

THE NEW TDWG LOGO

Background:

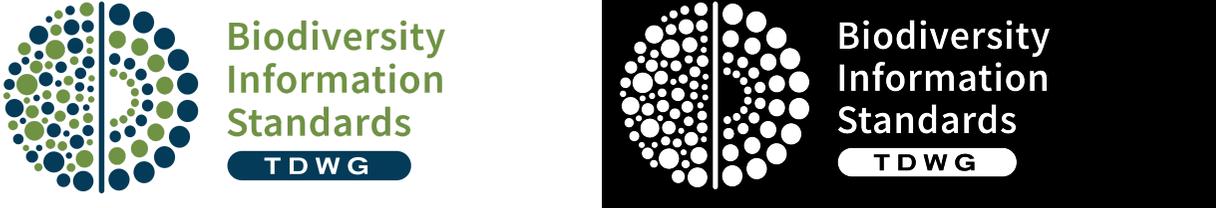
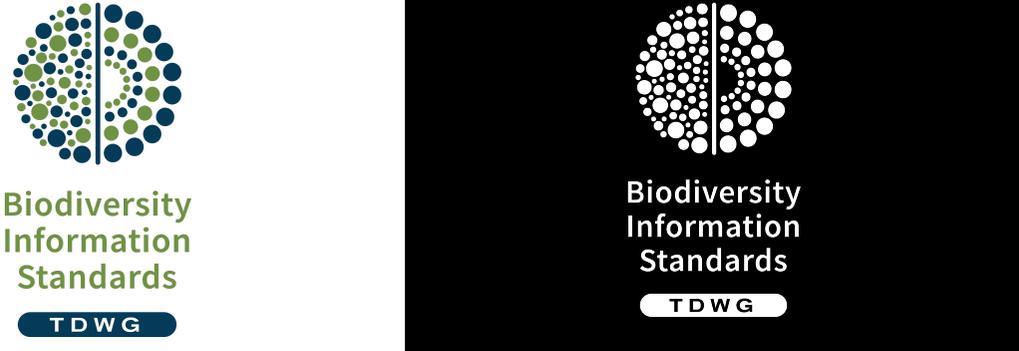
In 2021, TDWG's Subcommittee on Outreach & Communication started work on TDWG's Communication strategy and also to re-think its current "Logo". Results from a survey to all TDWG Members and the working session during TDWG 2021 revealed that it is time for a new TDWG Logo, a logo conveying what TDWG really 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.

Please check Petersen M, Alonso JM, Barve V, Kampmeier G, Little H, Paul DL, Ulate W, Ung V, Zermoglio PF (2022) Honing the Visibility of TDWG: Communications expertise required. Biodiversity Information Science and Standards 6: e93644. <https://doi.org/10.3897/biss.6.93644> for further information on the process.

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:

Logo Type	Use cases
Horizontal Version	
 <p>The horizontal logo section shows two variations. On the left, a circular graphic composed of green and blue dots is positioned to the left of the text 'Biodiversity Information Standards' in green, with 'TDWG' in white on a dark blue rounded rectangle below. On the right, a circular graphic of white dots is on a black background, with the text 'Biodiversity Information Standards' in white, and 'TDWG' in white on a white rounded rectangle below.</p>	<ul style="list-style-type: none">• Default Version
Vertical Version	
 <p>The vertical logo section shows two variations. On the left, the circular dot graphic is above the text 'Biodiversity Information Standards' in green, with 'TDWG' in white on a dark blue rounded rectangle below. On the right, the circular dot graphic is above the text 'Biodiversity Information Standards' in white, with 'TDWG' in white on a white rounded rectangle below, all on a black background.</p>	<ul style="list-style-type: none">• Letterhead• Nametag
Single Deck	
 <p>The single deck logo section shows two variations. On the left, the circular dot graphic is to the left of the text 'Biodiversity Information Standards' in green, with 'TDWG' in white on a dark blue rounded rectangle below. On the right, the circular dot graphic is to the left of the text 'Biodiversity Information Standards' in white, with 'TDWG' in white on a white rounded rectangle below, all on a black background.</p>	<ul style="list-style-type: none">• Footer of presentations

Small Version



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

Favicon

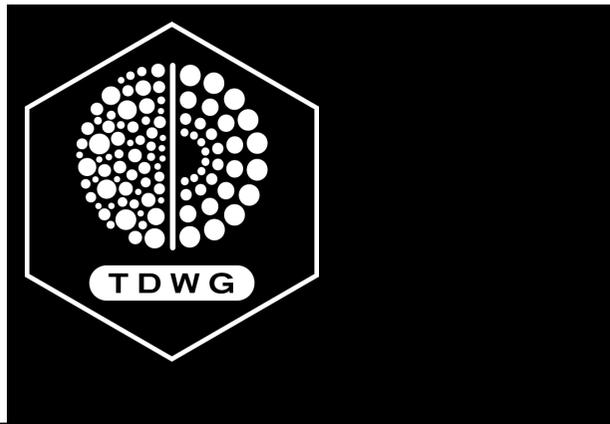


- Shown in the web browser

“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
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