



West Sound Wildlife Shelter

BRAND BOOK

West Sound Wildlife Shelter

The West Sound Wildlife Shelter is a rehabilitation center and education facility that promotes the wellbeing of diverse wildlife in the western Puget Sound area. WSWs puts an emphasis on building relationships with wildlife through volunteer opportunities, events, and education programs.

Communication Goals

Wildlife first

Education for all ages

Community involvement



Logo

Our logo is comprised of an eagle and a squirrel in the shape of a 'W' and 'S'. The animals depict Washington wildlife while also representing the alliteration in West Sound and Wildlife Shelter. The silhouettes are simple and friendly, symbolizing our straight-forward mission to help animals of all kinds.

Our organization name should accompany the animal graphics as often as possible. The text should always be below, as shown.



West Sound Wildlife Shelter



Iconography



The icons represent the three main actions of our website: Education, Volunteer, and Donate. The icons and logo are tied together using a rule of two, such as two animals or a hand and a coin. Our icons are focused on wildlife, and the hand shows the relationship between them and the community.

The shapes are simple and rounded to create a welcoming feel. More icons can be created as necessary if they follow the rule of two and represent a variety of wildlife.



Use of Graphics

Icons and the logo are typically monochrome, but up to two colors can be used if they are within our organization's palette. Icon colors should match.

The arrangement of icon and logo elements should not be altered, and they should be scaled proportionally.





Forest Green

HEX #1a462a
RGB 26 70 42
CMYK 63 0 40 73

Grass Green

HEX #296640
RGB 41 102 64
CMYK 60 0 37 60

Fawn Beige

HEX #aa8f66
RGB 170 143 102
CMYK 0 16 40 33

White

HEX #ffffff
RGB 255 255 255
CMYK 0 0 0 0

Black

HEX #000000
RGB 0 0 0
CMYK 0 0 0 100

Color

Like our icons, our colors emulate nature. Forest Green is used in our logo and accents like icons or buttons. Grass Green is a tint used in large areas like backgrounds and banners. Fawn Beige can also be used in backgrounds or accents and pairs well with both greens.

White and black both complement our main colors. For legibility, white body text should be placed on the greens and black body text should be placed on the beige.

In general, branding should not use tints, shades, or hues outside of the ones shown.



Typography

Maiandra GD

Maiandra GD is primarily used in our logo. It can also be used for large headings, like in this brand book. The typeface has the organic feel of fallen branches.

Karla

Karla is used for website headers and titles. It is a friendly typeface that complements our icons and welcomes our site visitors.

Lato

Lato is used for body text. A variety of type treatments can be applied, but the text should only be black or white for maximum legibility.

regular, 30 pt **Heading 1**

bold, 24 pt **Heading 2**

regular, 18 pt **Subheading**

regular, 16 pt **Body**





Images

The focus of WSWs is wildlife, so our images reflect that. They should show the wide variety of wildlife we work with, as well as demonstrate the education programs and events we provide for the community.

People may be in the images if it directly relates to the content being discussed and they are working with wildlife.

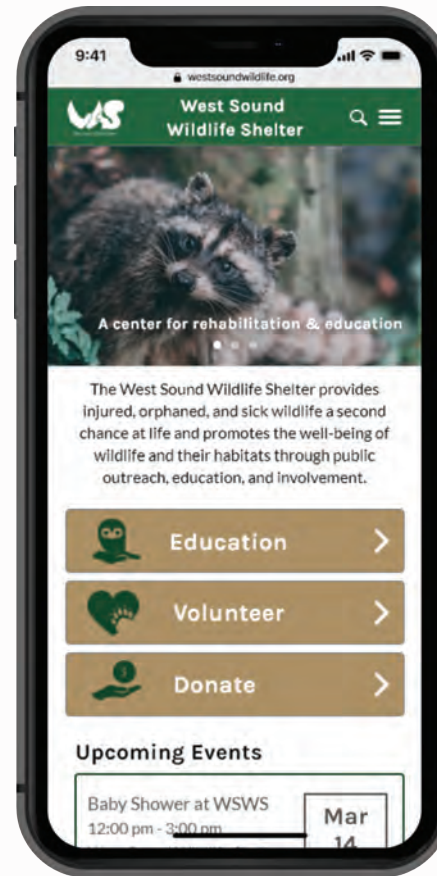
Images should supplement text as visuals, but they should never be used as the background for body text or navigation elements.

Images from West Sound Wildlife Shelter website

Mobile Flow

The following mobile flow showcases our brand identity and ease of use we want our site visitors to experience.

The flow demonstrates how someone would navigate our site and learn more about a volunteer position. It avoids text overload and excessive scrolling by using hierarchy and collapsible content to clearly organize information. It also demonstrates proper use of our colors, typography, and graphics, as shown to the right.



Proper use of background and text colors

Limited use of text on an image that represents the wildlife we serve

Use of monochrome icons and clear navigation



