



These guidelines are a first state of work.
The design development for all media
is currently taking place in parallel.

GUIDELINES CAMPAIGN BRAND

Status: September 2023

CONTENT

1. LOGO	3
Placement	4
2. COLOURS	5
3. TYPOGRAPHY	6
4. DESIGN ELEMENTS	
Claim	7
S-Shape, CTA-Buttons	8
Partner lines, QR-Code	8
Stage	9
5. PHOTO LOOK	11
6. EXAMPLES	
Promotion Matrial	12
Education Panels	13
7. TEMPLATES	
Powerpoint	14
Word	15



1. LOGO

The monkey face in the logo is composed of the silhouettes of three different animal species that are highly threatened in Vietnam, which in turn form the face of a gibbon monkey.

In principle, the logo should be depicted in colour – in order to be able to represent the word play VIETNAMAZING well.

Only in absolutely exceptional cases can the negative version in black and white be used.

Please don't translate the text in the logo into other languages!

STANDARD



NEGATIVE



1. LOGO

Placement

The minimum diameter of the logo should be be **25 mm** or **300 px**. This is the only way to that the animal figures are easily recognisable.

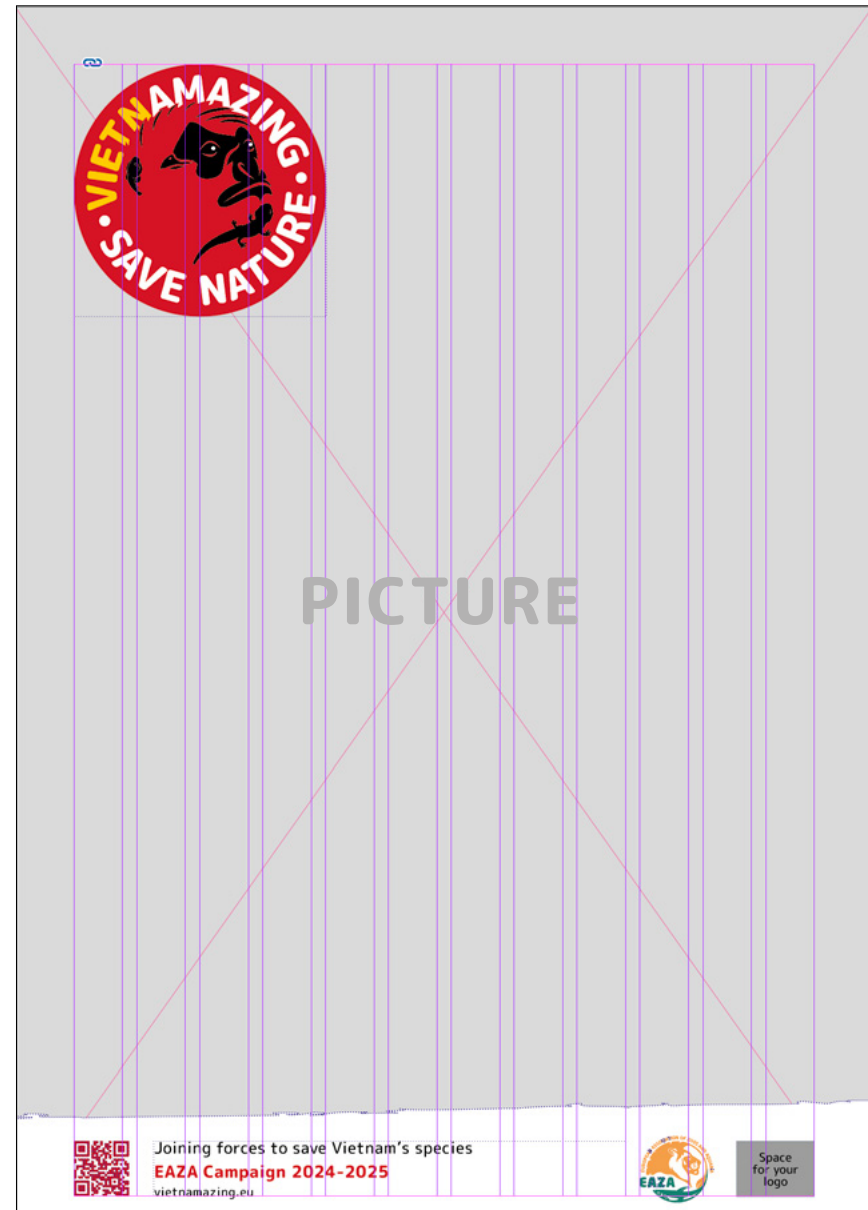
The logo may also be placed on picture motifs. However, sufficient contrast must be ensured.

Use this extension!

EAZA Campaign 2024-2025



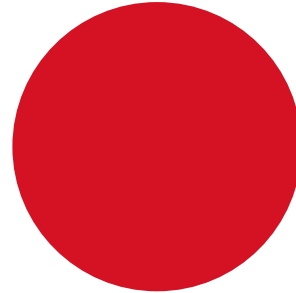
min ø 25 mm/300 px



2. COLOURS

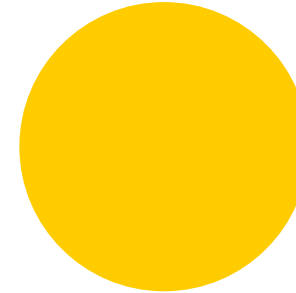
The primary colours characterise the entire appearance. The secondary colour is mainly used for graphic visualisations. No gradations are permitted for the colours and should therefore only be used as a solid tone.

PRIMARY



Red

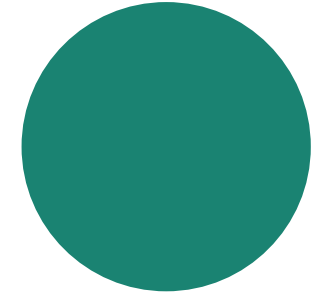
CMYK 10 100 90 0
Pantone 199 C
RGB 204 0 51
HEX #cc0033



Yellow

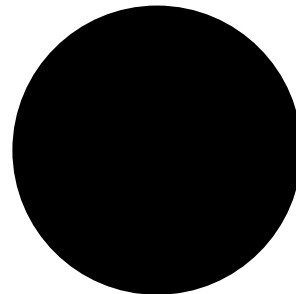
CMYK 0 20 100 0
Pantone 123 C
RGB 255 204 0
HEX #ffcc00

SECONDARY



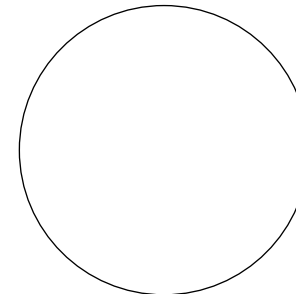
EAZA Green

CMYK 83 28 60 7
Pantone 625 C
RGB 26 131 114
HEX #1a8372



Black

CMYK 0 0 0 100
RGB 0 0 0
HEX #000000



White

CMYK 0 0 0 0
RGB 255 255 255
HEX #ffffff

3. TYPOGRAPHY

The **M PLUS Rounded 1 C** font family is used for all online and offline media.

This can be downloaded from

Google Fonts at the following link:

<https://fonts.google.com/specimen/M+PLUS+Rounded+1c>



Headline:

M Plus Rounded 1C Light or

M Plus Rounded 1C Black

Spacing = font size + 10pt.

For example: Size: 58pt. / Spacing: 68pt.

Copy:

M Plus Rounded 1C Medium

M PLUS ROUNDED 1C

Familie

THIN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MEDIUM

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

EXTRA BOLD

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

BLACK

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

4. DESIGN ELEMENTS

Claim

Vietnamazing Campaign Claim translations...

ENGLISH:

Joining forces to save Vietnam's species

GERMAN:

Gemeinsam Vietnams
Artenvielfalt schützen

VIETNAMESE:

Chung tay bảo vệ các loài hoang
dã của Việt Nam

FRENCH:

Unissons nos forces pour sauver
les espèces du Viet Nam

SPANISH:

Juntos para salvar la biodiversidad
de Vietnam

DUTCH:

Samen op de bres voor de natuur
in Vietnam



If your language is not represented,
please contact hello@vietnamazing.eu

We highly appreciate if you send your proposed
translation for your language.

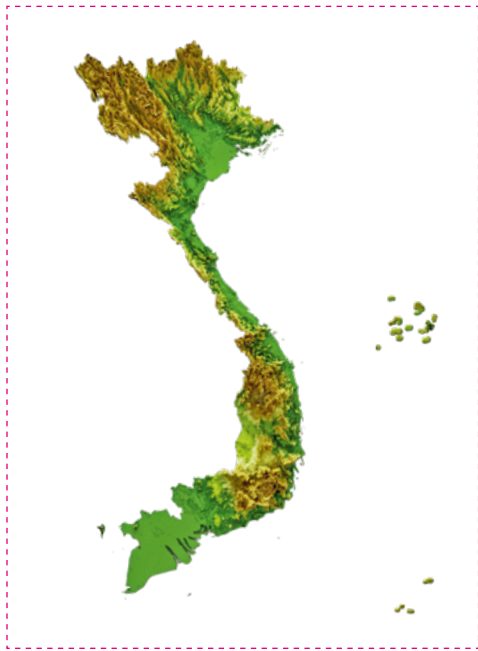
In order to include the Vietnam map S-shape, the
letter „s” in your translation is crucial.

4. DESIGN ELEMENTS

Elements

- **Vietnam map in S-shape**

Instead of the letter S, we're using the island of Vietnam and its surrounding island groups, as shown on [page 7](#).



For political reasons, we need to use the full map, including all its islands.

- **Call to action buttons:**

There are two primary call-to-action buttons that are placed at thematically appropriate locations.

BE PART OF IT

DONATE NOW

4. DESIGN ELEMENTS

Elements

- **Partner lines (long, short):**

If multiple partner logos follow the EAZA logo, an extended gap is required from the EAZA logo. If a partner logo stands alone, no additional spacing is needed.

Joining forces to save Vietnam's species
EAZA Campaign 2024-2025
vietnamazing.eu



Joining forces to save Vietnam's species
EAZA Campaign 2024-2025
vietnamazing.eu



- **QR-Code**

In all print promotional materials, it's preferable to include the QR code that leads to the website vietnamazing.eu



4. DESIGN ELEMENTS

Stage

- Stage

The stage has a gradient of 1.5%.

- Headlines in capitals

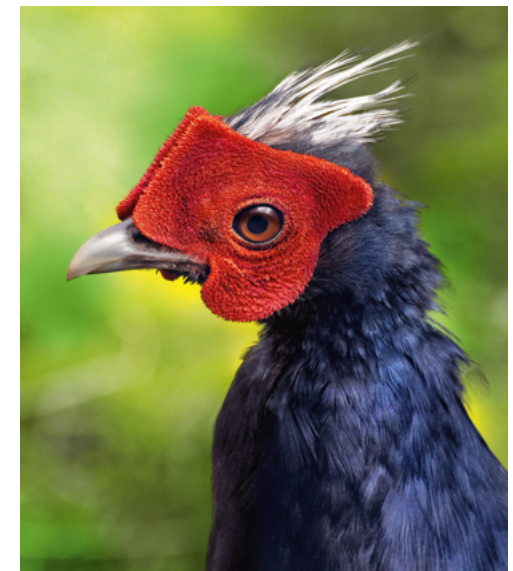
DESIGN ELEMENTS

- Images with white borders



5. PHOTO LOOK

Our visual language is natural, authentic and documentary, and we do not use staged or artificial shots.



6. EXAMPLES

Promotion Material

Exemplary representation of the design or the design components in classic application. Strong, full-surface images are used in advertisements. The logo is placed prominently on the upper left side of the medium. A coloured stage at the bottom of the image can be used for information or additional editorial photos.



6. EXAMPLES Education Panels

We provide print PDFs where you can include your Logo. Further languages will be provided.

Should you wish to use an open InDesign template please contact hello@vietnamazing.eu

VIETNAMAZING · SAVE NATURE

JOINING FORCES TO SAVE VIETNAM'S SPECIES

BE PART OF IT

There is a growing network of conservation partners working to protect Vietnam's biodiversity. It is important to bring conservation efforts together from both in situ (on-site) and ex situ (in stations and zoos) in the spirit of the IUCN's One Plan Approach to species conservation planning.

VIETNAM HAS PASSIONATE CONSERVATIONISTS

Rescue centres that house animals confiscated from illegal trade are developing breeding facilities for endangered species. In preservation of natural habitats, it is of utmost importance that also are working to offer to restore natural habitats and to focus on environmental education.

EAZA ZOOS AND AQUARIA GIVE EXPERTISE

EAZA Member Institutions have a long track record in caring for and breeding of endangered species. Special Data Analysts of Vietnamese species may help to identify species that should be the focus for ex-situ conservation.

TOGETHER WE CAN MAKE A DIFFERENCE

If rescue and breeding centres in the country work together with zoos and aquaria in Europe to have endangered species with their population management programmes and in situ conservation work, we can save Vietnamese species with a holistic approach.

Joining forces to save Vietnam's species
EAZA Campaign 2024-2025
vietnamazing.eu

VIETNAMAZING · SAVE NATURE

VIETNAM IS UNIQUE!

BE PART OF IT

Vietnam has highly diverse ecosystems with a unique biodiversity. Many of the species are endemic to Vietnam and the region, which means that they are only found here. If we lose them, we will lose them forever.

A FASCINATING BIODIVERSITY

Even some large mammals were only discovered in recent decades, e.g. Saola in 1992 or the Large antlered Muntjac in 1994. But, we have to take care as many species may vanish before being discovered or shortly after.

... IS THREATENED WITH HUNTING

One of the biggest threats for Vietnamese animals is illegal hunting. Many species are sold on markets as expensive delicacies. Snakes, turtles, primates, pangolins and bear bile amongst others are used for traditional medicine.

... AND HABITAT DESTRUCTION

Habitat destruction also has a big impact on Vietnam's biodiversity. Originally, nearly half of the entire country was covered with forest. Today, 40 % of forest habitats have vanished.

Joining forces to save Vietnam's species
EAZA Campaign 2024-2025
vietnamazing.eu

Space for your logo

VIETNAMAZING · SAVE NATURE

SAVING THE MAGNOLIA SNAIL

BE PART OF IT

One of the largest, most beautiful and prominent invertebrates of Vietnam is the Vietnamese magnolia snail.

MATING WITH LOVE DARTS

Magnolia snails are hermaphrodites. During copulation they release so-called love darts made of calcium. Mucus on the dart contains a hormone that promotes sperm preservation in the female. In this way the reproductive outcome is improved.

DOOM OF A BEAUTIFUL SHELL

The Vietnamese magnolia snail has a large, light-colored and shiny shell which is frequently stolen. It is highly attractive for the wildlife market. Thus, besides forest destruction and disturbance, over-exploitation of this more endemic species is the biggest risk for the snail.

THE IMPORTANCE OF EX SITU - BREEDING PROGRAMS

In Europe, population management programmes have already started successfully. To support information on the caring for and breeding of the species has been collected. Expanding the breeding networks in Europe and building up breeding networks in human care in Vietnam are important steps in addition to habitat protection and controlled manufacturing.

Joining forces to save Vietnam's species
EAZA Campaign 2024-2025
vietnamazing.eu

VIETNAMAZING · SAVE NATURE

YOU CAN MAKE A DIFFERENCE

BE PART OF IT

HOTSPOT FOR TRAVELLERS

Vietnam is one of the hotspots for travelling in South East Asia. Everyone should be aware of the risks and avoid buying products from unregulated sources. Expanding the breeding networks in Europe and building up breeding networks in human care in Vietnam are important steps in addition to habitat protection and controlled manufacturing.

MADE IN VIETNAM

Vietnam is one of the biggest producers of mobile phones, shoes and electronics. Many people are unaware of the environmental and social problems. Try not to rely on cheap products but invest in long-lasting products.

FUNDING

There are a number of good conservation projects that you can support. You can help with your money or a good funding idea. Start to give social investment, at school, university or your company.

EXOTIC PET TRADE

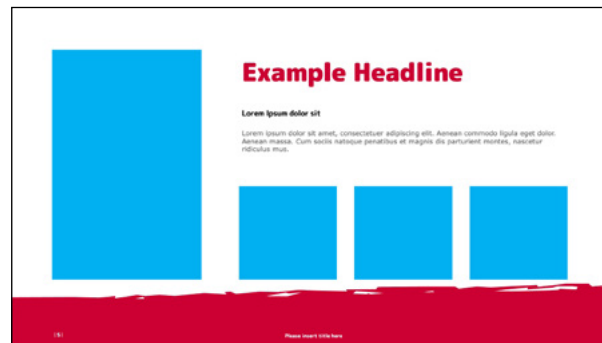
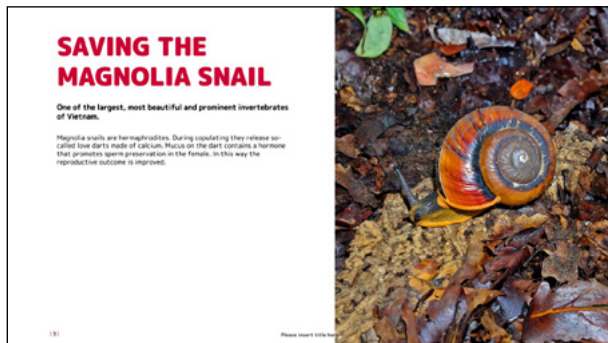
Many animals sold as exotic pets come from poaching. Illegal wildlife trade destroys natural habitats and do not species to extinction. Make sure it is legal to own the animal you want and that it's origin is well known.

Joining forces to save Vietnam's species
EAZA Campaign 2024-2025
vietnamazing.eu

7. TEMPLATES

Powerpoint

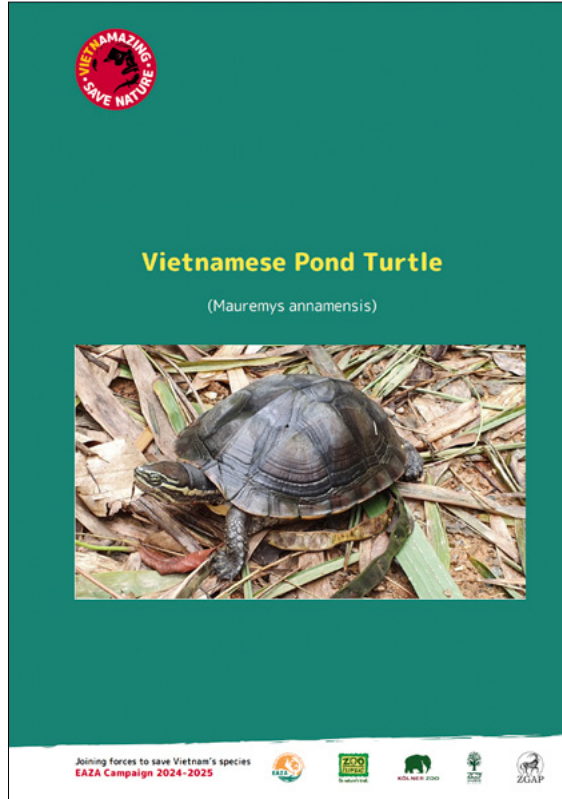
Here you will find a PowerPoint template with various design suggestions for creating your personal presentation.



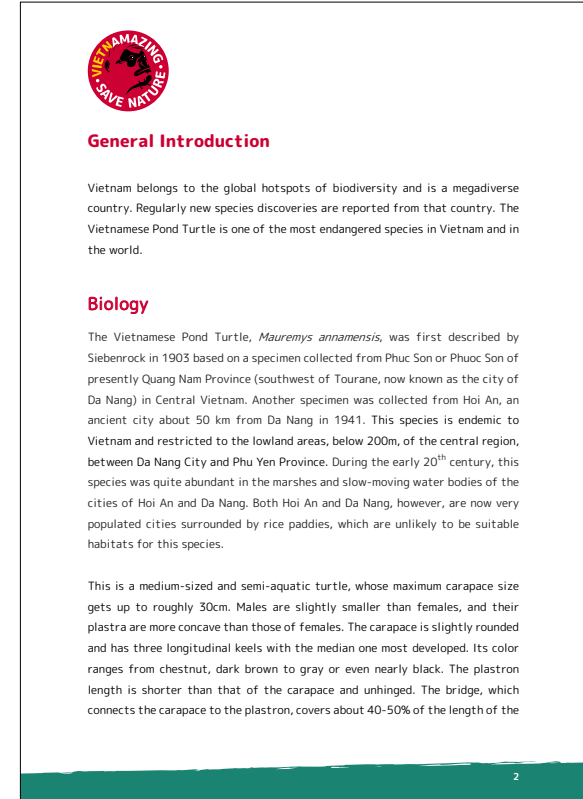
7. TEMPLATES

Word

For the creation of your texts, you will find a template here.



The slide features a dark green background. At the top left is a circular logo with a red border containing a black silhouette of a turtle and the text "VIETNAMAZING SAVE NATURE". In the center, the title "Vietnamese Pond Turtle" is written in yellow, with the scientific name "(Mauremys annamensis)" below it in white. A photograph of a turtle on a bed of dry leaves is centered on the slide. At the bottom, there is a white banner with the text "Joining forces to save Vietnam's species EAZA Campaign 2024-2025" and several logos including EAZA, ZOO, and ZOAP.



The slide features a white background with a dark green footer. At the top left is a circular logo with a red border containing a black silhouette of a turtle and the text "VIETNAMAZING SAVE NATURE". Below the logo, the section "General Introduction" is written in red. The text describes Vietnam's biodiversity and the status of the Vietnamese Pond Turtle. The section "Biology" is also in red, followed by a detailed description of the turtle's physical characteristics and habitat. The number "2" is visible in the bottom right corner of the slide.