

NAWMP 40TH ANNIVERSARY LOGO GUIDELINES

The NAWMP Communications Committee is excited to share the new NAWMP 40th Anniversary logo. This logo is intended to promote and celebrate 40 years of success through conservation partnerships. The guidelines provided are intended to maximize visibility of the logo and promote its use throughout the NAWMP network of partners and joint ventures.

The logo is available in English, French and Spanish. Files can be [downloaded here](#).

Questions about the logo can be directed to: Whitney Polich; wpolich@ducks.org

SIZE AND PLACEMENT

Preferred placement is the main page of your document. The logo should not be obscured or overlapped by surrounding text or images.



5 cm (~2")

The minimum recommended size of the logo allows text to be legible.



Allow for blank space around the logo to ensure prominence.

SUGGESTED USE

Widespread use of the logo will help create awareness of this important milestone:

- Email signatures
- Newsletters and fact sheets
- Social media posts
- Websites

ADDITIONAL BRAND SUPPORT

Please use NAWMP approved logo colours in your designs:

Blue #253A78



Cream #FFF7E5



Full colour guidelines can be found in the NAWMP Brand Standards.