

# BRAND GUIDELINES

# Who we are



The Charles Darwin Foundation is the largest science and conservation organization in Galapagos, generating groundbreaking discoveries and effective conservation focused on protecting the unique biodiversity of one of the greatest natural wonders on earth.

## MISSION

To tackle the greatest threats and challenges to Galapagos through scientific research and conservation action, in order to safeguard one of the world's most important natural treasures.

## VISION

Our vision is to make the Galapagos Islands a global model for conservation and sustainable practices, inspiring future generations to protect our planet's natural wonders.

# What are our brand guidelines



**The Charles Darwin Foundation's** brand guidelines are designed to ensure we consistently create the right impression. They contain our brand identity elements, instructions on how to use and combine them, and examples of how to bring our brand to life.

Every touchpoint we create, every piece of communication, is a window onto our

reality – a demonstration of who we are, our values and what drives us. By setting a standard of excellence in every aspect of our expression and presentation, we can demonstrate that we care deeply about conservation, science, and the fauna, flora, people and communities we serve.

# Contents

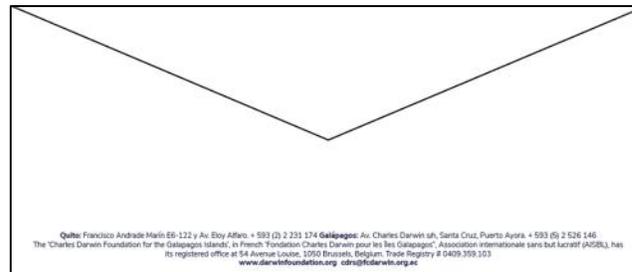


# VISUAL EXPRESION

The following section introduces the visual elements of the brand and shows how they come together to create a powerful, recognisable identity for the Charles Darwin Foundation.

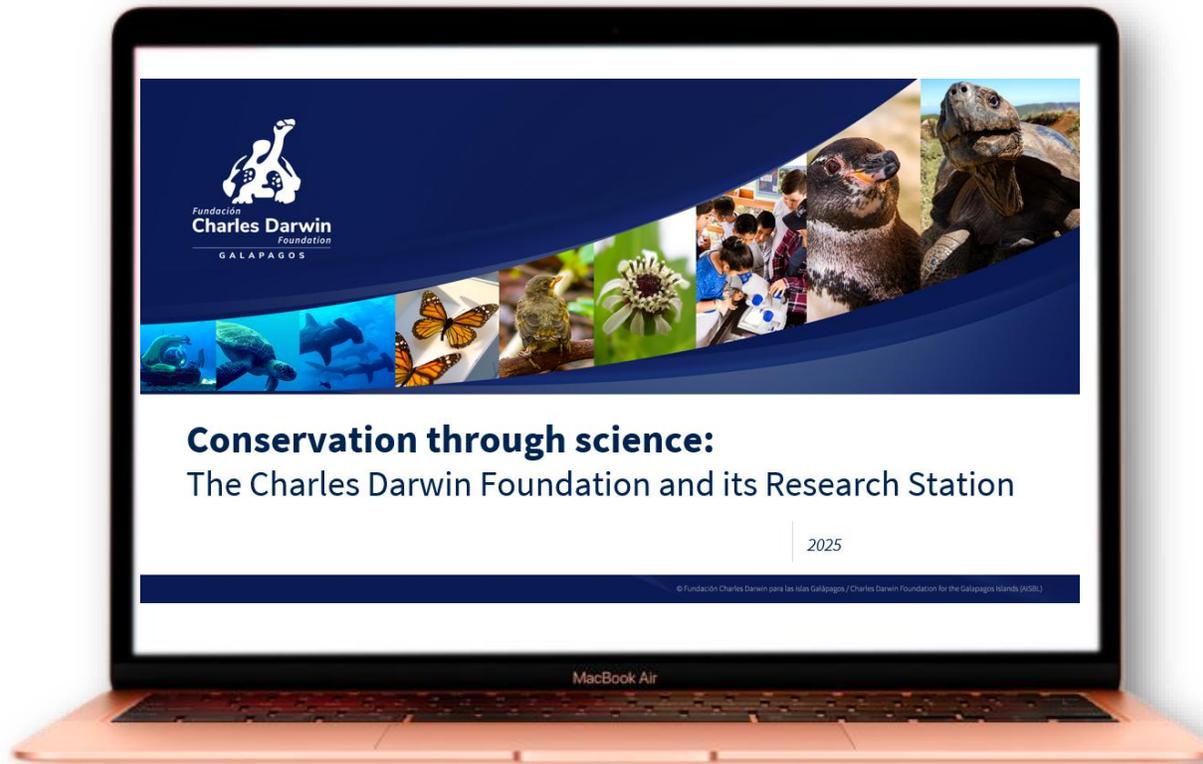
# Brand snapshot

- 1 Stationery
- 2 Printed brochure



# Brand snapshot

3 PowerPoint  
4 Website



# Logo

The CDF logo should be clearly visible and legible on all communications.

The logo is comprised of two core components: The tortoise and the name—our default logo uses both components together.

We have two versions of the logo—vertical and horizontal—but all two elements still appear on the same page or screen. The name is always locked up with the tortoise.

## Logo artwork

Artwork files of the full logo are available from [communications@fcdarwin.org.ec](mailto:communications@fcdarwin.org.ec). The CDF logo must not be redrawn or changed.



# Logo application: vertical vs. horizontal

Both the vertical and horizontal versions of our logo are used across all our products and communications.

The choice of which version to use depends on the format that best fits the design or material.

It is important to note that the use of our logo is always approved by the Communications Department of CDF.



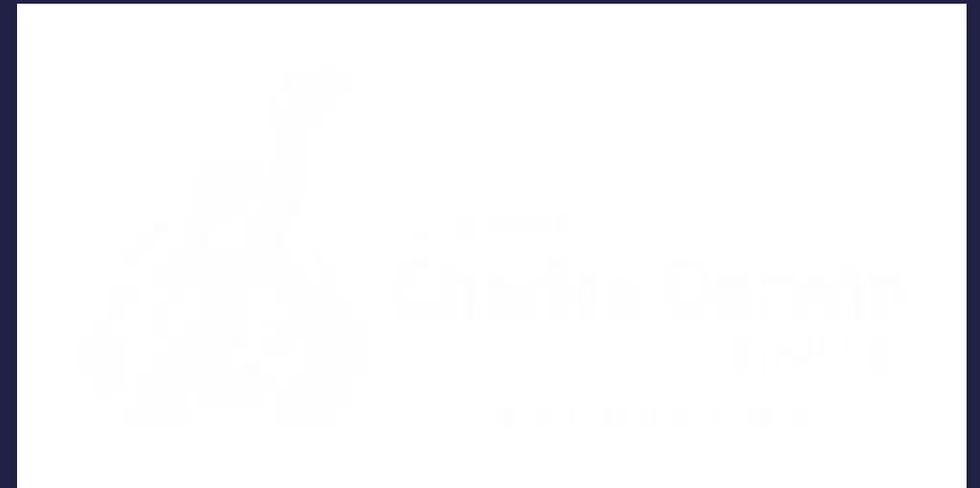
# Logo sizing and clear space



Print 40mm  
Digital 113px



Print 25mm  
Digital 70px



## Sizing

To maintain legibility, the logo should not be printed or reproduced on screen below the recommended minimum sizes.

## Clear space

Clear space helps maintain the impact and integrity of the CDF logo.

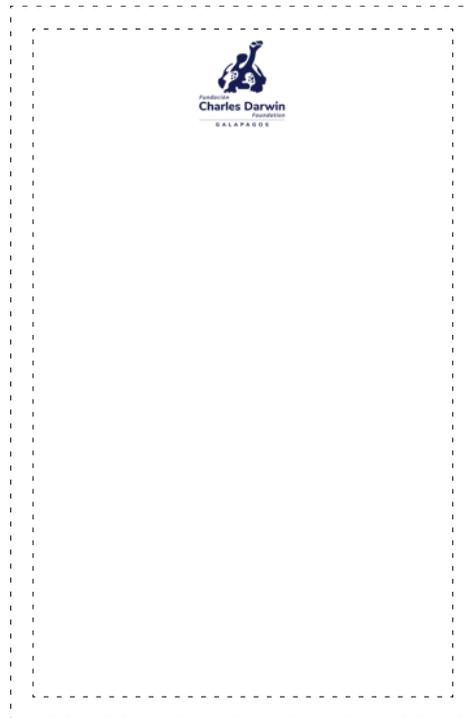
Keep this area free of any competing graphics, images or typography of any kind, including partner brands.

# Logo positioning - full lock-up



The full logo must always be placed in the top right corner on landscape documents (including PPTs), and either top right or center in portrait documents, as demonstrated. This will ensure coherence and brand recognition across all communications.

## Portrait



## Landscape



# Logo – incorrect use

Using the CDF logo incorrectly will create confusion and inconsistency.

These are some examples of incorrect use.



✗ Do not change the font or any elements of the logo



✗ Do not change the scale of elements within the logo



✗ Do not distort the logo in any way



✗ Do not rotate the logo



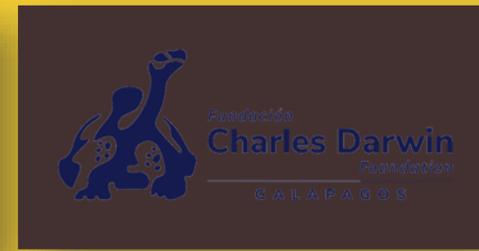
✗ Do not add special effects to the logo



✗ Do not change the colour of any elements of the logo



✗ Do not place the logo on imagery where every element isn't clearly legible



✗ Do not place the logo on colours where every element isn't clearly visible



✗ Do not place the logo on gradients or patterns

# Colour palette

Our CDF colours work in conjunction with each other to provide a unique and fresh colour palette that represents our brand archetype: Sage (75%) meets Hero (25%).

## Tints

Tints can be used in graphs, charts and diagrams.

NOTE: Black should only be used for text, rule strokes and iconography.



## Primary

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# Brand typography



Our typography gives a balanced, modern editorial feel to all print and digital communications.

We have two categories of typography: brand typography and system typography.

**Our brand typography fonts are Nunito Sans and Bebas Neue.**

**Brand typography** is used for marketing and communications materials produced in-house or by partner agencies using design packages (such as InDesign) e.g. brochures; websites; campaign materials.

HEADLINE TYPEFACE – headings and pull-outs

# BEBAS NEUE

Abcdefghijklmnopqrstuvwxyz1234567890

BODY TYPEFACE – secondary headings and body copy

# Nunito Sans

**ABCDEFGHIJKLMN OPQRSTUVWXYZ.**

abcdefghijklmnopqrstuvwxyz1234567890

# Brand typography



Our **system typography** is used for Communications materials used on a day to day basis by CDF teams, including in CDF templates such as: Powerpoint presentations and Word documents.

**Our system typography fonts are Arial and Source Sans Pro.**

Headings and text

# Arial

Abcdefghijklmnopqrstuvwxyz1234567890

Headings and text

# Source Sans Pro

**ABCDEFGHIJKLMNOPQRSTUVWXYZ.**

abcdefghijklmnopqrstuvwxyz1234567890

# Using our typefaces

Layouts should be clear With strong headings.

## Key design elements

- Use a grid to indent type and create clear space
- Shift headlines and pull-outs on the grid to create layouts with some energy and dynamism (i.e. don't arrange all elements in a straight line)
- Use pop up boxes with our primary colours to highlight a story within a story of key stats.

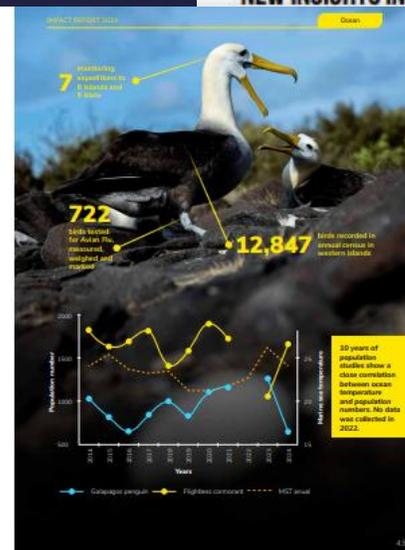


**MONITORING THE HEALTH OF MARINE BIRDS**

In 2024, CDF continued to support the Galapagos National Park Directorate (GNPD) and the Galapagos Bioscience Agency's (GABA) efforts to evaluate the presence of the Avian (H5N1) Influenza Virus in Galapagos (first documented in late 2023). Seven monitoring expeditions were carried out across six islands and the waters around the entire archipelago to assess the status of marine bird populations and their threats. Key highlights included:

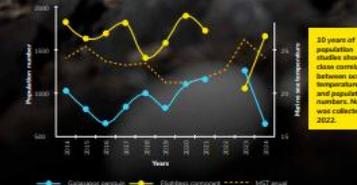
- NO SIGN OF AVIAN FLU**  
A total of 727 individuals from 11 species of seabirds were captured and sampled using charcoal-bathed swabs for Avian Flu. DNA sequencing of samples tested negative for the virus. Additionally, the birds were measured, weighed, and banded to facilitate long-term monitoring. Other samples were also collected to analyze additional potential threats to their populations. A total of 203 individuals, including penguins, cormorants, and albatrosses, were recaptured to gather additional data. This information will contribute to long-term analyses of their survival in relation to various threats.
- MONITORING POPULATION TRENDS**  
With marine bird populations varying yearly year after year due to climatic change (El Niño/La Niña), CDF's annual census is vital to keep the pulse on the health of populations. In 2024, a total of 12,847 individuals from 21 species were recorded along parts of the Isabela, Fernandina and the Maldives Islets. 1,310 penguins and 2,126 flightless cormorants were recorded, respectively - see graph opposite to view interspersed fluctuations.

**MONITORING THE HEALTH OF A SIGNIFICANT COMMENT**



**NEW INSIGHTS INTO PELAGIC SHARKS**

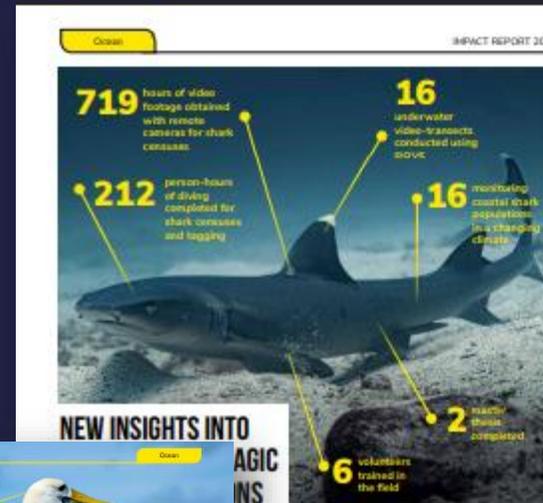
- 7** monitoring expeditions conducted in Isabela
- 722** birds banded for Avian Flu, measured, weighed and banded
- 12,847** birds recorded in annual census in western Isabela
- 10** years of population data show a close correlation between ocean temperature and population numbers. No data was collected in 2022.



Population number

Years

Galapagos penguin, Flightless cormorant, HGT annual



**NEW INSIGHTS INTO PELAGIC SHARKS**

- 719** hours of video footage obtained with remote cameras for shark censuses
- 212** person-hours of diving completed for shark censuses and tagging
- 16** underwater video transects conducted using AUVs
- 16** monitoring coastal shark populations in the changing climate
- 2** marine turtles completed
- 6** volunteers trained in the field



**ASSESSING THE DISTRIBUTION AND ABUNDANCE OF PELAGIC SHARKS**

To improve our knowledge on pelagic sharks, CDF researchers conducted 102 drifting BRUVS deployments in open waters across three bioregions of the GMR. This work focuses on wide-ranging sharks including blues, thresher, makos and silbies. These highly migratory species often travel far beyond protected areas, making them vulnerable to artisanal and industrial fishing fleets. This is why establishing population baselines and monitoring their status help evaluate the level of protection the GMR provides to them, generating important information for regional conservation efforts.



**TRACKING SHARK MOVEMENTS BEYOND GALAPAGOS**

Our scientists deployed 32 satellite tags, tracking 15 scalloped hammerhead sharks, *Sphyrna lewini*, and 17 silky sharks, *Carcharhinus falciformis*. Tracking data revealed long-distance migrations, with some sharks leaving the GMR and traveling across the Eastern Tropical Pacific.

One remarkable case, documented a **female silky shark migrating over 27,500 km**, the longest recorded for this species, spending over 90% of her tracked time in international waters, where shark fishing is legal and intense. This research underscores the importance of coordinated regional efforts to ensure protection of endangered and migratory species beyond marine reserves and national borders.

**Read more about this shark's incredible journey:**



- 32** satellite tags deployed on sharks
- 151** shark tissue samples collected

**Piloting health assessments on black tip sharks** Monitoring shark health is key to understanding the impacts of climate change and pollution on marine life. In 2024, we conducted a pilot study to establish baseline data on the blood composition of blacktip sharks, *Carcharhinus limbatus*, in Galapagos. We collected and analyzed blood samples from 12 sharks near Puerto Ayora, assessing stress levels and overall health. While the sharks appeared healthy, some differences in blood composition were noted, likely due to local environmental conditions. These findings provide a critical reference for future monitoring and conservation efforts in the Galapagos Marine Reserve.



# Iconography

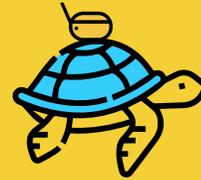
Icons are to be used sparingly and only as a supporting element to written content and are never to be used as decoration.

The icons shown here are examples only.

They demonstrate our preferred icon style. Use these examples as a reference when creating icons.

## Key design elements

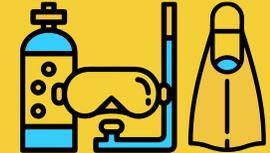
- Icons should use one of our primary colours
- Do not use more than one colour per icon
- Simple style that's clear even at a small size
- Avoid busy, intricate icons
- Consistent in proportion, detail and stroke weight



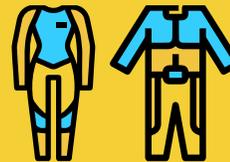
**\$19000**  
Transmisor GPS montado en una tortuga marina para rastrear sus movimientos  
GPS transmitter mounted on a sea turtle to track its movements



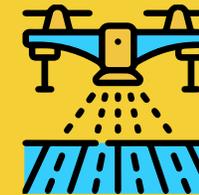
**\$13**  
Trampas para mosca invasora  
Parasitic fly traps



**\$60**  
Equipo de buceo  
Diving equipment



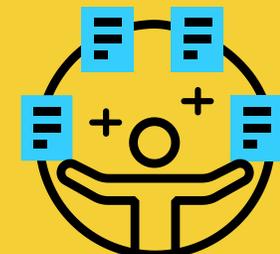
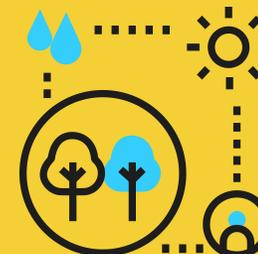
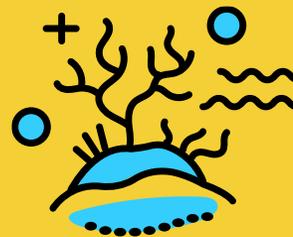
**\$380**  
Traje de neopreno  
Wetsuit



**\$1700**  
Drone para localización de las plantas invasoras  
Drone to identify locations of invasive plants



**\$3500**  
Impresión de cuadernos educativos para escuelas locales  
Printing of educational booklets for local schools



# Digital design principles

Digital platforms showcase our brand in a dynamic and interactive environment. We employ the design principles below, to capture the essence of our brand and enhance the user's experience of our site.

## Layout

- Page layouts are clean yet striking, leading With hero image
- Clear space set around content emphasises our clear and direct voice
- Headlines, images, body copy and pull-outs are not arranged in a straight line, but shift on the grid to provide contrast and dynamism to the page



## Charles Darwin Foundation for the Galapagos Islands

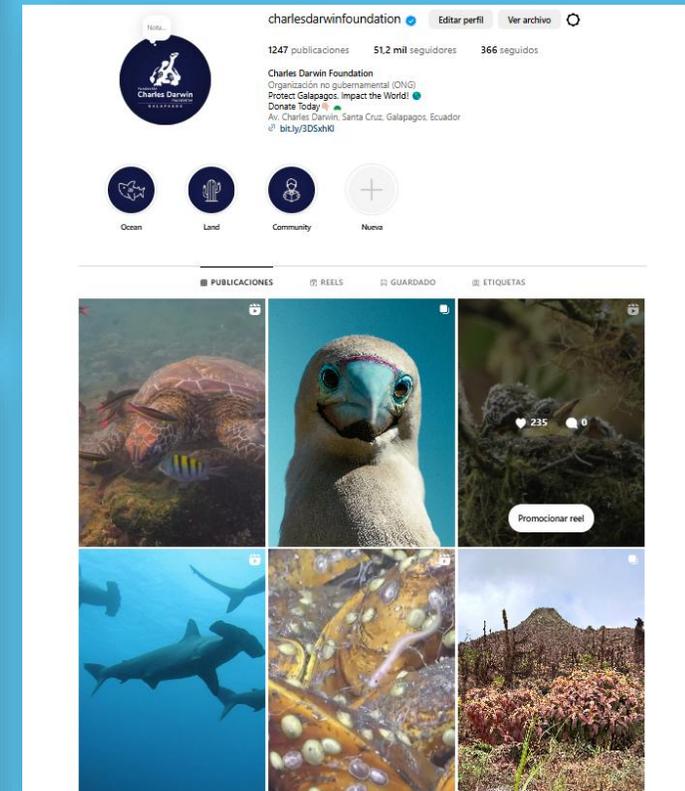
We safeguard Galapagos through science and conservation action. Join us!

Organizaciones sin ánimo de lucro · Santa Cruz, Galapagos · 17 mil seguidores · 51-200 empleados

★ María Cristina y 26 contactos más trabajan aquí

Enviar mensaje Siguiendo

Inicio Acerca de Publicaciones Empleos Personas



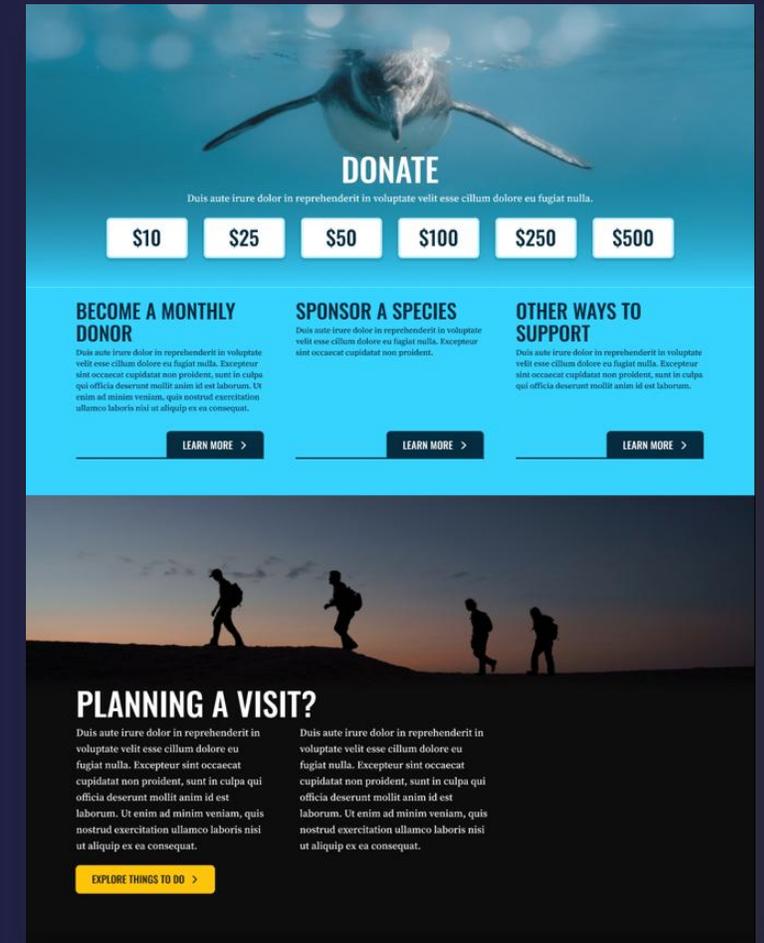
# Digital design principles

## Type

- Nunito Sans and Bebas Neue are used in combination to create an impactful and elegant aesthetic
- A short, bold headline grabs attention and provides a visual contrast

## Imagery

- Imagery creates interest, brings our work to life, enhancing and supporting our content.
- Chosen imagery should complement the background colour on the page as well as serve to illustrate the content.
- Striking imagery showing action, movement, life, beauty are key.
- Pop out imagery are used to provide dimension and movement to the page.



# Website home page

Fundación Charles Darwin Foundation GALAPAGOS

OUR WORK ABOUT GET INVOLVED NEWS & STORIES VISIT US RESEARCH HUB DONATE

## CONSERVATION THROUGH SCIENCE

Here is a banner about something interesting

Discover how our projects foster the protection of the Galapagos Islands and how we work to ensure that they remain a natural paradise for generations to come.

LEARN MORE > DONATE NOW > THIRD BUTTON >

18 Jul 23 / Impact Stories

### COME AND CELEBRATE THE 64TH ANNIVERSARY OF THE CHARLES DARWIN FOUNDATION, AT OUR...

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea consequat.

18 Jul 23 / Impact Stories

#### INTO THE BLUE (SHARK!)

Pelayo Salinas de León

30 Jun 23 / Impact Stories

#### NATURE JOURNALING: A KEY TO CONNECT WITH THE NATURE

CONSERVATION THROUGH SCIENCE

Here is a banner about something interesting

SIGN UP TO OUR NEWSLETTER

OUR PROGRAMS

300 1.2M \$50,000

DONATE

\$10 \$25 \$50 \$100 \$250 \$500

PLANNING A VISIT?

# Print design principles

Printed collateral provides a tactile experience of our brand. We recommend using some of the design principles below.

## Layout

- Layouts are clean yet striking
- Overlapping images are not allowed

## Type

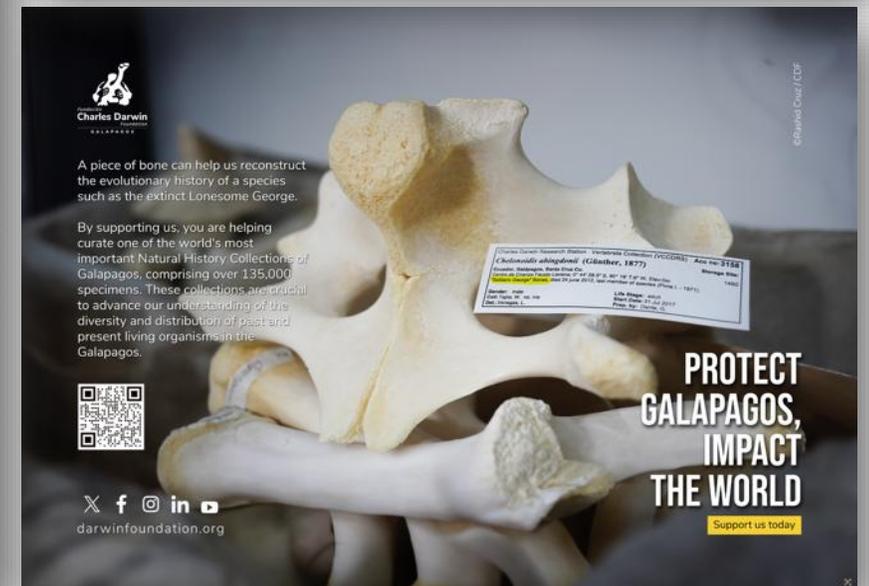
- Nunito Sans and Bebas Neue are used in combination to create an impactful and elegant aesthetic
- Bold statements, statistics and headlines provide contrast
- Type may appear in front of imagery as long as the image's main Subject is not covered

## Imagery

- Imagery creates interest, enhances and supports content
- Chosen imagery should complement the background colour on the page as well as the content
- Single images preferred with a single protagonist or landscape

## Print finishes

- Paper: use recycled paper where possible in different sizes, textures and colour



# Verbal expression

Our verbal expression is our personality on the page. It works in harmony with our visual identity to convey a sense of who we are, our values and our Brand archetype.

## Three principles

Our verbal expression is driven by three principles or traits which capture three different facets of our personality

# Incisive

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Our tone is clear and precise, conveying scientific knowledge and data in a reliable and accessible way, always with the intention of educating and sharing valuable information about science and conservation to the community.

# Thoughtful

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This tone reflects our deep consideration and focus on the consequences and importance of actions for the science and conservation. We show a broad and thoughtful vision in our messages demonstrating empathy.

# Inclusive

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In this tone, we present ourselves as allies and facilitators, inviting others to join our mission— whoever they are. We invite people on our journey, on our quest and in our science. The main idea is that conservation is a shared effort, and that working together can bring about significant changes in communities and the natural environment worldwide.





# Photography

The following pages highlight our brand photography style and should act as a guide when searching for images or when briefing photographers.

# Photography style

Our images help tell the story of CDF. Every picture should carry a message. Some of these messages will be explicit, but we never just use them to fill space.

The photography style for the Charles Darwin Foundation should reflect the organization's mission and values, aiming to convey authenticity, using images that communicate the connection between science, conservation, and communities.

## Documentary Style

Images that capture real, natural moments in the field, showing conservation work, research, and the daily lives of people involved, as well as nature. This style focuses on truthfulness and visual storytelling, offering an honest and in-depth look at the foundation's efforts.



## Cinematic Style

More dramatic photographs, using lighting, shadows, and colors to create impactful and emotional images. This style could be suitable for capturing human efforts in conservation, creating an atmosphere that highlights the magnitude and urgency of the actions.



## Vibrant and intriguing

Using a bright, warm color palette to convey the positive energy of conservation projects. This style can make images more engaging and transmit optimism, especially when showing people working in community or the success of conservation programs.

# People

Consider the following:

## Casting

- Real scientists in the field
- The people we work With: park rangers, community, collaborating institutions
- Diversity of race, age, sex

## Action

- Showing our work in the field, its hardship and the passion behind it
- The images should be genuine and intimate, reflecting the impact of conservation efforts on people
- Images that show fieldwork, such as species monitoring, habitat restoration, or educational activities. This emphasizes dedication and collaborative work.



# Places & Nature

## Places & landscapes

Consider the following:

### Places

- The remoteness of places of work
- Natural surroundings of infrastructure
- Groundiose aerial shots

### Landscapes

- Beautiful and inspiring
- Shows the vibrant colours
- Delicate landscapes
- The vastness of nature



### Fauna and flora

- Show Nature in action, candid
- Favour images that show unique behaviours
- Portraits of animals With sentiment, emotion, that you can identify With as a human
- Interactions between fauna and their natural habitat (plants, ocean)

## Fauna and flora



# Objects & Heritage

## Objects

Consider the following:

### Objects

- Tell a story, show heritage
- Show the detail of collection specimens, bones, skin, scales
- Show volume, detail and scale
- Composition is key



### Heritage

- Tell stories about our history
- Bring current stories to life by highlighting long-held values, traditions and beliefs
- Show the passing of time, how things were done to reflect on how things are different today



## Heritage



Join us on our mission to  
**safeguard Galapagos**  
through science and  
conservation action.



## Contact details

CDF communication department  
Email: [comunicación@darwinfoundation.org](mailto:comunicación@darwinfoundation.org)