

# Brand Book

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Mediterranean  
Alliance for Wetlands  
VOICE OF WETLANDS AND RIVERS

# Content

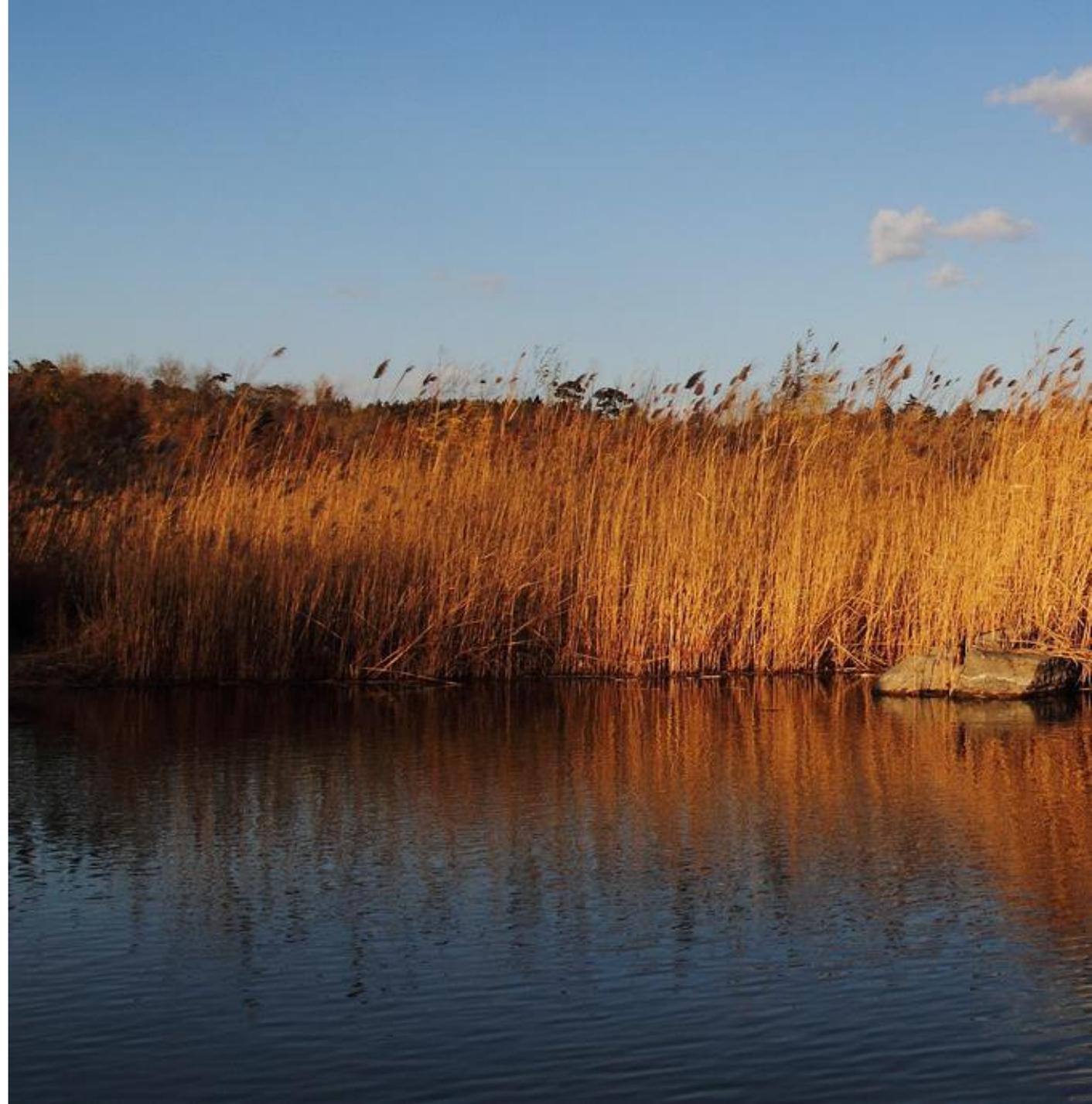
Our Brand Ethos  
Our Values  
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**Inside this book, you'll find a practical guide to how our brand inspires what we do, informs what we say and shapes how we say it.**

By communicating our key messages clearly and consistently, we can connect with an international audience and motivate more people to get involved in our protection & restoration mission.

Read on to find out how you can help build on our success and ensure that our brand shines through in whatever work you do on behalf of Mediterranean wetlands and rivers.



## **BRANDING & THE BIGGER PICTURE**

**We are united.**

**We are knowledgeable, and we are passionate about protecting and restoring Mediterranean wetlands and rivers. And we use our voice to bring attention and action to Mediterranean wetlands and rivers.**

# Our Values

## COLLABORATIVE

As an Alliance working with each other and together with local organizations, we are highly collaborative.

## KNOWLEDGEABLE

We are experts in our field and we are deeply connected and knowledgeable about Mediterranean rivers and wetlands.

## ACTION-ORIENTED

Because we have no time to waste, we are focused on actions. Through initiatives such as the Green Light and Red Alert, we are proactively protecting and restoring wetlands and rivers.



## Key Audience Personas



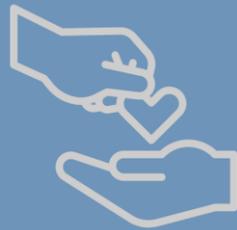
### INSTITUTIONAL & MULTILATERAL DONOR

"I want to hear about  
your impact"



### NGO & CBO STAFF

"I want to hear about  
how I can benefit from  
being involved with  
you."



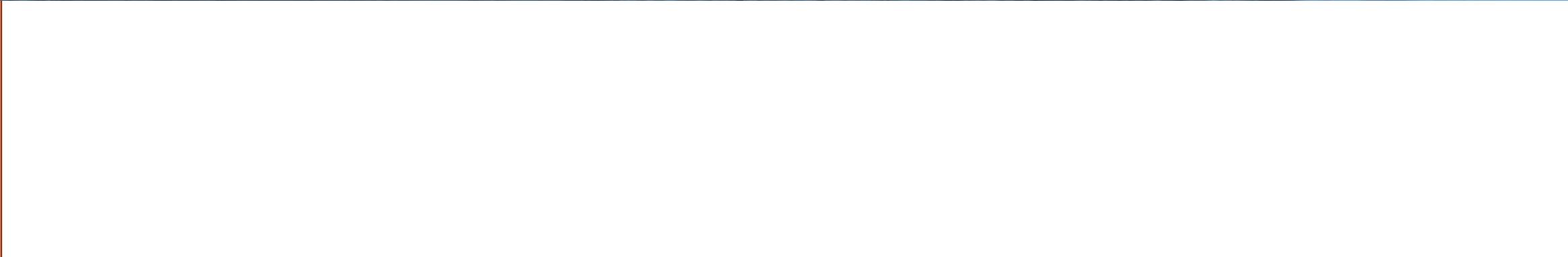
### FOUNDATION DONORS

"I want to hear about  
innovative, new ways  
to tackle problems I  
care about"



### MEDITERRANEAN PUBLIC

"I want to hear about  
how conservation  
efforts can help  
improve my life."



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## Our Brand Personality

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### UNITED

We are united through our common vision and years of joint commitment to the preservation, rehabilitation, and sustainable use of wetlands and rivers.



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## Our Brand Personality

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### SUMMONING

Since we advocate for wetlands and rivers, we use our voices to call upon policymakers to do the correct actions. In our communication, there is always a call to action



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## Our Brand Personality

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### AUTHORITATIVE

Our voice is supported by evidence and accepted by most authorities in the field of conservation. We help CBOs set goals and determine processes to reach their goals.



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## Our Brand Personality

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### KNOWLEDGE

We are experts in our field.  
Therefore, we are a trusted  
source of information and always  
portray competence.





## Our Logo

### BEFORE



The old logo aimed to represent the alliance's collaboration and its goal to protect and restore wetlands and ensure their sustainable use. The logo needed updating to reflect MAW's new Brand Identity.

### NOW



The circle around the image represents "Alliance" (like people around the circle). The colour of this border represents the Mediterranean Wetlands. The two-coloured "Swirls" represents land and rivers. The bird is the distinctive Pied Avocet and the frog is a Karpathos. The logo brings in the element of MAW's tagline, "Voice of Wetlands and Rivers". The goal of the overall design is to be **distinctive** and **memorable**.

## Our Logo

### USAGE

A few rules are necessary for maintaining the integrity of MAW's brand. Do not compromise the overall look of the logo by rotating, skewing, or distorting in any way – that includes adding unnecessary and unattractive text decorations like drop shadows and outlines.

#### Option 1



**Mediterranean  
Alliance for Wetlands**  
VOICE OF WETLANDS AND RIVERS

#### Option 2



VOICE OF WETLANDS AND RIVERS

## Logo Placement

A minimum amount of clear space must always surround the MAW's logo. Proper use of clear space ensures visual impact and legibility of the logo. When calculating the minimum amount of clear space, please follow the guidelines shown. Additional clear space is preferred whenever possible.

### FOR POWERPOINT PRESENTATIONS

#### **COVER PAGE:**

The logo should be 1.2" high & 4.97" wide. The location of the logo should be, ideally, 0.5" horizontally from the Top Left Corner. The Vertical position should be 6.06" from the Top Left Corner.

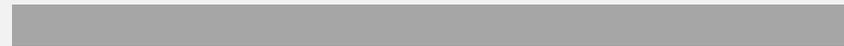
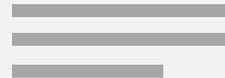
#### **SUBSEQUENT PAGES:**

the logo should be .53" high & 2.18" wide. The location of the logo should be, ideally, 0.5" horizontally from the Top Left Corner. The Vertical position should be 6.72" from the Top Left Corner.

# Logo Placement

## FOR LETTERS

The logo should be 20mm from the top of the page and 25mm from the left of the page.

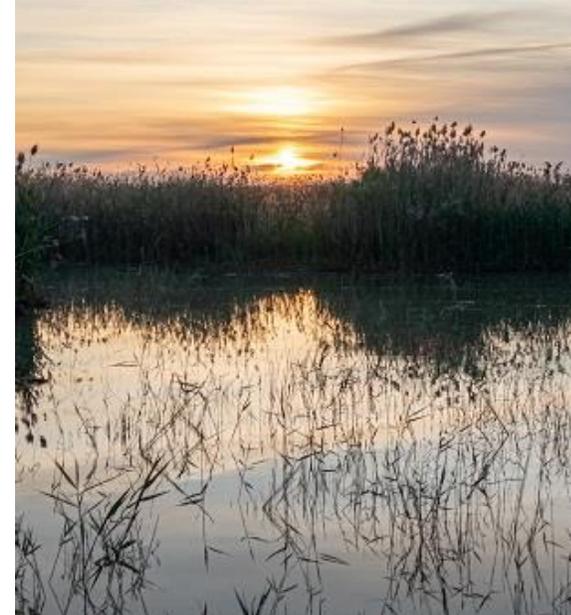




## Our Tagline

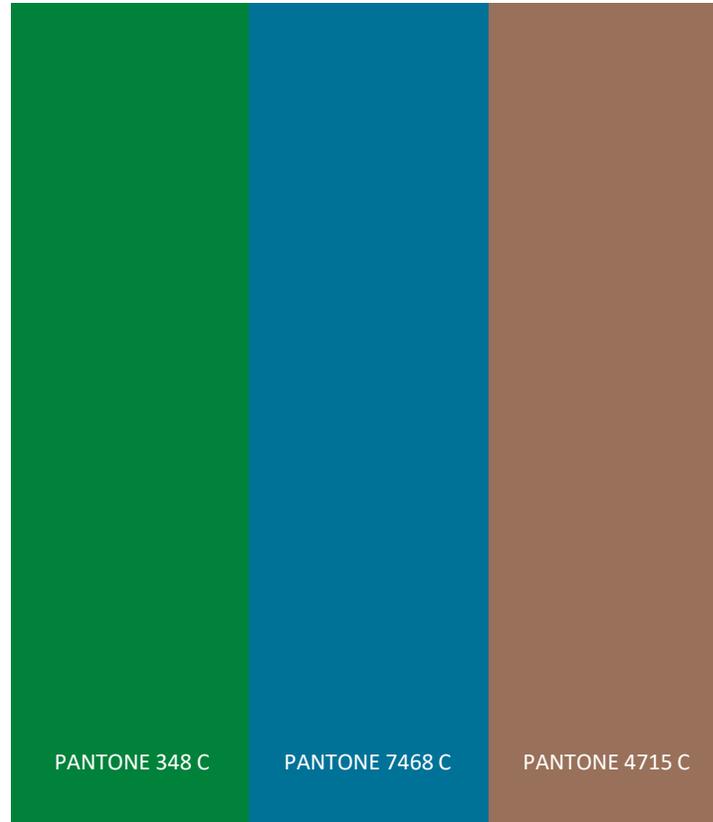
Always maintain clear space around the "Voice of wetlands and rivers" purpose statement to protect it from distracting graphics or typography. Measure clear space by the height of the "r" in "rivers" for vertical space and its width for horizontal. Never allow typography or other elements to "invade" the signature or the symbol.

<sup>r</sup>  
r "Voice of wetlands and rivers" <sub>r</sub>



# Colour Palette

## PRIMARY



Heading body text

Heading ending, body text

Sub headers, red alert, Shapes

## SECONDARY



PANTONE 7489 C

PANTONE 359 C

PANTONE 372 C

PANTONE 299 C

PANTONE 297 C

PANTONE 635 C

PANTONE 7530 C

PANTONE 7529 C

PANTONE 7527 C

## Font

### Cabin

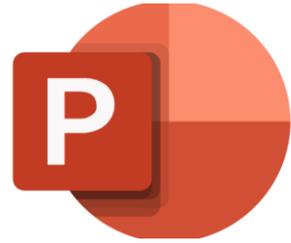
When used correctly, typography can convey images and feeling every bit as much — and sometimes more — than simple graphics. Cabin is a type family that gives MAW, an open yet serious, and real voice. Qualities of Cabin conveys “straightforward” and is easy to read. A humanistic sans-serif typeface, Cabin is great for advocacy.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890?!"@#\$%^&\*(){}[]+**

## Font Usage



H1, 36pt, Sentence Case  
H2, 28pt, ALL CAPS H3, 18pt  
lowercase Text, 18pt



H1, 20pt, Sentence Case  
H2, 18pt, ALL CAPS  
H3, 18pt lowercase  
Text, 12pt



H1, 65pt, Sentence Case  
H2, 36pt, ALL CAPS  
H3, 20 pnt lowercase  
Text, 20 pnt

## Font Usage

Think of the most powerful brands you know. Now think of how identifiable their typography and branding elements are. On a billboard? Glimpsed through the corner of your eye on someone's desk? **We see the brands even before we read the message.** Sticking to the approved families of Cabin exclusively gives us, over time, ownership of the look and feel; the typeface contributes to our branding efforts. Using Cabin is the hallmark of a true brand champion.

Download the approved MAW core typeface at:

<https://fonts.google.com/specimen/Cabin>

### DO

**Do** always set type in a combination of uppercase and lowercase

**Do** use only approved colours or colours that are easily read in type

**Do** use only the approved MAW typeface

### DON'T

**Don't** use special effects, such as drop shadow, that compromise legibility

**Don't** change kerning (space between letters) when setting headlines or body copy

**Don't** distort the typefaces (e.g., expand, condense, or modify the letterforms)

## Font Pairing

It is important to maintain these pairings. This allows for clarity, consistency, and a strong hierarchy for all communications. Medium weight should be paired with Bold weight, and Bold weight should be paired with regular weight.

Medium

**BOLD**

**Bold**

REGULAR



## Communication

We are **passionate** about the conservation of wetlands and rivers.



We are champions of wetlands and rivers, so we use the active voice and emotive words.

We are **knowledgeable** about the best practices for conservation and protection.



We use data, professional & authoritative language. We showcase our experience where possible. With evidence, we always provide the "so what" and bigger picture.

We are **friendly** and connecting.



We are accessible and speak in simple, straightforward language. We use contractions when possible. We create compelling headlines.

## Social Media



- Keep language simple. Be vivid but not too detailed.
- Establish an emotional connection with the audience by being supportive and knowledgeable.
- Use a combination of first person plural ('we' and 'our') and second person singular ('you').
- Use active voice.
- Use contractions ('you're' instead of 'you are').
- Avoid acronyms, buzzwords and clichés.
- Use humour sparingly, through wit rather than cheesy jokes.
- Always apply correct grammar and punctuation

**Rules for posting:** Daily, always with pictures. Use no more than 2 hashtags. Do tag others when possible.



- Provide the essential details using simple, straightforward language.
- Use authoritative, realistic language without being condescending or pompous.
- Take an evidence-based approach – concentrate on conveying factual information rather than seeking to connect with the audience on an emotional level.
- Focus on one idea or concept per sentence and keep it as brief as possible without compromising meaning.
- Use passive voice sparingly, and only when it provides greater clarity to the sentence.

**Rules for posting:** Daily, always with pictures. If there is no content, use members' content with a commentary to the repost. Use no more than 2 hashtags. Always tag members.

# Blogs & Publications

Generally, we follow the Oxford Style Guide. Abide by these three Golden Rules

## 1. Audience First

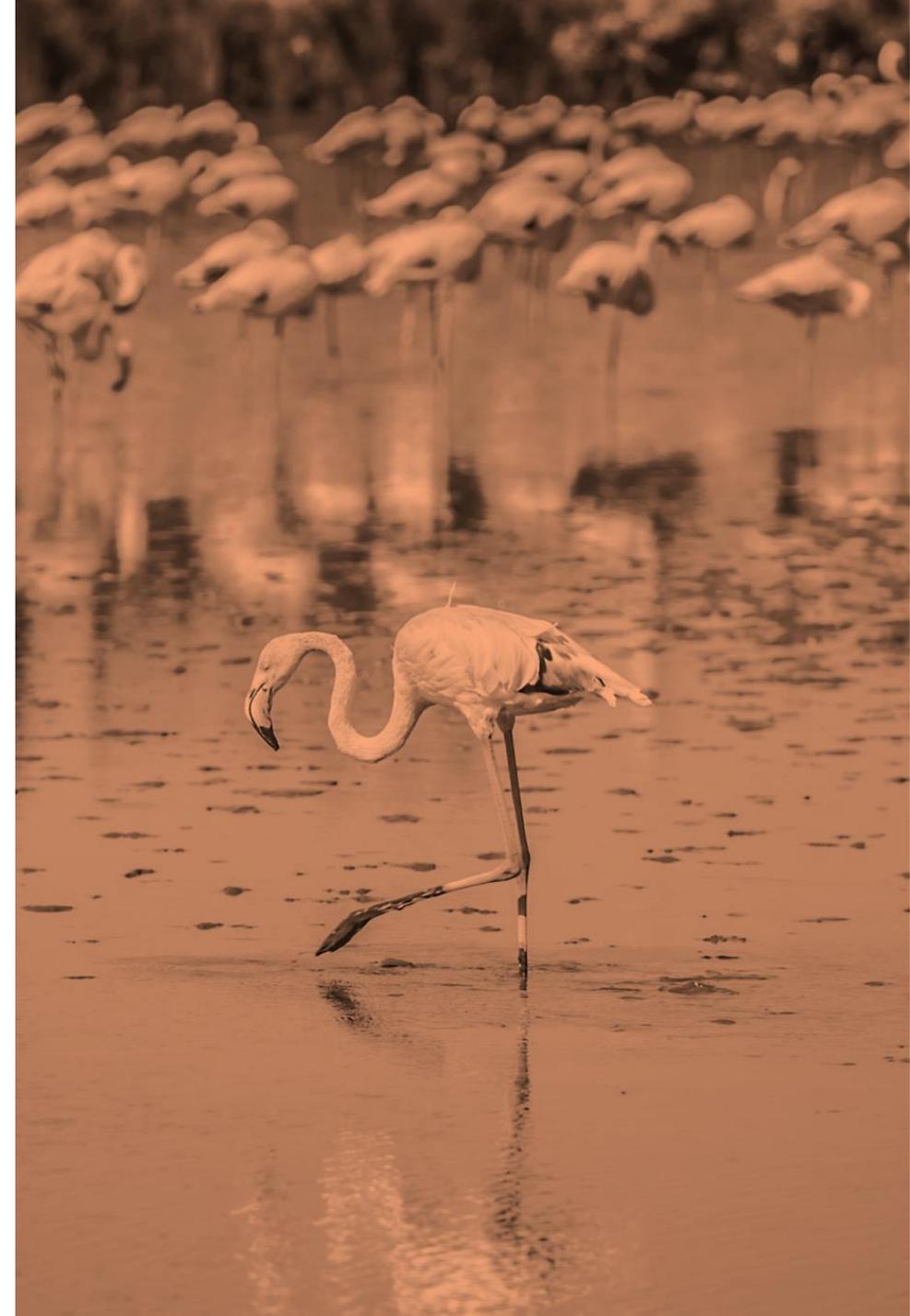
Remember who you are talking to What's important to them? What would excite or help them? How much time do they have? How old are they? The more detailed the picture, the easier it will be to write for them. Think of someone you know who is in this target audience. Imagine them sitting right in front of you. Read it out. Would you talk to this person like this?

## 2. Clear Structure

Divide your work into manageable paragraphs of no more than eight sentences and sentences of no more than 20- 25 words with a single idea in each. This helps create a clear narrative that people can easily navigate. It helps you get your message across too.

## 3. Use Headings

Headlines for chapters, pages, sub-sections and paragraphs create a narrative. These act as signposts for busy readers and ensure they get, even at the quickest glance, some of the messages you want them to.



## Using Images



Our photographic style is genuine, compelling, and seeks to create emotive energy and interesting stories that feel natural. Our images are natural, inspiring and spontaneous, not contrived and not staged. We also don't oversaturate the photo or use overlays. Finally, we ensure there is one clear focal point and don't complicate the image with unnecessary detail.





## Our Assets



<https://www.facebook.com/MedAlliance4Wetlands>



<https://twitter.com/ForWetlands>



[www.linkedin.com/company/mediterranean-alliance-for-wetlands/](http://www.linkedin.com/company/mediterranean-alliance-for-wetlands/)

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**Thank You**



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Alliance for Wetlands**  
VOICE OF WETLANDS AND RIVERS

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Agency: Communicologists Today