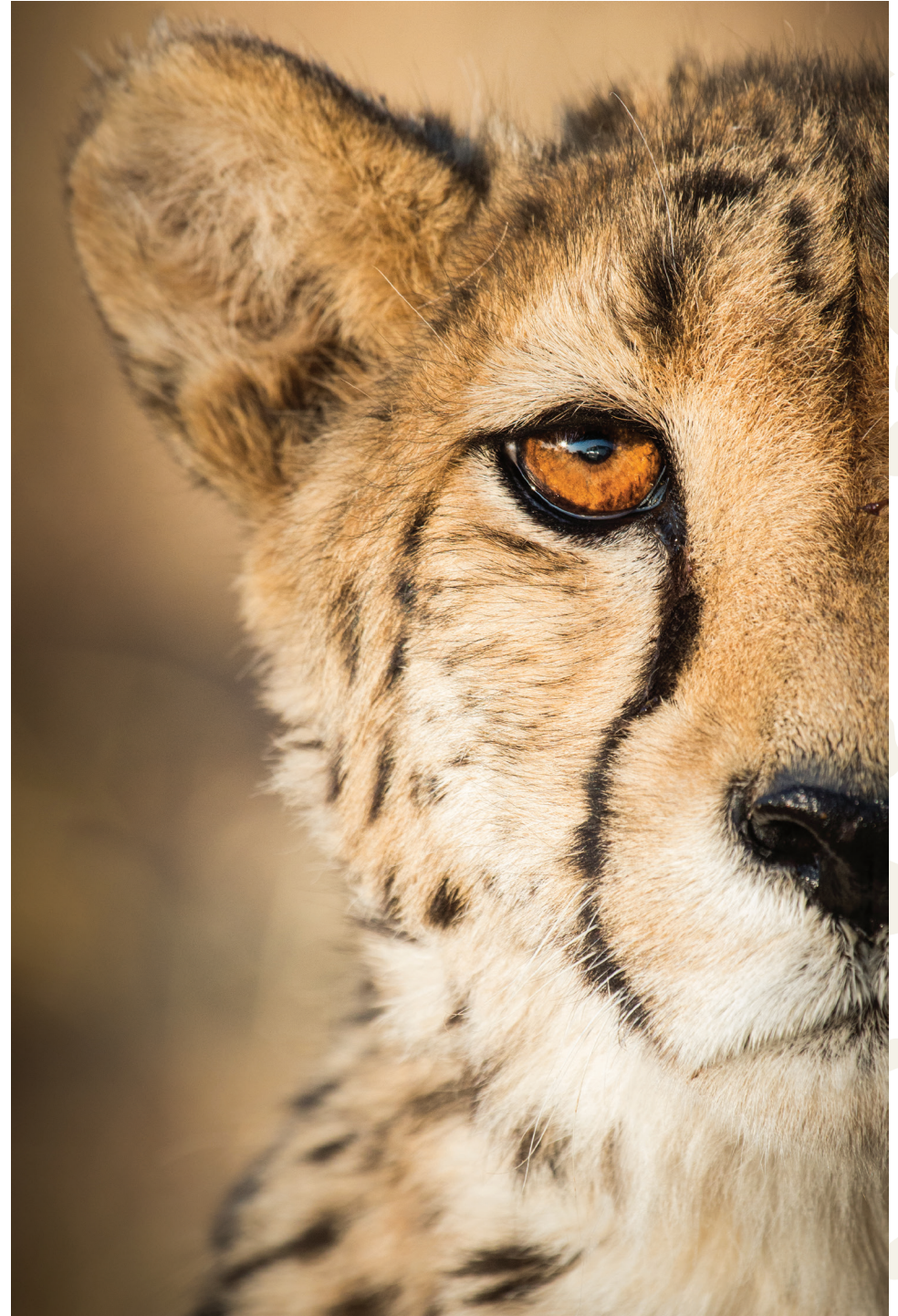




BRAND GUIDELINES





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

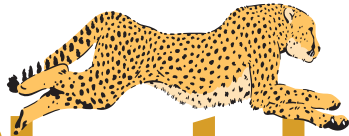
CCF’s logo should never be used at a size that makes the lower text “conservation fund” unreadable.

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



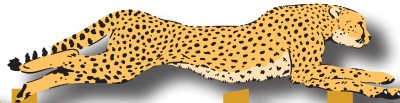
Cheetah
CONSERVATION FUND



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

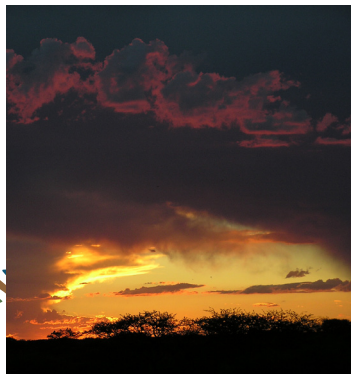
CMYK: 96, 62, 36, 17
RGB: 0, 86, 116
Hex: #005574

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

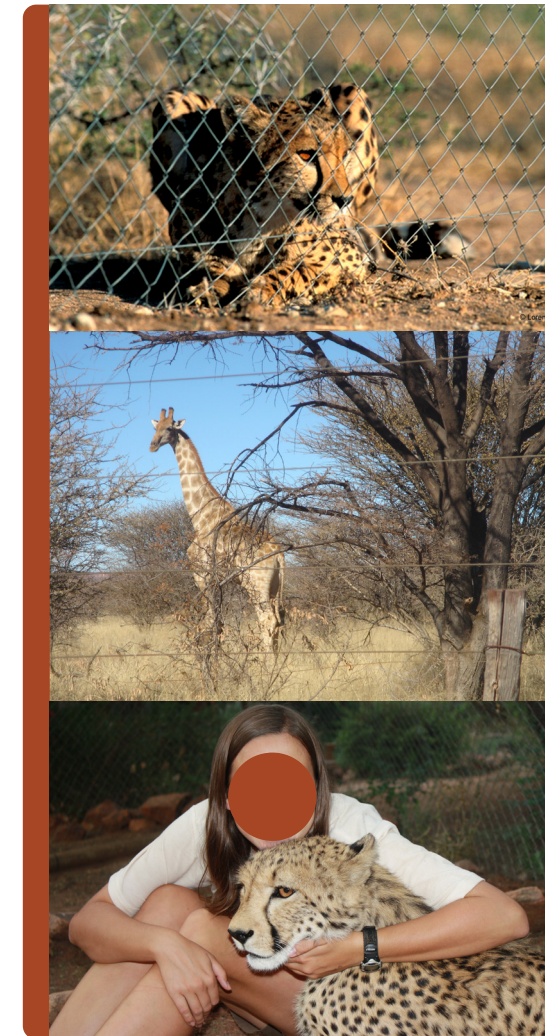
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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 | INFLUENTIAL | COOPERATIVE

CCF's voice is authoritative and scientific but not stuffy, cold or impersonal. Many of CCF's communications come directly from our Founder and Executive Director, Dr. Laurie Marker, and are written from her perspective. As part of our cooperative identity, many of the staff members working at CCF's Field Centres and Outposts add their voices to CCF's communications by sharing insight into their lives and professional experiences.

CCF's written resources are made to encompass the full scope of our efforts across the cheetah's range and around the world. Each communication touches on the holistic strategies that are saving the cheetah in the wild - taking into account all the positive work happening to resolve environmental and social challenges to ensure the species' survival. The primary causes for the cheetah's endangerment, human-wildlife conflict, habitat loss, and illegal wildlife/pet trade are almost always mentioned in communications along with the currently known number of cheetahs remaining in the wild.

CCF serves as the leader in conservation of the cheetah and its ecosystem, influencing the discussion, practice and policy surrounding conservation efforts rangewide.

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.