

Logo Use Guide



The Wilderness Connect logo is a fresh take on a traditional icon of wildness – a howling wolf. While other organizations and even the 50th Anniversary of the Wilderness Act have used a wolf logo in the past, the Wilderness Connect logo incorporates shades of blue to instill a sense of tranquility, rejuvenation, and connection. The line forming the outline of the wolf mimics the organic and dynamic flow of a brushstroke while the crescent moon fades into the background. 'Wilderness' uses a Century Gothic bold font; 'connect' uses a Century Gothic regular font.

In an era of climate change and a growing demand for resources, wilderness areas and the biodiversity that they support are at risk. Wilderness Connect serves as a vital resource to protect these wild resources by connecting managers to tools, policymakers to information, and the public to meaningful experiences.

Logo Variations



1. Logo with solid white background
2. Logo with semi-transparent background
3. Logo with transparent background

When placing the logo on top of an image, it's typically best to use option 2. Select WC_logo_no_background.png; add a white box behind the logo and adjust the opacity.

Logo Size

The minimum size for the logo is 1.25 inches wide in print or 150 pixels wide on screen. This will ensure that all the text is legible.

Logo Best Practices

Do:

Use the approved logo.

Use the logo in full-color whenever possible.

Provide good contrast between the logo and background.

Use at a size at least 1.25 inches or 150 pixels wide.

Don't:

Rotate, distort, or change the logo.

Add to the logo.

Stretch or modify the logo's proportions.

Use the logo in a way that it appears to be low-resolution.

Digital Logo Files

Digital logo files are available at wilderness.net. Logos are available for the following general uses:

Office Documents & Screen Use

.JPG—Balances quality of an image containing gradations of color with its file size.

No transparency. File is raster and should not be enlarged.

.PNG—Allows background transparency and greatly reduced file size. File is raster and should not be enlarged.

Questions Regarding Identity Standards

Any questions about logo use or downloadable resources should be directed to Lisa Ronald (lisa@wilderness.net).