

# MIGRATORY BIRD TREATY CENTENNIAL MARK

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This style guide describes the use guidelines for the Migratory Bird Treaty Centennial mark and other components of the program. The Centennial mark was designed as part of the overall Centennial Brand Campaign (a separate document). The graphic identity will be promoted on multiple campaign products and is intended for use by USFWS and its partners. The graphic elements are purposely designed so that USFWS and partners can develop products specific to each effort.

## **BRAND FEEL AND STYLE**

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Discussions with the general public about migratory birds often yield some striking sentiments, many that are commonly repeated. In the course of our discussions about birds, we have seized on a few key points the Migratory Bird Treaty Centennial brand must convey. The brand and style developed incorporates these values:

- Birds are unique and special
- Birds come in a variety of bright, vibrant colors
- The sheen and the subtle patterns on bird plumage is beautiful
- It is exciting to see birds and to imagine how far they have flown
- Birds are an indicator of the health of the ecosystem
- Birds are fragile and need protection
- Their size and shape provide clues to their behaviors and identifying them can be fun for people who like to "collect" or make "lists"

# THE LOOK OF THE CAMPAIGN

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Migratory Bird Treaty Centennial Brand Communication Campaign objectives:

- Raise awareness and appreciation of migratory birds and the importance of protecting them
- Generate positive behavior changes that protect birds and their habitats and more active involvement with birds
- Raise awareness of the Migratory Bird Treaties and how these and other conservation efforts contribute to bird conservation locally and globally

A style was selected to:

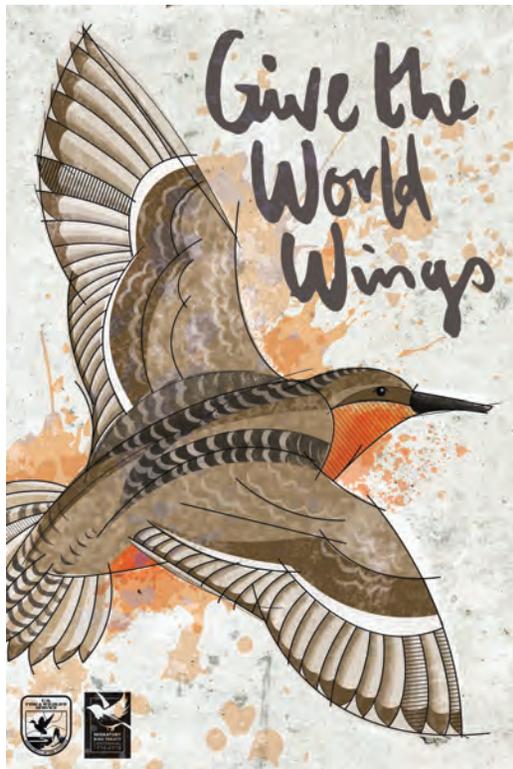
- Be unique, fresh, and stand out
- Connect with new and urban Millennial audiences

An urban "graffiti" style was selected to accomplish these goals. The graphic expression of the brand is intentionally urban and gritty. This choice was made to appeal to urban and minority audiences, particularly Millennials. Under-pinning this urban style is the "graffiti birds" concept. The loose-line art, type font, color choices and washed out look is deliberate and chosen to create a very specific feel and to elicit a specific emotional response from the primary target audiences. Continuing this urban feel, and to give the brand greater texture, splatter marks were incorporated. While the style is deliberately "free," there is an intense discipline in the way the pieces connect and how they will be implemented as part of the campaign.

The graphic identity will be promoted on multiple campaign products and is intended for use by USFWS and its partners. The posters, and the style of the art on the posters, will be exemplar for media kit products. Imagery suitable for social media will be produced that maintains this urban, gritty feel.

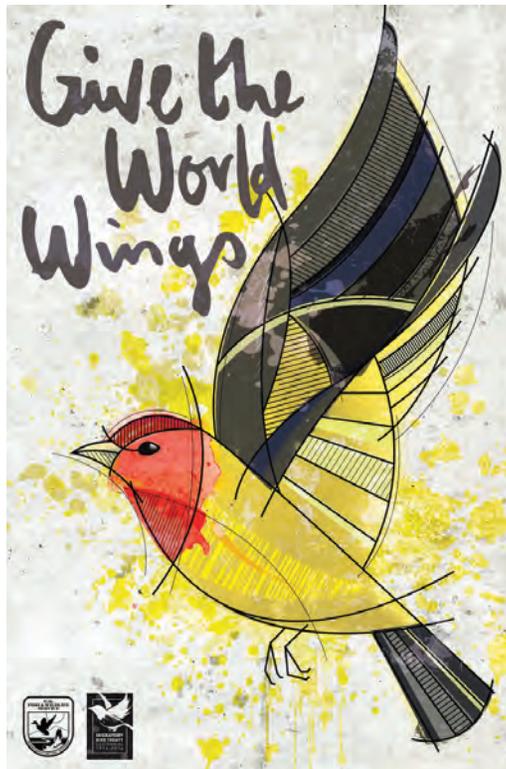
The graphic elements are purposely designed so that other efforts and partners can develop products specific to their migratory bird issues. This approach increases the reach of the centennial campaign by allowing partners to attach to our message.

## BRAND AND STYLE APPLICATION: POSTERS



### RED KNOT

The Red Knot is a small shorebird that makes one of the longest annual migrations, traveling 9,300 miles along the Atlantic flyway, from its Arctic breeding grounds to Tierra del Fuego in southern South America.



### WESTERN TANAGER

The Western Tanager is a songbird that lives in open woods throughout the western U.S., Canada and Mexico.



### WOOD DUCK

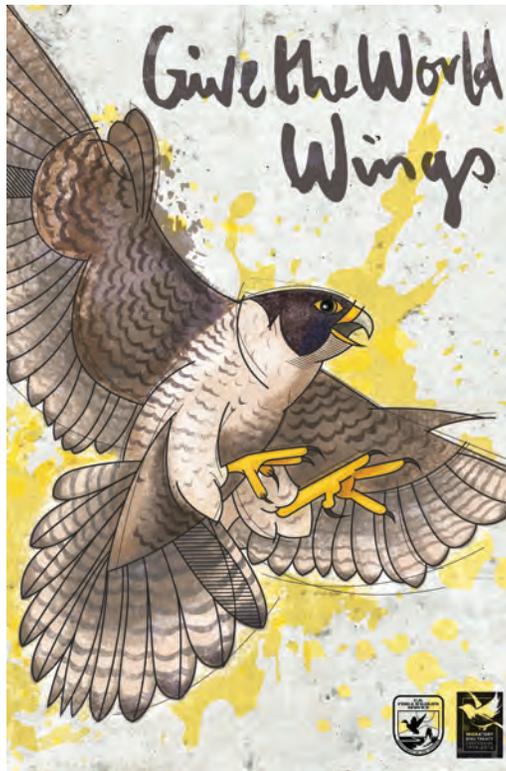
The Wood Duck lives in wooded swamps and nest in holes in trees or nest boxes. It is the only North American duck that produces two broods per year.

## BRAND AND STYLE APPLICATION: POSTERS



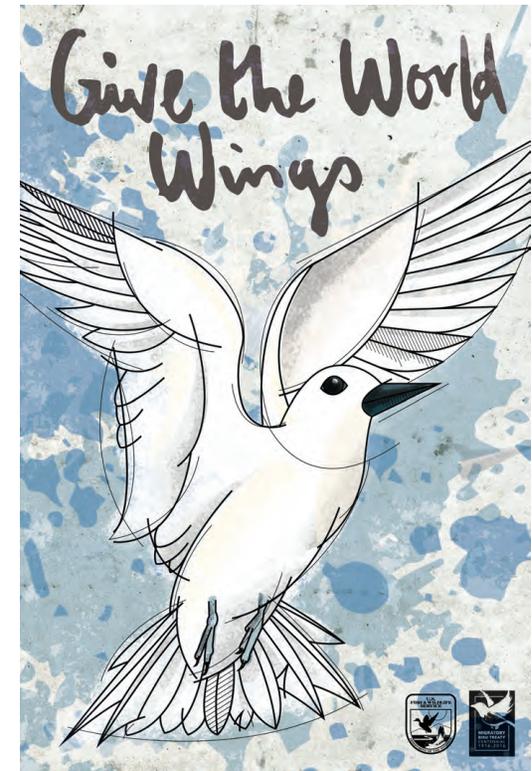
### RED HERON

The Red Heron is a medium-sized heron that breeds in Central America, the Bahamas, the Caribbean, the Gulf Coast of the U.S. and Mexico.



### PEREGRINE FALCON

After near eradication, the Peregrine Falcon population has recovered. This species has adapted well to urban environments and is often seen in cities and coastal areas.



### WHITE TERN

The White Tern is a small seabird found across tropical oceans around the world. It is also known as the Fairy Tern.

## TAGLINE: "GIVE THE WORLD WINGS"

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The tagline, "Give the World Wings," communicates the value of birds to audiences and has the potential to emotionally engage and motivate Millennials. The tagline also strongly suggests freedom and flight.

"Give" is a call to action, to make a difference. Taking action is another value that characterizes Millennials who are concerned about the environment and about issues that affect the world. They want to find ways to make a difference and this campaign and tagline give them another opportunity, a unique opportunity, to do just that.

Partners can build off of the tagline to highlight local bird issues.

For example: I Give the World Wings by...

- planting a pollinator-friendly garden
- installing bird-safe windows in our office
- keeping my cat indoors

During the development of the tagline many themes were considered. The tagline "Give the World Wings" was selected from multiple examples. To evaluate potential taglines we applied the following criteria:

- A tagline needs to be short and not multi syllabic. Memorable tag lines are easy to read and say, think Nike's "Just Do It"
- A tagline needs to include just enough ambiguity so that the audience can attach their experiences, understanding, and meanings. Doing so makes the tagline, and ultimately the issue, personally relevant to them
- A tag line needs to be adaptable for national and partner application

## THE FOLLOWING FACTORS ARE ALSO IMPORTANT CONSIDERATIONS FOR BRAND STRATEGY

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### PEOPLE HAVE AN EMOTIONAL REACTION TO BIRDS

From poetry to art, national symbols to cartoon characters, people, regardless of their race, gender, political ideology or religion, feel strong ties to birds. For many cultures and religions, birds are important symbols.

It is important to note that the brand should not exclusively appeal to bird enthusiasts, be it birders or people who want to preserve bird habitats. We already have them in our corner. The communication and products from the branded campaign need to be inclusive. The brand and the program must target the "fence sitters" in any given target audience and reach audiences that appreciate nature or may appreciate an aspect of birds, but invest their time in other activities. To do that, the brand has to be unique to be noticed. The graffiti style is distinct and grabs the attention of audiences immediately.

We don't want to preach to the choir, we want to give the choir something to sing about to others.

## CENTENNIAL MARK COLOR

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PANTONE 7455 C  
C 84.65 M 69.61 Y 0 K 0

The option to adjust or change the color of the mark to suit your application is permitted. An example is a one or two color printed product. Make sure that the color selected is of dark enough value so that the reversed (white) text is legible. In all cases, the splatter marks should be preserved.

## CENTENNIAL MARK BLACK & WHITE

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### MONOCHROME

This form of the mark must only be used against background colors light enough to hold enough contrast to maintain legibility. This form of the mark must never be colorized. If using color, please use splatter version.



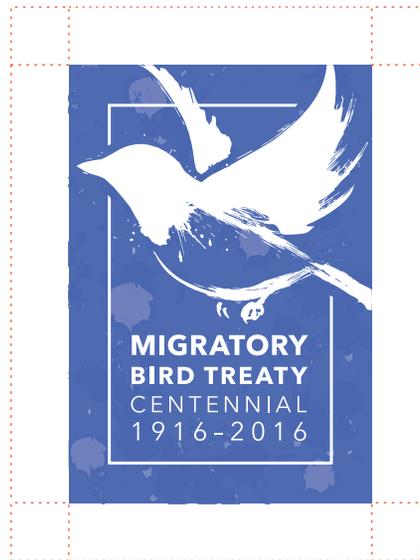
### WHITE OUT

This form of the mark must only be used against background colors strong and dark enough to hold enough contrast to maintain legibility.

## EXCLUSION ZONE

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The 'exclusion zone' refers to the area around the mark which must remain free from other copy to ensure that the mark is not obscured.



## PAIRING CENTENNIAL MARK WITH PARTNER LOGOS

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EQUAL  
DISTANCE

Size the mark so that it occupies the same relative space of its partner logo. In some instances, this will require the mark to be taller than the actual height of the partner logo.

When pairing with the USFWS shield, the shield is always placed to the left of the mark.

When pairing with the full color USFWS shield, always use the color mark. The mark is purposely larger than the USFWS shield and centered vertically.



When pairing with the black and white USFWS shield, the box portion of the mark is the same height as the shield.

# FONTS

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## AVENIR NEXT BOLD

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**12345678910**

## AVENIR NEXT REGULAR

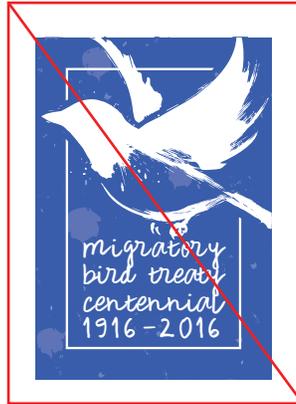
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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910

# INCORRECT USES



DO NOT change the relative sizes of the mark elements



DO NOT change the fonts of the mark



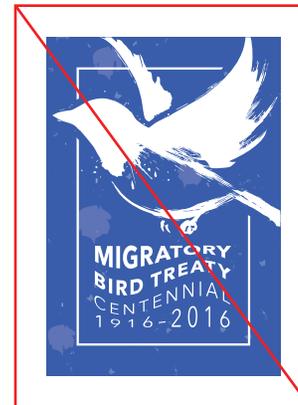
DO NOT add a secondary color



DO NOT place the mark on an angle



DO NOT place a white mark on a pale background



DO NOT warp any mark elements



DO NOT use without splatter background

# CELEBRATING 100 GRAPHIC & ADDITIONAL INFOGRAPHICS



The Celebrating 100 graphic is intended to be used solely to launch the campaign, to raise awareness of the Centennial. After the first three months, promotional efforts should use the Centennial mark and focus on using other collateral. The Celebrating 100 graphic should not be released for use by partners until after the USFWS has launched its program using the logo. Partners are able to add their logo alongside the USFWS shield and Centennial mark as described in this style guide.

Graphics designed for this program, including the Celebrating 100 graphic, are intended to be shared over social media (Facebook, Twitter, Pinterest, Instagram, and others). They can also be used on partner websites with the restriction that they NOT be used to advocate for policy changes or in fundraising efforts. Infographics are intended to be used until the next graphic becomes available. After the entire series of infographics has been posted, reposting individual graphics is allowed at the discretion of partners. Note that some of the graphics are seasonal and should be used appropriately. All of the graphics should be used in color and the URL (<http://www.fws.gov/mbtreaty100/>) should be preserved.