

SAFE[®]

SAVING ANIMALS
FROM EXTINCTION

VISUAL BRAND IDENTITY GUIDELINES

UPDATED JULY 2023

ASSOCIATION
OF ZOOS &
AQUARIUMS



Introduction

AZA SAFE: Saving Animals From Extinction is the proper name for the coordinated efforts of accredited zoos and aquariums to save the most vulnerable wildlife species from extinction.

Boilerplate Description

“AZA SAFE: Saving Animals From Extinction will join together the 180 million annual zoo and aquarium visitors with the resources and collective expertise of AZA members and partners to save the most vulnerable wildlife species from extinction.”

This guide provides visual brand identity standards—logo usage, color palettes, and visual hierarchy.

Use of these brand standards by AZA, AZA accredited zoos and aquariums and partners will help achieve a consistent and cohesive brand that supports engaging the public in this important work.

The preferred usage is AZA SAFE: Saving Animals From Extinction. The first letters of the four words should always be capitalized. After spelling out the full name the first time, *AZA SAFE* can be used in subsequent references in text.

AZA SAFE is a brand and as such is a noun not an adjective. To build the brand and to avoid weakening it with a variable range of secondary descriptors, it is never to be followed by “program,” “campaign,” “initiative,” etc.

The visual brand identity guidelines presented should be followed for all internal and external communications, including print publications, presentations, signage, and online communications.

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Acceptable Use of the AZA SAFE Logo

Logo Usage (FIGURE 1)

The AZA SAFE logo should appear on all AZA SAFE marketing and communication materials. The four-color logo is made up of two primary parts: “SAFE” (acronym mark) and “Saving Animals From Extinction” (logotype).

- When possible, the logo should appear in its four-color format. (See *Logo Color Variations for further details.*)
- Do not modify the logo in any way by adding other words and/or colors, or by stretching or manipulating the logo.
- Never break up the logo by separating the mark from the logotype.
- Never use the acronym mark alone. (See *Incorrect Logo Usage for further details.*)



FIGURE 1

Logo Placement on Backgrounds (FIGURE 2)

The AZA SAFE logo displays best on a white background. If it is placed on a photograph, color background, or other artwork, the background must be of a value lighter or a complement of the logo. If that is not possible, use the white, black or grayscale logo variation instead. Avoid the “postage-stamp” effect of placing the logo in a white block. (See *Logo Color Variations for further details.*)

When placing the logo into a PowerPoint presentation it is recommended you use the transparent GIF or PNG versions. This will solve the problem of the white opaque box behind the logo.



FIGURE 2

Logo Color Variations (FIGURE 3)

When at all possible, the AZA SAFE logo should appear in its four-color format on a white background. The white, black or grayscale versions are only recommended for applications that require high contrast reproduction (e.g., for promotional items). When printing less than four-color process and the colors used are not the specified Pantone® inks of the logo, use the black or grayscale logo and print in the darkest color that is being used.



FIGURE 3

Acceptable Use of the AZA SAFE Logo

continued

Minimum Size (FIGURE 4)

The proper size for the AZA SAFE logo is dependent on its use. No matter the application, the logo should always be legible and clear of clutter. A half inch (12.7 millimeters) in height is the preferred minimum reproduction sizes for conventional printing, web, or any application with low resolution.



shown at 100% actual size

FIGURE 4

Clear Space (FIGURE 5)

For maximum impact, the AZA SAFE logo must be surrounded by a clear and open space equal to the area of the height of the logotype.



FIGURE 5

Logo File Formats (FIGURE 6)

Four versions of the logo are available:

1. Full-color (Spot/Pantone® 376, 136, 305, and 716, CMYK compatible)
2. White
3. Black
4. Grayscale

All logos were created using Adobe Illustrator, and have been saved as a vector EPS file with outlined type. Logos are available in hi-res formats as EPS, JPG, PNG, and TIFF and lo-res/web formats as GIF and PNG.

To receive any of the logo files, please contact an AZA representative.



SAFE_logo



SAFE_logo_white



SAFE_logo_black



SAFE_logo_grayscale

FIGURE 6

Palette

Primary Color Palette (FIGURE 7)

The AZA SAFE logo should appear in its full-color format when possible. The full-color logo is made up of four Pantone® spot-colors: 376, 136, 305, and 716. For consistent appearance proper color builds are provided in CMYK, RGB, and HTML Hexachrome. These four colors makeup the AZA SAFE primary palette and may be used as accents on AZA SAFE communication materials in combination with colors from AZA Identity Guidelines.





	
GRASS PANTONE 376 C: 53 M: 0 Y: 80 K: 0 R: 118 G: 185 B: 0 HTML: 81C566	SUNFLOWER PANTONE 136 C: 0 M: 28 Y: 87 K: 0 R: 255 G: 188 B: 58 HTML: FEBD3B
	
SKY PANTONE 305 C: 57 M: 0 Y: 7 K: 0 R: 83 G: 202 B: 235 HTML: 59C9E6	TANGERINE PANTONE 716 C: 0 M: 68 Y: 100 K: 0 R: 232 G: 106 B: 86 HTML: F37321

FIGURE 7

Incorrect Logo Usage

Logo Don'ts (FIGURE 8)

Do not modify the AZA SAFE logo in any way by adding words and/or colors, patterns and/or stretching or manipulating the logo. Never break up the logo by separating the mark from the logotype. Avoid placing the logo onto complex or non-contrasting backgrounds.



FIGURE 8

Co-branding

Partners and Sponsors (FIGURE 9)

The AZA SAFE logo may be combined with partner logos on marketing materials promoting sponsorships and co-branded initiatives. The diagram below demonstrates size and positioning of elements in the AZA SAFE logo lock-up, based on the dimensions of the letters in the logotype of the AZA SAFE logo. When needed, additional rows for sponsor logos may be added. Always be sure to maintain the proper minimum clear space around the logo (see page 4), and adhere to all other basic logo usage guidelines outlined in this document.



- AZA SAFE logo appears after partner logo
- A thin vertical black rule divides both logos
- Clear space on either side of the rule is proportional to height of the logotype
- Both logos are sized to the same height (vertical logos) or width (for horizontal logos)

FIGURE 9

AZA and AZA SAFE Logo Hierarchy (FIGURE 10)

AZA may choose to leverage the AZA SAFE logo on their marketing materials. Available options are diagrammed here. AZA lock-up logos are to be used solely at the discretion of the AZA office in Silver Spring, Md. Neither AZA SAFE species programs nor program partners should use an AZA SAFE lock-up logo that includes the Association of Zoos and Aquariums.

Option 1 (Vertical Lock-up)



Option 2 (Horizontal Lock-up)



Option 3



FIGURE 10

Options 1 and 2 – Vertical and Horizontal Lock-ups:

When appearing as one logo unit, the AZA logo can be placed above or to the left the AZA SAFE logo, with a clear space and black rule between both logos. The AZA logo must be proportional to the width of AZA SAFE logo.

Option 3: When the logo cannot be displayed in conjunction with the AZA logo, the AZA SAFE logo should be double the size of the AZA logo and should appear at the top of the usable space.

Branding Species Programs

Species-Specific Branding (FIGURE 11)

The AZA SAFE logo should not be combined with other non-logo graphics on marketing materials promoting specific species programs. The logo to the right demonstrates a sample of the custom AZA SAFE logo with a species wordmark. This logo is made by AZA and is available to species programs for use.

All guidelines for the AZA SAFE logo apply to this logo. Do not create lock-ups with the AZA SAFE species logos unless with institution or partner logos, per the guidelines (see page 6). Always be sure to maintain the proper minimum clear space around the logo (see page 4), do not alter the colors of the logo in any way, and adhere to all other basic logo usage guidelines outlined in this document.



FIGURE 11

Logo Example Usage

Sample Usage on Social Media (FIGURE 12)

Species-specific logos can be used on social media to brand graphics. AZA SAFE logo guidelines should be followed on social media. In smaller images and areas, like profile photos, it is recommended to use the logo independent of any lock-ups or other art. Art, graphics, or other promotional images created by the SAFE species teams to promote their programs can be used as header, cover, or post images. The SAFE species logo can be placed on artwork or images as a watermark, following the AZA SAFE guidelines (see page 3).

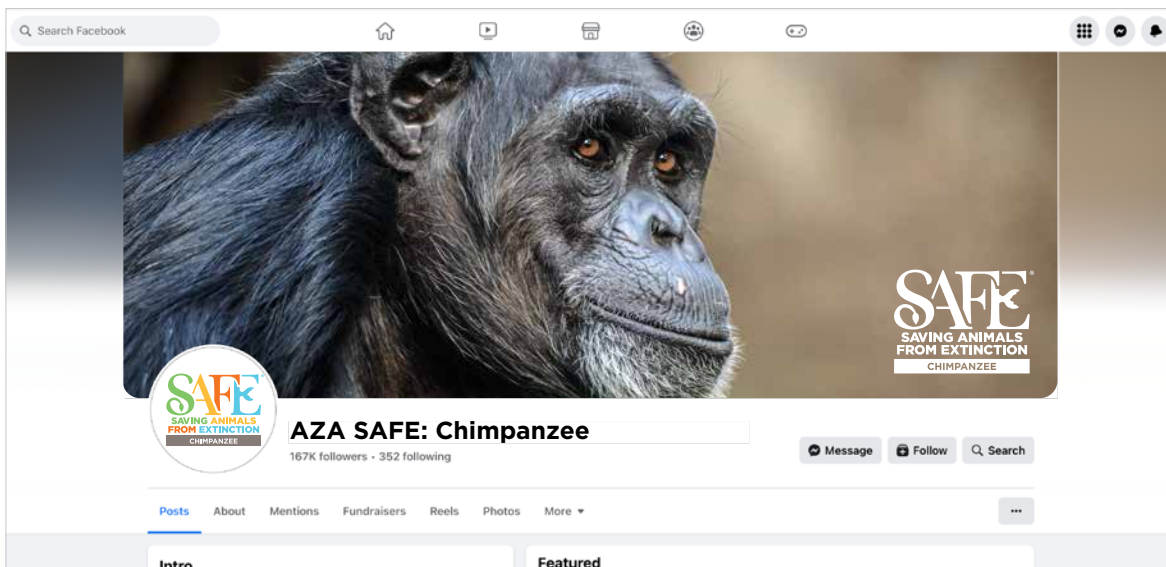


FIGURE 12