THE NEW TDWG LOGO

Background:

In 2021, TDWG’s Subcommittee on Outreach & Communication started work on TDWG's Communication strategy and also to re-think its current “Logo”. Results from a survey to all TDWG Members and the working session during TDWG 2021 revealed that it is time for a new TDWG Logo, a logo conveying what TDWG really does. The Logo was then developed in 2022, initiated and supported by TDWG Subcommittee on Outreach & Communication and a Design Company (HORSE, https://www.h0rse.com/) and supported by decisions of TDWG’s Executive Committee.


Good to know:

- Font: Source Sans Pro Semibold (available also in Google Drive)
- Color Codes: Blue #043B58, Green #6F9243
- Available versions: PNG, PDF, SVG, EPS
- Versions are either green and blue or monochrome, different shapes and amount of texts are available (see below)
### The Logo Versions:

<table>
<thead>
<tr>
<th>Logo Type</th>
<th>Use cases</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Horizontal Version</strong></td>
<td></td>
</tr>
<tr>
<td><img src="image1" alt="Horizontal Logo" /></td>
<td><img src="image2" alt="Horizontal Logo" /></td>
</tr>
<tr>
<td><strong>Vertical Version</strong></td>
<td></td>
</tr>
</tbody>
</table>
| ![Vertical Logo](image3) | ![Vertical Logo](image4) | ● Letterhead  
|                       |                            | ● Nametag       |
| **Single Deck**    |                              |
| ![Single Deck Logo](image5) | ![Single Deck Logo](image6) | ● Footer of presentations |
Small Version

- Header current of TDWG Website (white version)
- Use cases where not too much space is available

Favicon

- Shown in the web browser

“Pille”

Hexsticker

- Logo with hexagon for laptop stickers (2” in size), either in blue and green on a white background or white on transparent background