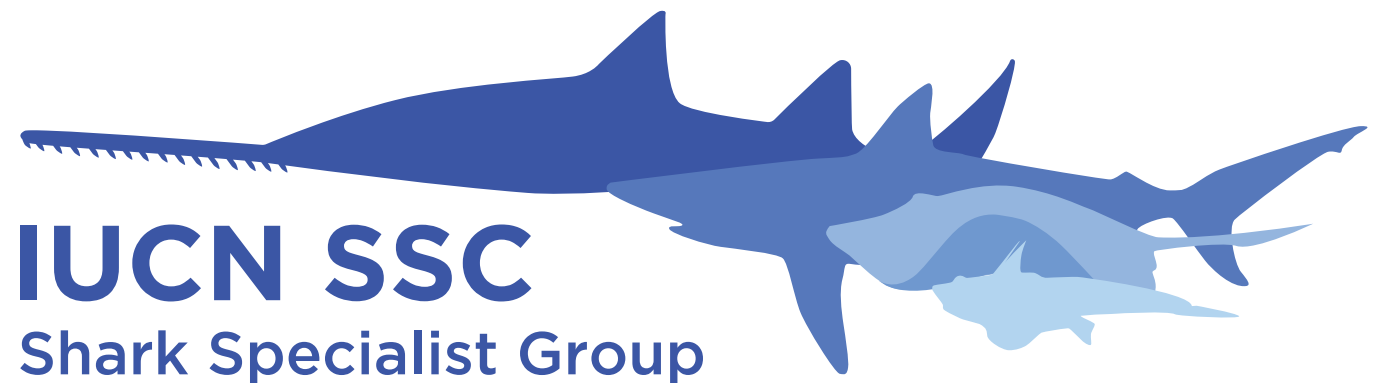

BRANDGUIDE

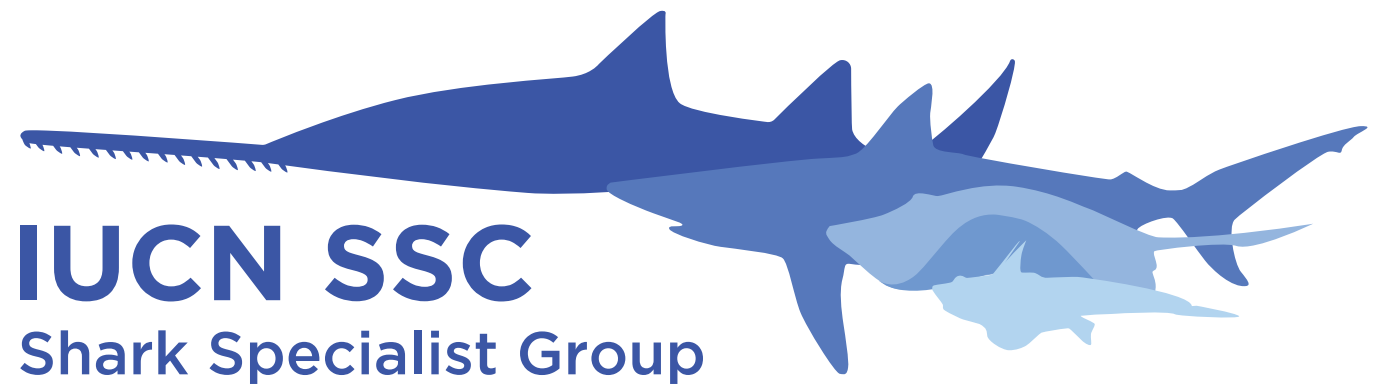


Our Vision

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

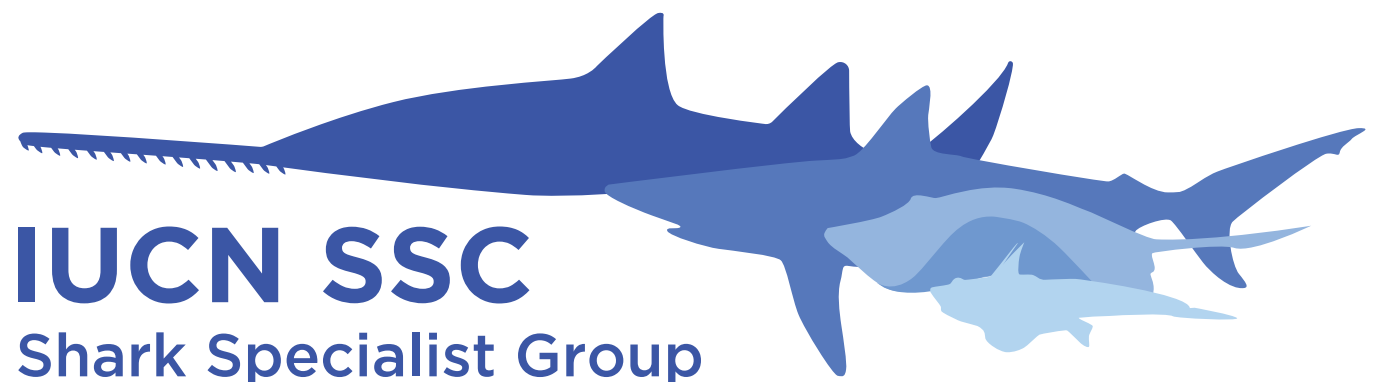
The Shark Specialist Group (SSG) operates under the International Union for Conservation of Nature (IUCN) Species Survival Commission (SSC).

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

Our name for general use is 'IUCN Species Survival Commission' and it should be used in this form on all communications materials. You have three full name options to use along the SSG's name:

- IUCN Species Survival Commission Shark Specialist Group.
- IUCN SSC Shark Specialist Group.
- Shark Specialist Group of the IUCN Species Survival Commission.

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.



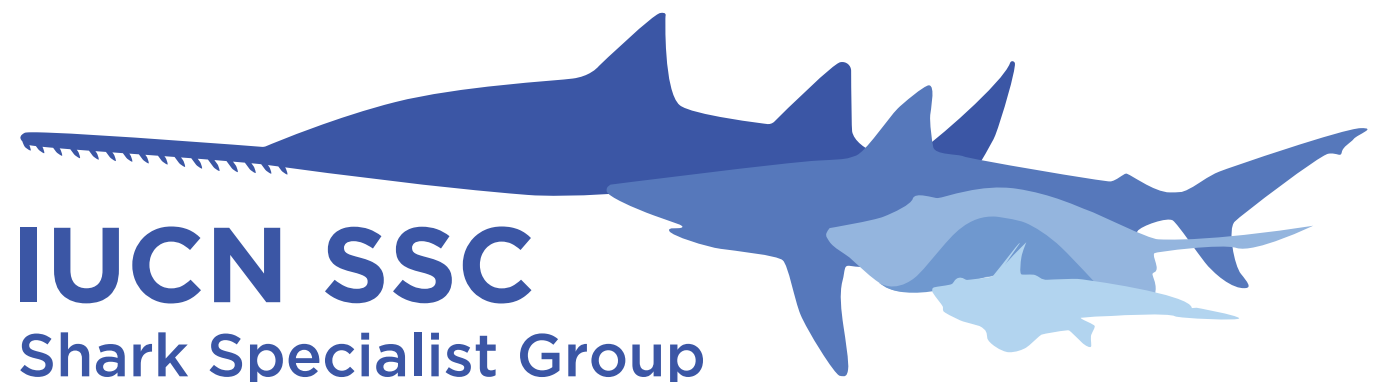
Using the Logo

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.



SSG logo on white background



SSG logo on white colored rectangular box with border. This option should be used as a last resort on busy background images.



SSG logo on black colored rectangular box. This option should be used as a last resort on busy background images.

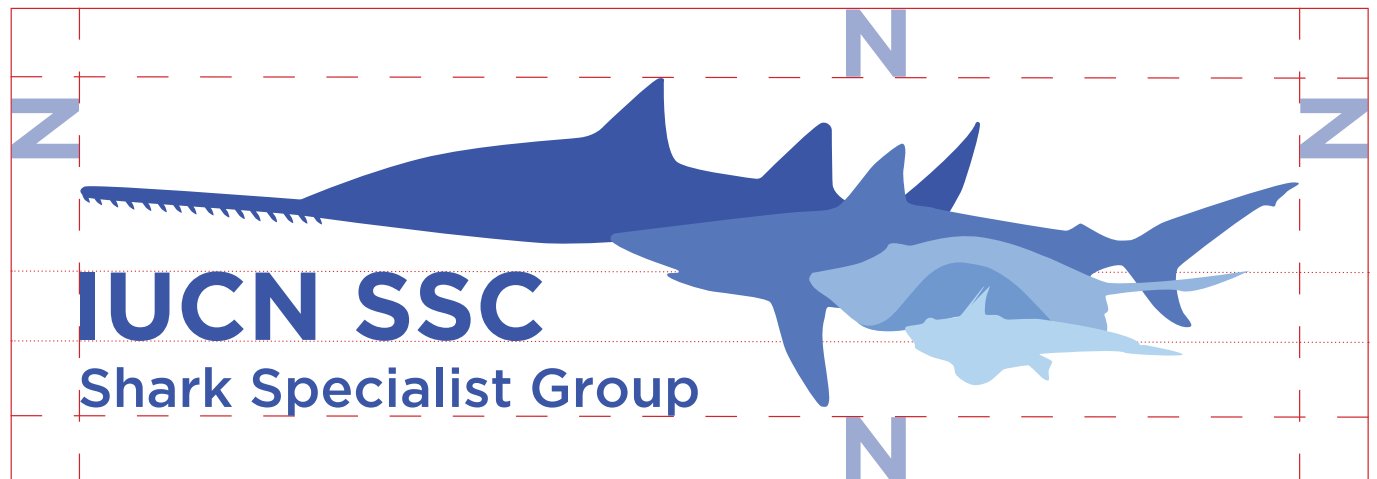


Clear Space

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

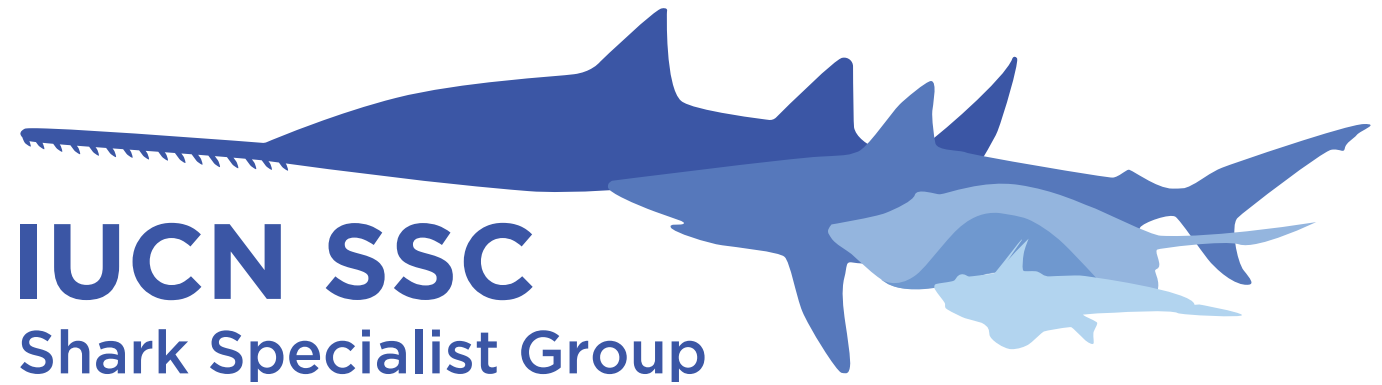
To maintain visual clarity and to provide maximum impact, please avoid linking to or crowding the logo with text, photographs, or graphic elements.

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.



Minimum length: 4 centimeters or 1.575 inches

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.



Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Maecenas volutpat blandit aliquam etiam erat velit. Habitant morbi tristique senectus et netus et malesuada. Lacus laoreet non curabitur gravida arcu. Arcu risus quis varius quam quisque. Id venenatis a condimentum vitae sapien. Gravida rutrum quisque non tellus orci ac auctor. Scelerisque in dictum non consectetur a erat. Proin sagittis nisl rhoncus mattis rhoncus urna neque viverra. Nisi scelerisque eu ultrices vitae auctor eu augue ut. Quis varius quam quisque id diam vel quam elementum pulvinar.

Ante metus dictum at tempor commodo. Aliquam eleifend mi in nulla posuere sollicitudin. Mauris pellentesque pulvinar pellentesque habitant morbi. Enim ut sem viverra aliquet eget sit amet. Fermentum leo vel orci porta non pulvinar neque laoreet

Using the SSG Logo with IUCN Species Survival Commission (SSC) Branded Material

A cohesive branding can change how audiences perceive our organisation. The IUCN logo is the most important element of branding, as it is essentially the face of the Union and brings the authority and credibility associated with the global brand. In this sense, IUCN Commissions must follow IUCN logo rules and the IUCN visual identity rules.

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 approximately 75% of the height of the SSG logo. The SSG logo is to be placed to the left of the IUCN SSC logo, respecting the minimum clear space rules.

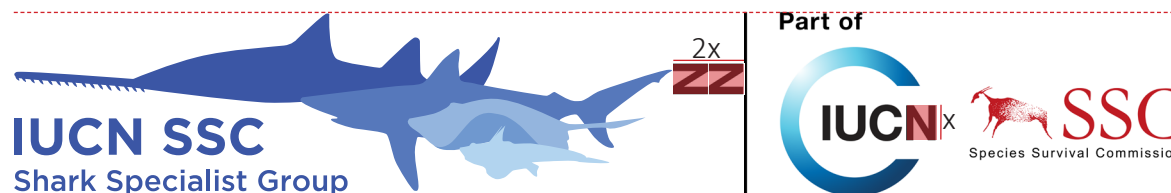
For full details on use of the IUCN Commission logo, please review the *Guidelines for the use of logos: IUCN Species Survival Commission*

iucn.org/sites/dev/files/6_-_guidelines_for_the_use_of_logos_of_iucn_ssc.pdf

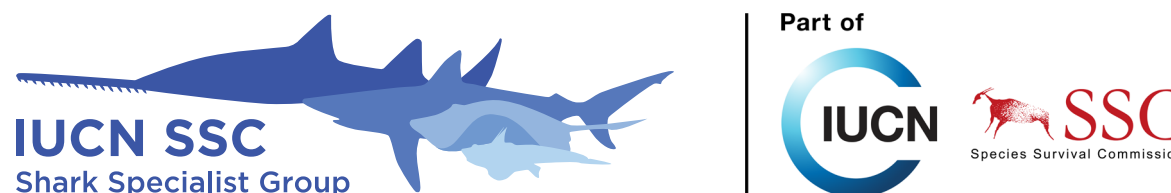
Download the 'Part of' IUCN SSC logo templates [here](#).

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.

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



The distance between the logo of the Specialist Group and IUCN SSC is twice (2x) the height of the letter N (1x) of the IUCN logo.

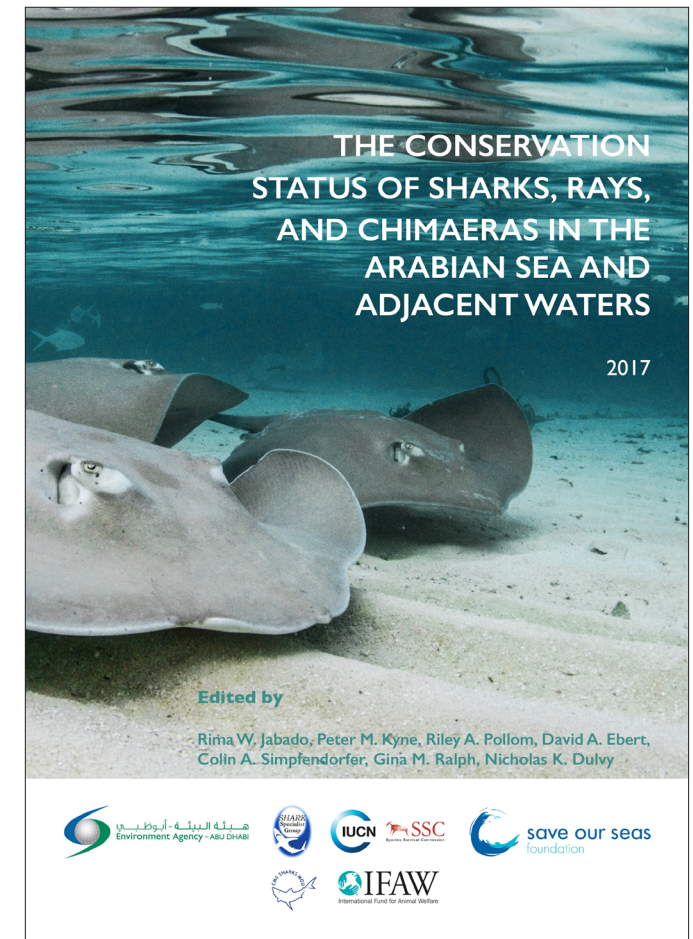


Support Recognition

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 SSC 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

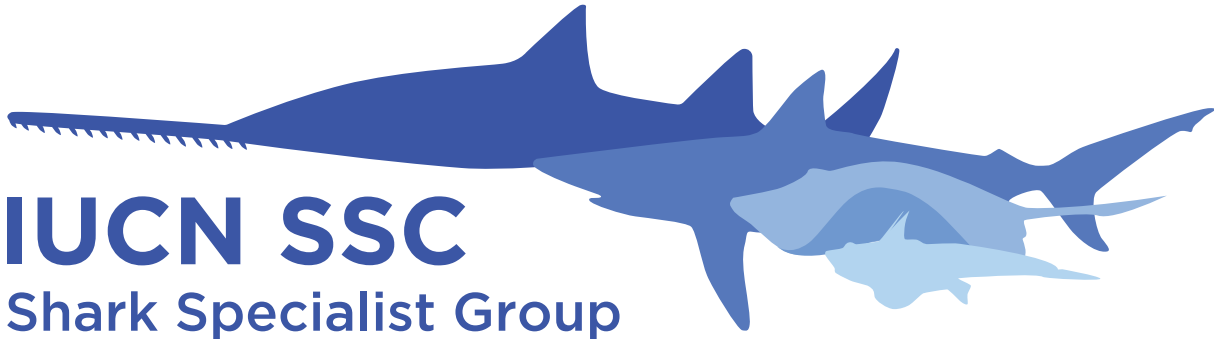


B&W Negative logo → Page 14



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%.

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.

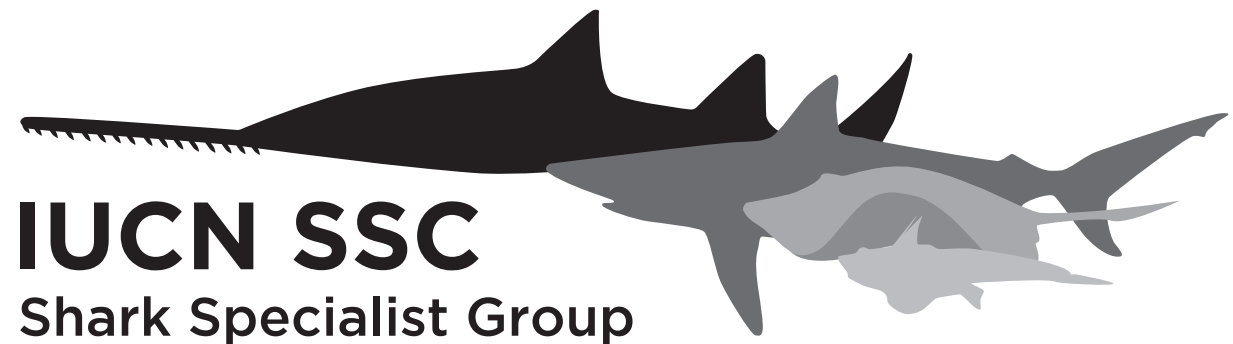
Sawfish Blue C87 M75 Y0 K0 R60 G86 B166 HEX #3c56a6	Shark Blue C70 M51 Y0 K0 R88 G120 B187 HEX #5878bb	Ray Blue C40 M20 Y0 K0 R149 G181 B223 HEX #95b5df	Ray Blue Wing C57 M32 Y0 K0 R112 G153 B208 HEX #7099d0	Chimaera Blue C28 M8 Y0 K0 R179 G212 B240 HEX #b3d4f0
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B&W 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%.

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.

Sawfish B&W+ 100%	Shark B&W+ 70%	Ray B&W+ 40%	Ray B&W+ Wing 55%	Chimaera B&W+ 30%
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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 guide-lines 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%.

Color Matching

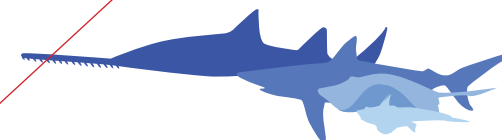
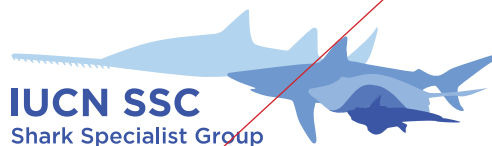
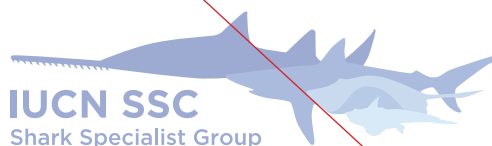
Colors will vary noticeably in brightness and shade depending on the type of paper stock or other material on which they are printed. Therefore, all printed materials should be visually matched to the color references.

Sawfish B&W- 0%	Shark B&W- 45%	Ray B&W- 60%	Ray B&W- Wing 40%	Chimaera B&W- 70%
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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.

Calibri Light **A**
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Calibri Light italic **A**
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Calibri Bold **A**
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9



IUCNSSG.org



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vimeo.com/IUCNShark