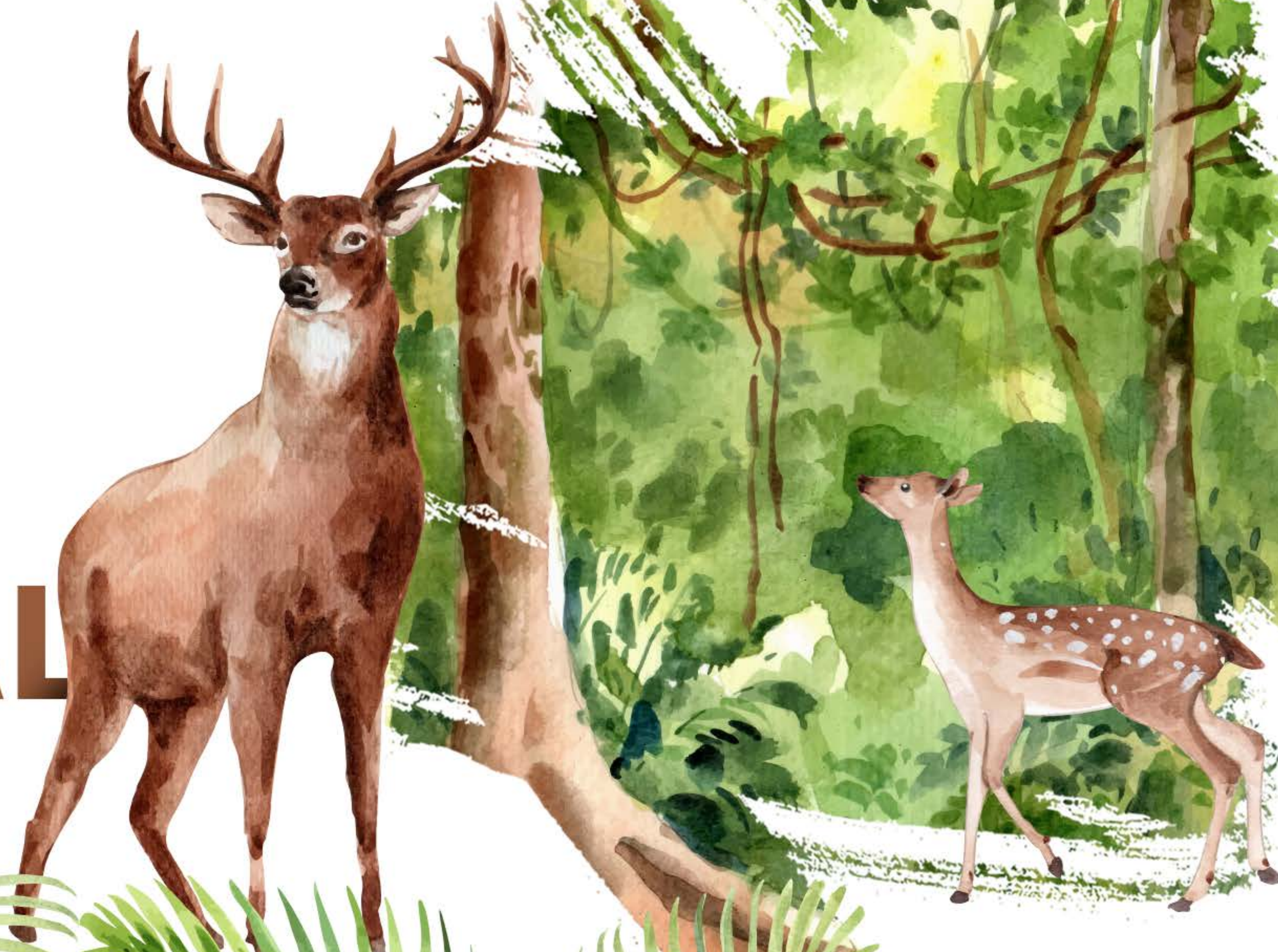


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# BRAND MANUAL



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## OUR VISION

A secure natural heritage of India.

## OUR MISSION

To conserve wildlife and its habitat and to work for the welfare of individual wild animals, in partnership with communities and governments.

## OUR MOTTO

In Service of Nature

## OUR VALUES

- Honesty
- Commitment
- Team Spirit
- Respect and Care for Life

# VISION & MISSION





# LOGO

FULL LOGO



SHORT LOGO



LOGO FONT

# Elephant

ELEPHANT REGULAR

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,; ' " (!?) +-\*/=

LOGO COLOR

■ #3d673a ■ #000000

PRIMARY FONT

# Poppins

POPPINS BOLD

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,; ' " (!?) +-\*/=

POPPINS REGULAR

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,; ' " (!?) +-\*/=

ALTERNATE FONTS

AHARONI

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,; ' " (!?) +-\*/=

TW CEN MT CONDENSED

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,; ' " (!?) +-\*/=

CENTURY GOTHIC

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,; ' " (!?) +-\*/=

SECONDARY FONT

# BEBAS

BEBAS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,; ' " (!?) +-\*/=





# BRAND COLOR

## PRIMARY COLOR



HEX : 3D673A

R	: 61	C	: 88
G	: 103	M	: 34
B	: 58	Y	: 100
		K	: 27

## SECONDARY COLOR



HEX : 875B3E

R	: 135	C	: 31
G	: 91	M	: 66
B	: 62	Y	: 82
		K	: 21

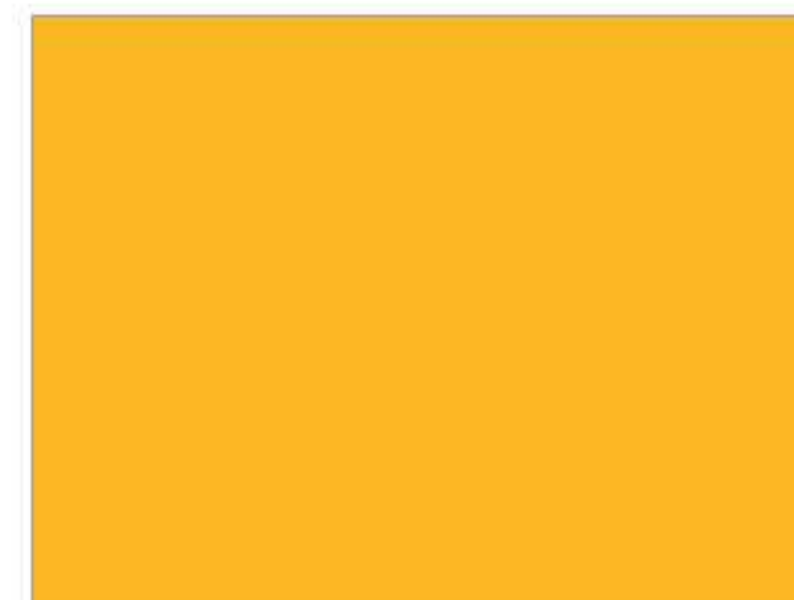
## SECONDARY COLOR



HEX : E27B25

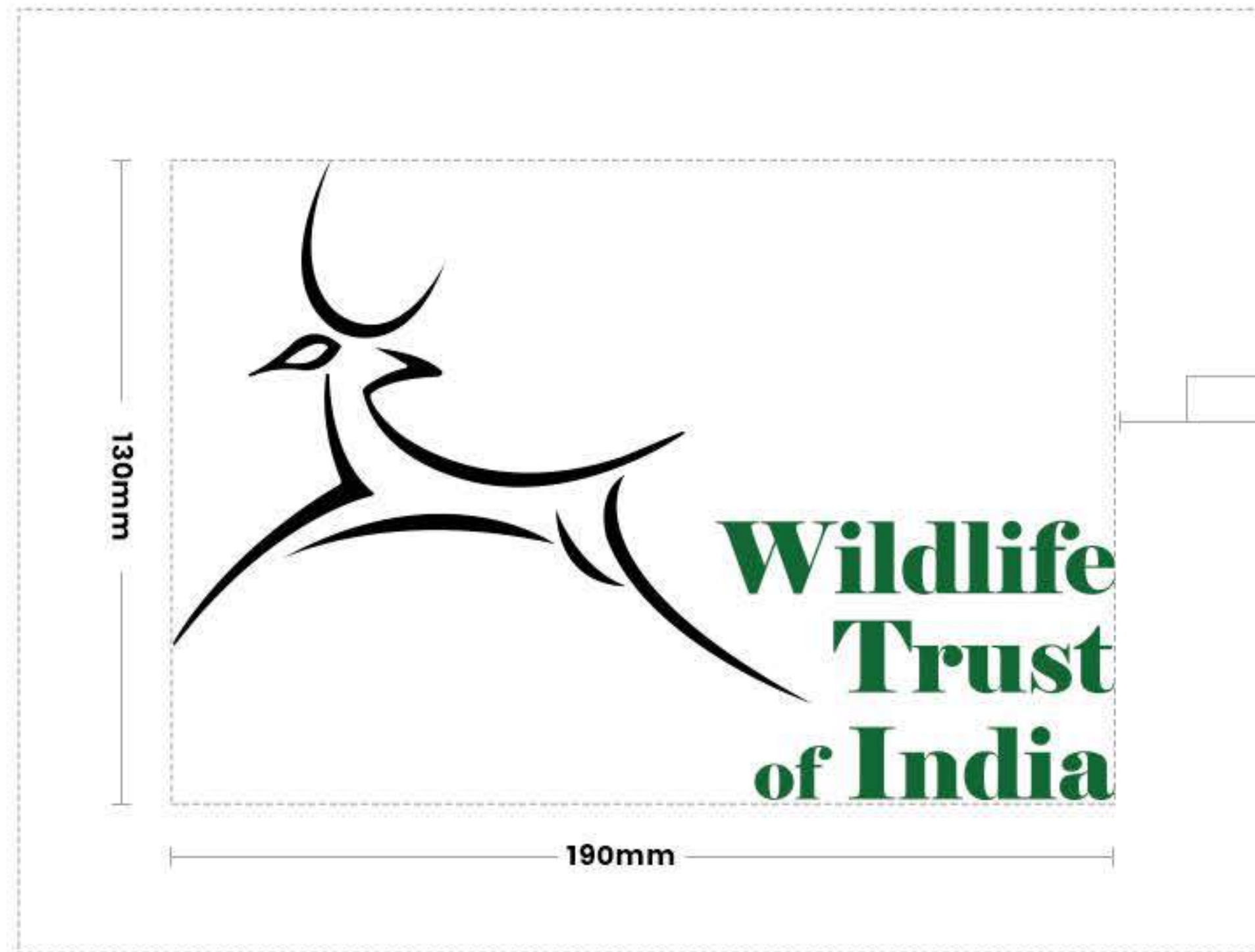
R	: 226	C	: 0
G	: 123	M	: 64
B	: 37	Y	: 100
		K	: 0

## SECONDARY COLOR



HEX : EAB638

R	: 234	C	: 1
G	: 182	M	: 31
B	: 56	Y	: 96
		K	: 0



Safe Zone 30mm on all sides

Note: Ratio should be proportionate according to the logo size



### USAGE OF LOGO ON COLOR BACKGROUND



ON LIGHT BACKGROUND



ON DARK/BRAND COLOR THEME BACKGROUND

CORRECT USAGE OF LOGO





**LOGO VARIATIONS : DONT'S**  
**DO NOT STRETCH, SQUASH OR TILT THE LOGO**



**INCORRECT PLACEMENT OF LOGO**



## CO-BRANDING GUIDELINES



# SIGNAGE LAYOUTS DO'S & DONT'S



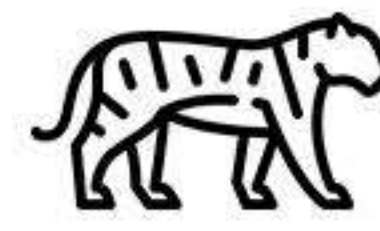
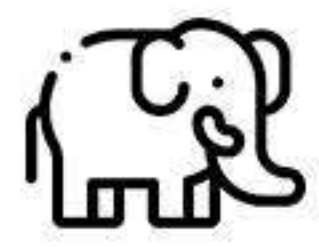
## SIGNAGE LAYOUTS DO'S & DONT'S



## SIGNAGE LAYOUTS DO'S & DONT'S



# ICONOGRAPHY AND PATTERNS








**Wildlife Trust of India**


F-13, Sector 8, Noida – 201301  
National Capital Region (NCR) India


Know more at  
[www.wti.org.in](http://www.wti.org.in)

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