



Style Guide

2024

Logo Use

Our logo is currently available in five languages: English, Spanish, Dutch, French and Portuguese (see [page 4](#) for the different versions available). The logo is available with or without the phrase 'Western Hemisphere Shorebird Reserve Network'.



The decision on which language will be used for the logo application will remain in the hands of WHSRN site partners, depending on which of the versions generates the greatest acceptance in the community and authorities. Our Executive Office encourages partners to always prefer the option that produces the most recognition, validation and local ownership with key stakeholders.

When possible, logo should be on a white background or the transparent *png file should be used. Grayscale and white logos are available when needed.



All logos are available for download on [WHSRN website](#).

Use of the WHSRN Logo

WHSRN is all of the network and site partners. One of the benefits of WHSRN is being able to elevate the importance of site because it is a WHSRN site. Use of logo is important element of that promotion. Sites are strongly encouraged to use the WHSRN logo to highlight the status of the site.

- When a partner is conducting shorebird conservation work at a WHSRN site it is appropriate to recognize WHSRN with the use of the logo. This should occur regardless of whether or not the WHSRN Executive Office is involved in the activity.
- Unless approved by the WHSRN Executive Office, the WHSRN logo is not to be used for activities at a non-WHSRN site.
- Activities that are at non-WHSRN sites, but supported by the WHSRN Executive Office or have Manomet's Flyways staff participating will not use the WHSRN logo (see below for

use of Manomet logo).

- When a partner is conducting shorebird conservation work at a WHSRN site it is appropriate to recognize WHSRN with the use of the logo, whether or not the WHSRN Executive Office is involved in the activity.
- We request that you share any materials that will utilize the WHSRN logo with the Executive Office to ensure that it is being appropriately used. This will also help the Executive Office understand the current conservation and education activities at the site in order to better support or promote this work.

Use of the Manomet logo

The WHSRN Executive Office is housed within the United States-based NGO, Manomet, Inc. and WHSRN Executive Office staff are employees of Manomet.

When staff from the WHSRN Executive Office are supporting an activity with time, funds, or supplies it is appropriate to acknowledge this collaboration with the use of the Manomet logo in a partnership recognition section. This is in addition to the use of the WHSRN logo if at a WHSRN site. If activity is at a non-WHSRN site, the Manomet logo will be used, but not the WHSRN logo.

As per standard communication practices, materials that use the Manomet logo should be shared with and approved by the Manomet/WHSRN Executive Office contact for the work.

Use of Manomet and WHSRN logos by partners

When the activity or product are both supported by WHSRN Executive Office staff AND taking place in a WHSRN site, the use of both logos is encouraged.

- If the WHSRN logo is used in a different part of the document than a logo area (E.g. to highlight the status of the site). Manomet logo will only appear in a partnership recognition section.
- If there is only one area where the logos would be include (E.g. in a partnership recognition section). It is recommended to have both logos side by side and in the same size.



Logo | English



Logo | Español



Logo | Nederlands



Logo | Français



Logo | Português



Colors



#005695

| | |
|--------|-------|
| R: 0 | C: 99 |
| G: 86 | M: 72 |
| B: 149 | Y: 13 |
| | K: 2 |



#439539

| | |
|--------|--------|
| R: 67 | C: 77 |
| G: 149 | M: 19 |
| B: 57 | Y: 100 |
| | K: 4 |

Fonts

Modified Athelas

Adelle Sans - Bold

