



## **BRAND GUIDELINES**





## BRAND STORY

*Cheetah Conservation Fund is Changing the World to Save the Cheetah – Dr. Laurie Marker*

Cheetah Conservation Fund (CCF) is the global leader in research and conservation of cheetahs and dedicated to saving the cheetah in the wild. Founded in 1990, CCF is an international non-profit organization with a Research and Education Centre headquartered in Otjiwarongo, Namibia and a project for East African conservation based in Hargeisa, Somaliland. CCF is the longest running and most successful cheetah conservation organization.

## CCF'S VISION

To see a world in which cheetahs live and flourish in coexistence with people within a sustainable system that is protective of the environment, socially responsible, and economically viable.

## CCF'S MISSION

CCF's mission is to be the internationally recognized center of excellence in the conservation of cheetahs and their ecosystems. CCF will work with all stakeholders to develop best practices in research, education, and land use to benefit all species, including people.





**PRIMARY LOGO**



**LOGO ON DARK COLOR**



**TEXT LOGO**

**LOGO GUIDELINES**

The cheetah is the fastest land mammal. The most well-known physiological characteristic of the cheetah, is its speed. CCF’s primary logo is a combo mark showing a cheetah running with legs outstretched in full-stride. The cheetah illustration soars over the word “cheetah” and has the support text “conservation fund” placed beneath (seen above). CCF’s depiction of the cheetah in a running stance creates an instantly recognizable mark. The unique features of the cheetah: spotted coat, tear marks, and tail tip rings can clearly be seen.

The text only version may be used in placements that do not allow for color printing or in places that require only text.

The black line version with the cheetah illustration may also be used in placements that do not allow for full color printing. It should be used sparingly since upon quick glance the animal could be mistaken for another big cat (seen on page 5).



**CCF'S LOGO CONSISTS OF THE FOLLOWING COLORS**

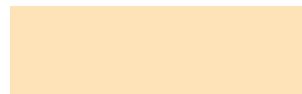
**“CHEETAH” TOP TEXT**

CMYK: 16, 40, 100, 0  
RGB: 216, 157, 41  
Hex: #D89D29



**CHEETAH ILLUSTRATION LT. YELLOW**

CMYK: 0, 11, 30, 0  
RGB: 255, 227, 184  
Hex: #FFE3B8



**CHEETAH ILLUSTRATION DK. YELLOW**

CMYK: 0, 25, 70, 0  
RGB: 254, 196, 101  
Hex: #FEC465



**CHEETAH ILLUSTRATION TAIL TIP**

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
Hex: #FFFFFF

**CHEETAH ILLUSTRATION SPOTS AND OUTLINE AND “CONSERVATION FUND” LOWER TEXT**

CMYK: 75, 68, 67, 90  
RGB: 0, 0, 0  
Hex: #000000



## LOGO TYPEFACE

**Aurora BdCn BT**

**“Cheetah” text**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789 @ccfcheetah #SaveTheCheetah**

Arimo

**“CONSERVATION FUND”**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789 @ccfcheetah #SaveTheCheetah**

## LOGO USAGE

Please follow the guidelines to ensure CCF’s logo is reproduced accurately.

### SIZE

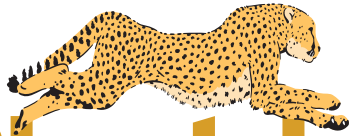
CCF’s logo should never be used at a size that makes the lower text “conservation fund” unreadable.

### SPACE

Provide at least as much padding around the logo as what is displayed below. When in doubt, place a CCF spacer on all sides. This is not the recommendation but instead the minimum amount of space to provide for CCF’s logo



## EXAMPLES OF IMPROPER LOGO USAGE



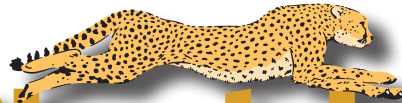
**Cheetah**  
CONSERVATION FUND



**Cheetah**  
CONSERVATION FUND



Wrong version for background, hard to see/read



**Cheetah**  
CONSERVATION FUND



**Cheetah**  
CONSERVATION FUND



**Cheetah**  
CONSERVATION FUND



Best logo version option - chosen for good visibility/readability

**Cheetah**  
CONSERVATION FUND

**Cheetah**  
CONSERVATION FUND

# BRAND COLOR PALETTE

CCF's colors reflect the cheetah and the natural landscape of Namibia - where CCF's Research and Education Centre is headquartered.

## PRIMARY AND SECONDARY COLORS

### DK. YELLOW

CMYK: 9, 44, 96, 0  
RGB: 229, 154, 44  
Hex: #e5992b

### LT. YELLOW

CMYK: 0, 25, 79, 0  
RGB: 254, 195, 80  
Hex: #fec350

### DK. BROWN

CMYK: 48, 72, 83, 68  
RGB: 64, 36, 19  
Hex: #402412

### DK. GRAY

CMYK: 76, 67, 61, 68  
RGB: 33, 37, 41  
Hex: #212529

### LT. TAN

CMYK: 2, 2, 4, 0  
RGB: 247, 245, 240  
Hex: #f7f5f0

70%

30%

## TERTIARY COLORS

### GREEN

CMYK: 74, 44, 80, 40  
RGB: 56, 83, 57  
Hex: #375339

### PURPLE

CMYK: 66, 82, 48, 47  
RGB: 70, 43, 65  
Hex: #462B41

### BLUE

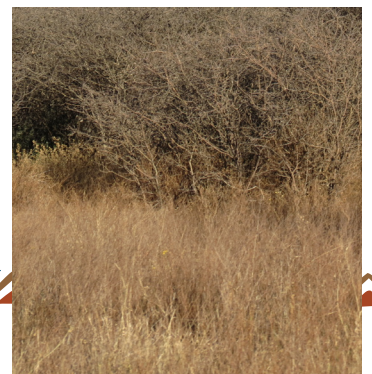
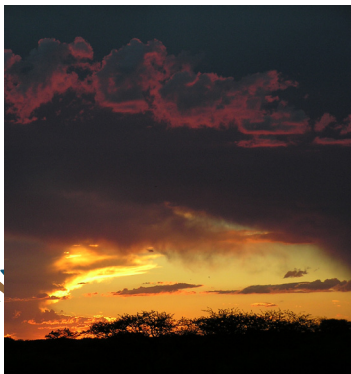
CMYK: 96, 62, 36, 17  
RGB: 0, 86, 116  
Hex: #005574

### ORANGE

CMYK: 24, 82, 100, 16  
RGB: 169, 71, 36  
Hex: #a84724

### LT. BROWN

CMYK: 36, 56, 83, 21  
RGB: 143, 102, 60  
Hex: #8e663b



## FONTS

Raleway - Sans Serif  
(Headlines and subheadlines)

Cheetah **Cheetah** *Cheetah*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 @ccfcheetah #SaveTheCheetah

Adobe Caslon Pro - Serif  
(Body text - print newsletter and appeals)

Cheetah **Cheetah** *Cheetah*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 @ccfcheetah #SaveTheCheetah

### Cheetah Tracks

(Cheetah Tracks - Kids page, social media, special applications)

**Cheetah Cheetah Cheetah**

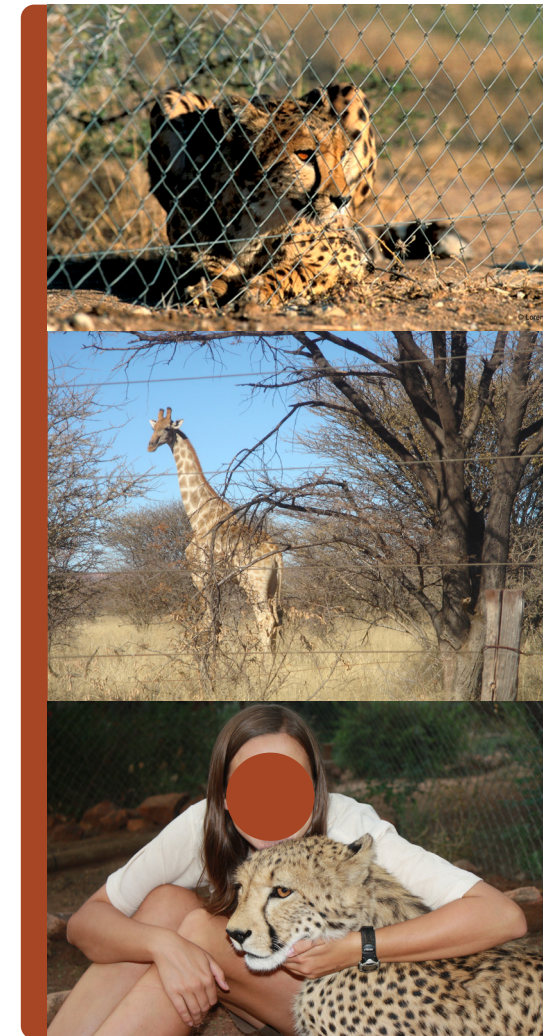
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789 @ccfcheetah #SaveTheCheetah**

# IMAGERY

CCF's imagery should primarily depict wildlife and cheetahs in the landscape. On-brand imagery also includes depictions of CCF's Executive Director Dr. Laurie Marker and CCF staff in-action and working to deliver CCF's frontline Research, Education and Conservation programming. Close-ups of resident cheetahs are often used to promote sponsorship - fencing should be minimized and never obstruct the face of the cheetah unless the image is contextualized. Physical contact with cheetahs should be limited to veterinary procedures/care and cheetah releases.





## VOICE

CCF IS: SCIENTIFIC | HOLISTIC | INFLUENCIAL | COOPERATIVE

Some core ideas to include in CCF's communications:

- The three main threats to the cheetah are: human-wildlife conflict, habitat loss and illegal pet/wildlife trade.
- The influence of CCF's research-driven, conservation-focused, environmental education programs extend across the cheetah's range in Africa, the Middle East and southern Asia.
- CCF is helping people to better live alongside predators like the cheetah.
- CCF is cooperatively working with partners around the world to save the cheetah in the wild.
- The cheetah is unique among big cats - it is the fastest land animal, the smallest of the big cats, the only big cat that purrs, and the most endangered big cat in Africa.

Many of CCF's communications and appeals require backstory and explanation to help our supporters to understand the link between the work of the program and the intended outcome for the cheetah. All communications, even appeals for donation, are written with the goal of informing and educating. **For example: What does goat cheese have to do with cheetahs?**

*In Namibia, cheetahs are found most frequently living outside of wildlife reserves, alongside livestock farmers. To help reduce human-wildlife conflict, one of the three main threats to the cheetah, Cheetah Conservation Fund (CCF) operates its Model Farm and Dancing Goat Creamery at its Research and Education Centre in Namibia. The Model Farm and Dancing Goat Creamery serve as a hands-on classrooms for the farming communities in Namibia. The purpose of the Model Farm is to teach predator-friendly farming techniques to reduce livestock losses due to predation. The purpose of the Dancing Goat Creamery is to increase the profitability of farms by helping diversify farm production.*

*At its Model Farm, CCF manages flocks of sheep and herds of dairy goats. The animals help build confidence within the farming community by presenting CCF as an experienced partner in predator-friendly farming. CCF's livestock are used to help CCF's educators teach proper veterinary health management and best practices for housing and protecting livestock.*

*At the Dancing Goat Creamery, the goat milk from CCF's herd is used to develop and produce a line of goat milk products including: fudge, soap, ice cream, yogurt and cheese. Farmers can learn how to produce these types of products to increase the value of their milk.*

## UK ENGLISH VERSUS US ENGLISH

CCF operates field conservation bases in Namibia and Somaliland, two countries that use UK English in writing. When sending communications to media on behalf of CCF's field conservation Centres, the standard is UK English. CCF's website, appeals, social media posts and marketing collateral are written using US English. Blogs on CCF's website are written by individuals working or volunteering for CCF and their preference for UK vs US English is honored.

## CCF'S AUDIENCE

While CCF's message and voice remain consistent across our communications, different tones are used to communicate to different audiences. The tone we use to write a research paper is different than what is used for an appeal or a social media post. Communications are also created for environmental education materials, with age-appropriate tone. We also maintain a kids section of the website with information about the cheetah and CCF. **Below are samples of appropriate tone in communicating the same information to three audiences.**

### RESEARCH

*Susceptibility of cheetah to rapid decline is evidenced by recent rapid contraction in range, supporting an uplisting of the International Union for the Conservation of Nature (IUCN) Red List threat assessment to endangered. Our results are applicable to other protection-reliant species, which may be subject to systematic underestimation of threat when there is insufficient information outside protected areas (PAs). Ultimately, conserving many of these species necessitates a paradigm shift in conservation toward a holistic approach that incentivizes protection and promotes sustainable human-wildlife coexistence across large multiple-use landscapes.*

### APPEAL

*Please support CCF's work to reduce human-wildlife conflict across the cheetah's range. With your help, CCF has created a population stronghold of cheetahs in Namibia - but the species is still threatened. The cheetah is an elusive and wide-ranging animal that largely lives outside of protected areas. We need your help to continue to build our research on how many still remain in the wild. Armed with a greater understanding, we can put our resources and efforts where they are needed most as we work to reduce habitat loss, human-wildlife conflict and the illegal pet trade. Your donation today will help us to continue to protect the cheetah and the wildlife that share its landscape.*

### SOCIAL MEDIA POST

*Though CCF and its conservation partners across the world have made great strides to save the cheetah in the wild, research is showing that the species is still declining across its range. Cheetahs are elusive and wide-ranging so they are hard to count in the wild. Researchers are looking to the amount of remaining habitat and the rate of habitat loss to gain a better understanding of where help is needed most.*

*<link to research>*

