BRANDGUIDE

IUCN SSC SHARK SPECIALIST GROUP (SSG)
Shark Specialist Group
**Our Vision**

A world where sharks, rays, and chimaeras are valued and managed sustainably.

**Our Mission**

To secure the conservation, management and, where necessary, the recovery of the world’s sharks, rays, and chimaeras by mobilizing technical and scientific expertise to provide the knowledge that enables action.
Our Brand

The Shark Specialist Group (SSG) operates under the International Union for Conservation of Nature (IUCN) Species Survival Commission (SSC).

The IUCN SSC Shark Specialist Group (SSG) is recognized as the global leading authority on the status of sharks, rays, and chimaeras.

In a world of increased branding, it is more important than ever to project a clear and consistent image that correctly reflects our vision, mission, and credibility. The brand identity for the SSG clearly highlights the different species that the SSG works with while the color blue was chosen to symbolise the aquatic system in which they live. The design of the SSG logo truly embodies our vision for the future.
Using the Logo

The SSG brand is more than just a logo – it is an identity. Our brand serves as a way to present ourselves to the public; it expresses who we are and what we stand for. The SSG brand guidelines enable us to present a consistent visual image and unify us as a team.

Note that only the SSG Executive Committee and Regional Vice Chairs are authorized to represent the SSG using the logo by itself, and only after written approval by the SSG Chair. This applies to all types of printed and digital material.

This document outlines detailed information on color, size, and appropriate usage of our brand.

Please contact us (Communication@IUCNSSG.com) for questions and permissions.
Background Control

The background should be kept white, or on plain light backgrounds.

If the logo is to be placed on a light colored background, it must be accompanied by a border encompassing the minimum clear space (page 7).

Backgrounds should never compete with the logo, which must always be clearly visible. If the background is busy or there is inadequate contrast between the colors of the background and logo, the logo must be placed in a white or black rectangle with rounded corners, while observing the minimum clear space as described on page 7.

Alternatively, if the logo is to be placed on a textured or photographic background, the background can be darkened or shaded enough to provide sufficient contrast for the logo to be clear.
**Clear Space**

To preserve integrity, always maintain a minimum clear space around the SSG logo.

To maintain visual clarity and to provide maximum impact, please avoid linking to or crowding the logo with text, photographs, or graphic elements.

The clear space must never differ proportionally from the diagram below. Regardless of the size of the logo, the exclusion zone for the SSG logo is always the height of the letter ‘N’ in IUCN.
Minimum Size

To protect the integrity, legibility and impact of the SSG logo, please avoid reproducing in sizes smaller than 4 centimeters or 1.575 inches wide, not inclusive of the minimum clear space.
Using the SSG Logo alone

The SSG logo should always be positioned at the top left of the document when it is the only logo, with a distance that is no less than the minimum clear space from the edge or any other text.
Using the SSG Logo with IUCN Species Survival Commission (SSC) Branded Material

When positioning the SSG logo alongside the IUCN logo, the combined IUCN Species Survival Commission (SSC) logo must be used, i.e. the IUCN and SSC logos. The IUCN SSC logo must be the same height as the SSG logo. The SSG logo is to be placed to the left of the IUCN SSC logo, respecting the minimum clear space rules. If space permits, the SSG logo should be left justified with the page, while the IUCN SSC logo should be right justified.

Only the Chair of the Commission, or someone delegated officially by the Chair in writing, may use the IUCN Commission logo and combined IUCN SSC logo to represent the Commission.

For full details on use of the IUCN Commission logo, please review the *Logo and Visual Identity Rules for IUCN Commissions*:

cmsdata.iucn.org/downloads/iucn_logo_rules_for_commissions_may2011_final.pdf

Please contact us (Communication@IUCNSSG.com) for questions and permissions.
Support Recognition

The SSG logo should be placed and sized to match the respective partners’ and sponsors’ logos on all printed and digital media.

The visibility of the SSG logo is imperative. Prioritize the inclusion of logos on a neutral white or black background instead of overlaying logos on a busy background image.

Examples of logo placement and size, compared to other sponsors, are presented on this page.
Logo Variations

The official logo of the IUCN Shark Specialist Group is the blue version (see page 12). This logo must be used on any official document or color printed report, and whenever else possible.

Two supplementary B&W logo variations (positive and negative) are available for black and white print material, or when necessary to enhance visibility and readability.

The logos’ respective color palettes and tints must not be altered, and all other guidelines must be observed as well.

Blue logo → Page 12

B&W Positive logo → Page 13

B&W Negative logo → Page 14
Official Logo: Blue

Colors are an important and distinctive part of any brand. The SSG has selected specific colors to use for our identity, and when used correctly will result in a unique and impactful visual system. The SSG’s primary logo contains 5 shades of blue and is to be used on all communications. The blues are never to be altered.

Primary Colors
Whenever possible, colors should be printed by specifying the below color references. If you cannot print the colors in this way, reproduce them from a four-color printing process. Colors should not be used as tints, i.e. always print the colors at 100%.

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sawfish Blue</td>
<td>87</td>
<td>75</td>
<td>0</td>
<td>0</td>
<td>#3c56a6</td>
</tr>
<tr>
<td>Shark Blue</td>
<td>70</td>
<td>51</td>
<td>0</td>
<td>0</td>
<td>#5878bb</td>
</tr>
<tr>
<td>Ray Blue</td>
<td>40</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>#95b5df</td>
</tr>
<tr>
<td>Ray Blue Wing</td>
<td>57</td>
<td>32</td>
<td>0</td>
<td>0</td>
<td>#7099d0</td>
</tr>
<tr>
<td>Chimaera Blue</td>
<td>28</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>#b3d4f0</td>
</tr>
</tbody>
</table>

Color Matching
Colors will vary noticeably in brightness and shade depending on the type of paper stock or other material on which they are printed. Therefore, all printed materials should be visually matched to the color references.
B&W Positive

The B&W Positive grey-scale logo is available when required (e.g. light background) for B&W printing.

The colors must not be altered and all other guidelines must be observed as well.

This logo is to be used on clean light backgrounds in order to increase legibility and visibility.

Primary Colors

Whenever possible, colors should be printed by specifying the below color references. If you cannot print the colors in this way, reproduce them from a four-color printing process. Colors should not be used as tints, i.e. always print the colors at 100%.

<table>
<thead>
<tr>
<th>Sawfish B&amp;W+ 100%</th>
<th>Shark B&amp;W+ 70%</th>
<th>Ray B&amp;W+ 40%</th>
<th>Ray B&amp;W+ Wing 55%</th>
<th>Chimaera B&amp;W+ 30%</th>
</tr>
</thead>
</table>

Color Matching

Colors will vary noticeably in brightness and shade depending on the type of paper stock or other material on which they are printed. Therefore, all printed materials should be visually matched to the color references.
B&W Negative

The B&W Negative grey-scale logo is available when required (e.g. dark background) for B&W printing.

The colors must not be altered and all other guidelines must be observed as well.

This logo is to be used on clean dark backgrounds in order to increase legibility and visibility.

Primary Colors

Whenever possible, colors should be printed by specifying the below color references. If you cannot print the colors in this way, reproduce them from a four-color printing process. Colors should not be used as tints, i.e. always print the colors at 100%.

<table>
<thead>
<tr>
<th>Sawfish B&amp;W-0%</th>
<th>Shark B&amp;W-45%</th>
<th>Ray B&amp;W-60%</th>
<th>Ray B&amp;W- Wing 40%</th>
<th>Chimaera B&amp;W-70%</th>
</tr>
</thead>
</table>

Color Matching

Colors will vary noticeably in brightness and shade depending on the type of paper stock or other material on which they are printed. Therefore, all printed materials should be visually matched to the color references.
Unacceptable Alterations and Applications

The SSG logo should always be presented in a legible and uncluttered manner to conserve the credibility of the brand. Here are some examples of how NOT to alter or use the logo:

- Do not use any previous versions of the SSG logo
- Do not violate the minimum size: 4 centimeters or 1.575 inches width exclusive of the minimum clear space (page 8)
- Do not infringe upon the minimum clear space surrounding the logo (page 7)
- Do not change the transparency
- Do not rotate
- Do not stretch, condense, or alter
- Do not re-color or apply any effects (including shadows)
- Do not alter or introduce elements
- Do not crop, cut, or slice
- Do not change the height to width aspect ratio
- Do not use on background colors that clash or have insufficient contrast
- Do not alter the typeface or size of the letters
- Do not let other logos overshadow the logo – keep sizes equal
- Do not change the size of the IUCN-Commission logo relative to the SSG logo
Official SSG Font is Calibri

Calibri is a clean, contemporary typeface that is highly legible and complements the SSG visual brand. It plays an important role in the overall look and feel of the brand identity, and should be used for all communications unless otherwise stated.

- Calibri Light should be used for all sub headings and body text.
- *Calibri Light italic* should be used for scientific names (genus and species) of species, and for hyperlinked text for example.
- *Calibri Bold* should be used for all headlines and titles, and it can also be used to highlight quotes and words.