



STYLE GUIDE V1.0

# OUR GUIDELINES

The WildCare brand is more than just an idea on paper; it is the embodiment of our company, encompassing all of the experiences and expectations that people associate with us. To protect the integrity of the visual and verbal expression of the WildCare brand, it is critical to follow the guidelines outlined.

This comprehensive communication system includes almost all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for WildCare's communication materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

*Consistency is one of the most powerful usability principles: when things always behave the same, users don't have to worry about what will happen. Instead, they know what will happen based on earlier experience.*

— JAKOB NIELSEN

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LIVE WELL WITH WILDLIFE.



## OUR BRAND PURPOSE

At the heart of our brand purpose are the values embedded in our corporate culture and the unique benefit our organization brings to the world. Our purpose is a North Star for our company, our people, and our brand.

## OUR MISSION

**WILDCARE'S MISSION IS TO ADVOCATE FOR WILDLIFE FOR A SUSTAINABLE WORLD, AND WE ACTIVELY PURSUE THIS MISSION THROUGH NATURE EDUCATION, WILDLIFE MEDICINE, ADVOCACY AND COMMUNITY OUTREACH.**

By partnering with schools, collaborating with related organizations and educational programs, and providing internships and volunteer opportunities, we make a positive difference in our community.

## WHO WE ARE

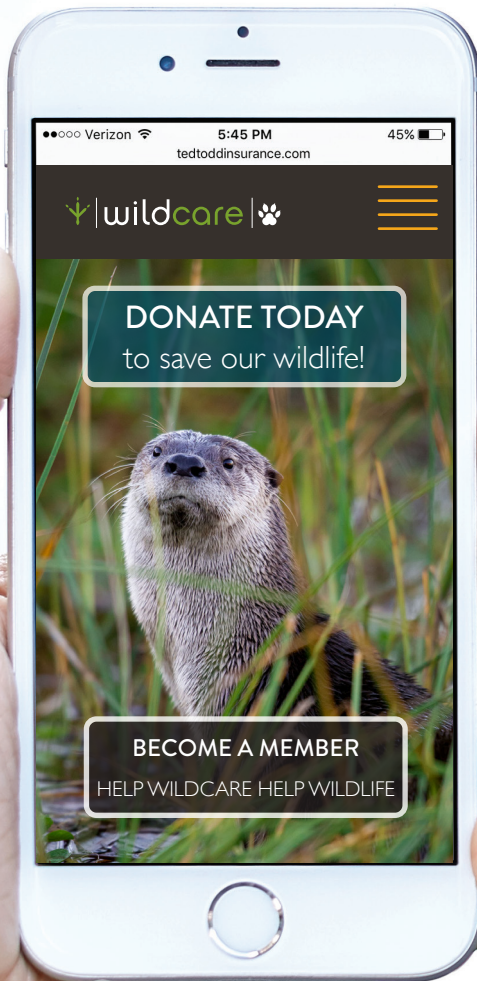
**WE ARE THE BEST WILDLIFE RESOURCE IN THE SF BAY AREA, HELPING PEOPLE LIVE WELL WITH WILDLIFE**

WildCare's expert hospital staff treat and help wildlife recover from interactions with humans; Our wildlife and environmental education programs teach young and old to navigate the human/wildlife boundaries. We take a stand for the environment and for the wild animals who are unable to speak for themselves.

## OUR VALUES

### **WE LIVE BY OUR VALUES AND SENSE OF COMMUNITY**

- Care and compassion for all living things
- Stewardship of the natural world
- Respect and appreciation for the contributions of each volunteer, member and employee
- Quality and integrity in all aspects of our work
- Continuous learning and personal growth
- Environmentally sound business practices
- Sustained financial viability



Verizon 5:45 PM 45%  
tedtoddinsurance.com

wildcare



**DONATE TODAY**  
to save our wildlife!

**BECOME A MEMBER**  
HELP WILDCARE HELP WILDLIFE



# MASTER LOGO

This section covers the usage of the master logo, its construction, and the variety of layouts available to you.

**MASTER LAYOUTS**

**CLEAR SPACE**

**MASTER LOGO BACKGROUNDS**

**MINIMUM SIZING**

# LOGOTYPE

WildCare's logotype carries the personality and professionalism of the brand while not being over complicated. Make sure to respect our logo by following the rules set out in this document.



WC Green  
7490C  
#78a12e

WC Chocolate  
2479C  
#37302d

WC Green  
7490C  
#78a12e

WC Chocolate  
2479C  
#37302d



wildcare



Cap Height

Baseline



✘



Do not tighten tracking  
of our logotype.

✘



Do not change the angle of the baseline when  
presenting logotype.

✘



Do not center align the  
logotype.

# MASTER LOGO

## REGULAR FORM

A side-by-side layout works well for larger-width use cases and serves as main logo lockup.



## BLACK FORM



# LOGO TYPES ON DARK BACKGROUNDS

## A. REVERSE

Logo in full Reverse White



## B. REVERSE + GRAY

Logo in Reverse White + WC Gray



## C. REVERSE + GREEN

Logo in Reverse White + WC Green



# LOGO WHITE SPACE

For readability, scale needs close attention.

## SPACING FOR LOGO

The minimum allowance for the master logo is equal to 2x the mark in the lockup. This holds true regardless of scale.

spacing





# MINIMUM SIZE

For readability, scale needs close attention.

## A. MASTER LOGO

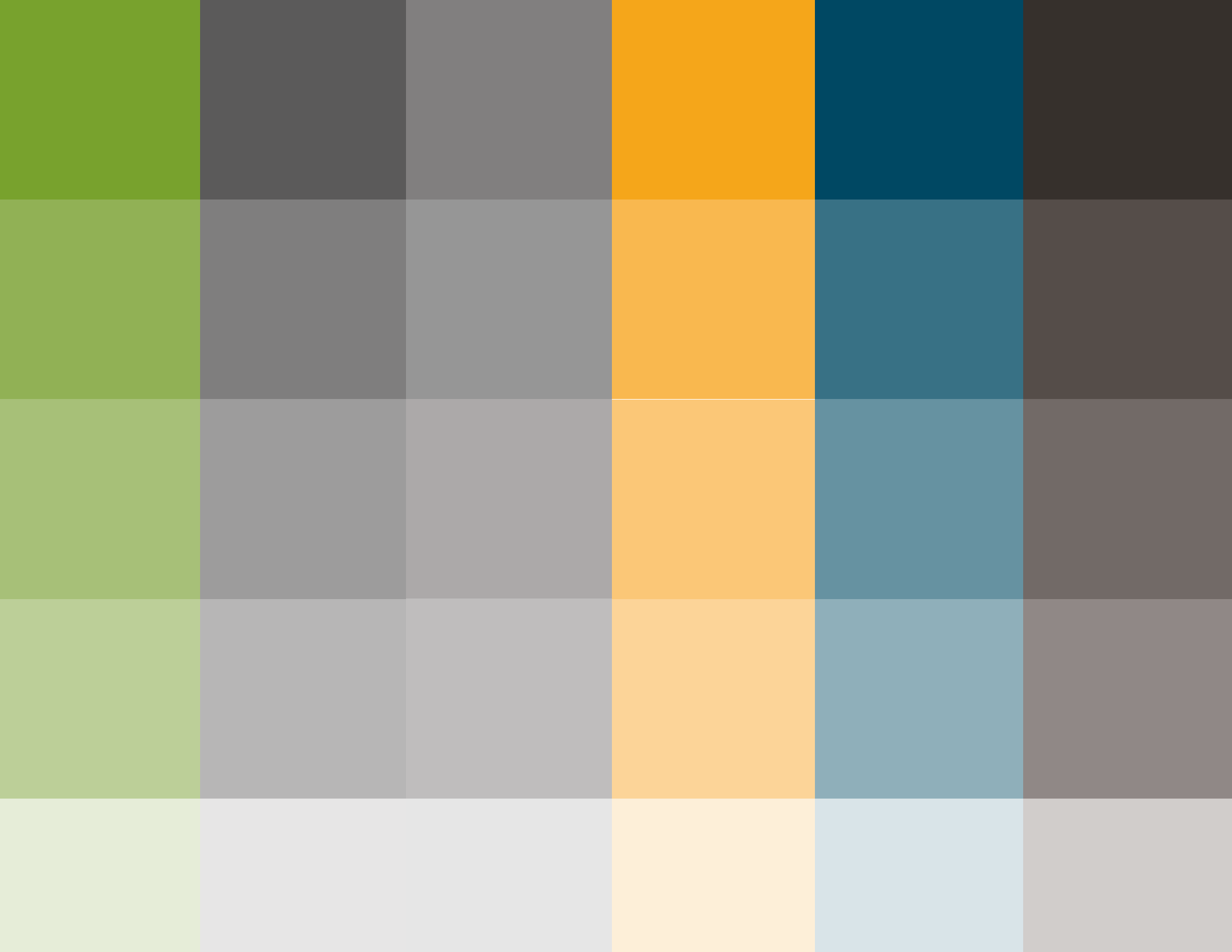
The master logo should never be reduced below 90 pixels wide.



90px



40px



# COLOR

This section covers the usage of our color system, the print and web specifications, and some simple visual guides. If you need something further defined please reach out to your contact.

## COLOR PALETTE

### THE MAIN COLORS

### CORE PALETTE

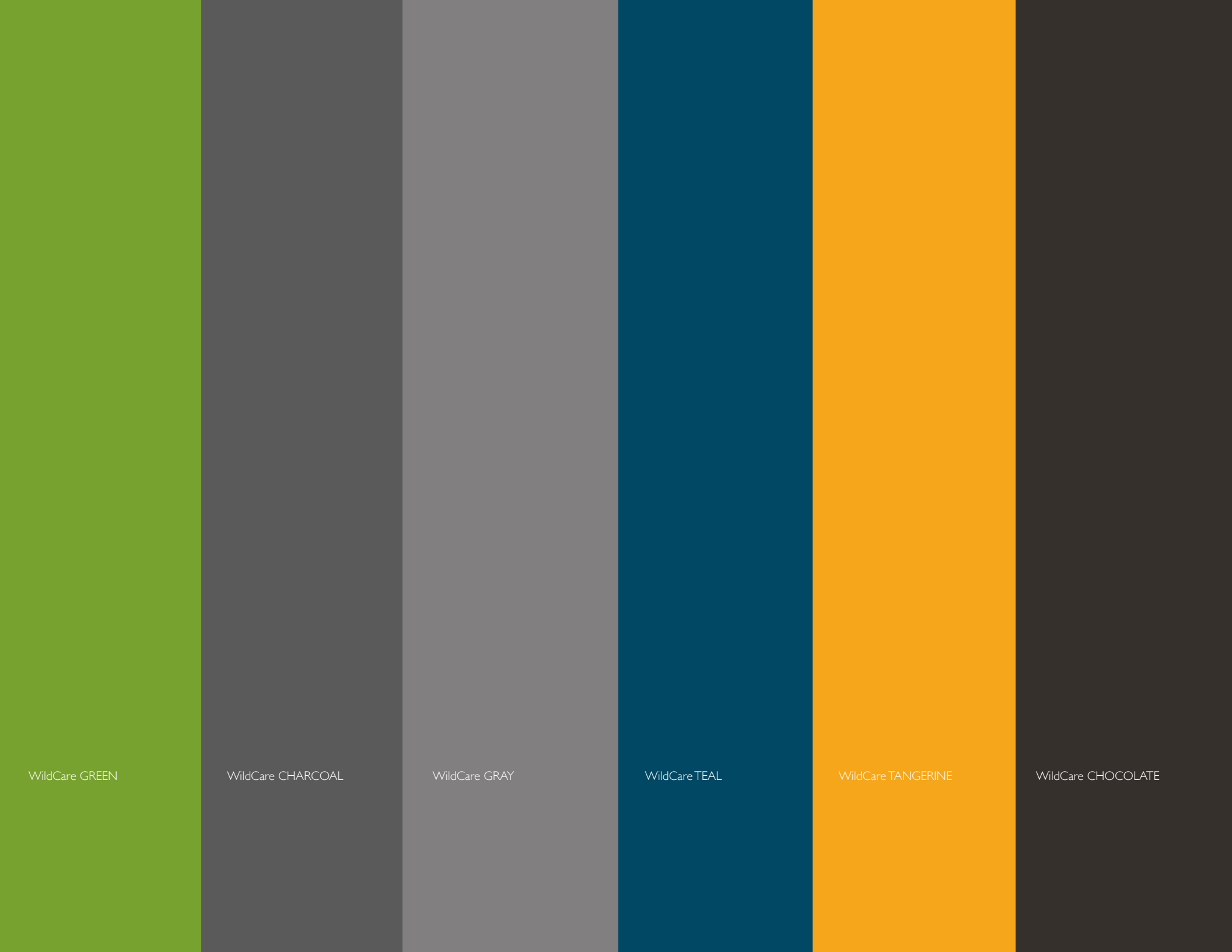
# COLOR PALETTE

WildCare has a simple, trustworthy color palette. Leading with WildCare's signature dark chocolate and vibrant green balanced by a dark charcoal, accents are provided by tangerine, teal and gray. The core palette is limited and focuses on conveying confidence and clarity.

## COLOR SYSTEM



WILDCARE GREEN  
WILDCARE GRAY  
WILDCARE CHARCOAL  
WILDCARE TANGERINE  
WILDCARE TEAL  
WILDCARE CHOCOLATE



WildCare GREEN

WildCare CHARCOAL

WildCare GRAY

WildCare TEAL

WildCare TANGERINE

WildCare CHOCOLATE

*Don't go crazy with color.  
Use it sparingly and with purpose.*

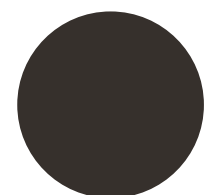
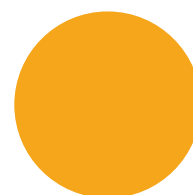
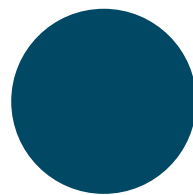
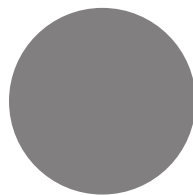
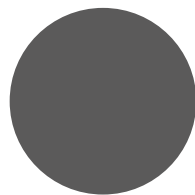
— FOCUS LAB

# CORE PALETTE

The core palette will cover the majority of your needs.

It's intentionally small in variety as to not dilute the

brand visuals, adding confusion.



**PANTONE\***  
**CMYK**  
**RGB**  
**HEX**

7490C  
45, 0, 100, 24  
120, 162, 47  
#78a12e

405 C  
62, 55, 54, 28  
91, 90, 90  
#5b5959

2332 C  
15, 5, 5, 55  
116, 125, 131  
#7474d82

309 C  
85, 0, 0, 75  
0, 72, 99  
#004863

2431 C  
0, 38, 100, 2  
244, 165, 24  
#f31518

2479 C  
64, 64, 65, 60  
55, 49, 46  
#37302d

\*pantone colors are based on spot color ink on coated paper

# TYPOGRAPHY

This section covers the usage of our typography system. Because of the simplicity in our brand, type plays an important part.



Aa Bb Cc Dd  
Ee Ff Gg Hh  
Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx

# GILL SANS

Gill Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin I, Latin CE, Greek and Cyrillic character sets.

## WEIGHTS

The full set contains 5 weights.

Aa

AaBbCcDdEeFfGgHh

AaBbCcDdEeFfGgHhIi

GillSansLightLargeParagraph

GillSans Light Body Paragraph in Charcoal

AaBbCcDdEeFfWCCCharcoal

AaBbCcDdEeFfGgGreen

0123456789!@#%^&\*WCTANGERINE

0123456789I0FORLISTINGSONLYINTEAL

ABCDEFGHIJKLMNOPQRSTUVWXYZGREEN

## BRANDON GROTESQUE

Brandon Grotesque is designed by Hannes von Dohren in 2009, and is influenced by the geometric-style sans serif faces that were popular during the 1920s and 30s, the fonts are based on geometric forms that have been optically corrected for better legibility.

### WEIGHTS

The full set contains 3 weights - Medium, Bold and Black.

Aa

AABBCCDDEEFFGGHH

AaBbCcDdEeFfGgHhIi

BRANDON GROTESQUE PARAGRAPH

BRANDON MEDIUM BODY PARAGRAPHCHARCOAL

AABBCCDDEEFFCHARCOAL

AABBCCDDEEFFGGBOLDGREEN

0123456789!@#%^&\*WCTANGERINE

012345678910FORLISTINGSONLYINTEAL

ABCDEFGHIJKLMNOPQRSTUVWXYZINCHOCOLATE

# TYPE USAGE

Picking the right typeface can be challenging. A typeface has to perform many functions - delivering the right tone, communicating the right vibe that is at the core of a company or individual.

Balance must be taken into consideration, and variety used with some restraint.

This is by no means a strict usage guide - this is meant to be a living set of guidelines to be adapted and tweaked, but must be used consistently throughout its lifetime.

# THE BREAKDOWN

## HEADING 1

Gill Sans Light 48pt, leading 42pt

## HEADING 2

Brandon Grotesque Bold 18 pt

## HEADING 3 - FAT

Brandon Grotesque Black 36pt

## SUB-HEADER 1

Brandon Grotesque Black 14pt

## SUB-HEADER 2

Gill Sans Light 16pt

## BODY (REGULAR)

Gill Sans Light 12pt  
15pt leading, WildCare Charcoal

## WEB BODY

Gill Sans Light 12pt  
14pt leading, WildCare Charcoal

WILDLIFE MEDICINE

LIVE WELL WITH WILDLIFE

WILDLIFE EXPERTS

EXCELLENT ENVIRONMENTAL EDUCATION

SUBHEADERS NEED ATTENTION TOO.

It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves.

While some grotesques distort their letter forms to force a rigid rhythm, Open Sans doesn't compromise, allowing letters to be settled into their natural width.

## TYPE USAGE, CONTINUED

### LISTS

Brandon Grotesque Bold All Caps 10pt,  
28pt leading, Tracking 150

### LARGE PARAGRAPH

Gill Sans Light 16pt  
26pt leading, WC Charcoal

### DETAILS

Gill Sans Light 16pt,  
18pt leading, All caps

#### LISTS A (REGULAR SPACE)

#### LISTS B (SINGLE SPACE)

Aenean eu leo quam. Pellentesque ornare sem lacinia  
quam venenatis vestibulum. Morbi leo risus, porta ac  
consectetur ac, vestibulum at eros. Maecenas faucibus  
mollis interdum. Duis mollis, est non commodo luctus,  
nisi erat porttitor ligula, eget lacinia odio sem nec elit.  
Aenean eu leo quam

[WWW.GOOGLE.COM/FONTS/SPECIMEN/GILLSANS/](http://WWW.GOOGLE.COM/FONTS/SPECIMEN/GILLSANS/)

#### ITALIC HEADING

Gill Sans Light Italic 14pt



*Helping people live well with wildlife.*

#### LARGE QUOTE

Gill Sans Light Italic 28pt, 42pt leading



*Aeneam eu leo quam, Pellentesque  
ornare sem lacinia quam venanetis  
vestibulum.*

#### SMALL QUOTE

Brandon Grotesque Bold All caps 8pt,  
14 pt leading, Tracking 150



**WILDCARE: LIVING WELL WITH WILDLIFE.**

**WILDCARE: LIVING WELL WITH WILDLIFE**

#### QUOTE CITE

Gill Sans Light All Caps 10pt, 14 pt leading



- WILLIAM SHAKESPEARE

#### CAPTION

Gill Sans Italic 08 pt, 9pt leading, stacked



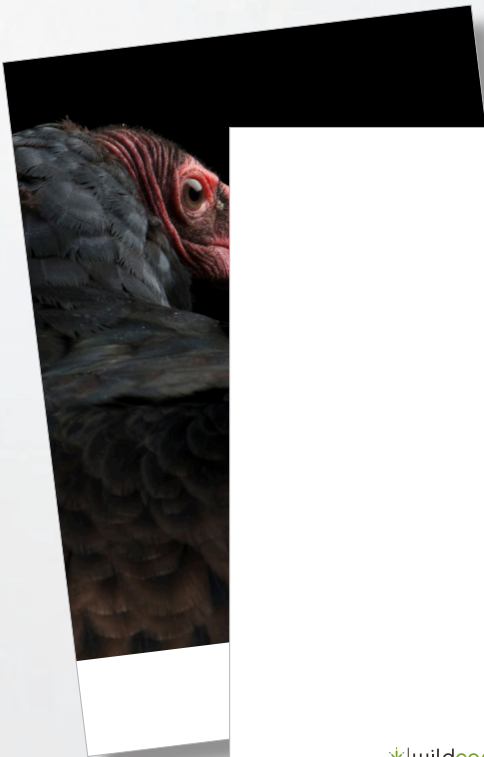
*Perfect next to series of images  
either justified left or right*

#### SMALL

Gill Sans Light 08 pt, 15pt leading,



perfect for a footnote, notation or text for a boilerplate.





# PRINT AND DIGITAL

Although we are a digital company, we still have specific print use cases; this section will define that further for you. Simplicity is key in all of our print work with both color and layout. If you need something further defined please reach out to your contact.

**LETTERHEAD**

**EMAIL SIGNATURE**

**THANK YOU NOTECARDS**

# EMAIL SIGNATURE

## BODY TEXT

Gill Sans Light/Open Sans/Helvetica  
14pt, WC Dark Grey

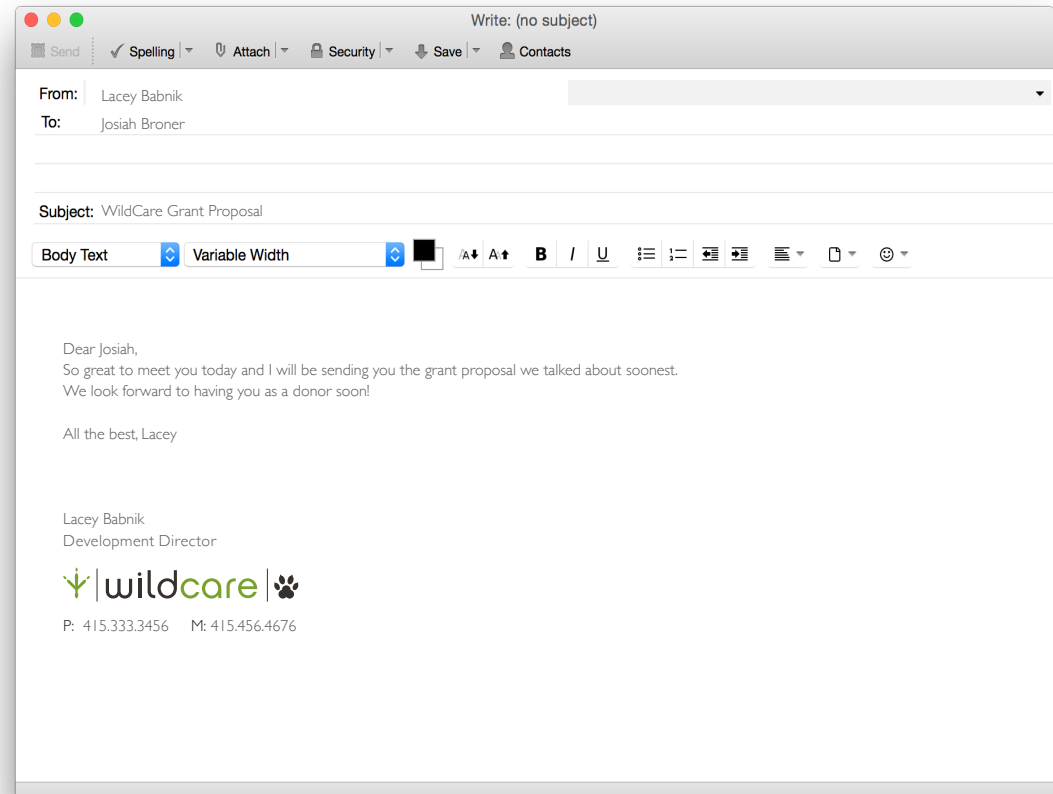
## SIGNATURE

Gill Sans Light/Open Sans/Helvetica  
14pt, WC Dark Grey

Name  
Position

WildCare Logo

P: 415.00.0000 M:000.000.0000



# LETTERHEAD

## MS WORD TEMPLATE

### BODY TEXT

Gill Sans Light 11pt, 1.5 spacing,  
WC Dark Grey

### SUBJECT HEADING

Gill Sans Light 16pt, 1.0 spacing  
WC Chocolate

### SUBHEAD

Brandon Grotesque Bold 09pt, 1.0 spacing,  
WC Dark Grey

### FOOTER

Brandon Grotesque Bold 09pt, 1.0 spacing  
Gill Sans Light 09pt, 1.0 spacing,  
WC Dark Grey



Addressee  
Address 1  
Address 2  
City, State 94904

January 20, 2020

### SUBJECT HEADING OR TITLE

**DETAILS OF LETTER BELOW**  
**DETAILS OF LETTER BELOW**

Lorem ipsum dolor sit amet, nam in essent scripta insolens, discere tincidunt adversarium cum et, ex nobis intellegam sadipsing quo. Vel tale molestiae dissentiunt ne, vis solum summo consul ex, movet possit per an. Diam ubique mei id, vis eu nullam recteque. Solet oportere salutatus mei eu, eu eam commodo utroque voluptaria, ei eum fugit mundi. Est nisl tantas iriure at, labitur sensibus eu nam, his dictas pertinacia id.

Per diam habemus fuisset in. In mea essent tamquam epicurei, in augue copiosae postulant sit. Id quo everti utroque voluptaria, id omnes ceteros pri. Dico contentiones no has, ut error melius detraxit his, mea no alia natum. Id quo sanctus fierent periculis. Eum propriae theophrastus ei, everti epicuri vituperatoribus eum at, te causae nostrum voluptatibus vel.

Signed,

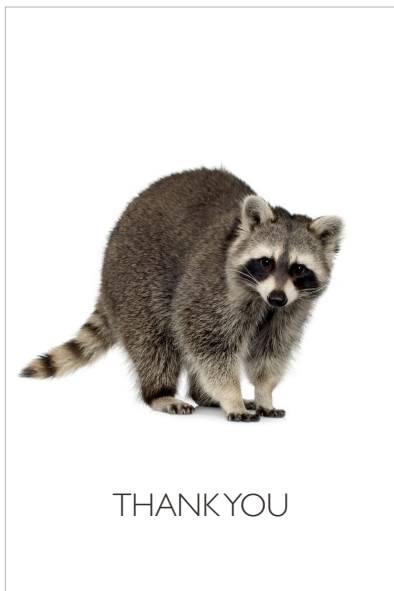
Anonymous  
Position

HELPING PEOPLE LIVE WELL WITH WILDLIFE  
79 ALBERT PARK LANE, SAN RAFAEL CA94965  
INFO@DISCOVERWILDCARE.ORG WWW.DISCOVERWILDCARE.ORG



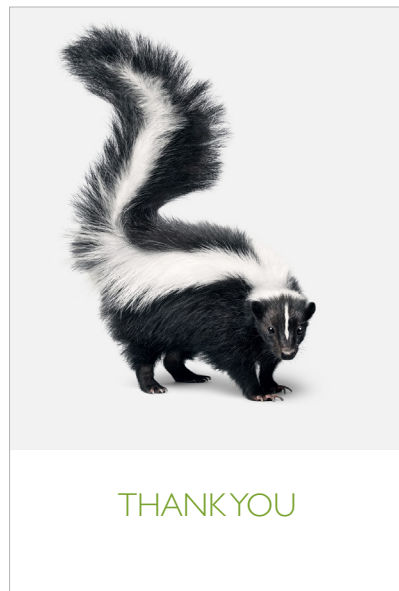
# NOTECARDS: WHITE SERIES

SIZE: 4" x 6"  
SUGGESTED PAPER:  
20pt cardstock  
with PLAIN WHITE  
ENVELOPE

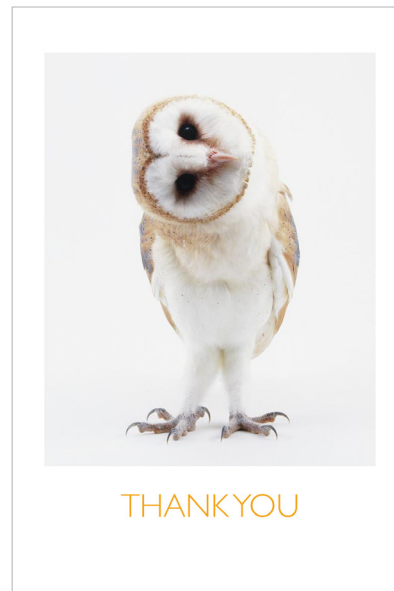


THANKYOU

FRONT



THANKYOU



THANKYOU



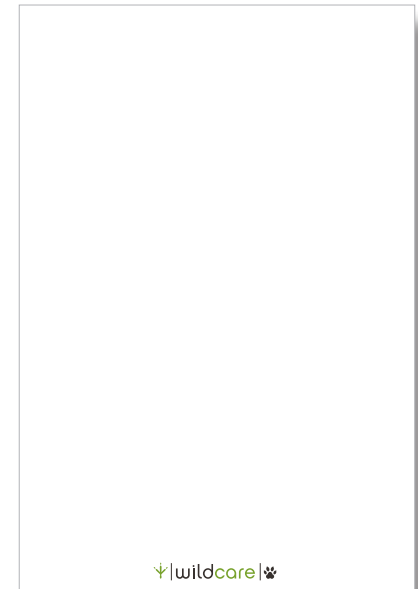
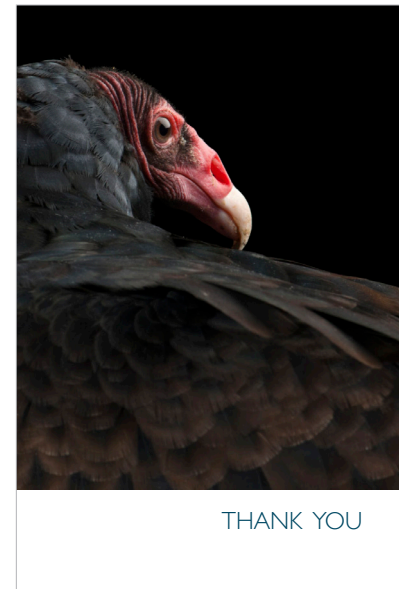
BACK

# NOTECARDS: RAPTOR SERIES

SIZE: 4" x 6"  
SUGGESTED PAPER:  
20pt cardstock  
with PLAIN WHITE  
ENVELOPE



FRONT



BACK

# NEWSLETTER LAYOUTS



COVER



INSIDE PAGES

## LETTER FROM KATE

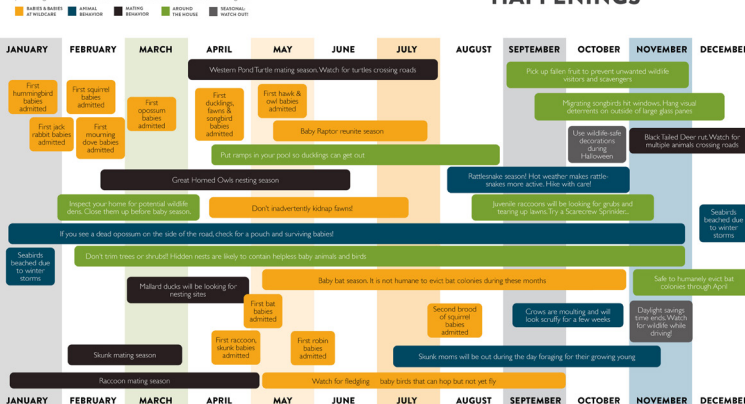
## EDUCATION PROGRAMS FOR SCHOOLS

[illegible]

WORLDWIDE INSURANCE COMPANY 2000 PAGE 2

## SEASONAL WILDLIFE HAPPENINGS

Knowing what's happening with wildlife populations on a seasonal basis is a great way to prevent negative wildlife-human interactions. This chart features a comprehensive look at seasonal wildlife events in the San Francisco Bay Area of Northern California. Note these dates are different in different climates and latitudes, and this chart provides guidelines but there is considerable variation even within our region.



## WHO WE REACHED

PROGRAMS	PRESENTATIONS	PEOPLE
NATURE VAN PROGRAM	401	9758
WILDLIFE AMBASSADORS	89	2797
NATURE HIKES	89	2086
CENTER TOURS	79	1500
FAMILY ADVENTURES	20	450
NATURE CAMP	12	183
NATURE KITS		2970
JUNIOR BOTANISTS		220
EVENTS	21	2600

**36,676**  
PEOPLE  
INDICTED

**20**  
RESIDENT  
AMBASSADOR

**51%**  
OF SCHOOL  
PROGRAM

WILDCARE 2020  
ANNUAL REPORT

Starting in 2017, WildCare transferred to a new online database to track our wildlife hospital patients. The Wildlife Rehabilitation Medical Database (or WRMD) modernized the tracking of WildCare's patient care, reducing paper use and provides invaluable updated statistics to the United States and California Departments of Fish & Wildlife.



**1677 BIRDS**  
75.4% SUCCESS RATE  
144 SPECIES TREATED

**992 MAMMALS**   
80.7% SUCCESS RATE  
34 SPECIES TREATED

**34 REPTILES & AMPHIBIANS**  
95% SUCCESS RATE 

**76 %**

### TOP REASONS FOR WILDLIFE HOSPITAL ADMISSION

11%  
NEST

**10%**  
CAUGHT BY

**12%**  
FELL FROM

10%  
HIT BY

4% HIT

HEADING GS  
CAPS LARGE  
CHOCOLATE

Lorem ipsum dolor sit amet, con-  
 sectetur adipiscing elit, sed eu-  
 ismod tempor incididunt ut labore  
 et dolore magna aliqua. Ut enim  
 in minim veniam, quis nostrud  
 exercitation ullamco laboris nisi  
 ut aliquid ex ea commodo con-  
 sequat. Duis aute irure dolor  
 in reprehenderit in voluptate  
 velit esse cillum dolore eu  
 fugiat nulla pariatur. Excepteur  
 sint occaecat cupidatat non  
 proident, sunt in culpa qui  
 officia deserunt mollit anim  
 id est laborum.

"Quote GS *Italic* 8pt to emphasize a point or occupy white space. Justify according to left or right margin."

"Quote GS Italic 18pt  
to emphasize a point  
or occupy white space.  
Justify according to left or  
right page."

HEADING ARTICLE BG IN TANGERINE  
SOME OTHER THING

Lorem ipsum et sit amet,  
consectetur adipiscing elit, sed do eiusmod  
tempor incididunt ut labore et dolore magna aliqua. Ut enim ad  
minim veniam, qui nostrud exercitatione  
ullamco laboris nisi ut aliquip ex commodo  
consequat. Duis aute irure dolor in reprehenderit  
in voluptate velit esse cillum dolore eu fugiat  
nulla pariatur. Excepteur sint occaecat cupidatat  
non proident, sunt in culpa qui officia deserunt  
mollit anim id est laborum.

Lorem ipsum et sit amet,  
consectetur adipiscing elit, sed do eiusmod  
tempor incididunt ut labore et dolore magna aliqua.  
Ut enim ad minim veniam, qui nostrud exercitatione  
ullamco laboris nisi ut aliquip ex commodo  
consequat. Duis aute irure dolor in reprehenderit  
in voluptate velit esse cillum dolore eu fugiat  
nulla pariatur. Excepteur sint occaecat cupidatat  
non proident, sunt in culpa qui officia deserunt  
mollit anim id est laborum.

Lorem ipsum dolor sit amet, con-  
 sedentis adipiscing elit, sed do eiusmod  
 tempor incididunt ut labore et  
 dolore magna aliqua. Ut enim ad  
 minim veniam, quis nostrud exer-  
 citation ullamco laboris nisi ut aliquip  
 ex ea commodo consequat. Duis  
 aute irure dolor in reprehenderit in  
 voluptate velit esse cillum dolore  
 eu fugiat nulla pariatur. Excepteur  
 sint occaecat cupidatat non proident,  
 sunt in culpa qui officia deser-  
 unt mollit anim id est laborum.

id est laborum, aut in iure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

ole  
half  
men  
and  
with