

THE  
WILDLIFE  
SOCIETY

# Chapter + Section Brand Toolkit

A comprehensive guide to The Wildlife Society's brand identity for TWS Chapters and Sections.

- Brand Positioning
- Core Drivers
- Tone of Voice
- Logo Usage
- Brand Colors
- Typography
- Visual Elements
- Website Solutions Guide



## BRAND POSITIONING

### POSITION STATEMENT

“For wildlife professionals and students who seek professional growth and tools to make an impact, The Wildlife Society provides a pathway to evidence-based research, education, certifications, and community-building—centralized for ease of access.”

### BRAND FOCUS

Catalyze and inspire action, growth and community through science and passion.

## CORE DRIVERS

### **Be the Trusted Leader.**

To provide accessible, centralized data and community networks that keep TWS at the forefront of conversations and action-planning in the wildlife space.

### **Foster Community.**

To strengthen relationships between wildlife professionals and their communities at the regional, local, or working group levels. This, in turn, enables action and strengthens outcomes for wildlife.

### **Science = Good Stewardship.**

To leverage science that defines challenges and pathways forward for wildlife professionals and government agencies seeking to build more healthy and resilient wildlife habitats.

### **Inspire + Grow.**

To support and inspire wildlife management as a career path critical for sustaining natural resources and making a lasting impact.

## TONE OF VOICE

### Emphasize Community.

Don't let a third-person perspective keep your people at a distance. Directly address them using words like "you" and "your."

### Keep It Snappy.

Headlines, taglines, calls-to-action, buttons—all aspects should direct and simplify the readers' experience. Be concise but helpful.

“We are here to empower you.”  
*vs*  
“TWS is here for wildlife professionals and students.”



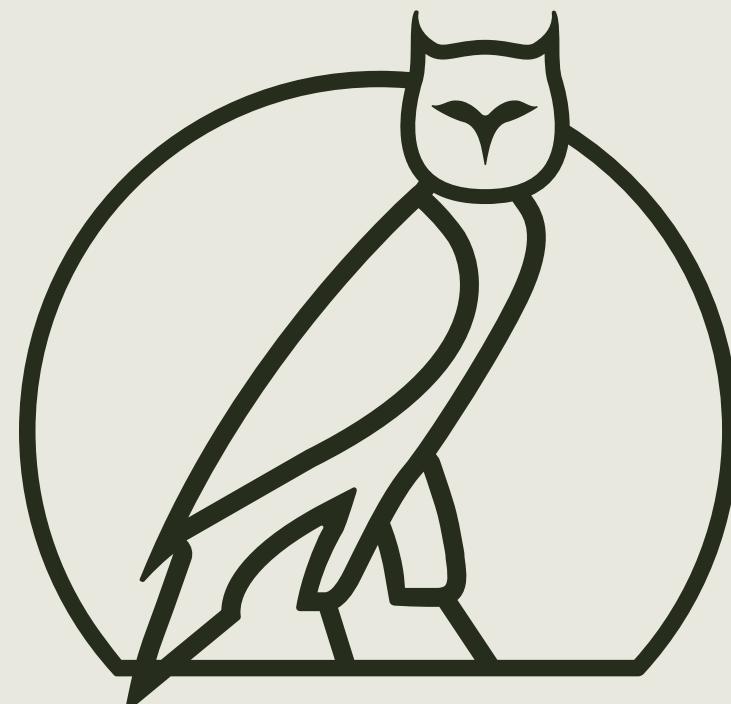


## LOGO USAGE

The Wildlife Society's primary logomark is composed of the owl symbol adjacent to the stacked wordmark.

### THE OWL

The hieroglyphic owl symbol draws inspiration both from The Wildlife Society's historic roots and legacy elements of TWS branding. It elicits feelings of wisdom, and its face, turned towards the viewer, engages and connects with audiences. The composing lines and shapes reflect elements of the wordmark font.



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### WORDMARK

The wordmark uses the font "Cormorant," which uses traditional serifs and humanist lines to convey professionalism, trust and scholarship. See the "Typography" section of this document for more information about Cormorant.

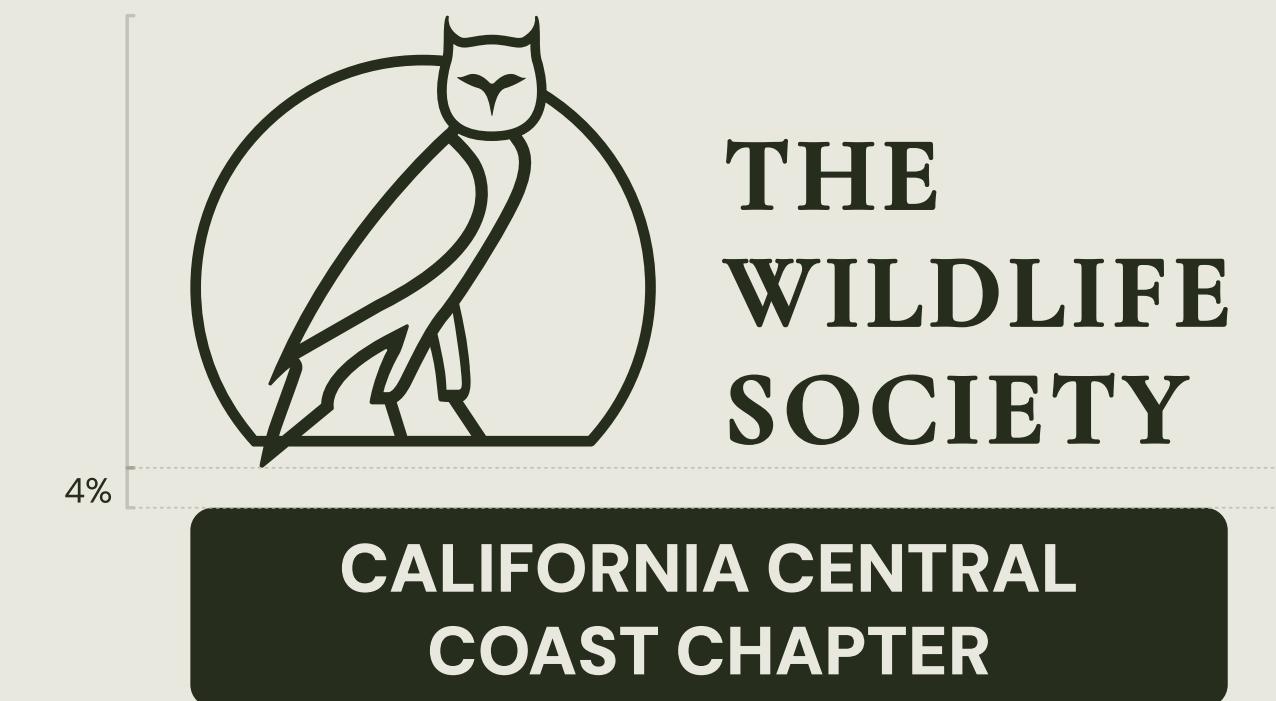
## LOGO USAGE

### CHAPTER LOGO GUIDELINES

- The green box contains the chapter name, and the font used is DM Sans.
- The **font size must be 50% of the green box's height.**
- There should be at least **4% (of the logo size)** gap between the main logo and chapter name.
- The font must leave **10% padding on the sides** and **5% padding on top and bottom** of the green box.

### CHAPTER LOGO

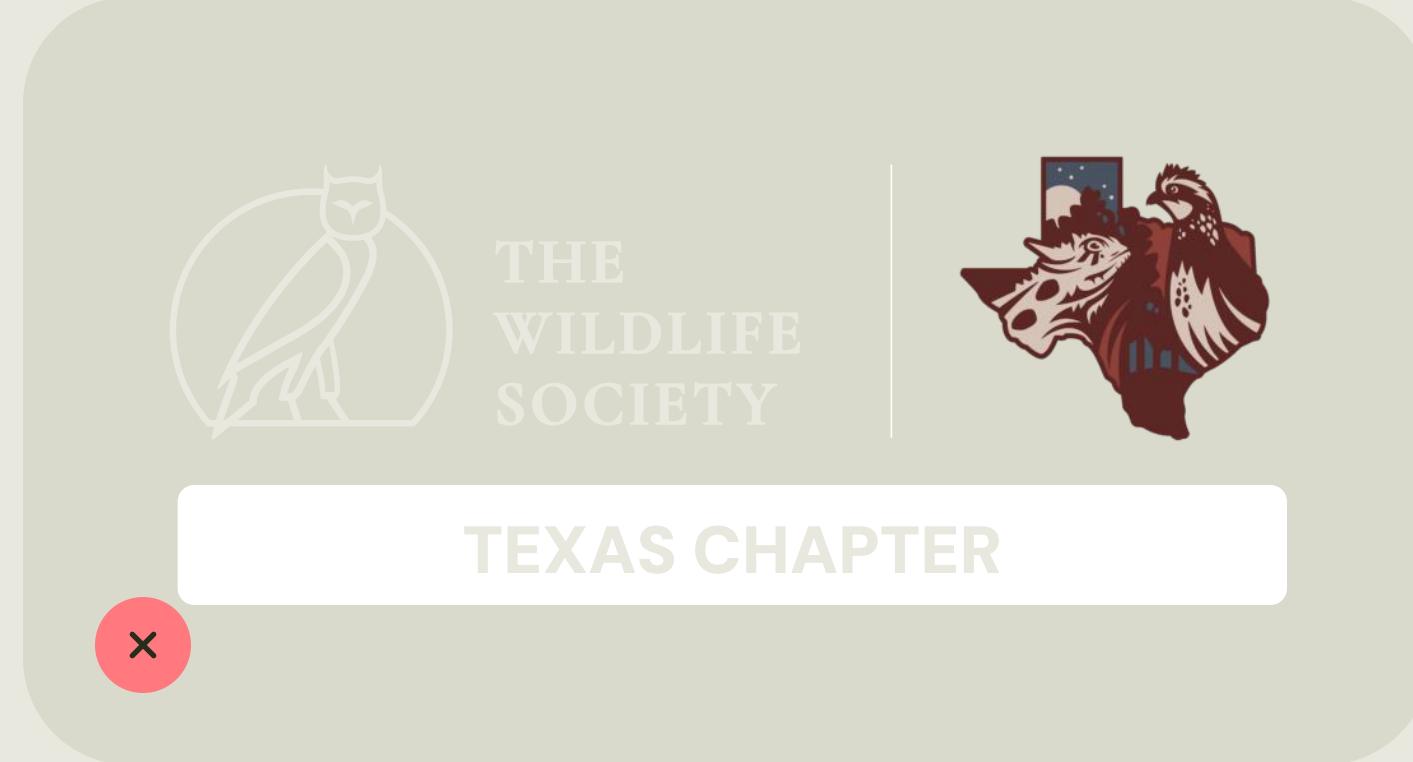
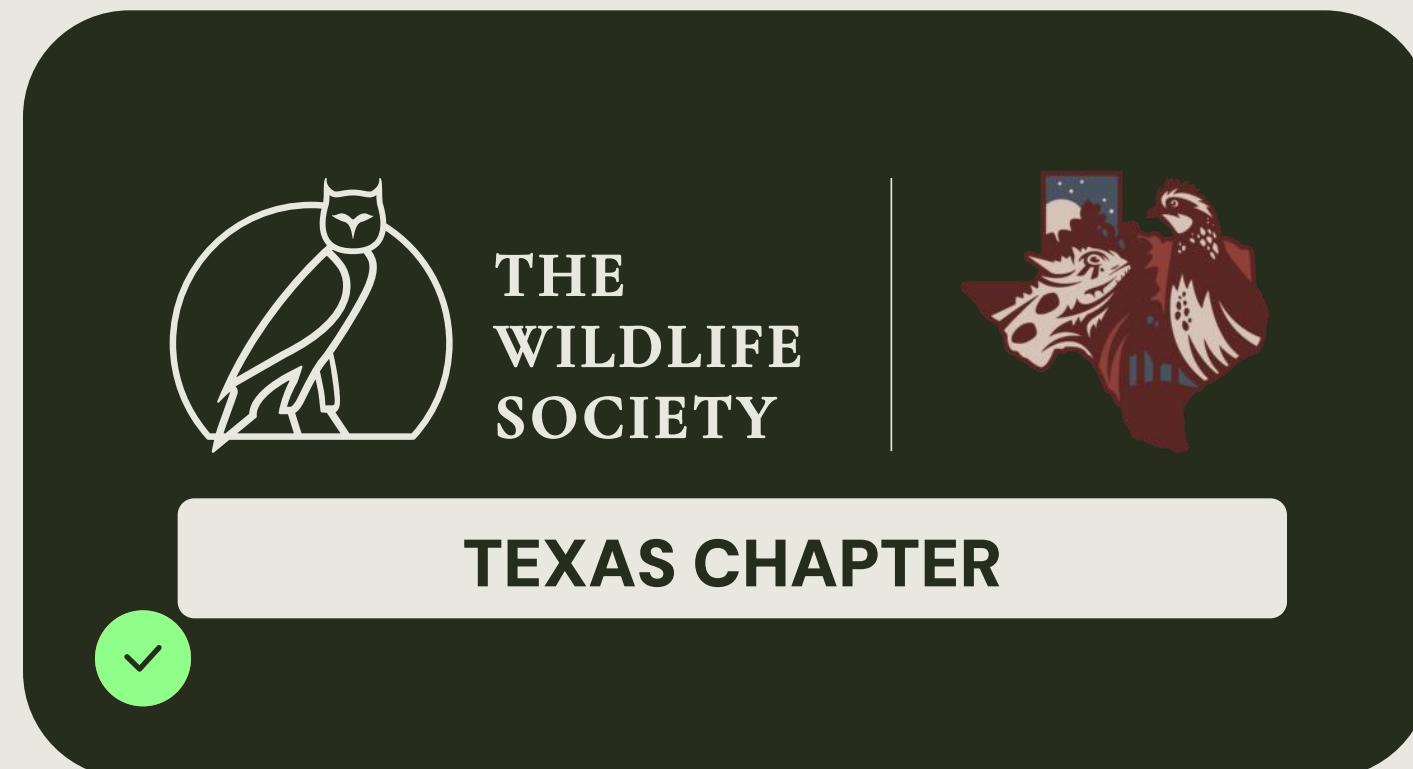
- This version shows how to use the chapter's logo along with the chapter's name and TWS logo.
- **Green box dimensions and the "chapter name" font must stay consistent in both versions**





## LOGO USAGE

### CHAPTER LOGOS COLOR GUIDELINES



# BRAND COLORS

## PRIMARY

**WARM ECO GREEN**  
Hex: #272E1D  
RGB: 39, 46, 29  
CMYK: 70, 56, 79, 68

**WARM SAND**  
Hex: #E8E8DF  
RGB: 232, 232, 223  
CMYK: 8, 5, 11, 0

## SECONDARY

**ACTION CYAN**  
Hex: #00FBFF  
RGB: 0, 251, 255  
CMYK: 53, 0, 12, 0

**(SHADE) WARM ECO GREEN**  
Hex: #1D2215  
RGB: 29, 34, 21  
CMYK: 70, 59, 76, 76

**(SHADE) WARM SAND**  
Hex: #DADACC  
RGB: 218, 218, 204  
CMYK: 14, 9, 19, 0

**WHITE**  
Hex: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

## TERTIARY

Chart or infographic use only.

Hex: #00E9ED

Hex: #FF7A7F

Hex: #91FF8B

Hex: #FFC324

Hex: #FF5F65

Hex: #87D483

Hex: #EBB21A

# Cormorant

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Cormorant is The Wildlife Society's primary font. Its humanist lines, sharp serifs and varied stroke widths convey wisdom, professionalism, trust and experience.

When used in branded materials, Cormorant should be reserved for the following applications:

- Headlines
- Accent text
- Display text

Larger headlines and display text should use **Title Case**, while smaller headlines should use **Sentence Case**.

**Line-height** for all uses of Cormorant should be at least 4-8pts larger than the font-size.

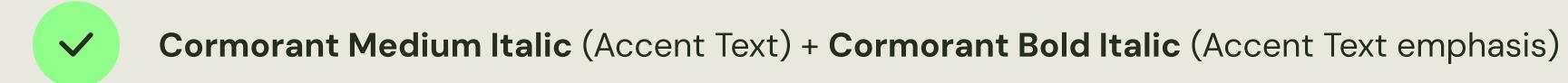
**Never** use Cormorant in all-caps: this use is reserved for The Wildlife Society wordmark.

### APPROVED WEIGHTS + STYLES

**The Quick Brown Fox Jumps Over the Lazy Dog.**



*The Quick Brown Fox Jumps Over the Lazy Dog.*



**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.**



DOWNLOAD THE CORMORANT FONT: <https://fonts.google.com/specimen/Cormorant>

# DM Sans

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DM Sans is The Wildlife Society's secondary font. Visually, it contrasts with Cormorant with a short x-height, geometric glyphs and static stroke width. These characteristics convey reliability, consistency and a scientific nature.

When used in branded materials, DM Sans should be reserved for the following applications:

- Paragraph text
- Subheadings
- Buttons + links
- Accent numbers

In **subheadings and buttons**, DM Sans should be set in all-caps and bold, with a line-height of 4-8pt larger than the font-size and 2px of letter-spacing.

In **paragraph copy**, the line-height should be at least 170% of the font-size.

### APPROVED WEIGHTS + STYLES

**The quick brown fox jumps over the lazy dog.**

✓ DM Sans Regular (Paragraph Text) + DM Sans Bold (Paragraph Text emphasis)

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.**

✓ DM Sans Bold (Subheadings and Buttons)

1,234,567

✓ DM Sans Thin (Accent Numbers)

DOWNLOAD THE DM SANS FONT: <https://fonts.google.com/specimen/DM+Sans>

### GRAPHICS + ELEMENTS EXAMPLES

# Dolor Sit Amet Consectetur

Accent text and numbers appearing in **Action Cyan** should always be visually large content, both to capture attention and for legibility.

UI buttons should always have fully rounded corners.



When appearing on top of imagery, headline text can be given a “highlight” behind the text for more contrast. This usage should be sparing, ideally reserved for the top-level headline on collateral.

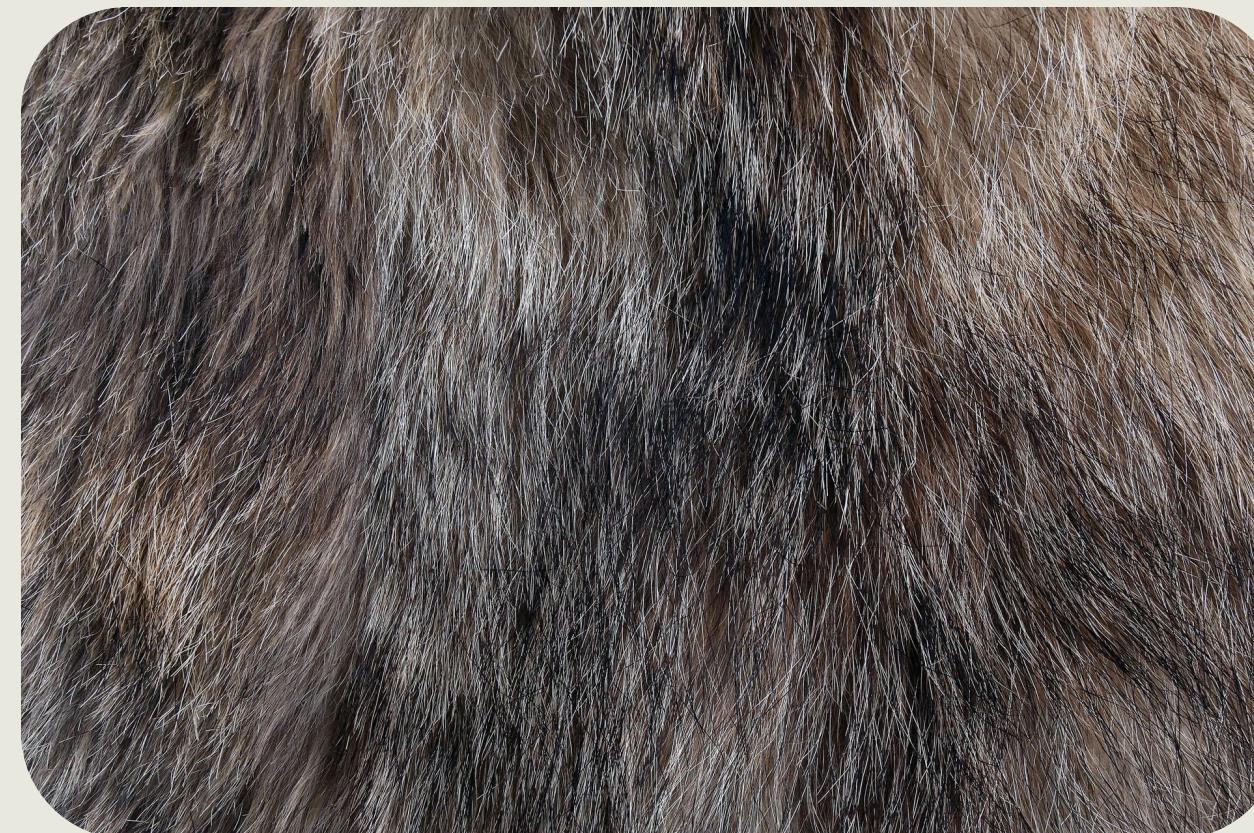
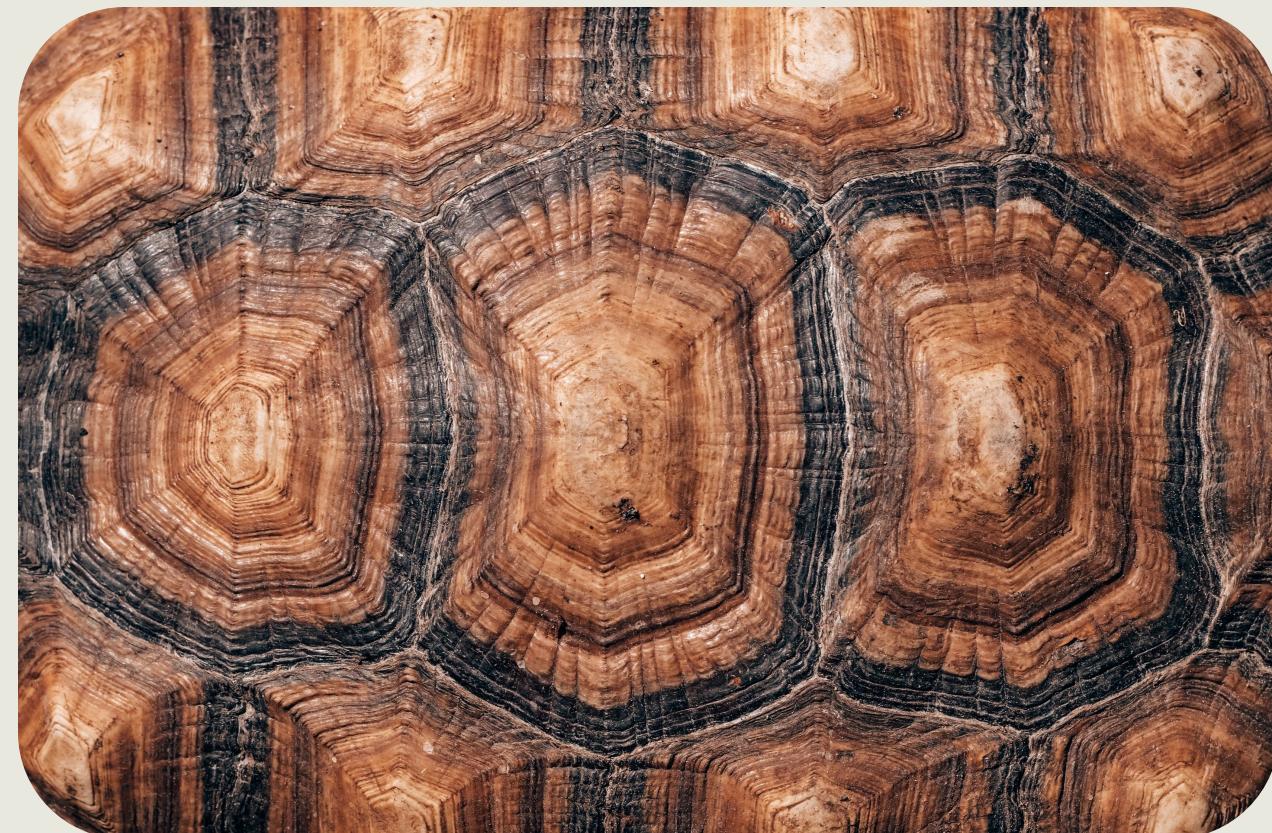
Non-full-width images and background fills should have **40px** rounded corners when possible. Alternatively, **20px** corners can be used for smaller applications.

#### Please Note:

- Do not use copyrighted content or materials (images, music, text) without permission.
- Use licensed, royalty-free, or Creative Commons materials with proper attribution.
- Avoid trademarked logos or brand names unless explicitly authorized.
- Seek additional guidance when in doubt.

## VISUAL ELEMENTS

### PHOTOGRAPHY



#### ZOOM IN

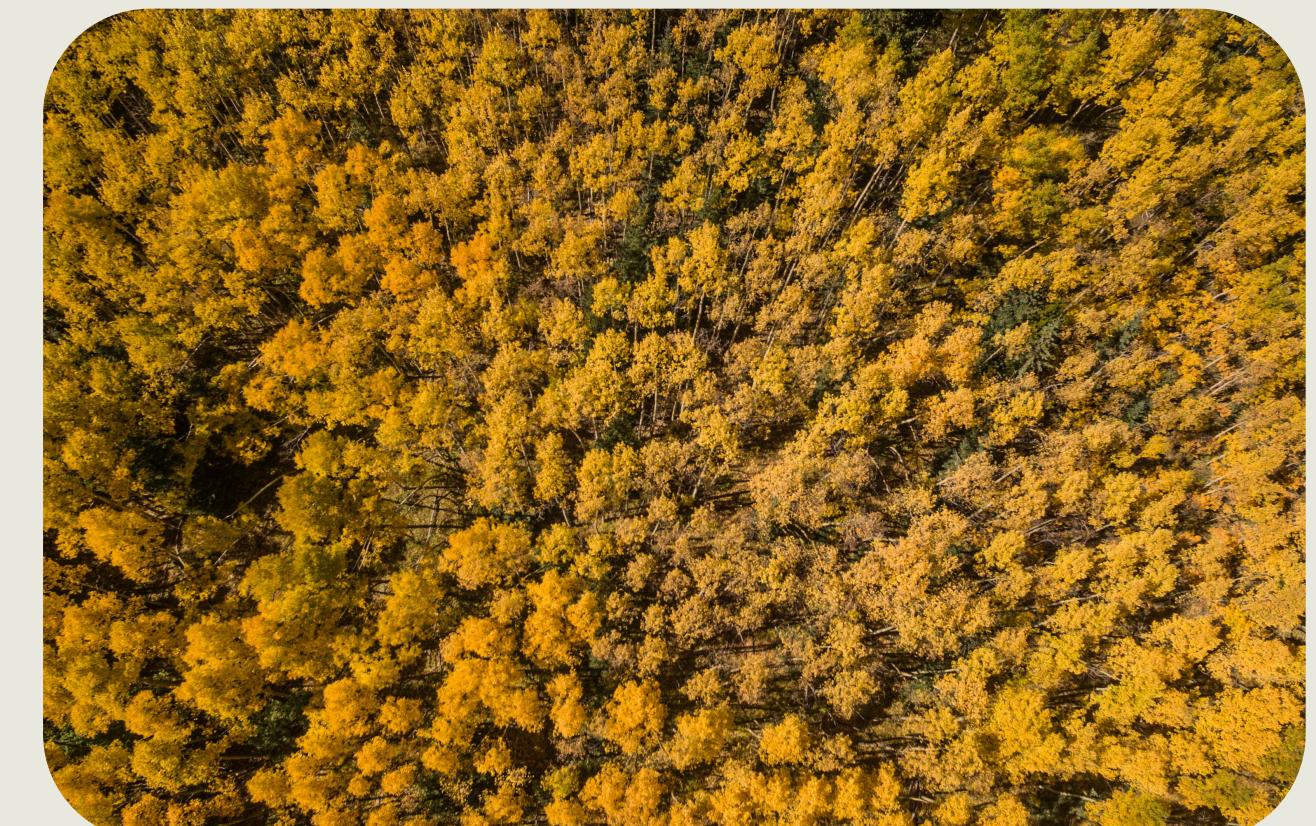
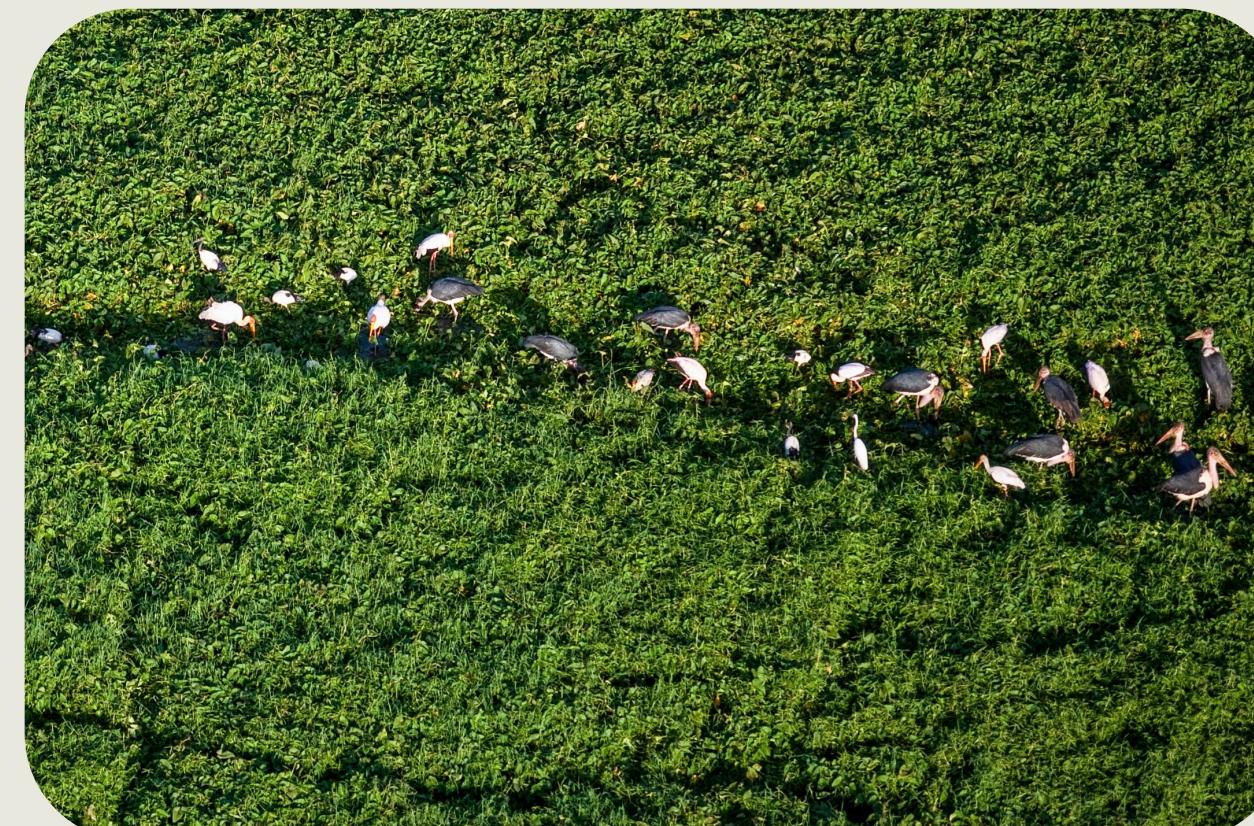
Using zoomed-in macro photography of wildlife and nature provides a tactile, textured element to collateral, and contrasts with journalistic photography.

*Examples: wolf fur, tree bark, bird feathers.*

#### ZOOM OUT

Flat, landscape, aerial photography gives a birds-eye perspective of conservation challenges and serves to add further texture to collateral.

*Examples: top-down views of forests, a lake, snow drifts, and grasslands.*



As TWS will no longer be hosting website spaces for Chapters and Sections, below is guidance on alternatives for websites in order to maintain your chapter/section's online presence. This guide outlines three strategic approaches to building your chapter's online presence while maintaining consistency with The Wildlife Society's brand.

## THINGS TO CONSIDER:

### Brand Consistency

Remember that your chapter website should reflect The Wildlife Society's professional standards and visual identity. Incorporate the new branding elements consistently across your site, and ensure you link to TWS's main website prominently.

### Consider Your Audience

Beyond the main site connection, actively link to specific programs, research articles, position statements and resources that support your chapter's mission and provide value to your audience.

## APPROACH 1:

# Free Website Solutions

Free DIY builders offer a starting point for chapters with minimal technical resources without upfront costs.

✓ **Benefits:**

- Zero financial investment required for launch
- Deployment without technical expertise
- Built-in basic security and automatic updates handled by platform
- Mobile-responsive templates included by default

✗ **Drawbacks:**

- Platform branding or advertisements displayed on your site
- Limited storage capacity for photos, documents and resources
- Restricted customization prevents full brand alignment with TWS
- No custom domain (yourchapter.platform.com vs yourchapter.org)
- Limited SEO capabilities and search engine visibility
- Cannot install custom plugins or advanced functionality
- Risk of discontinuation or policy changes beyond your control
- Poor scalability as chapter grows and needs to evolve
- Generic templates shared with thousands of other organizations
- No direct support when technical issues arise
- Little or no web accessibility compliance

**Best For:**

New chapters, limited budgets, quick deployment

**Free website builders:**

- [WordPress.com](https://www.wordpress.com/) (basic plan)
- [Wix](https://www.wix.com/)
- [SquareSpace](https://www.squarespace.com/)
- [Google Sites](https://www.google.com/intl/en-US/gs/)
- [Canva Websites](https://www.canva.com/)



## APPROACH 2:

# Budget-Friendly Solutions

**Price range:** \$1,000 – \$8,000

✓ **Benefits:**

- Custom domain establishes professional credibility (yourchapter.org)
- Improved SEO tools and search engine performance
- No platform advertising cluttering your message
- Enhanced analytics for visitor behavior and engagement
- Greater storage capacity for photos, documents and resources
- Access to plugins for forms, events and member management
- Better integration with email marketing platforms like Mailchimp
- Ability to accept online donations directly through your website

✗ **Drawbacks:**

- Ongoing annual costs require chapter budget allocation
- Some technical knowledge needed for advanced customizations
- Staff/Vendor time required for plugin management and updates
- Support quality varies significantly between platforms
- May still have some template limitations on complex functionality
- Potential additional costs for premium plugins or themes
- Requires more strategic planning and content development time
- Limited web accessibility compliance and tools

**Best For:**

Established chapters, moderate technical comfort, specific functionality needs

**Platform / Approach:**

This approach involves premium website builders: WordPress (Elementor or templated themes such as Divi, Avada, etc.), Squarespace and/or working with a freelance developer familiar with builders.

## APPROACH 3:

# Investment in Custom Website

**Price range:** \$8,000 – \$50,000+



### Benefits:

- Complete brand alignment with TWS's professional standards
- Customized functionality designed specifically for your organization
- No template limitations allowing for unique features, animations, etc.
- Strategic Site Mapping and User Journey process help to create superior user experience optimized for member engagement
- Advanced SEO implementation dramatically improves search visibility
- Custom member portals with personalized content
- Seamless integration with donor management, CRM and email marketing systems
- Professional security protocols to protect member/chapter data
- Scalable architecture grows seamlessly with your chapter's expansion
- Deeper analytics reveal insights about behavior and performance
- Dedicated support team resolves issues quickly without staff burden
- Project showcases and interactive features (maps, databases, etc.)
- Performance optimization ensures fast loading and excellent UX
- Included training for staff reduces learning curve + training costs
- Web Accessibility compliance
- Long term relationship with agency/vendor as a partner in brand consistency, innovation and strategy across other channels.

### Best For:

Large chapters, complex needs, long-term growth planning, custom resource systems, membership management systems

### Approach:

Professional web development through agencies creates fully customized websites tailored to your chapter's specific conservation mission and member needs.



### Drawbacks:

- More upfront and ongoing financial investment required
- Longer development timeline before launch (typically 2-4 months)
- Requires more planning and content development before build
- Dependency on development partner for technical modifications

# Website Hosting Considerations

Website hosting is the service that makes your website accessible on the internet. Think of it as renting space on a server—a powerful computer that stores your website's files, images and data and delivers them to visitors when they type in your web address. Just as your chapter needs a physical location to meet, your website needs a digital home where it lives 24/7, ready to serve wildlife enthusiasts and potential members whenever they visit.

**NOTE** — Web hosting is normally separate from your domain name management. We recommend you purchase and keep your domain names in a separate registrar account from your web hosting. For example — buy and manage your domain names at Godaddy or Hover.com, while your web hosting is with your web agency or other vendor. Normally domain names are low-cost: ~\$10–\$30 per year, whereas web hosting can range from \$30–\$500 per month.

### **Budget Hosting Options (\$5–\$15/month):**

Shared hosting providers like [Bluehost](#), [SiteGround](#) or [InMotion](#) offer affordable solutions for chapters with basic needs. These typically include limited storage, basic security and email accounts. However, support is often limited to online resources, and you'll need to manage plugin updates, security patches and troubleshooting independently.

### **Enterprise Hosting Solutions (\$25–\$500+/month):**

Managed hosting services like [WP Engine](#), [Kinsta](#), [Pantheon](#) or [dedicated hosting providers](#) offer comprehensive support, automatic updates, enhanced security, daily backups and priority customer service. These solutions include plugin management, performance optimization and proactive monitoring, allowing your volunteers to focus on conservation work rather than technical maintenance.

# Frequently Asked Questions

### **How long does it take to build a chapter website?**

Timeline varies dramatically by approach. Free platforms can be live within 6-8 hours (excluding time spent on copywriting), budget-friendly solutions typically take 4-6 weeks to design and populate with content and professional custom websites require 2-4+ months for strategy, design, development and testing.

### **Do we need in-house technical expertise to manage a website?**

Not necessarily. Free and budget-friendly platforms are designed for non-technical users, with intuitive interfaces that most volunteers can learn quickly. Professional solutions should include training and ongoing support, making technical expertise less critical. However, having at least one tech-comfortable staff/volunteer helps troubleshoot minor issues and coordinate updates.

### **Can we transfer our site to a different platform later?**

We don't recommend planning on this, although it's possible in some cases. Content (text, images) can transfer between platforms, but custom functionality, design elements and URL structures may require rebuilding. Migrating between professional solutions requires more planning to preserve SEO value and functionality.

### **How do we maintain brand consistency with The Wildlife Society while showcasing our unique identity?**

Use your TWS + Chapter logo lockup, TWS color schemes and typography as your foundation, then customize content, photography and messaging to reflect your region's specific conservation challenges and successes. Think of it as wearing the same uniform but telling your own story.

# Frequently Asked Questions

### **What ongoing costs should we budget beyond the initial website investment?**

Plan for annual domain registration (\$10–20), hosting fees (\$30–\$400 per month), potential plugin or theme renewals (\$50–200 annually), security certificates if not included (\$0–100) and content updates or maintenance support if outsourced (\$500–5,000+ annually depending on needs).

### **How often should we update our website content?**

Aim for new content at least monthly (but more frequently is better)—event announcements, conservation project updates, member spotlights, policy news or wildlife articles. Fresh content improves SEO performance and gives members and supporters reasons to return. Outdated websites with year-old "upcoming events" damage credibility more than having minimal content updated regularly.

### **Can our website accept donations and process memberships?**

Yes, but implementation varies. Free platforms require third-party services like PayPal or Givebutter. Budget-friendly solutions can integrate donation plugins with modest transaction fees. Professional websites can incorporate sophisticated donor management systems with custom membership portals, though payment processing fees apply regardless of platform.

### **What's the difference between a domain name and hosting?**

Your domain name (yourchapter.org) is your website's address—what people type to find you. Hosting is the server space where your website's files actually live. Think of the domain as your street address and hosting as the actual building. You typically purchase them separately, though some providers bundle both services.

# Frequently Asked Questions

### **How do we handle website accessibility?**

Be sure that your agency/vendor includes [WCAG](#) and/or [508 compliance](#) (per ADA standards), or choose platforms and themes that prioritize accessibility. Look for features like proper heading structures, alt text for images, keyboard navigation and sufficient color contrast. Budget-friendly and professional solutions offer accessibility plugins and testing tools. Making information accessible to everyone isn't just good practice—it's often legally required for nonprofit organizations.

### **What happens if our site gets hacked or goes down?**

Risk and response depend on your hosting choice. Free platforms handle security centrally with minimal chapter responsibility. Budget hosting requires you to manage backups and security plugins. Enterprise hosting includes proactive monitoring, automatic backups and rapid response teams. Always maintain offline backups of critical content regardless of platform.

### **How do we measure if our website is successful?**

Track metrics aligned with your chapter's goals: visitor numbers, time spent on site, event registration rates, newsletter signups, donation conversions and specific page performance. [Google Analytics](#) (free) provides comprehensive data for budget and professional sites, while free platforms offer basic built-in analytics.

### **Can we build the website ourselves or should we hire someone?**

This depends on your available time, technical comfort and budget. Free and budget-friendly platforms are designed for DIY implementation with learning curves of a several hours to a several days for basic usage. Professional solutions require hiring experts but save hundreds of staff hours and typically deliver superior results. Consider the opportunity cost—is staff time better spent on wildlife/conservation work or website building and marketing?