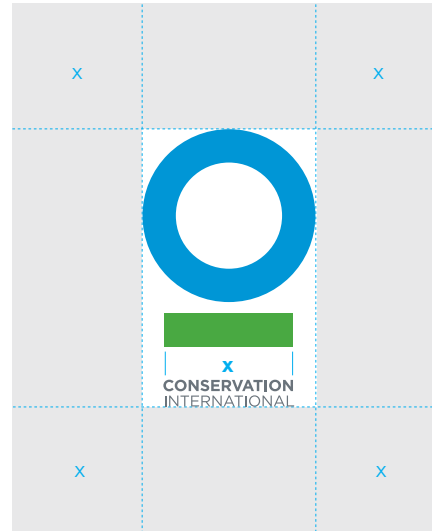
Electronic artwork for Alternate Lockup 3 is available from the Marketing and Communications Division in Arlington, VA.



The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations and borders. This is to ensure that the logo retains a strong presence wherever it appears.

The “x” measurements in this diagram are used to indicate equal spaces. The width of the green bar is equal to the gray space around the wordmark.

Always allow as much space as possible around the logo.



In the Conservation International identity, the use of color is a very important aspect. **The full color logo should be used whenever possible.**

The consistent use of these colors will brand Conservation International's communications for immediate recognition. It is important to reproduce the color as consistently as possible.



PMS 362

C-70 M-0 Y-100 K-9
R-74 G-170 B-66
Hexcodes 4AAA42



PMS 2925

C-85 M-24 Y-0 K-0
R-0 G-150 B-215
Hexcodes 0397D6



PMS 431

C-11 M-1 Y-0 K-64
R-106 G-115 B-123
Hexcodes 6A747C

A one color logo is available, but should be used only when limited color (e.g., one or two color printing) printing is the only option.



2011 Crystal Drive, Suite 500
Arlington, VA 22202
Tel: +1 703 341-2400
www.conservation.org

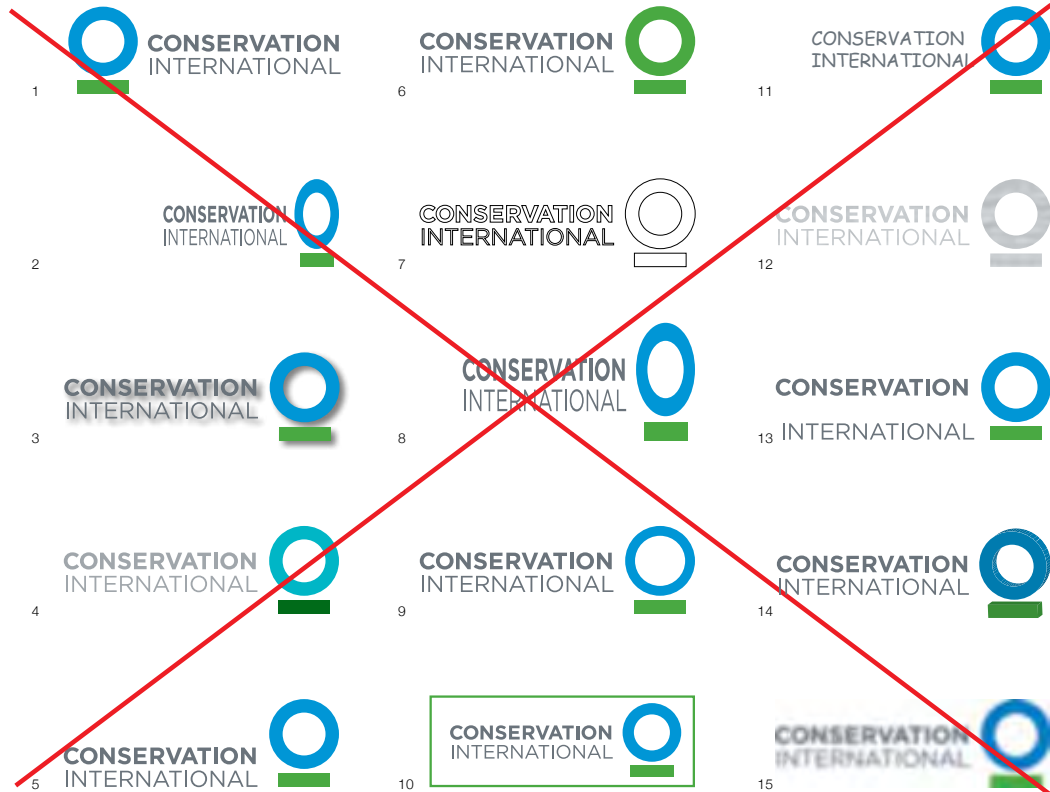
Fax

To: _____ Fax #: _____

Unacceptable Logo Use

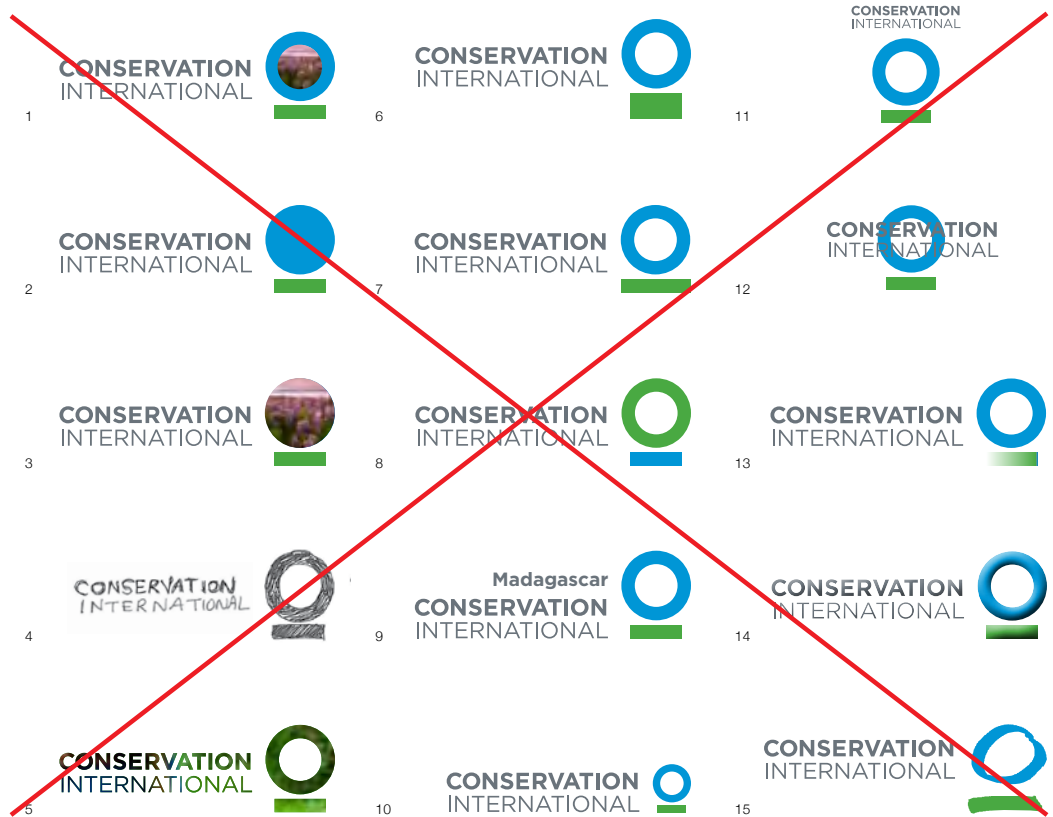
1.13

- 1 Do not flip lockup
- 2 Do not distort horizontally
- 3 Do not add a drop shadow
- 4 Do not use in varying tints
- 5 Do not change relationship of elements
- 6 Do not make two colors
- 7 Do not outline
- 8 Do not distort vertically
- 9 Do not change circle stroke size
- 10 Do not box
- 11 Do not change typeface
- 12 Do not add texture
- 13 Do not separate wordmark
- 14 Do not make 3D
- 15 Do not blur



Unacceptable Logo Use continued

- 1 Do not place images inside the circle
- 2 Do not fill circle with color
- 3 Do not fill circle with an image
- 4 Do not hand draw
- 5 Do not fill with image
- 6 Do not change shape of rectangle
- 7 Do not expand rectangle
- 8 Do not flip colors
- 9 Do not rearrange lockup
- 10 Do not change symbol size
- 11 Do not place wordmark above symbol
- 12 Do not place wordmark over symbol
- 13 Do not use gradient
- 14 Do not emboss
- 15 Do not recreate



Use of Logo on Solid Color Backgrounds

To be clearly legible the Conservation International logo should be used on a background color that affords clear contrast to the symbol. Generally this means dark colors, with the wordmark in white, or light colors with the wordmark in gray.

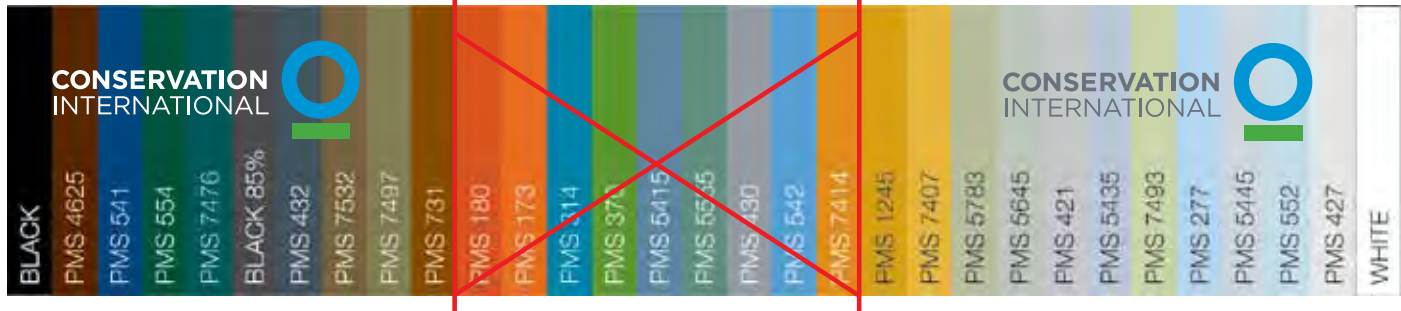


The chart below shows the full range of the Conservation International color palette. The logo should never be placed on any of the middle, or "mid-value" colors, as they do not provide sufficient contrast to the colors of the symbol.

Dark colors

Mid-value colors

Light colors



Use of Logo on Photographs

Always place the full color logo directly on photographs and color backgrounds when possible. **Choose photographs and color backgrounds that have sufficient contrast to the logo colors to preserve the logo's integrity.**

When it is not possible to place the logo directly on a photograph or color background, a color band in a very light or dark color is acceptable to place the logo on, as shown in the following examples.

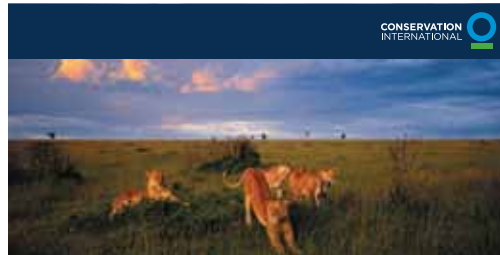


Photo credits from left to right:

- © Art Wolfe/www.artwolfe.com/iLCP
- © CI/photo by Janny "Heintje" Rotinsulu
- © Art Wolfe/www.artwolfe.com/iLCP
- © Cristina Mittermeier/iLCP
- © Art Wolfe/www.artwolfe.com/iLCP
- © Art Wolfe/www.artwolfe.com/iLCP

One way to achieve good contrast between the background color and the logo and to give even weight to the symbol and the wordmark, is to use gradients or blends as shown in the examples on this page.



Unacceptable Use on Various Backgrounds






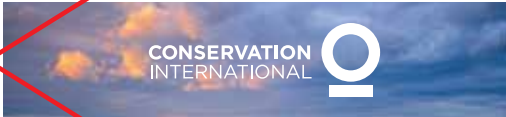




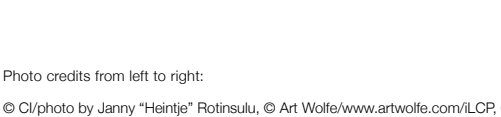

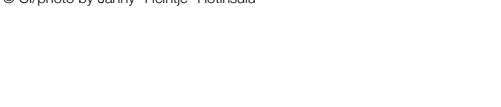

1	Do not use gray wordmark on dark backgrounds		
2	Do not use full color logo directly on color background with similar color tones		
3	Do not use logo over photo that is too busy		
4	Do not use full color logo over photo with similar color tones		
5	Do not place logo in a box		
6	Do not use white wordmark on light photos		
7	Do not use white wordmark on light backgrounds		
8	Do not use all white logo on photographs		
9	Do not use all white logo in four color printing		
10	Do not use any one color logo in four color printing		

Photo credits from left to right:

© CI/photo by Janny "Heintje" Rotinsulu, © Art Wolfe/www.artwolfe.com/iLCP, © Art Wolfe/www.artwolfe.com/iLCP, © Cristina Mittermeier/iLCP, © CI/photo by Janny "Heintje" Rotinsulu

When the Conservation International logo is shown alongside the logos of partner organizations, all logos should appear to be approximately the same size.

Be sure to follow the specifications on minimum size and space around the logo, specified in pages 1.2 and 1.4 in this guide.



Web site

This guide for logo use is applicable for all media.

At right are few examples of how the Conservation International logo might appear in some of practical applications.

All Conservation International videos should end with a short animation called a logo signature. A standard logo signature is available from the Marketing and Communications Division in Arlington, VA.



Video



Power Point





Logo System

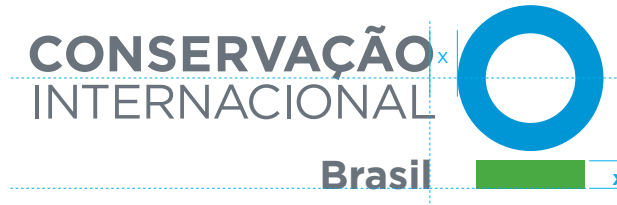
- 2.1 Global Office Logos
- 2.2 Clear Space Around Global Office Logo
- 2.3 Additional Global Office Logo Examples
- 2.4 Global Office Name Alignment System
- 2.5 Global Office Logos with Non-Latin Alphabets
- 2.6 Affiliate Logo
- 2.7 Clear Space Around Affiliate Logo
- 2.8 “In Partnership with” Logo
- 2.9 Clear Space Around “In Partnership with” Logo
- 2.10 Sign Off

Field demonstration is an integral part of the Conservation International approach, and because field offices have a unique set of stakeholders, we have a system to identify Conservation International's country offices.

The following illustrations show some typical examples.

In the case of country logos, the wordmark shifts up slightly and the space between "Conservation" and "International" is aligned with the center of the circle in the symbol.

Conservation International appears in English except in limited cases (e.g. Portuguese and Spanish) where the translated version of our name is very similar to the English version—both in characters and pronunciation. Country names may, however, appear in local languages.



Minimum Size

1.1875"
30mm
86px



The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations and borders. This is to ensure that the logo retains a strong presence wherever it appears.

The “x” measurements in this diagram are used to indicate equal spaces. The width of the green bar is equal to the gray space around the wordmark.

Always allow as much space as possible around the logo.



Additional Global Office Logo Examples

Please only use officially supplied artwork. Recreating artwork is not permitted. Electronic artwork for all country logos is available from the Marketing and Communications Division in Arlington, VA.



To maintain visual consistency, country logos should be slightly modified depending on the language and country.

The diagrams at right show how to deal with letter alignment for each situation.



A. Countries whose wordmark's first line is "Conservation" or "Conservación" and whose last country letter has a flat back edge (ex. l, a, i, etc.) must right align the last letter of the country with the letter "N" in Conservation.



B. Countries whose wordmark's first line is "Conservation" and whose last country letter has a rounded back edge (ex. o, e, etc.) must optically align the last letter of the country with the letter "N" in Conservation.



C. Countries whose wordmark's first line is "Conservação" must optically align the last letter of the country with the letter "O" in Conservação.

A country whose native language uses a non-Latin alphabet may use that alphabet for the country's name in the logo, as in the following example, where the word China appears in Chinese characters.

Never use the non-Latin alphabet for the words "Conservation International."

Every country logo that has a country name set in a non-latin alphabet must be approved by the Marketing and Communications Division in Arlington, VA.



Some Conservation International affiliates require a unique logo. For these cases, an affiliate logo, shown here, is available.

Electronic artwork for affiliate logos is available from the Marketing and Communications Division in Arlington, VA.



Minimum Size

1.1875"
30mm
86px



The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations and borders. This is to ensure that the logo retains a strong presence wherever it appears.

The “x” measurements in this diagram are used to indicate equal spaces. The width of the green bar is equal to the gray space around the wordmark.

Always allow as much space as possible around the logo.



In cases where a logo is needed to indicate a partnership with another company or institution, the following two standard lockups have been developed.

Electronic artwork files are available from the Marketing and Communications Division in Arlington, VA.



Clear Space Around “In Partnership with” Logo

2.9

The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations and borders. This is to ensure that the logo retains a strong presence wherever it appears.

The “x” measurements in this diagram are used to indicate equal spaces. The width of the green bar is equal to the gray space around the wordmark.

Always allow as much space as possible around the logo.



The suggested sign off arrangements shown here are for the back cover of publications.

Type Specifications:

Text: Helvetica Neue Light 7pt

Numbers: Helvetica Neue Light
6.5pt





Basic Stationery and Typography

- 3.1 Primary Design Typeface
- 3.2 Day-to-Day Communications
- 3.3 Basic Stationery
- 3.4 Letterhead
- 3.5 Executive Letterhead
- 3.6 Envelope
- 3.7 Business Cards
- 3.8 Business Card Backs
- 3.9 Memo
- 3.10 Fax Cover
- 3.11 Meeting Notes
- 3.12 Press Release

Helvetica Neue is the primary typeface for Conservation International. When appropriate for contents of the text, italics may be used.

When Helvetica Neue is not available, it is acceptable to use Arial.

Helvetica Neue Ultra Light

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&@#%*~:~;!?

Helvetica Neue Thin

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&@#%*~:~;!?

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&@#%*~:~;!?

Helvetica Neue Roman

**abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&@#%*~:~;!?**

Helvetica Neue Bold

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&@#%*~:~;!?**

Times New Roman is our typeface for day-to-day communications in-house like the body copy for stationery or emails.

2011 Crystal Drive, Suite 500
Arlington, VA 22202
Tel:+1 703 341-2400
www.conservation.org



Date

Addressee's Name
Company or Office
Address
City, State zip

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design.

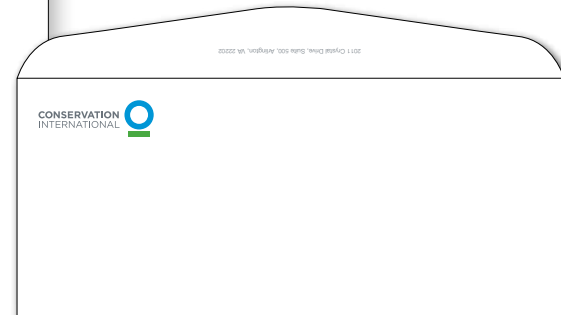
The date is top-aligned at 3 inches from the top edge of the page and 1.5 inches from the left, setting the margin for the entire letter. The addressee's name is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the addressee's name. The salutation appears three spaces below the address.

The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 5.5 inches.

A double space separates the body of the letter from the complimentary close, with four spaces to the name of the sender and the title.

Shown at 55%

A complete stationery system has been developed. The details are outlined on the following pages. All stationery is printed on 100% recycled paper.



Shown at 30%

Photo credit:
© Cristina Mittermeier/iLCP

Basic Letterhead

Size:
8.5" x 11"

Colors:
PMS 431, 2925, 362

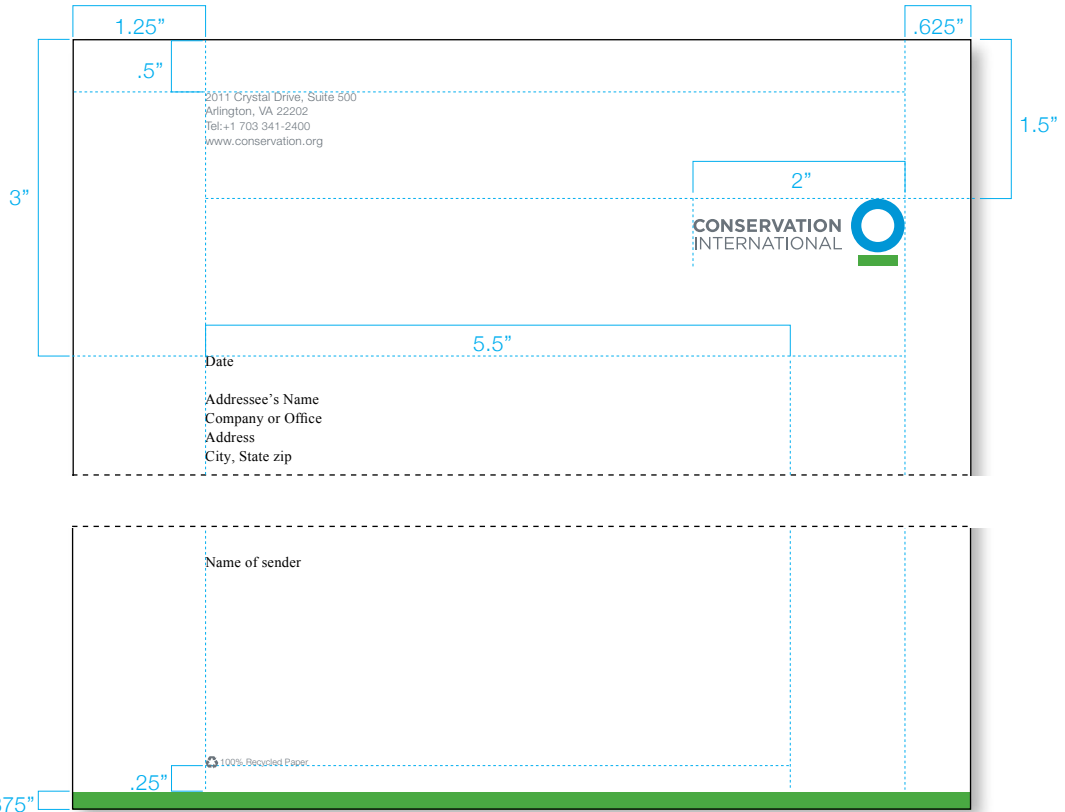
Type Specifications:
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light
7.5pt
Text: Times New Roman Regular
10pt

Recommended paper:
Environment Smooth Writing
24-lb. White PC 100

If this paper is not available,
please use an FSC- or SFI-
certified paper with the highest
percentage of post-consumer fiber
that can be obtained.

The Marketing and Communications
Division in Arlington can provide
additional guidance, if needed.

Shown at 55%



Executive Letterhead

3.5

Size:
8.5" x 11"

Colors:
PMS 431, 2925, 362

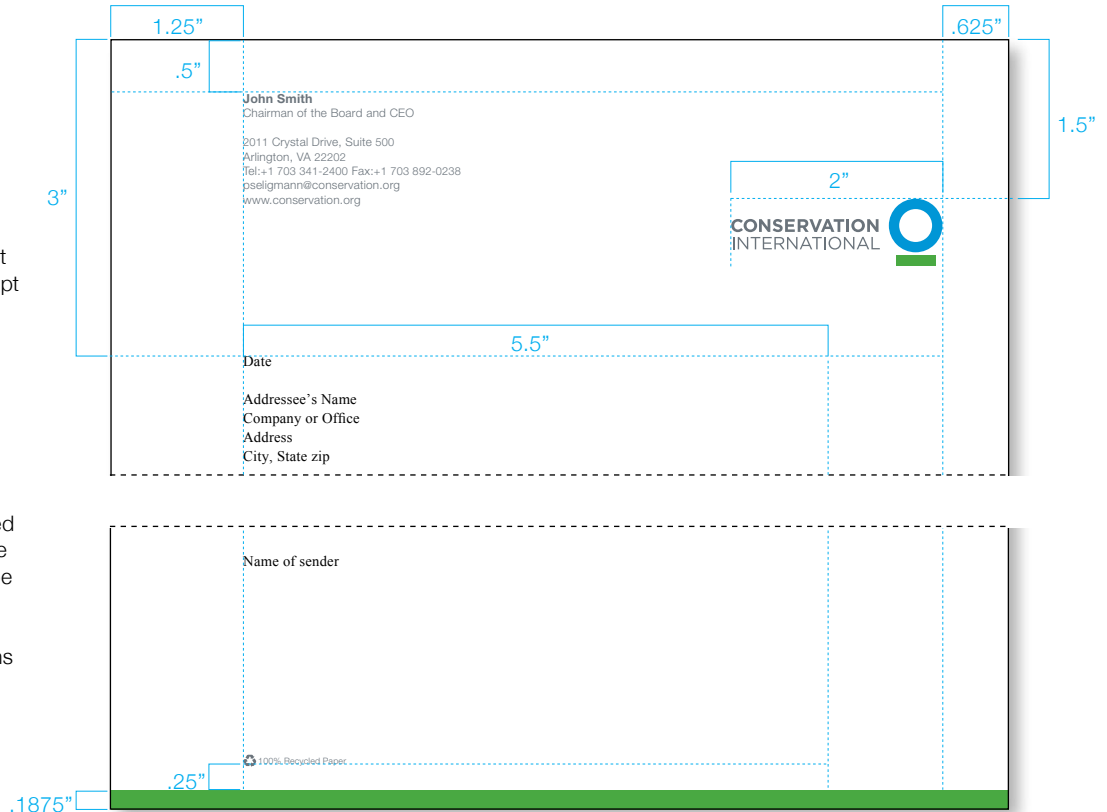
Type Specifications:
Name: Helvetica Neue Bold 8.5pt
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light 7.5pt
Text: Times New Roman
Regular 10pt

Recommended paper:
Environment Smooth Writing
24-lb. White PC 100

If this paper is not available,
please use an FSC- or SFI-certified
paper with the highest percentage
of post-consumer fiber that can be
obtained.

The Marketing and Communications
Division in Arlington can provide
additional guidance, if needed.

Shown at 55%



Basic Envelope

Size:
No. 10 Standard
9.5" x 4.125"

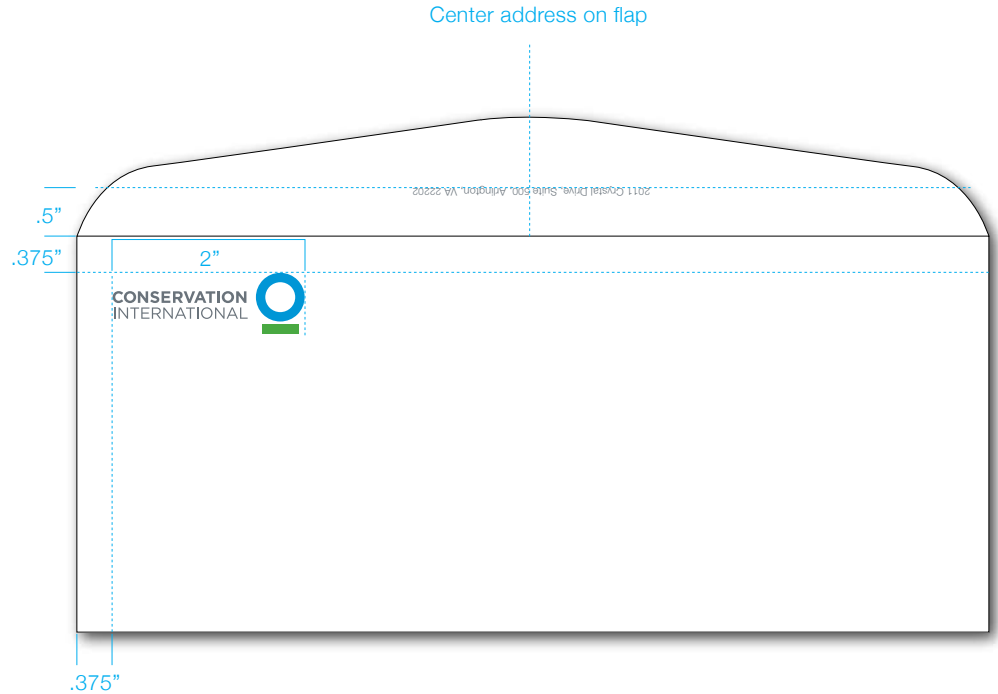
Colors:
PMS 431, 2925, 362

Type Specifications:
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light 7.5pt

Recommended paper:
Environment Smooth Writing
24-lb. White PC 100 #10 Envelopes

If this paper is not available,
please use an FSC- or SFI-certified
paper with the highest percentage
of post-consumer fiber that can be
obtained.

The Marketing and Communications
Division in Arlington can provide
additional guidance, if needed.



Shown at 50%

Basic Business Card

3.7

Size:
3.5" x 2"

Colors:
PMS 431, 2925, 362

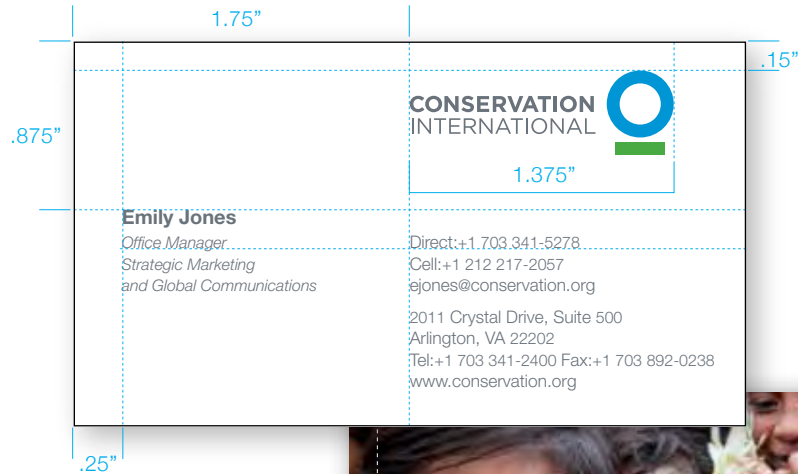
Type Specifications:
Name: Helvetica Neue Bold 7.5pt
Title: Helvetica Neue Light Italic 6pt
Info: Helvetica Neue Light 6.5pt
Numbers and "@" symbol:
Helvetica Neue Light 6pt
Tagline: Helvetica Neue Bold 12pt
Photo credit: Futura Medium 4pt

Recommended paper:
Environment Wove Cover
80-lb. White PC 100

If this paper is not available, please use an FSC- or SFI-certified paper with the highest percentage of post-consumer fiber that can be obtained.

The Marketing and Communications Division in Arlington can provide additional guidance, if needed.

Shown at 100%



A variety of images that convey our mission and vision will adorn the backs of the business cards. Every order will contain the same variety.

The phrase “people need nature to thrive” may be positioned in different corners depending on the photograph, but should still be .15” from the edge of the card.

Photograph credits should run vertically on the farthest edge of the card from the tagline, in a gray that allows for legibility against the photograph.

Type Specification:
Tagline: Helvetica Neue Bold 12pt
Photo credit: Futura Medium 4pt

Shown at 100%



Basic Memo

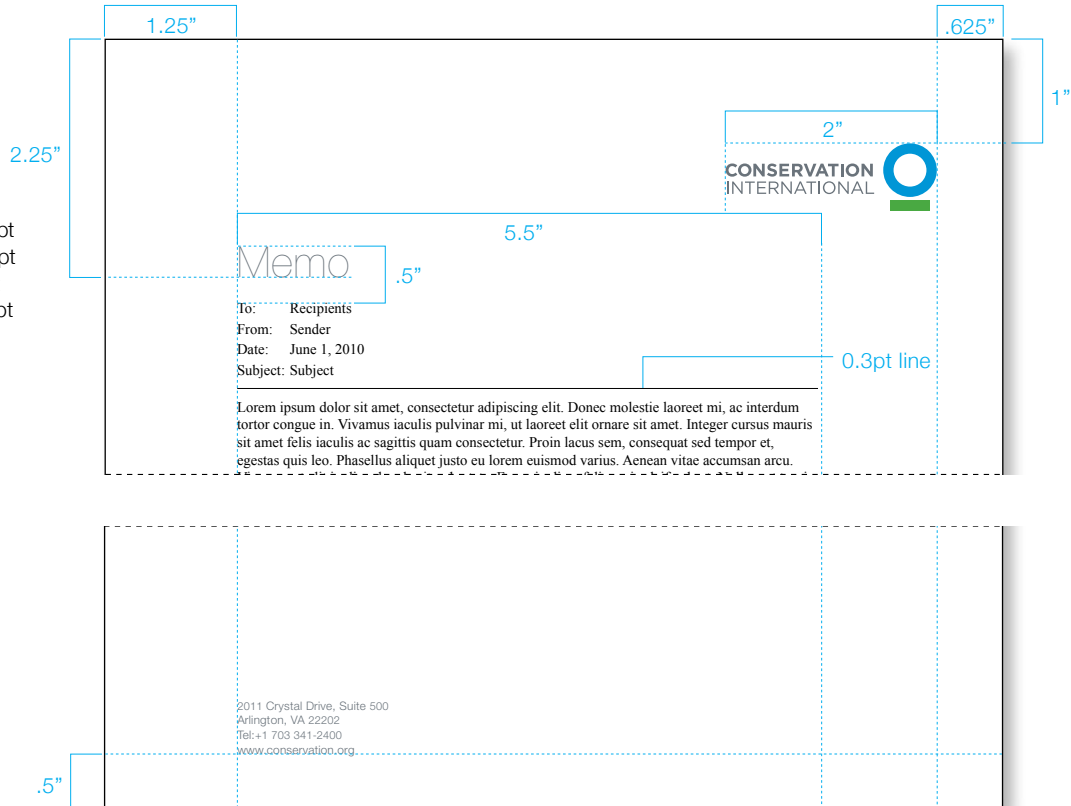
3.9

Size:
8.5" x 11"

Colors:
PMS 431, 2925, 362

Type Specifications:
Memo: Helvetica Neue Ultra Light 29pt
Text: Times New Roman Regular 10pt
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light 7.5pt

A Microsoft Word template of the memo can be obtained on the CI Intranet or by contacting the Marketing and Communications Division in Arlington, VA.



Shown at 55%

Basic Fax Cover

3.10

Size:
8.5" x 11"

Color:
Black

Type Specifications:

Address: Helvetica Neue Light 9pt

Numbers: Helvetica Neue Light 8.5pt

Fax: Helvetica Neue Ultra Thin 29pt

Text: Helvetica Neue Light 10pt

A Microsoft Word template of the fax cover can be obtained on the CI Intranet or by contacting the Marketing and Communications Division in Arlington, VA.

The diagram shows a fax cover template with the following dimensions and content:

- Overall dimensions: 8.5" x 11"
- Top margin: 1.25"
- Right margin: .625"
- Left margin: .5"
- Vertical distance from top margin to address: 2.5"
- Vertical distance from address to logo: 1.5"
- Logo width: 2.375"
- Logo text: **CONSERVATION INTERNATIONAL** with a large stylized **O**
- Word "Fax" width: 5.5"
- Vertical distance from "Fax" to "To:" field: 1"
- Form fields: To: Fax #:, From: Fax #:, Date: Pages Including Cover:, Message:

Shown at 55%

Basic Meeting Notes

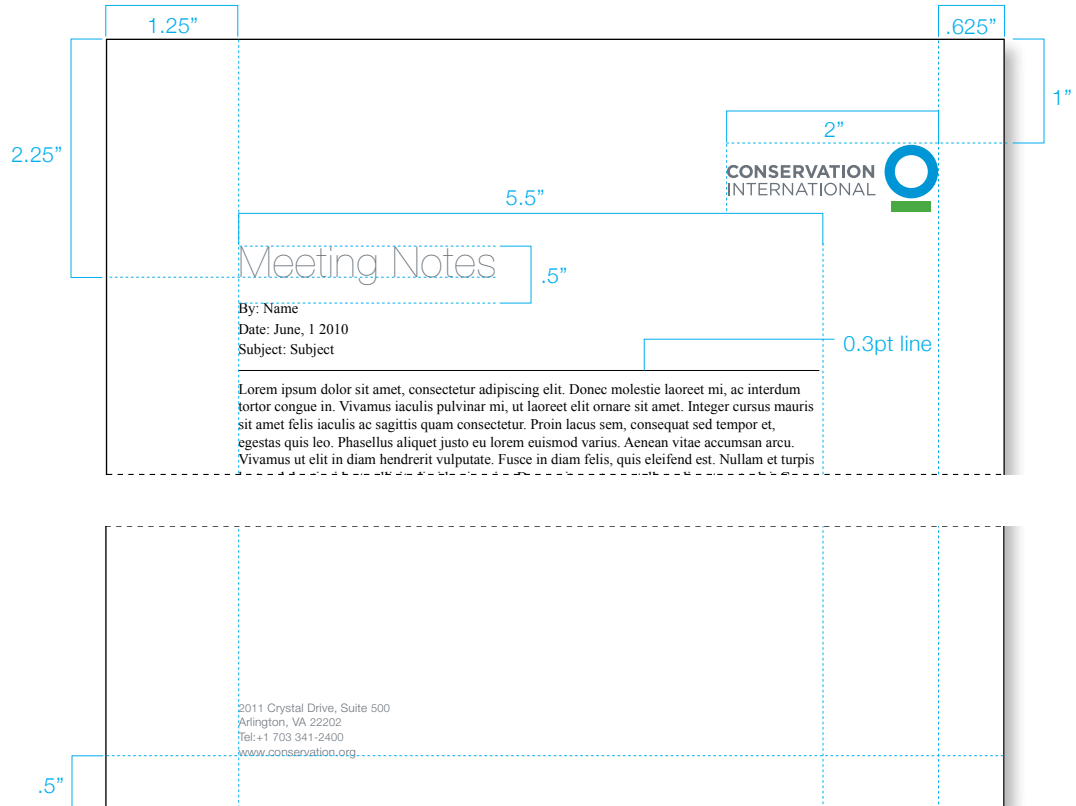
3.11

Size:
8.5" x 11"

Colors:
PMS 431, 2925, 362

Type Specifications:
Meeting Notes: Helvetica Neue
Ultra Light 29pt
Text: Times New Roman
Regular 10pt
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light 7.5pt

A Microsoft Word template of the meeting notes can be obtained on the CI Intranet or by contacting the Marketing and Communications Division in Arlington, VA.



Shown at 55%

Size:
8.5" x 11"

Colors:
PMS 431, 285, 362 and black

Type Specifications:
Date: Times New Roman Bold 10 pt
Title: Times New Roman Bold 24pt
Contact, Address, and Body:
Times New Roman Regular 10pt

A Microsoft Word template of the press release can be obtained on the CI Intranet or by contacting the Marketing and Communications Division in Arlington, VA.

1.25"

1.75"

2.625"

2.625"

.5"

.5"

CONSERVATION INTERNATIONAL 

For Immediate Release: Friday April 16 2010

6"

New forest carbon project is the “Swiss-army knife” of conservation

Colombian project demonstrates that climate change mitigation efforts can also provide important services such as freshwater protection, biodiversity conservation and human well-being.

A groundbreaking new forest carbon project supported by Conservation International-Colombia, which helps demonstrate how efforts to protect the planet from climate change can also bring significant additional benefits to humanity, has today joined the tiny number of forest projects sanctioned by the UN to

Francisco Ocampo Executive Director of Procuencia said: “We know the city of Manizales depends on the services that the forest provides, but finding a way to fund the restoration of these forests can be challenging with the competing pressure of agriculture and other land uses. This project demonstrates that the international importance of these forests for carbon storage can also bring local benefits to this area, its people and its unique biodiversity.”

2011 Crystal Drive, Suite 500, Arlington, VA 22202 www.conservation.org

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Global Office Stationery

- 4.1 8.5" x 11" Letterhead
- 4.2 No. 10 Envelope
- 4.3 Business Card
- 4.4 Global Office Business Card Backs
- 4.5 8.5" x 11" Memo
- 4.6 8.5" x 11" Fax Cover
- 4.7 8.5" x 11" Meeting Notes
- 4.8 A4 Letterhead
- 4.9 DL Envelope
- 4.10 A4 Memo
- 4.11 A4 Fax Cover
- 4.12 A4 Meeting Notes

Global Office 8.5" x 11" Letterhead

4.1

Size:
8.5" x 11"

Colors:
PMS 431, 2925, 362

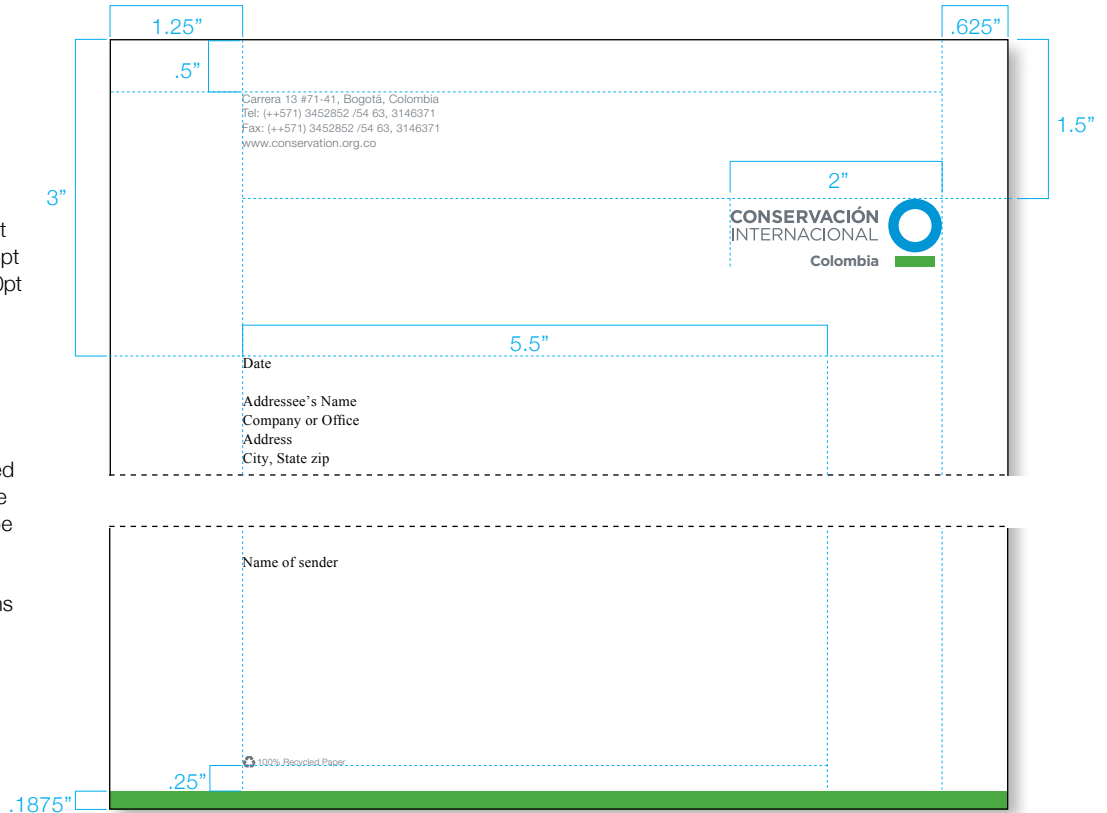
Type Specifications:
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light 7.5pt
Text: Times New Roman Regular 10pt

Recommended paper:
Environment Smooth Writing
24-lb. White PC 100

If this paper is not available,
please use an FSC- or SFI-certified
paper with the highest percentage
of post-consumer fiber that can be
obtained.

The Marketing and Communications
Division in Arlington can provide
additional guidance, if needed.

Shown at 55%



Global Office No. 10 Envelope

Size:
No. 10 Standard
9.5" x 4.125"

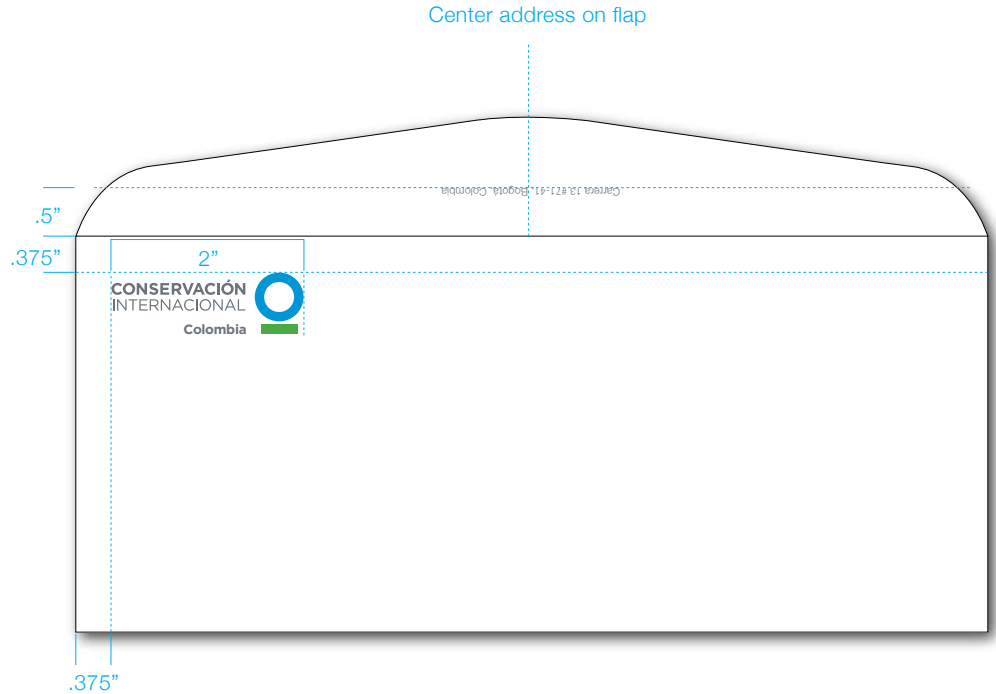
Colors:
PMS 431, 2925, 362

Type Specifications:
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light 7.5pt

Recommended paper:
Environment Smooth Writing
24-lb. White PC 100 #10 Envelopes

If this paper is not available,
please use an FSC- or SFI-certified
paper with the highest percentage
of post-consumer fiber that can be
obtained.

The Marketing and Communications
Division in Arlington can provide
additional guidance, if needed.



Shown at 50%

Global Office Business Card

4.3

Size:
3.5" x 2"

Colors:
PMS 431, 2925, 362

Type Specifications:
Name: Helvetica Neue Bold 7.5pt
Title: Helvetica Neue Light Italic 6pt
Info: Helvetica Neue Light 6.5pt
Numbers and "@" symbol:
Helvetica Neue Light 6pt
Tagline: Helvetica Neue Bold 12pt
Photo credit: Futura Medium 4pt

Recommended paper:
Environment Wove Cover
80-lb. White PC 100

If this paper is not available,
please use an FSC- or SFI-certified
paper with the highest percentage
of post-consumer fiber that can be
obtained.

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Division in Arlington can provide
additional guidance, if needed.

Shown at 100%



CI country offices may design and print business cards in-country using the templates provided by the Marketing and Communications Division in Arlington, VA. They may opt to use photography that depicts local scenery on the back of the business cards.

The Marketing and Communications Division in Arlington, VA is available to provide assistance with choosing, editing, color correcting and sizing the photographs.

Shown at 100%



Photography must:

- Uphold the highest professional quality and beauty that people have come to expect from Conservation International imagery.
- Be high-resolution, properly sized, CMYK and press-ready.
- Be consistent with the new mission, i.e. including people, landscapes and species and representing as many of the
- initiatives as possible.

- Be CI-owned or, if not, CI must have full, documented rights to
- use the image.

Be credited properly.

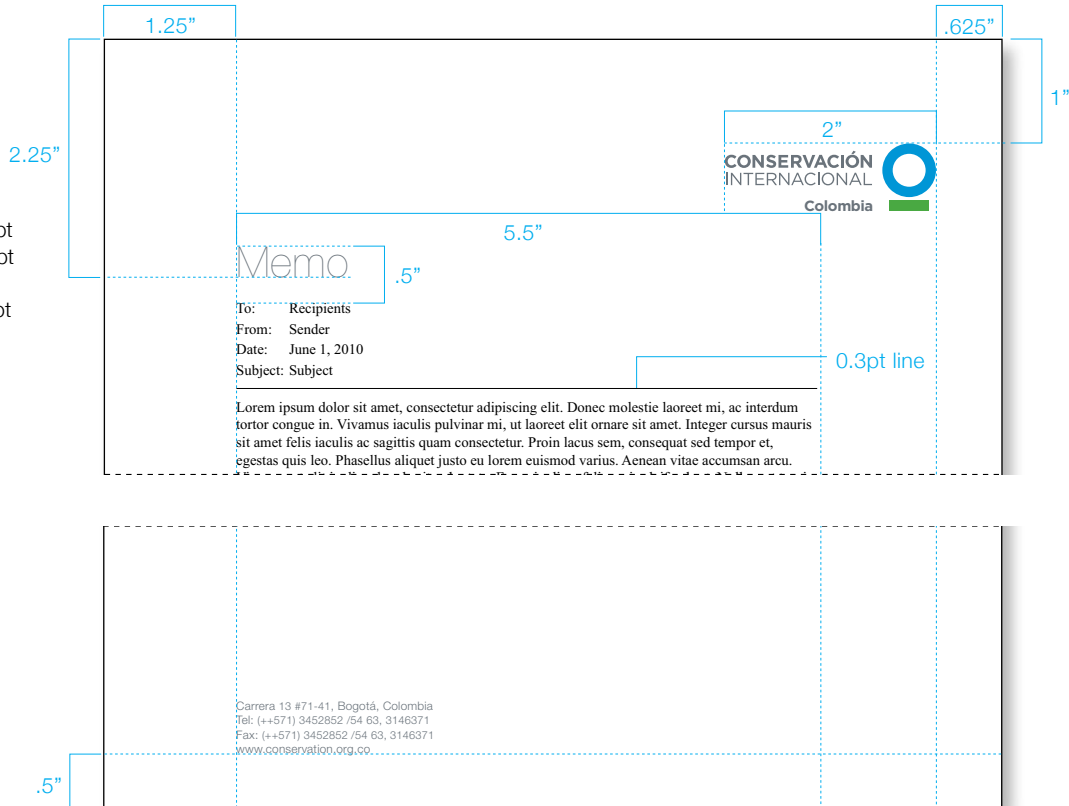
If there is any question whatsoever regarding ownership or usage rights of a photo, please contact photo@conservation.org to determine if CI does have the image rights.

Size:
8.5" x 11"

Colors:
PMS 431, 2925, 362

Type Specifications:
Memo: Helvetica Neue Ultra Light 29pt
Text: Times New Roman Regular 10pt
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light 7.5pt

A generic and customizable Microsoft Word template can be obtained on the CI Intranet or by contacting the Marketing and Communications Division in Arlington, VA.



Shown at 55%

Global Office 8.5" x 11" Fax Cover

Size:
8.5" x 11"

Color:
Black

Type Specifications:

Address: Helvetica Neue Light 9pt

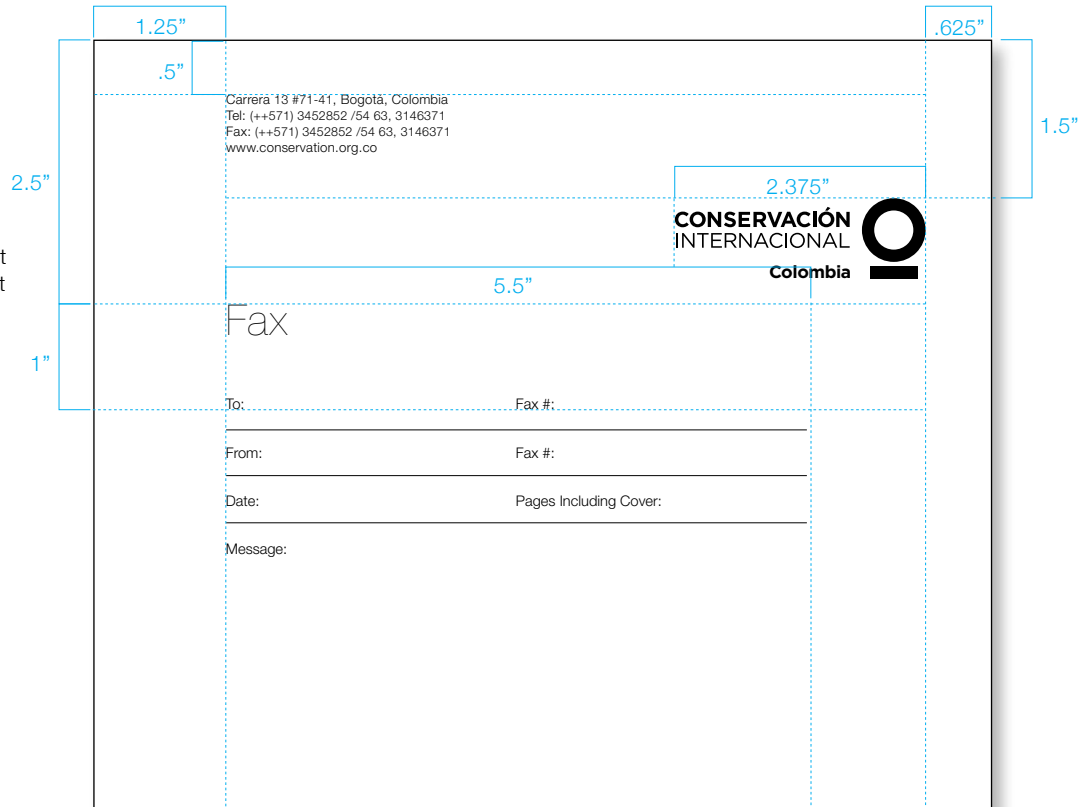
Numbers: Helvetica Neue Light 8.5pt

Fax: Helvetica Neue Ultra Thin 29pt

Text: Helvetica Neue Light 10pt

A generic and customizable Microsoft Word template can be obtained on the CI Intranet or by contacting the Marketing and Communications Division in Arlington, VA.

Shown at 55%



Global Office 8.5" x 11" Meeting Notes

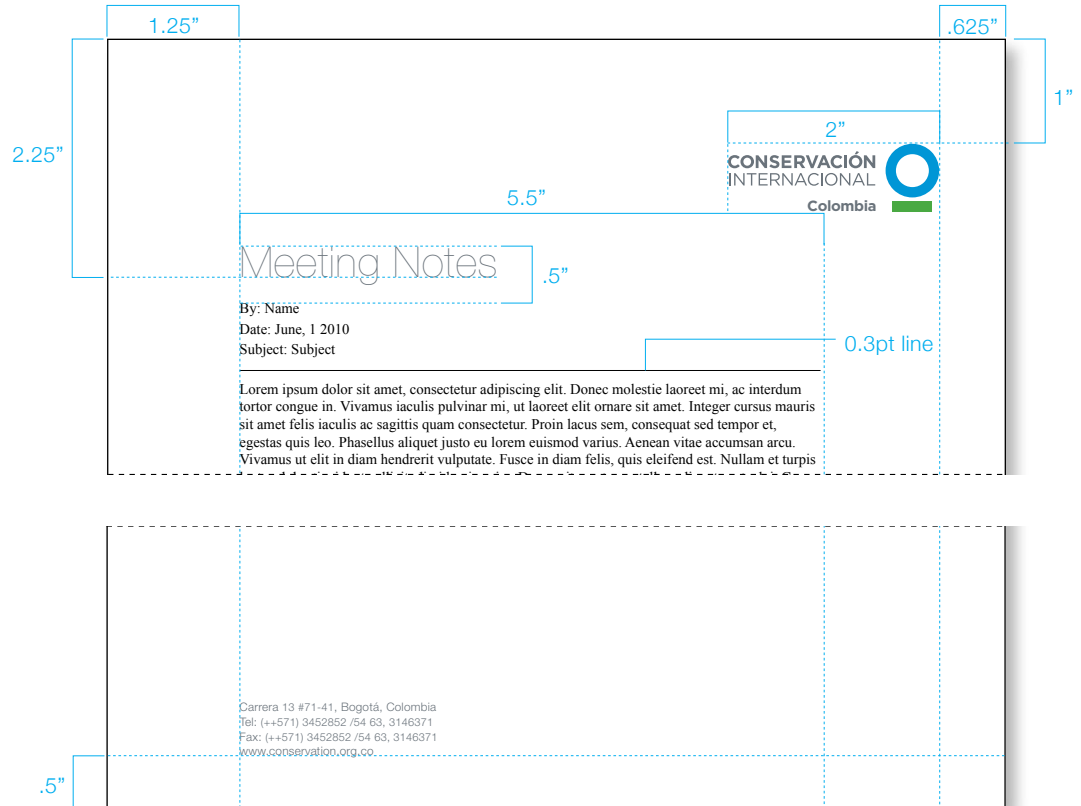
4.7

Size:
8.5" x 11"

Colors:
PMS 431, 2925, 362

Type Specifications:
Meeting Notes: Helvetica Neue
Ultra Light 29pt
Text: Times New Roman Regular 10pt
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light 7.5pt

A generic and customizable
Microsoft Word template can
be obtained on the CI Intranet
or by contacting the Marketing
and Communications Division in
Arlington, VA.



Shown at 55%

Global Office A4 Letterhead

Size:
A4
210mm x 297mm

Colors:
PMS 431, 2925, 362

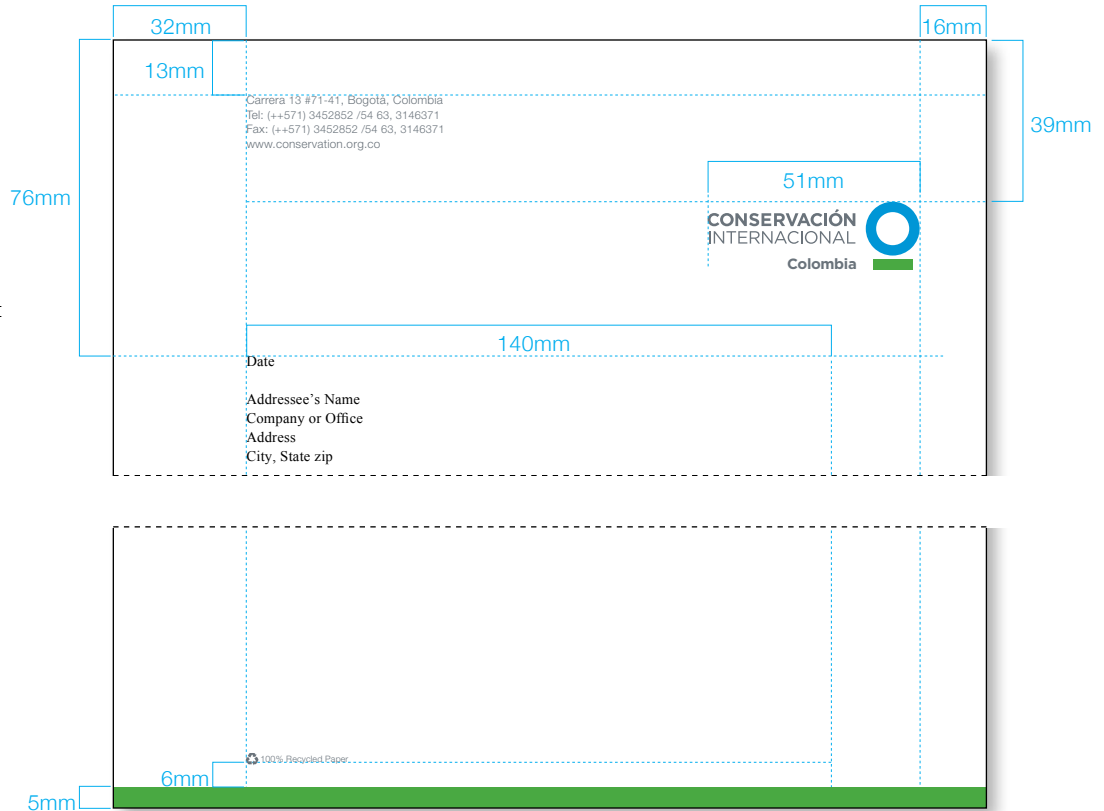
Type Specifications:
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light 7.5pt
Text: Times New Roman Regular 10pt

Recommended paper:
Environment Smooth Writing
24-lb. White PC 100

If this paper is not available,
please use an FSC- or SFI-certified
paper with the highest percentage
of post-consumer fiber that can be
obtained.

The Marketing and Communications
Division in Arlington can provide
additional guidance, if needed.

Shown at 55%



Global Office DL Envelope

4.9

Size:
DL
220mm x 110mm

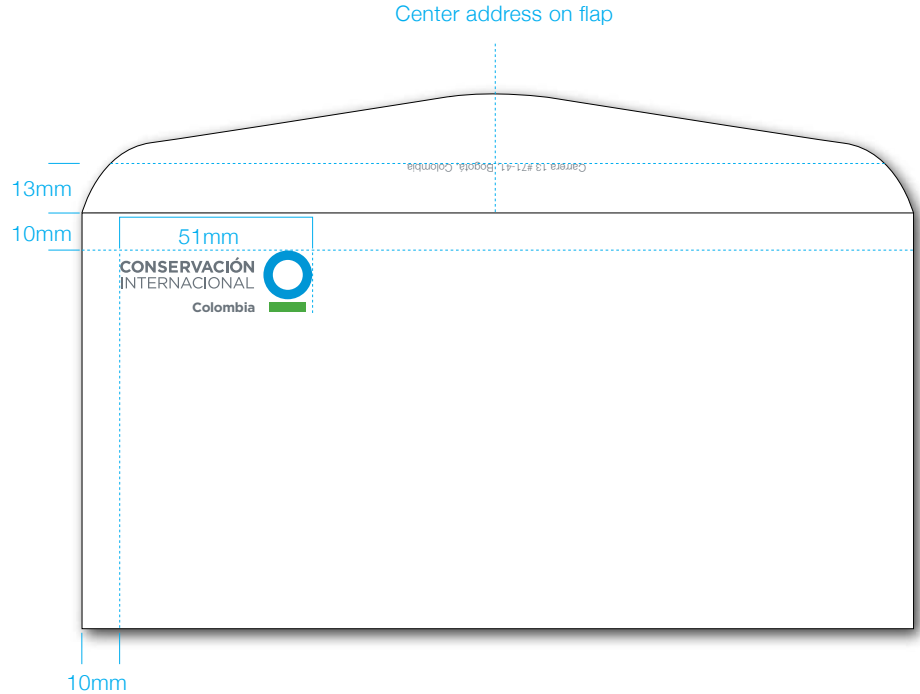
Colors:
PMS 431, 2925, 362

Type Specifications:
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light 7.5pt

Recommended paper:
Environment Smooth Writing
24-lb. White PC 100 #10 Envelopes

If this paper is not available,
please use an FSC- or SFI-certified
paper with the highest percentage
of post-consumer fiber that can be
obtained.

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additional guidance, if needed.



Shown at 50%

Global Office A4 Memo

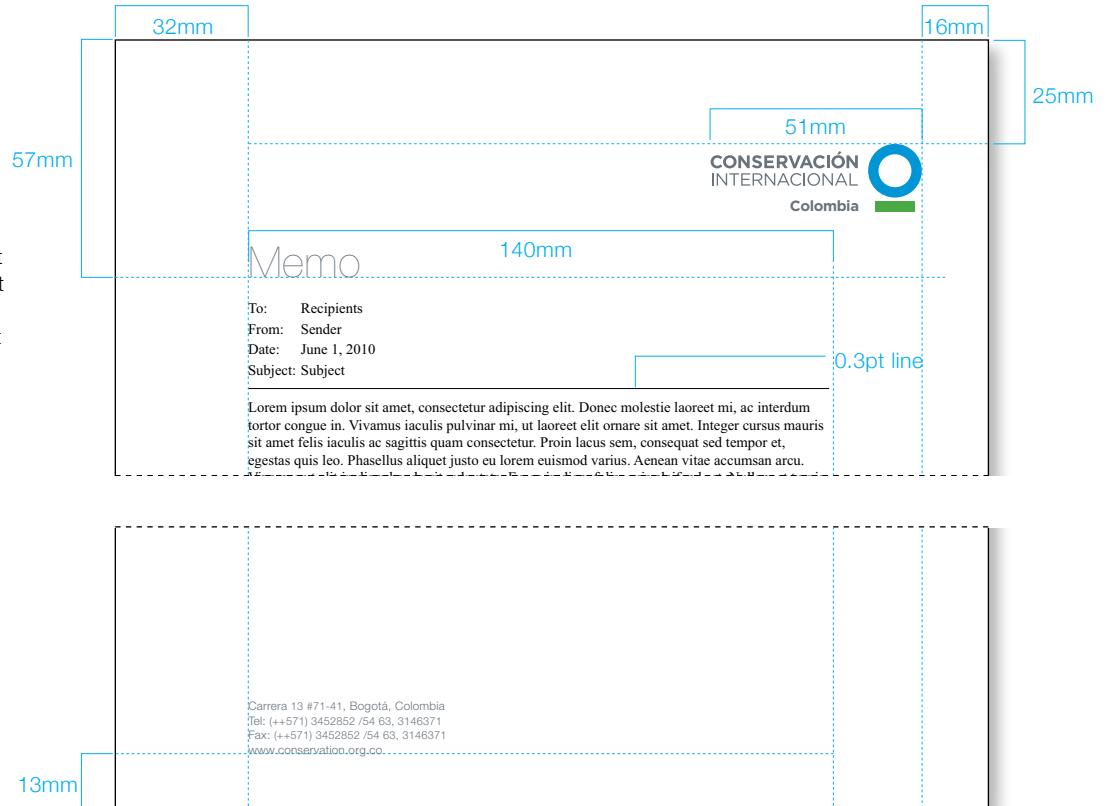
4.10

Size:
A4
210mm x 297mm

Colors:
PMS 431, 2925, 362

Type Specifications:
Memo: Helvetica Neue Ultra Light 29pt
Text: Times New Roman Regular 10pt
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light 7.5pt

A Microsoft Word template of the memo can be obtained on the CI Intranet or by contacting the Marketing and Communications Division in Arlington, VA.



Shown at 55%

Global Office A4 Fax Cover

4.11

Size:
A4
210mm x 297mm

Color:
Black

Type Specifications:
Address: Helvetica Neue Light 9pt
Numbers: Helvetica Neue Light 8.5pt
Fax: Helvetica Neue Ultra Thin 29pt
Text: Helvetica Neue Light 10pt

A Microsoft Word template of the fax cover can be obtained on the CI Intranet or by contacting the Marketing and Communications Division in Arlington, VA.



Shown at 55%

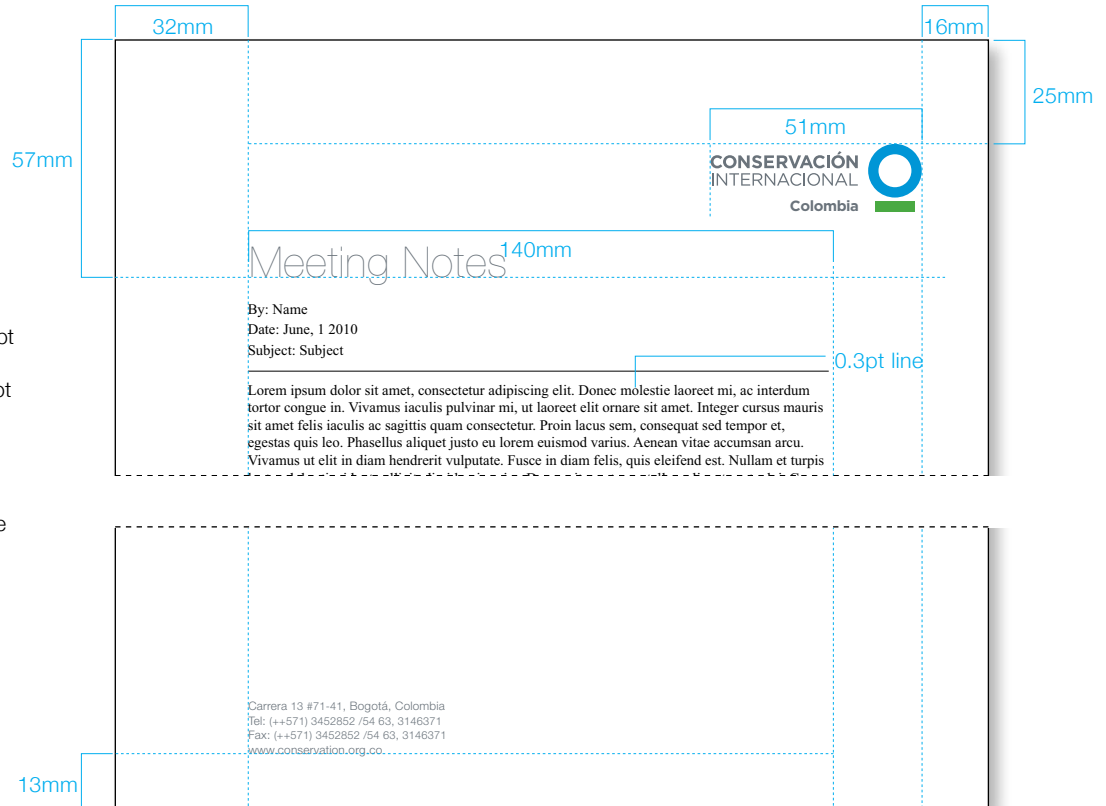
Size:
A4
210mm x 297mm

Colors:
PMS 431, 2925, 362

Type Specifications:
Meeting Notes: Helvetica Neue
Ultra Light 29pt
Text: Times New Roman Regular 10pt
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light 7.5pt

A Microsoft Word template of the meeting notes can be obtained on the CI Intranet or by contacting the Marketing and Communications Division in Arlington, VA.

Shown at 55%





Center Stationery

- 5.1 Letterhead
- 5.2 Envelope
- 5.3 Business Card
- 5.4 Memo
- 5.5 Fax Cover
- 5.6 Meeting Notes

Center Letterhead

5.1

Size:
8.5" x 11"

Colors:
PMS 431, 2925, 362

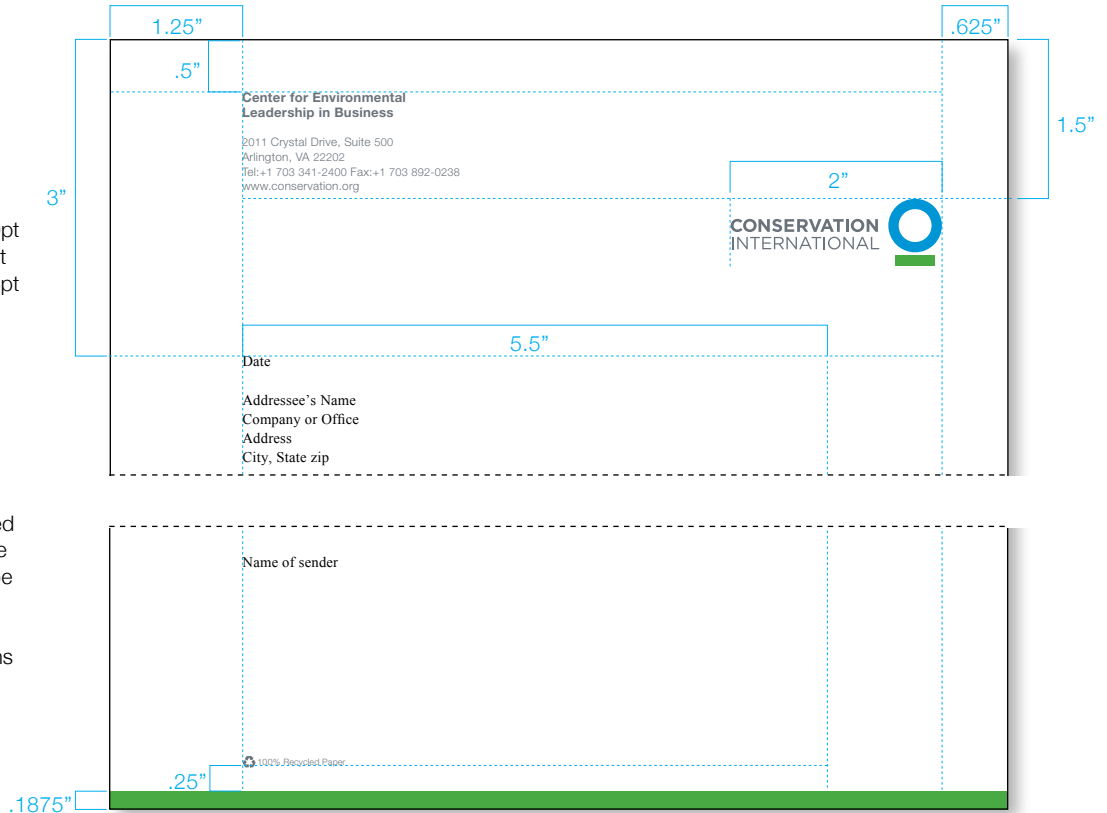
Type Specifications:
Center Title: Helvetica Neue Bold 9pt
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light 7.5pt
Text: Times New Roman
Regular 10pt

Recommended paper:
Environment Smooth Writing
24-lb. White PC 100

If this paper is not available,
please use an FSC- or SFI-certified
paper with the highest percentage
of post-consumer fiber that can be
obtained.

The Marketing and Communications
Division in Arlington can provide
additional guidance, if needed.

Shown at 55%



Center Envelope

Size:
No. 10 Standard
9.5" x 4.125"

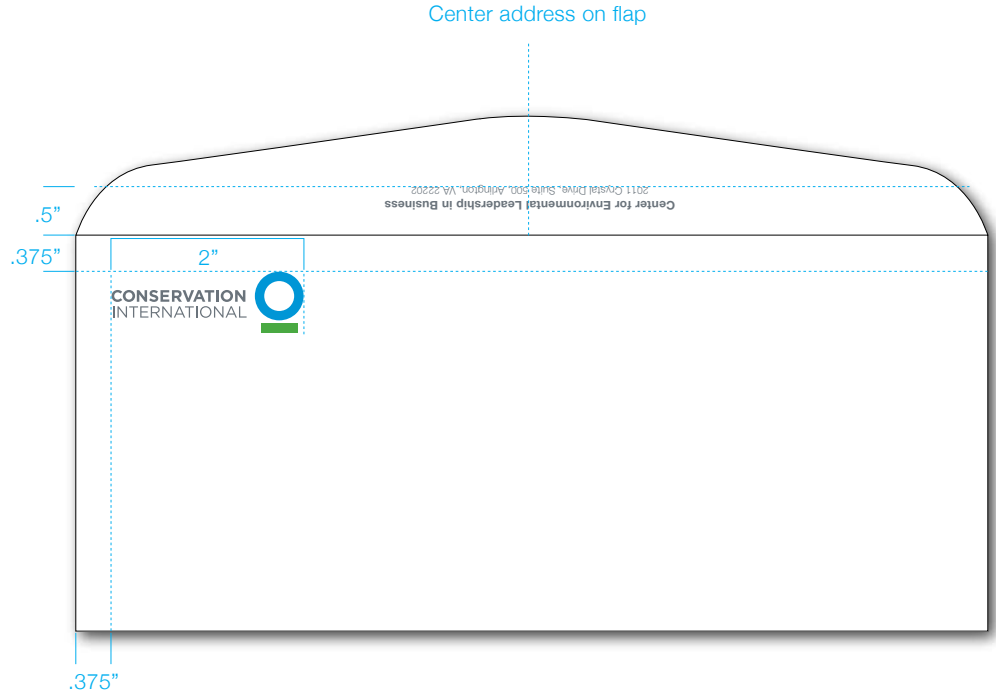
Colors:
PMS 431, 2925, 362

Type Specifications:
Center Title: Helvetica Neue Bold 9pt
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue
Light 7.5pt

Recommended paper:
Environment Smooth Writing
24-lb. White PC 100 #10 Envelopes

If this paper is not available,
please use an FSC- or SFI-certified
paper with the highest percentage
of post-consumer fiber that can be
obtained.

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additional guidance, if needed.



Shown at 50%

Center Business Card

5.3

Size:
3.5" x 2"

Colors:
PMS 431, 2925, 362

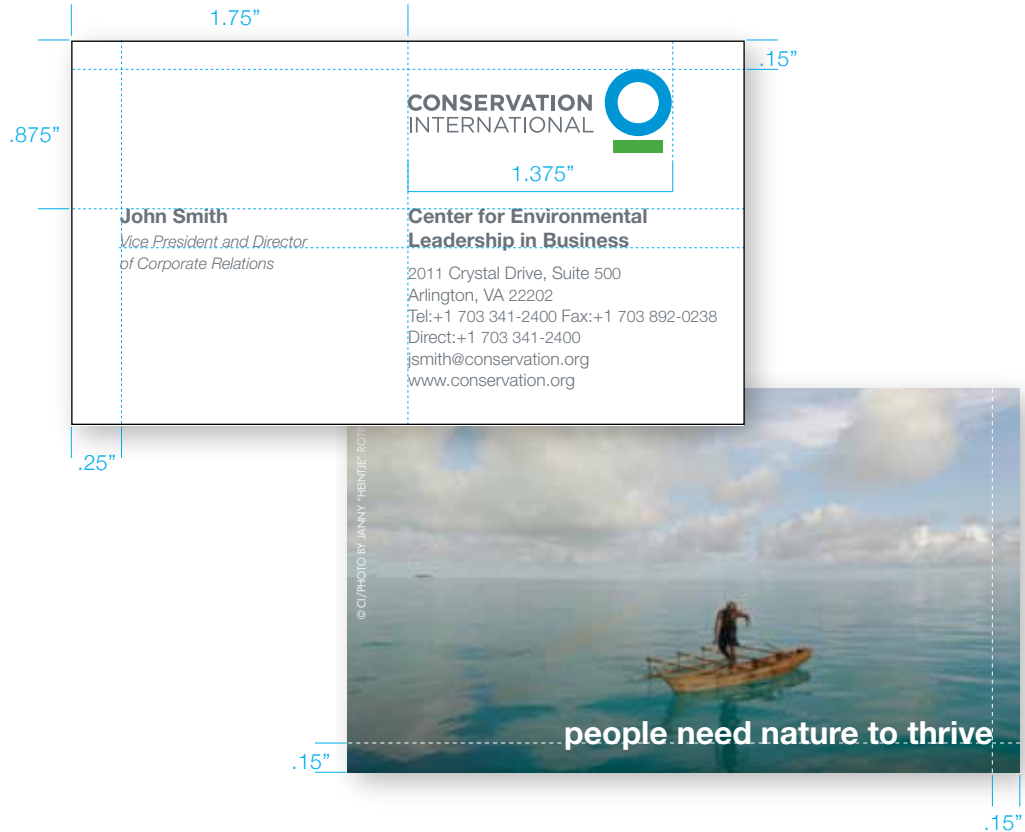
Type Specifications:
Name and Center Title: Helvetica
Neue Bold 7.5pt
Title: Helvetica Neue Light Italic 6pt
Info: Helvetica Neue Light 6.5pt
Numbers and "@" symbol:
Helvetica Neue Light 6pt
Tagline: Helvetica Neue Bold 12pt
Photo credit: Futura Medium 4pt

Recommended paper:
Environment Wove Cover
80-lb. White PC 100

If this paper is not available, please
use an FSC- or SFI-certified paper
with the highest percentage of post-
consumer fiber that can be obtained.

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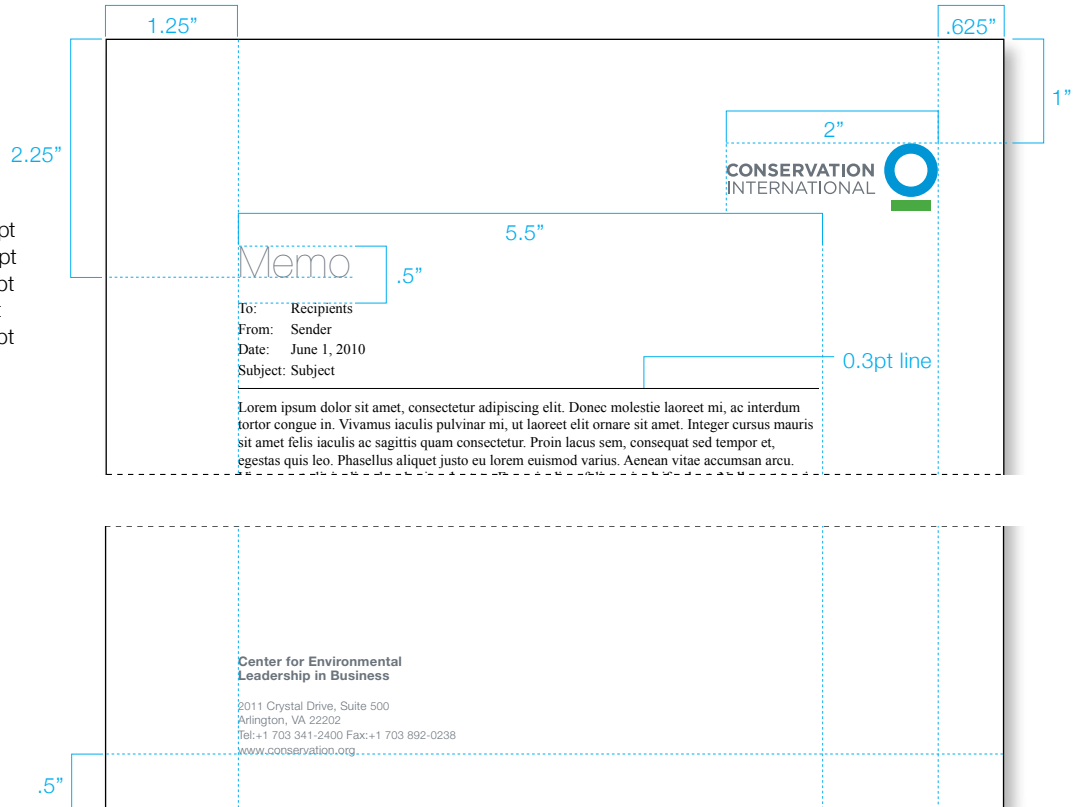
Center Memo

Size:
8.5" x 11"

Colors:
PMS 431, 2925, 362

Type Specifications:
Memo: Helvetica Neue Ultra Light 29pt
Text: Times New Roman Regular 10pt
Center Title: Helvetica Neue Bold 9pt
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light 7.5pt

A Microsoft Word template of the memo can be obtained on the CI Intranet or by contacting the Marketing and Communications Division in Arlington, VA.



Shown at 55%

Center Fax Cover

5.5

Size:
8.5" x 11"

Color:
Black

Type Specifications:
Center Title: Helvetica Neue Bold 10pt
Address: Helvetica Neue Light 9pt
Numbers: Helvetica Neue Light 8.5pt
Fax: Helvetica Neue Ultra Thin 29pt
Text: Helvetica Neue Light 10pt

A Microsoft Word template of the fax cover can be obtained on the CI Intranet or by contacting the Marketing and Communications Division in Arlington, VA.



Shown at 55%

Center Meeting Notes

5.6

Size:
8.5" x 11"

Colors:
PMS 431, 2925, 362

Type Specifications:
Meeting Notes: Helvetica Neue
Ultra Light 29pt
Address: Helvetica Neue Light 8pt
Numbers: Helvetica Neue Light 7.5pt
Center Title: Helvetica Neue Bold 9pt
Text: Times New Roman Regular 10pt

A Microsoft Word template of the meeting notes can be obtained on the CI Intranet or by contacting the Marketing and Communications Division in Arlington, VA.

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