

Publication and Branding Guidelines

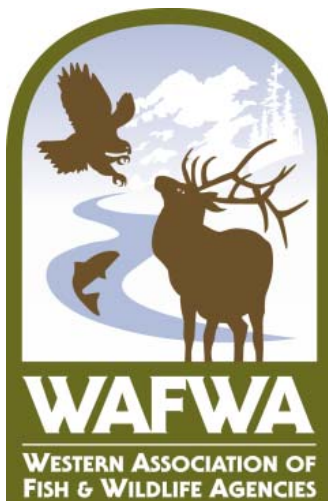
This tip sheet is intended to provide guidance to authors of white papers, issue papers, management plans and other conservation-related publications produced solely by Western Association of Fish and Wildlife Agencies (WAFWA) or in partnership with cooperators where WAFWA is the lead. Consistent branding and messaging will elevate WAFWA publications, providing a more consistent look and feel to all WAFWA-endorsed materials. Please share this document with any member of your team who is working on a publication for WAFWA. These guidelines and downloadable logos available on the WAFWA website at http://www.wafwa.org/about_us/publication_guidelines/

WAFWA LOGO: All WAFWA publications should be marked with the official WAFWA logo on the front cover of the publication.

WAFWA LOGO AND TAGLINE: All WAFWA publications should utilize the WAFWA logo and tagline at least once, preferably on the inside front cover.

WAFWA LOGO AND DESCRIPTION: Besides the tagline, an expanded description of WAFWA's scope and function should be included within WAFWA-endorsed publications, preferably on the back cover.

WAFWA LOGO:



LOGO WITH TAGLINE:



**Delivering conservation
through information exchange
and working partnerships**

LOGO WITH BOILERPLATE:



Since 1922, the Western Association of Fish and Wildlife Agencies (WAFWA) has advanced conservation in western North America. Representing 23 western states and Canadian provinces, WAFWA's reach encompasses more than 40 percent of North America, including two-thirds of the United States. Drawing on the knowledge of scientists across the West, WAFWA is recognized as the expert source for information and analysis about western wildlife. WAFWA supports sound resource management and building partnerships at all levels to conserve wildlife for the use and benefit of all citizens, now and in the future.

COVER: If a publication is a product of a working group or committee, acknowledgement can be made on the cover in the form of a logo, if appropriate, or the name of the working group or committee. If there is more than one partner, acknowledgements should be made inside the publication.

INSIDE FRONT COVER: The inside front cover of a WAFWA-endorsed publication should include the following items:

- List of authors
- Suggested citation, including year of publication. (Example citation below.)
- Photo credits for front and back cover images
- WAFWA logo and tagline
- Other partner logos as appropriate
- Contact information

Example citation:

Havlina, Doug W., P. Anderson, L. Kurth, K.E. Mayer, J.C. Chambers, C. Boyd, T. Christiansen, D. Davis, S.Espinosa, M. Ielmini, D. Kemner, J.D. Maestas, B. Meador, M. Pellant, J. Tague, and J. Vernon. 2015. Fire and Fuels Management Contributions to Sage-Grouse Conservation: A Status Report. Western Association of Fish and Wildlife Agencies. Unpublished Report. Boise, Idaho. 73 pp.