Advancing Conservation through Empathy for Wildlife Network

2025 Brand Guide

Created by Katie Gibian, Woodland Park Zoo
With oversight by the Communications Committee

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BRAND GUIDE INTENDED USE

This brand and style guide is to be used by Affiliates, Members – and by extension Partner Organizations - in the Advancing Conservation through Empathy for Wildlife (ACE for Wildlife®) Network when creating empathy or ACE for Wildlife Network related materials. Examples of applicable materials that this guide will be useful for include:

- Organizational empathy training,
- Presentations and posters on empathy-related work at conferences or ACE for Wildlife Network events,
- Materials developed through the Empathy Champions or other professional development programs facilitated by the ACE for Wildlife Network,
- Any material that mentions the ACE for Wildlife Network, resources, or work by name.

It is not a requirement to use ACE for Wildlife Network branding on all empathy-related materials created by an organization or individual. However, if the decision is made to include mentions of the ACE for Wildlife Network or aspects of the Network brand, the standards in this guide must be followed. This ensures uniformity in style and messaging across the materials associated with our collective work. This guide does not include standards for the Advancing Empathy Grant Program.

For any questions regarding **brand guidelines**, please reach out to the **Advancing Empathy Team**.

For any questions regarding **designs or templates**, please reach out to **Katie Gibian**.

MISSION STATEMENT

The Advancing Conservation through Empathy for Wildlife (ACE for Wildlife®) Network facilitates the sharing of knowledge, experiences, and data to drive conservation change through fostering empathy for animals and the environment that sustains them.

MISSION STATEMENT

TYPOGRAPHY

The following typefaces were selected for use on the specific platforms. Please follow the below formatting when creating Network materials.

WEBSITE:

Heading

Poppins (Bold)

Subheading

Poppins (Light)

Body

Roboto

CANVA:

Heading

Canva Sans (22 pt, Bold, #021f59)

Subheading

Canva Sans (18 pt, Bold, #000000)

Body

DM Sans (12 pt or 13 pt, #000000)

MICROSOFT OFFICE:

Heading

Aptos (22 pt, Bold, #021f59)

Subheading

Aptos Display (16 pt, Bold, #000000)

Body

Aptos Light (12 pt or 13 pt, #000000)

TYPOGRAPHY - CANVA

Sample Heading

Subheadlines look like this.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tristique laoreet sapien, in varius enim tempus eu. Morbi libero enim, congue nec dignissim at, rhoncus quis lectus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Sed bibendum odio a ex consectetur tristique. Sed varius, metus in fermentum.

TYPOGRAPHY - MICROSOFT OFFICE

Sample Heading

Subheadlines look like this.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tristique laoreet sapien, in varius enim tempus eu. Morbi libero enim, congue nec dignissim at, rhoncus quis lectus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Sed bibendum odio a ex consectetur tristique. Sed varius, metus in fermentum.

NETWORK COLORS

PRIMARY COLOR PALETTE

FRESH AIR
HEX #A4ECFF
RGB (164, 236, 255)

BALL BLUE
HEX #29A4C9
RGB (41, 164, 201)

SEA BLUE
HEX #01728F
RGB (1, 114, 143)

MAXIMUM BLUE GREEN
HEX #37C7BD
RGB (55, 199, 189)

DENIM
HEX #145ACC
RGB (20, 90, 204)

MIDNIGHT BLUE
HEX #03318C
RGB (3, 49, 140)

CADET BLUE
HEX #44B3C7
RGB (68, 179, 199)

STEEL BLUE
HEX #004E7F
RGB (0, 78, 127)

COOL BLACK
HEX #021F59
RGB (2, 31, 89)

NETWORK COLORS

We hope you utilize the Network colors as is, but we understand that for certain design choices that may not be possible. If a lighter shade is needed, please use the transparency tool to lighten a color by maximum 60%. Lighter shades can only be used for background shapes/blocks behind black or white text.

	FRESH AIR	MAXIMUM BLUE GREEN	CADET BLUE	BALL BLUE	DENIM	STEEL BLUE	SEA BLUE	MIDNIGHT BLUE	COOL BLACK
100%									
80%									
60%									
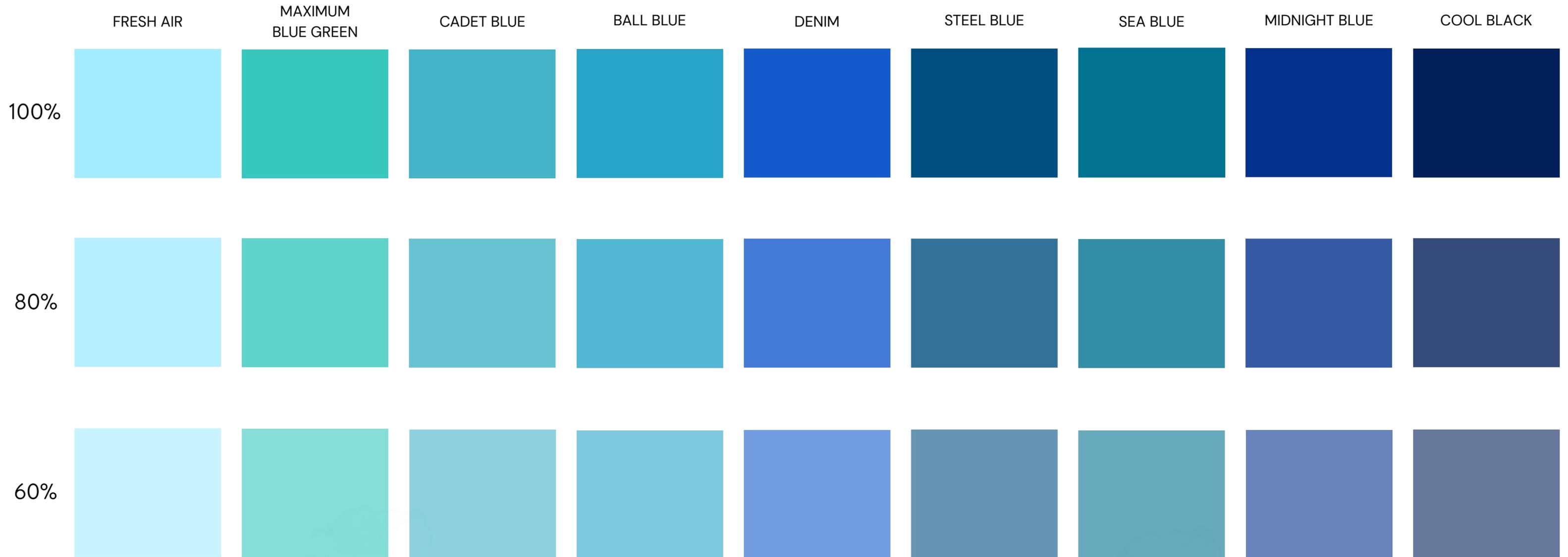
CONTRAST AND ACCESSIBLITY

The following color combinations within our color palette are compliant with the Americans with Disabilities Act. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

ADA COMPLIANT COLOR COMBINATIONS FOR BOTH LARGE AND NORMAL SIZED TEXT

BLACK / FRESH AIR	WHITE / SEA BLUE	WHITE / COOL BLACK
BLACK / MAXIMUM BLUE GREEN	WHITE / STEEL BLUE	FRESH AIR / MIDNIGHT BLUE
BLACK / CADET BLUE	WHITE / DENIM	FRESH AIR / COOL BLACK
BLACK / BALL BLUE	WHITE / MIDNIGHT BLUE	MAXIMUM BLUE GREEN / COOL BLACK

ADA COMPLIANT COLOR COMBINATIONS FOR LARGE SIZED TEXT ONLY

MIDNIGHT BLUE / MAXIMUM BLUE GREEN	COOL BLACK / BALL BLUE
MIDNIGHT BLUE / SEA SERPENT	COOL BLACK / RICH ELECTRIC BLUE
MIDNIGHT BLUE / CADET BLUE	STEEL BLUE / FRESH AIR
COOL BLACK / CADET BLUE	DENIM / FRESH AIR

NETWORK LOGO

Primary Logo

With empathy at the heart of our mission, our logo is made up of two elements to reflect that: a leafy "E" symbol and our logotype set in Gill Sans. These two elements are designed to remain consistent in relation to each and may not appear separated or rearranged.

SYMBOL

LOGOTYPE

Colors

The Network logo appears in a gradient of blue and teal, however it may also appear in entirely black or white depending on best readability against the background.

SIZE AND CLEARANCE

In order to maintain integrity of the logo, keep the size legible and always give it breathing space.

The minimum breathing space surrounding the logo is equivalent to the height of the logotype (0.5 inches). This area should be clear of typography, photography, patterns, folds and surface edges. This space is preset in the photo file when downloaded.

0.5 INCHES

TO SCALE

It is important that people can easily read all parts of the logotype in every application. To ensure this, the **minimum size** of the logo should never be less than **1 inch**. There are no maximum size restrictions.

1 INCH

1 INCH

1 INCH

1 INCH

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LOGO VARIATIONS

LOGO INFORMATION

Logos can be found here.

All Network materials must use *REGISTERED* logos. Logos are available with transparent or white backgrounds.

If you have any logo questions, please reach out to the Advancing Empathy Team.
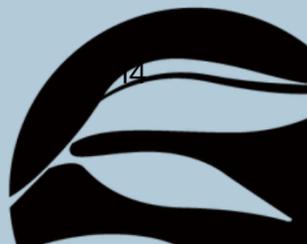
LOGO DETAILS

Here are some tips to help maintain the integrity of the network.

- Don't change the font

- Don't separate or rearrange the symbol/logotype

- Don't change the colors

- Don't use drop shadows

- Don't squish or skew the logo

- Don't place logo against cluttered backgrounds

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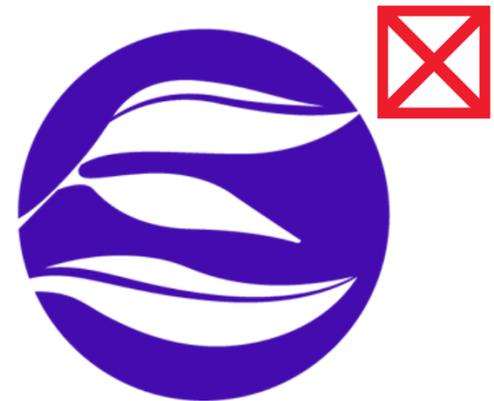
POWERPOINT SLIDE TEMPLATE

Link to slides.

WORD DOCUMENT TEMPLATE

Link to template.

PAGE FORMATTING

TABLE OF CONTENTS

DM Sans or Aptos (14 pt for headings & 12 pt for subheadings)

Heading color: Sea Blue #004E7F

PAGE FORMATTING

HEADER

Empathy Training Toolkit
2

Canva Sans or Aptos (15 pt)

Line (3 pt stroke, Color: #29A4C9)

FOOTER

Line (3 pt stroke, Color: #29A4C9)

PAGE FORMATTING

DETAILS

- Half Inch Margins (0.5 inches) for all print documents unless otherwise specified.

- Paragraph spacing:
  - In **Canva**: 1.3 (*unless there is more space to fill then 1.4 is okay*)
  - In **Microsoft Office**: 1.15

- All hyperlinks are in the color DENIM (#1155CC).

- The solid line under each heading is in the color BALL BLUE (#29a4c9) and width of 3 points.

- Page numbers are on top right.

- The registerd symbol (®) is only required for first use of "ACE for Wildlife Network" in a document.

STYLE GUIDE

You can find a full, printable Network style guide **here**.

This Style Guide is a resource for ACE for Wildlife Network Members and Affiliates. We ask that you follow these conventions in all communications regarding or related to the Network.

Advancing Conservation through Empathy for Wildlife (ACE for Wildlife) Network – Use Advancing Conservation through Empathy for Wildlife (ACE for Wildlife) Network the first time, then refer to as "ACE for Wildlife Network" or "the Network" in subsequent mentions. Always use "ACE for Wildlife Network," do not shorten to something like "ACE resource."

- Always capitalize "Network" when referencing the ACE for Wildlife Network, even if just saying "the Network."
- When using the full name of the Network the first time in a document, it is required to use the registered symbol after "(ACE for Wildlife)". It is not necessary to use the trademark symbol after the first prominent display of the mark in a document or on an item. *The Advancing Conservation through Empathy for Wildlife (ACE for Wildlife®) Network.*

Advancing Conservation through Empathy for Wildlife (ACE for Wildlife®) Network Empathy Adoption Self-Assessment Rubric – Use full name the first time, then refer to as "Empathy Adoption Self-Assessment Rubric" in subsequent mentions. Resource: Advancing Conservation through Empathy for Wildlife (ACE for Wildlife®) Network Empathy Adoption Self-Assessment Rubric.

ACE for Wildlife Network Partner Organization – Capitalize when using with ACE for Wildlife Network: Include "Network Partner Organization" the first time, then shorten to Partner. *Our Partners include over 20 AZA-accredited organizations. For the most updated list of Partners, please reference our About Us page.*

ACE for Wildlife Network seven-state region – This refers to the original, funder-bound region at the Network's founding. When referring to this group, list states in alphabetical order and do not use abbreviations, *Alaska, Idaho, Minnesota, Montana, North Dakota, Washington and Wisconsin.* When referring to the current Network region, note that it is now nationwide and beyond.

Advancing Empathy team – Use full name the first time, then refer to as "AE team" in subsequent mentions. *The Advancing Empathy team at Woodland Park Zoo is responsible for overseeing the ACE for Wildlife Network and the Advancing Empathy Grant Program.*

Affiliate – Capitalize when using with ACE for Wildlife Network: *He has been an ACE for Wildlife Network Affiliate since 2022. We recently confirmed our list of Network Affiliates.*

ages – Always use figures. When the context does not require *years* or *years old*, the figure is presumed to be years. Use hyphens when ages are expressed as adjectives before a noun: *The zoo has a 20-year-old poison dart frog. The poison dart frog is 20 years old. The penguin, 5, has a chick, 2 months old. The zebra is in her 30s (no apostrophe).*

ambassador animals – Initial lowercase except when it is part of the name of a program: *Ambassador Animals Program.*

Association of Zoos & Aquariums (AZA) – Use hyphen with AZA-accredited zoos and aquariums

STYLE GUIDE

backbone support organization – Do not capitalize. Definition: A coordinating body that brings together a diversity of partners and leads an effort to achieve a common goal.
- *Woodland Park Zoo is the backbone support organization for the Advancing Conservation through Empathy for Wildlife Network.*

bibliography style – Use the Publication Manual of the American Psychological Association (APA–style).

bylaws – Lowercase: *The ACE for Wildlife Network bylaws were adopted in 2022.*

Channel Host – Capitalize with every use. Channel Hosts are responsible for cultivating community and conversation on our discussion board channels. In the first reference, precede with ACE for Wildlife Network. *I am an ACE for Wildlife Network Channel Host for the Education channel on the discussion board.*

Committees – Initial uppercase. Committees are permanent governing structures of the Network. In first reference, precede with ACE for Wildlife Network: *The ACE for Wildlife Network Steering Committee meets monthly over Zoom.*

Current ACE for Wildlife Network Committees are as follows:
- **Conservation Action Committee (CAC)** – Spell out capitalized every time the full name is used. Refer to as "the committee" thereafter if there are no other committees being discussed. Otherwise, abbreviate with "CAC." The Conservation Action Committee is responsible for developing resources that support the "Advancing Conservation" part of our Network name.
- **Communications Committee (CC)** – Spell out capitalized every time the full name is used. Refer to as "the committee" thereafter if there are no other committees being discussed. Otherwise, abbreviate with "CC." The Communications Committee is responsible for nurturing connection and collaboration to effectively facilitate communication within and about the Network in an accessible and inclusive way.
- **Diversity, Equity, Accessibility, and Inclusion (DEAI) Committee** – Spell out the full committee name the first time it's being used, use DEAI Committee every time after or "the committee" if there are no other committees being discussed. Capitalize the committee name every time the full name or DEAI acronym is used. The DEAI Committee is responsible for promoting an inclusive environment within the Network and facilitating conversations that help Network Members and Affiliates feel supported to incorporate DEAI initiatives into their organizations.
- **Membership Committee (MC)** – Spell out capitalized the first time. Refer to as "the committee" thereafter if there are no other committees being discussed. Otherwise, abbreviate with "MC." The Membership Committee is responsible for developing the guidelines and practices of ACE for Wildlife Network membership levels.
- **Steering Committee (SC)** – Spell out capitalized the first time. Refer to as "the committee" thereafter if there are no other committees being discussed. Otherwise, abbreviate with "SC." The Steering Committee is responsible for deciding the priorities, goals, structure, and the overall direction of the ACE for Wildlife Network.
- **Strategic Learning Committee (SLC)** – Spell out capitalized the first time. Refer to as "the committee" thereafter if there are no other committees being discussed. Otherwise, abbreviate with "SLC." The Strategic Learning Committee is responsible for driving the learning priorities of the ACE for Wildlife Network so it can collaboratively learn, build skills, and share expertise.

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Committee Chair – Spell out and capitalize the title when using it the first time. If applicable, follow with the name of the chair. Afterwards, refer to as "the Chair" (e.g., "Susan has been the Chair of this committee for 8 months.").

Empathy terms

- **animal characteristics contributing to eliciting empathy** – Animals express differing levels of characteristics (agency, affectivity, coherence, continuity) that affect their "potential to elicit empathy."
- **critical anthropomorphism** – A type of anthropomorphism that uses familiar and approachable language to interpret phenomena when they are backed by scientific findings and the use of it is productive to simplify complicated (animal) behaviors into more understandable terms. Resource: Anthropomorphism and Empathy Report.

effective empathy practices/empathy best practices – Research-based interpretive practices for fostering empathy, which include framing, modeling, increasing knowledge, providing experience, practicing, and activating imagination. Resource: Best Practices in Developing Empathy for Wildlife.

- **Empathy Bridge** – Capitalize, "Empathy Bridge." Woodland Park Zoo's original adaptation of effective empathy practices for use in interactions with guests, either program-based or casual. The steps along the bridge include assuring welfare, introducing the animal, informing our audience, inviting perspective-taking and finally connecting to caring action. Resource: Empathy Bridge. At WPZ, it has now been replaced by the Empathy Wheel.

- **Empathy Wheel** – Capitalize, "Empathy Wheel." Woodland Park Zoo's most recent adaptation of effective empathy practices for use in interactions with guests, either program-based or casual, based off of the Empathy Bridge. Created in 2023 after responses to keeper feedback, the empathy wheel utilizes the same aspects of the bridge, but in a non-linear format and is the primary empathy training tool used at the organization. Resource: Empathy Wheel Handout.

Empathy Champions – Capitalize with every use. Empathy Champions are cohorts of Network participants that design and lead outreach projects that engage new partners and audiences in empathy for wildlife. In the first reference, precede with ACE for Wildlife Network. *I was one of the individuals in the 2019 ACE for Wildlife Network Empathy Champions cohort. I participated in the Empathy Champions leadership program.*

Empathy Excellence Award – Capitalize with every use. An award that recognizes the outstanding work underway at organizations in the Network that have implemented innovative and impactful projects that drive conservation change through fostering empathy for animals. In the first reference, include the mention of the ACE for Wildlife Network. *Our organization was nominated for an ACE for Wildlife Network Empathy Excellence Award. We received the Empathy Excellence Award for our new snow leopard exhibit from the ACE for Wildlife Network.*

Empathy Matters – Capitalize with every use. The monthly newsletter created by the Advancing Empathy Team highlighting empathy projects and sharing ACE for Wildlife Network updates/links.

STYLE GUIDE

Evaluation Terms

- **Empathy Measurement in Zoo and Aquarium Audiences Project (EMZAAP)** – A multi-institutional collaboration that aims to enhance the capacity of zoos and aquariums to measure empathy towards animals among their audiences. Project timeline: 2025-2028. Spell out capitalized the first time, use the acronym for subsequent uses.

- **Outcome Mapping** – A specific type of methodology for planning, monitoring, and evaluating development programs to bring about sustainable social change. Its niche is understanding outcomes, that emerge downstream from the program's activities but upstream from the longer-term social change, or the program's vision.

- **Measuring Empathy Collaborative Assessment Project (MECAP)** – The overall goal of this 2-year collaborative project, that took place from March 2015 to December 2017, was to create, test and share tools that accredited zoos and aquariums could use to assess whether by whether their educational programs were having the desired impact of encouraging caring and empathy towards wildlife. Project partners were Point Defiance Zoo & Aquarium, Seattle Aquarium and Woodland Park Zoo. Spell out capitalized the first time, use acronym for subsequent uses.

- **Social Network Analysis (SNA)** – An evaluation method that systematically graphs and analyzes the web of relationships between individuals. Capitalize with the first use and then use the acronym for subsequent uses. Resource: ACE for Wildlife Network Social Network Analysis.

- **Theory of Change (TOC)** – Theory of Change is a comprehensive description and illustration of how and why a desired change is expected to happen in a particular context. It is focused on mapping out or "filling in" what has been described as the "missing middle" between what a program or change initiative does (its activities or interventions) and how these lead to desired goals being achieved. It does this by first identifying the desired long-term goals and then works back from these to identify all the conditions (outcomes) that must be in place (and how these related to one another causally) for the goals to occur.

Grants

- **Advancing Empathy Grant Program** – Include the complete phrase the first time you mention the grant program in formal communications. For informal communications within Woodland Park Zoo or the ACE for Wildlife Network, you can use the shortened phrase, "AE Grant Program." Grants should never be referred to as "ACE grants" Previously called the Building Organizational Capacity to Foster Empathy for Wildlife Granting Program.

- **Request for Proposals (RFP)** – Include the complete phrase the first time and then use the acronym. Alternatively, you can refer to this as the Funding Opportunity.

- **Rounds 1, 2, 3, 4, 5, 6 and 7 (R1, R2, R3, R4, R5, R6, R7)** – Include the complete phrase the first time you mention rounds of funding, then use R1, R2, R3, R4, R5, R6 or R7 instead. Do not use abbreviated versions in formal communications or press releases. Always capitalize "Round" in reference to the grant program rounds but use the lowercase "round" if talking about funding rounds more generally (e.g., there are three rounds of funding).

- **Tier 1 (T1) and Tier 2 (T2)** – Include the complete phrase the first time you include either tier in a sentence and then use T1 or T2 instead. Do not use abbreviated versions in formal communications or press releases. Always capitalize "Tier" in reference to either Tier 1 or Tier 2 but use the lowercase "tier" if generally talking about the funding tiers (e.g., this grant program includes two tiers of funding).

- **WizeHive** – Include the full name the first time you mention the software. Use the full name in formal communications. Do not use any other shortened versions

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STYLE GUIDE

Network Learning Agenda – A document created with input from the Strategic Learning Committee that identifies questions most relevant for collective investigation by the Network. Precede the first usage of the term with the name of the Network.

Member – Capitalize each use. Note that while Member refers to individuals active in the Network at one of our Partners, participation broadly refers to the various engagement levels in the Network (Member, Affiliate, and Partner). *He has been an ACE for Wildlife Network Member since 2020. We recently confirmed our list of Members. Network participation has steadily increased over the past five years.*

nonprofit – One word.

numerals – Do not begin a sentence with a number. Spell out whole numbers below 10, use figures for 10 and above: Valkyrie and Ziggy have two female offspring. J.P. and Rosie have had 12 female and two male offspring.

- IN A SERIES: *Woodland Park Zoo has three tigers, four porcupines and 24 Northwestern pond turtles.*
- Spell out first through ninth when they indicate sequence in time or location: *Nadiri marked the first birth for Congo. Starting with 10th, use figures: Fahara represents Rafiki's 12th offspring.*

Strategic Learning Framework (SLF) – Spell out capitalized the first time and use acronym for subsequent uses. As a learning network, we are strengthening our collective ability to create, use and evaluate practices to foster empathy. This framework centers Strategic Learning Questions that we want to spend time diving into, better understanding, and building knowledge around. We identify those questions based on network interest, and then defined pathways to learn more about those questions.

Strategic Learning Questions (SLQs) – Spell out capitalized the first time and use acronym for subsequent uses. The questions under consideration/investigation by the Network. Currently, the two questions are:

1. How does implementing empathy practices into a zoo or aquarium advance organizational missions and commitments to animal wellbeing?
2. What does culturally relevant conservation action look like?

Woodland Park Zoo – Include the complete name the first time you mention the zoo in formal communications. Then refer to it as WPZ or the zoo. When the full title is used in a sentence, do not precede with the: *Kaiser Permanente and Woodland Park Zoo are sponsoring a seminar.* NOT, *Kaiser Permanente and the Woodland Park Zoo are sponsoring a seminar.*

- Lowercase "zoo" when it stands alone in all instances when referring to Woodland Park Zoo: *The zoo opens 9:30 a.m. daily.*

working group – Lowercase unless it is being used to reference a specific past, present, or future group. Working groups exist to address temporary or short-term projects within or for the ACE for Wildlife Network. In first reference, precede with ACE for Wildlife Network.

- Lowercase: *The ACE for Wildlife Network is exploring ways to better utilize various working groups.*
- In reference to a specific group: *The Empathy Photo Contest Working Group will begin meeting in May of 2024 and conclude their work in February of 2025.*

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