



Brand Guidelines



For further information please contact the IUCN UK Peatland Programme team | info@iucn.org.uk

Introduction

Bog Day takes place on the fourth Sunday of July every year. Established by the Scottish Wildlife Trust in the 1990s, it has been sporadically celebrated by organisations in the UK and abroad. The IUCN UK Peatland Programme hopes to reinvigorate Bog Day, so that more organisations take advantage of the opportunity to celebrate the work they are doing on or for peatlands.

Thanks to funding from the Peter De Haan Charitable Trust, the IUCN UK Peatland Programme has developed a number of resources to help promote Bog Day in the UK. The aim of Bog Day is to increase engagement and appreciation of peatlands as special habitats that provide a number of benefits that are important to us all. These include:

- **Locking up carbon in the ground helping us to fight climate change (damaged peatlands release carbon dioxide emissions, which contribute to climate change)**
- **Providing homes for wildlife, including rare and endangered species**
- **Helping filter drinking water so it doesn't have to undergo lots of treatment before it reaches our taps**
- **Providing great places for us to explore, whether a fell-running fan or a rhapsodic rambler**
- **Slowing the flow of rainwater from our hills, helping prevent bad floods in our towns and cities downstream**
- **An income stream, whether running a nature tourism business or game estate.**

So whether you are able to shout out about peatlands on social media or run a special event to encourage more people to get out and explore, then please use these resources to help join up our 'peatland movement' across the UK and beyond, so that together we can really start to make a change!

Using Bog Day Resources

The following guidelines should be used in all printed and electronic material to ensure clear and joined up communication of Bog Day to help achieve greater recognition.

Whilst the IUCN UK Peatland Programme has developed these resources, it does not expect to be referenced in promotional material. If promoting events or activities, the Bog Day logo and supporting resources can be used free of charge and alongside your own organisation's branding in accordance with any brand guidelines you may have in place.

The Logo: Variations

Four versions of the logo are available for use:



The logo is available in the following formats:

JPEG for print and web

EPS for print

PNG for web (transparent background)

The Logo: Sizing and Space



Clearance area equivalent to the words 'Bog Day' from the centre of the logo

Minimum size: 35 mm



The logo must not be distorted in any way



The Logo: Placement

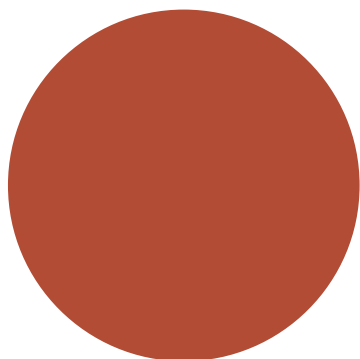
The Bog Day logo can be used however best suits the document you are producing. If using the poster template we suggest using the logo on the top left and your organisational logo in the bottom right. However, these guidelines are flexible so please seek advice from your branding/communications team as to the best placement in order to fit with your own brand guidelines.



#bogday
www.bogday.com

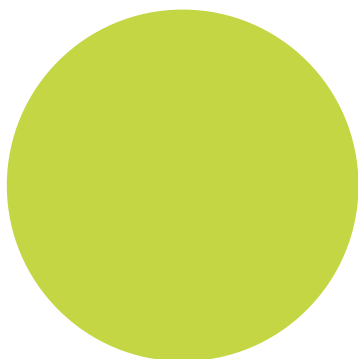


Colour



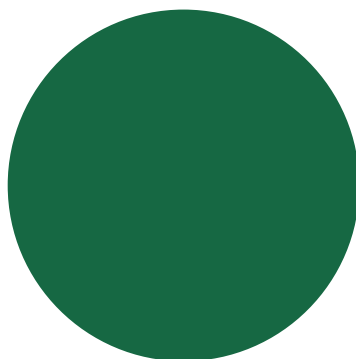
RED

C22 M81 Y86 K11
R182 G70 B44
HEX #b6462c
Pantone 7599C



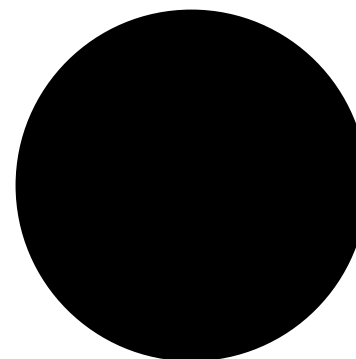
LIME

C27 M2 Y90 K0
R206 G213 B45
HEX #CED52D
Pantone 2297 C



GREEN

C80 M17 Y78 K41
R29 G106 B64
HEX #1D6A40
Pantone 2273 C



BLACK

C40 M30 Y30
K100
R0 G0 B0
HEX #000000
Pantone Black 6 C

Graphic elements

The 'Bog Border' can be used as a graphic footer on posters, flyers and promotional material. It is optional and does not have to be used if not appropriate.



Typeface

The typeface used in the logo is Fredoka One. This is a free to use font, which can be downloaded from: www.fontsquirrel.com/fonts/fredoka.

You may wish to use this typeface for titles/headings on posters or promotional information, however it might be appropriate to use your own corporate font. Seek advice from your internal brand/communications team.

Fredoka One

The secondary typeface used for body copy is Aller. This is a free to use font which can be downloaded from: www.fontsquirrel.com/fonts/aller

Aller regular

Aller italic

Aller bold

Aller bold italic

Writing style

An informal style should be adopted when writing about Bog Day – you want to inform but also enthuse. Consider your audience carefully and do not assume the same level of knowledge or interest as your own. Complex issues should be presented in plain English, and jargon and slang words avoided. Any scientific terms used should be explained clearly. Site designations should also be written out in full in the first instance e.g. Site of Special Scientific Interest (SSSI).

In describing Bog Day, you should say:

International Bog Day is celebrated around the world on the fourth Sunday in July. This annual event has been designed to celebrate the beauty of bogs and to help make people more aware of peatlands, the services they provide for free and the threats they face.

If for any reason you wish to reference the IUCN UK Peatland Programme please use our full name in the first instance. Afterwards the name may be shortened to IUCN UK PP. Avoid using terms such as 'the programme' as it can be unclear as to what you are referring to. Please check in advance with the IUCN UK PP as to use of our name and to request the IUCN UK PP logo by emailing: info@iucn.org.uk.

Social media

When writing for social media an informal tone should be adopted to engage the audience and encourage interaction. Ensure any information you write is factually correct and do not use any profanities. Emoji's can be used sparingly in social media posts, but each use should be carefully considered – they might be appropriate in a reply to someone's message or announcing the results of a bioblitz for example, but not in announcing the publishing of a report.

Bog Day resources are owned by the IUCN UK Peatland Programme and permission for their use can be withdrawn if used inappropriately. For more information on Bog Day or these resources, please see www.iucn-uk-peatlandprogramme.org or email info@iucn.org.uk.