

# BRAND BOOK

# ENDPANDEMICS

**Who we are, what we do, and how we show up in the world**

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Copenhagen, October 2020

# Outline

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# Introduction

A strong brand empowers an organization with emotional value, and helps differentiate it from its peers and competition. A brand is the sum total of everything people think and feel about us.

It's a challenge to create a strong brand for a newly started, multi-organisational and cross-disciplinary alliance that have come together to solve one of the most complex issues humanity is facing; the negative consequences of the global destruction and exploitation of nature.

With so many voices, perspectives, focuses, and cultures, combined with a flat organisational structure, we have chosen to run a highly democratic process to arrive at our brand result. It has also been necessary to act in accordance with the urgency of the current pandemic. We have listened with much sensitivity to uncover the essence connecting us all.

We need a brand identity that on one hand clearly shows our unity and mission alignment, and on the other hand is flexible and broad enough to cover the wide range of audiences the individual organisations need to reach.

Moving forward EndPandemics will become a stronger presence on the global scene as the cross-collaborative projects and interventions in the solution pillars start to soar. People will hopefully notice the impact and the power of a unified Alliance.

We are now ready to fill this position with a much clearer direction and feeling about who and what we are and how we want the world to perceive us. This is a growing, new Alliance, and the brand will no doubt grow with it.

In order to bring clarity in identity, messages, tone and voice, we have developed this Brand Book. It provides core guidelines and useful tips, and is not only about visual style - such as colours, fonts or logos - it's also about how to explain what we are and what we do.

*Ane Eline Sørensen, 11/10 - 2020*

## Foreword from Steve

EndPandemics is an active and growing, global movement that grew out of the COVID-19 crisis to prevent more zoonotic outbreaks by addressing their root causes. Rather than chase vaccines and distribute large economic bailouts, EndPandemics invests in long-term Planetary Health by protecting and regenerating nature.

COVID-19 and other pandemics resulted from the destruction of wild habitat, rising commercial trade in wild animals, and the growth of industrial factory farming. We must change our relationship with nature to enjoy peaceful, sustainable lives.

EndPandemics calls on leaders to end commercial trade in wild animals; increase and protect wild habitats; and promote compassionate, sustainable farming. EndPandemics goes beyond words by designing and actively participating in these solutions at every frontline corner of our globe. We stand ready to team up with any person, organization and government that wishes to see a world that is free of pandemics, and where society values and rewards the protection and regeneration of nature.

*Steve Galster, 10/10 - 2020*

# About EndPandemics

*EndPandemics.Earth* was formed in March 2020 in response to COVID19 and to reduce the risks of future pandemics. As an alliance of now over 30 member organizations, we believe cross-sector collaborations among committed corporations, governments, international organizations, and civil society is the key to success.

EndPandemics has assembled a broad spectrum of frontline organizations that are identifying and implementing solutions to prevent future pandemics by addressing their root causes. Our “One Health” approach simultaneously protects people, animals and ecosystems through cross-sector collaboration. Our members are designing cutting edge approaches to human health, agroforestry, and economic security, using innovative business, technology and communications strategies and tools.

This collaboration between committed corporations, governments, international organizations, and civil society groups is the key to success.

Never in our history has there been a more urgent need for this type of collaboration

## **Vision & Mission**

We want to see a compassionate world where people coexist with nature and the economy promotes and regenerates life.

Our mission is preventing future pandemics by addressing their root causes.

## **Brand Essence**

In EndPandemics, we stand united to change our relationship with nature. We are 35 organisations with one goal; ending pandemics.

## **Our Personality**

“We are visionary experts embracing collaborative complexity with empathy and bold leadership”

## **Our Values**

“We value diverse perspectives, unity in our common goal, and compassionate, transformational action”

# Strategy Foundation - Our 4 Action Pillars

## Reduce Demand

### Reducing Demand for Wildlife.

If demand is reduced, wildlife trade will decrease.

We will:

Run behaviour change campaigns that reward responsible consumerism.

Develop alternative livelihood programs for communities dependent on wildlife consumption or sales.

Strengthen laws and policies.

## Protect Nature

### Protecting Wildlife and Natural Habitats

To keep wild animals and their habitat secure from poaching, logging, mining, and encroachment, we will:

Support frontline ranger and community patrols: training, equipment, life insurance.

Run poverty reduction programs: youth education and alternative livelihood support.

Empower rural communities to defend their land and human rights as protectors of nature.

Restore nature: growing protected areas, buffer zones corridors and rewilding.

Scale up sustainable agriculture and environmentally friendly farming practices.

Re-design infrastructure and development projects to avoid core wilderness areas.

## Stop Wildlife Trafficking

### Countering Wildlife Trafficking

To freeze the financial trigger on poaching, we will:

Empower law enforcers to identify and dismantle criminal syndicates and seize assets.

Fund wildlife enforcement operations.

Establish and link databases on wildlife crimes.

Help the private sector adopt compliance measures for nature protection.

Enable and reward citizen support for, and monitoring of, nature protection.

## Reform Agriculture

### Reducing Zoonotic Risks from Industrial Agriculture and Farmed-Animal Supply Chains

Establish contextually appropriate high biodiversity buffer zones around wilderness areas that meet human needs, e.g., agroforestry and silvopasture.

Limit large-scale commercial farming around wilderness areas.

Reintroduce genetic diversities in commercial livestock operations.

Improve livestock sanitary and welfare standards.

Reduce the demand for and consumption of industrially reared animal products.

# Brand Promises - Audiences

## EndPandemics promise to:

- Catalyze, strengthen, and scale policy and front-line change towards a resilient planet for the future of all living beings.
- Unite people on diversified action.
- Make protection of nature rewarding.
- Implement our ambitious mission due to the diverse, but united, nature of our alliance.

## 5 main audiences

1. **Governments & Legislators**
2. **Funders & Donors**
3. The Public
4. Corporate Engagement
- and*
5. Alliance Members and Partners

## Who do we promise what

With 4 action pillars covering a wide range of activities, and 35 member organisations presenting broad variation of territories, disciplines and domains, our brand promises are to be seen as dynamic; subject, and context sensitive.

# **Brand Manifesto**

- 1. We acknowledge the trauma of the pandemic**
- 2. We cause momentum through action**
- 3. We believe it's time for a compassionate approach to business and economic growth**
- 4. We believe in the power of inspiring leadership**
- 5. We play the long game**
- 6. We believe that only through investing in nature will we achieve true, sustainable planetary health**
- 7. We believe in rewarding actions that protect nature**
- 8. We believe we have the choice of a resilient, healthy future - and the future is now**
- 9. We believe collaboration will deliver lasting positive impact**
- 10. We support and apply the approach of One Health**

# Communication Goals

## Communication Goals

- Attracting donations, sponsorships, and investment, private & public
- Growing alliance membership to scale key activities, efforts & impact
- Getting the ear and trust of politicians and enforcement
- Awareness & learning, helping the public (as well as backers) understand the root causes; deliver facts, proof & evidence on zoonotic outbreaks
- Attracting catalyzing corporate engagement

## Internal communication goals

- Visualizing the successful process of proposal and grant seeking.
- Easy access to solutions and project descriptions across alliance members.
- Support for cross-collaborative project development and proposal writing.

# Key Messages

## Core Subjects

- End commercial trade in wild animals
- Increase and protect wild habitats
- Promote compassionate, sustainable farming
- One Health approach leading to planetary health

## Key Messages

Our immediate intention is preventing future pandemics by addressing the root causes of zoonotic outbreaks. By achieving this, we will achieve our much larger vision of planetary health for all societies and economies.

We stand united to change our relationship with nature. We have come together to implement a compassionate take on business and economic growth.

## Our Tagline

“EndPandemics: Investing in Planetary Health”

Use the slogan when it makes sense in the context.

## Story

We put frontline at the center, people & wildlife take the stage.

We show what it takes to create real change, we show the impact from the frontlines

The 4 pillars; the projects and solutions is central, it's has to shine and help set us apart.

As thought and action leaders we show the impact of our collaboration and visualize the new opportunities.

Our editorial angle demonstrate what we're for, instead of what we're against.

“Inspired Edutainment” - The media, a key audience, is always looking for a story. Harvest and leverage knowledge and stories from the front. We use compelling, quantitative storytelling to illustrate and visualize how and why it matters what we do.

Frontline cases + Research = validation of root causes.

For any piece we put out, we ask ourselves: “Does it add vision” Be vigilant about our positive forward thinking.

# Tone & Voice

## Language - Tone & Voice

- We speak in frontline language while also having the capacity to speak at high levels
- We speak clearly and to the point, we do not beat around the bush.
- We use words like TRANSFORMATIONAL instead of DISRUPTIVE. We move away from negative words, we are building, progressing, evolving, transforming. Not disrupting; interrupting, destroying.
- Our language is inclusive, non-threatening language is key.
- We cover almost all territories globally, phrases and wording are not always universally applicable. Care has to be put into re-wording and contextualizing messaging and communication.

When speaking to audiences, unfamiliar with our domains, such as governments, media, markets, funders;

- Weed out any lingo
- Don't be academic
- Speak clearly
- Speak action oriented - provide action pieces
- Be strong in painting a vision
- Get to the point first - substance follows. Don't expect people to want to, or have time to, read a bunch of background. Be ready to provide more knowledge - if asked.
- Most know the world is burning, be upfront and strong in what you're going to do about it. It's time to hear from the ones in front.

# Differentiators

## What sets us apart

1. Strength in numbers = scaling impact
2. Project & solution coordination
3. Deep frontline experience & knowledge
4. Cross sectoral collaboration for increased innovation capacity
5. Corporate engagement opportunities ; strategic partnerships

## Similar Initiatives

Project Drawdown.

The difference between them and us:

PD: creating outstanding research, an inspirational academic institution.

EP is:

- Achieving policy change, shared mission of changing policies and mindsets.
- Focused nature of our 'mission' despite the disparate nature of our alliance
- Interlocking frontline innovation and scaling intervention
- We put theory to practice (plans to frontline implementation) and speak in frontline language (while also having the capacity to speak at high levels).

**Concept:** from **BROKEN > to WHOLE**

*“EndPandemics is putting earth back together again”*

Planetary health = Planet restored.

### **Style**

Professional & Universal

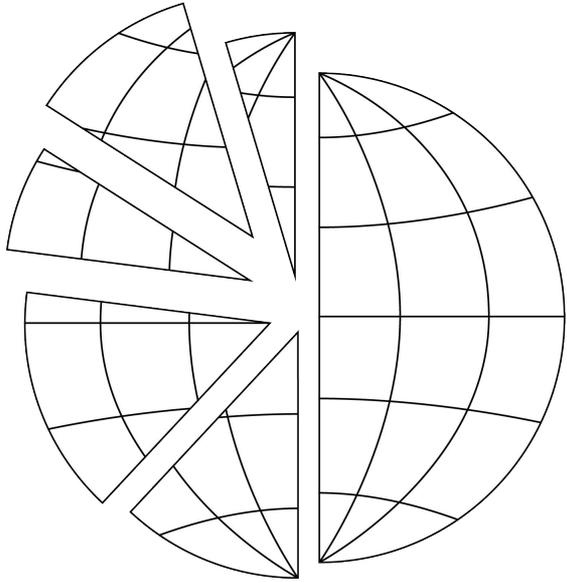
Complementary to member organisations

Stand out in the forest of nature logos

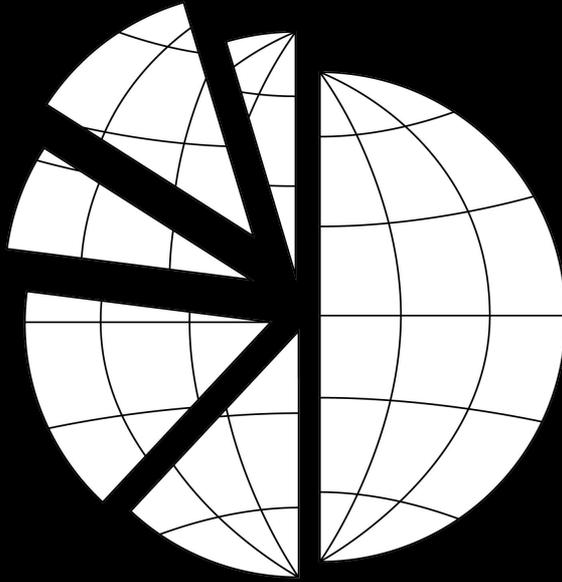
### **Our Pay-Off: Investing in Planetary Health**

Use the pay-off when it makes sense in the context.

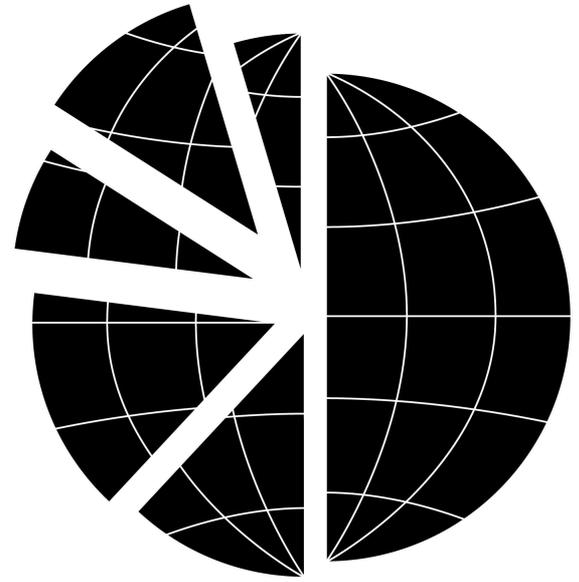
**Main Logo**



**END**  
PANDEMICS

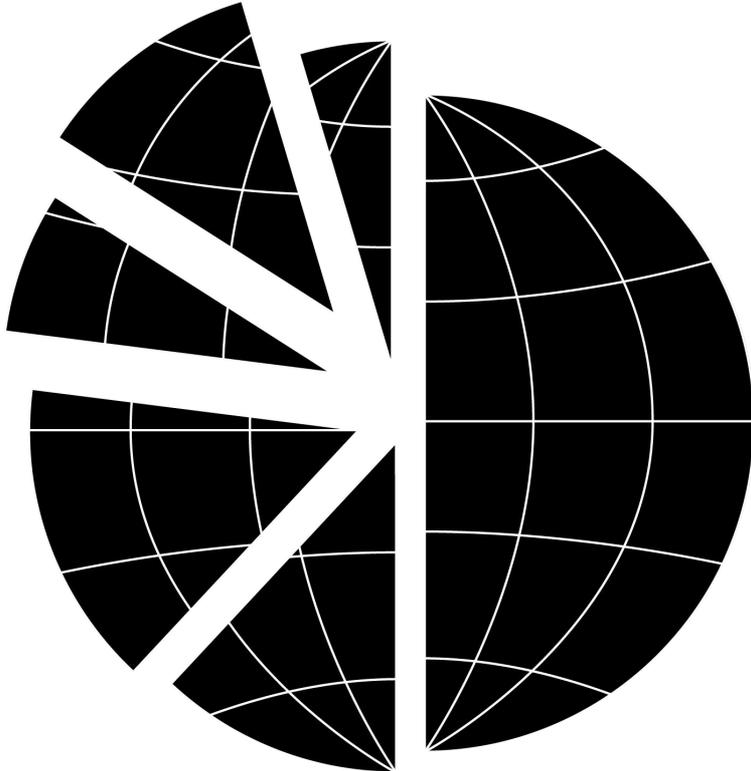
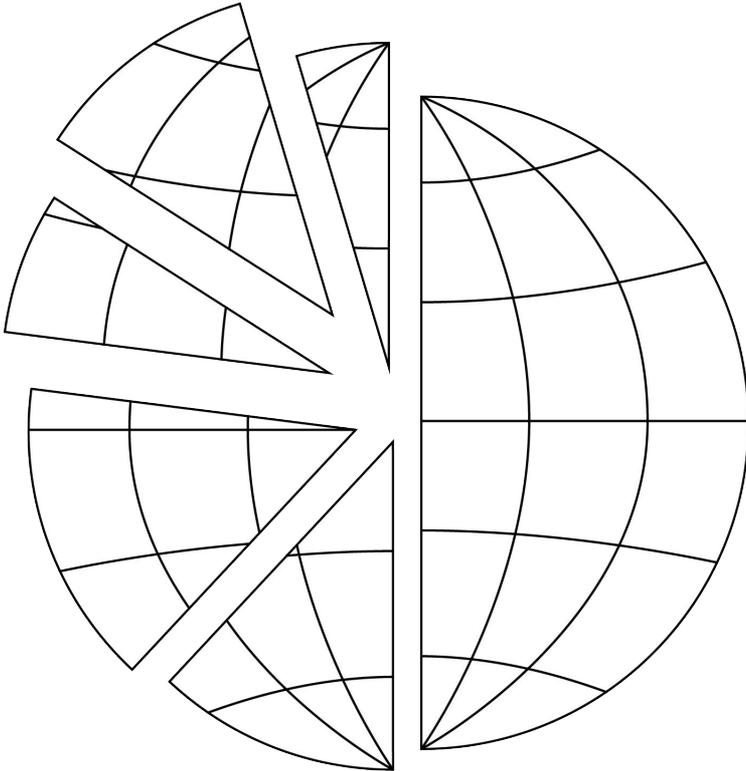


**END**  
PANDEMICS



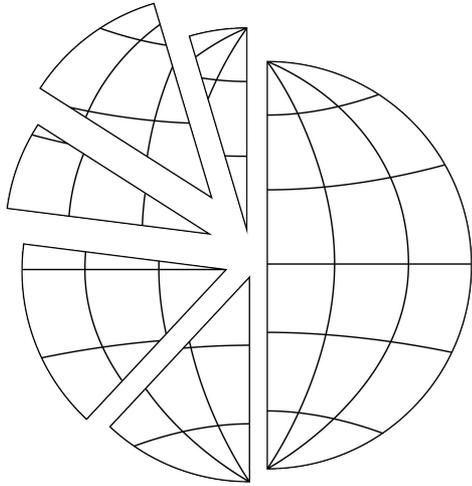
**END**  
PANDEMICS

**Main Logo - Globe only**

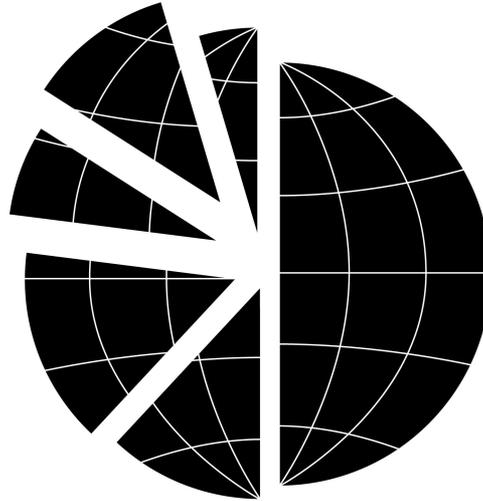


## Main Logo with pay-off

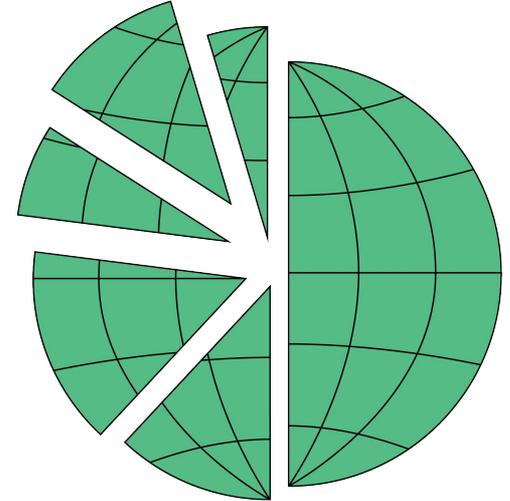
Can be used as needed, befitting the context. For maximum flexibility of use and crisp finish, the words are typed text, *Helvetica Neue*, *Bold*, not images. Either of the globe logos can be used and paired with either three of these words or similar, fitting your context.



**REBUILD**



**FIX**

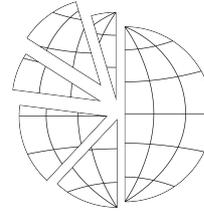


**RESTORE**

## Tagline, and tagline with logo

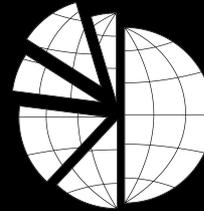
These are typically for headers & footers, can be used interchangeably with the main logo.

**EndPandemics**  
Investing in Planetary Health



**EndPandemics**  
Investing in Planetary Health

**EndPandemics**  
Investing in Planetary Health



**EndPandemics**  
Investing in Planetary Health

## Colour Palette

**Reduce  
Demand**

WEB  
#EAB131

R234 G177 B49

**Protect  
Nature**

WEB  
#55BC85

R85 G188 B133

**Stop  
Wildlife  
Trafficking**

WEB  
#CA3B2C

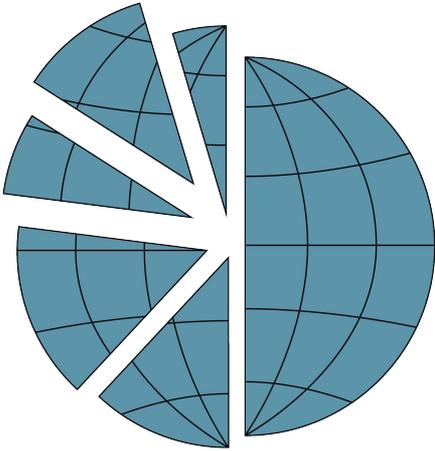
R202 G59 B44

**Reform  
Farming**

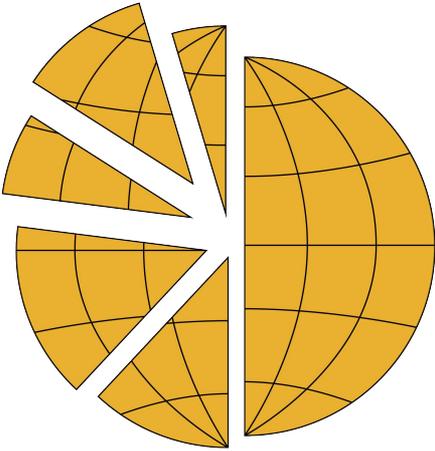
WEB  
#5C95A9

R92 G149 B169

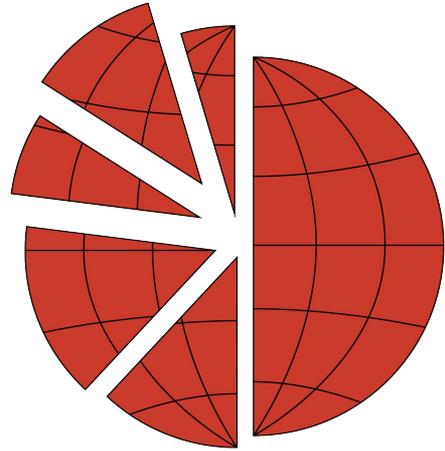
# Logo Colour Options



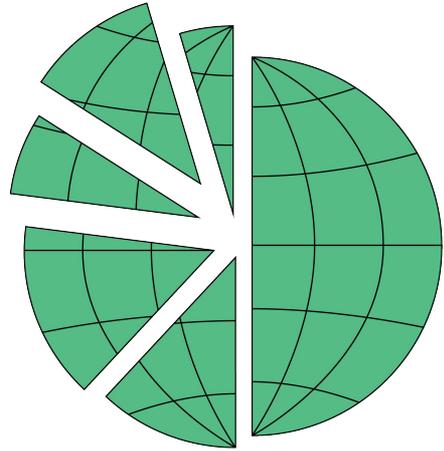
*(Reduce Demand)*



*(Protect Nature)*

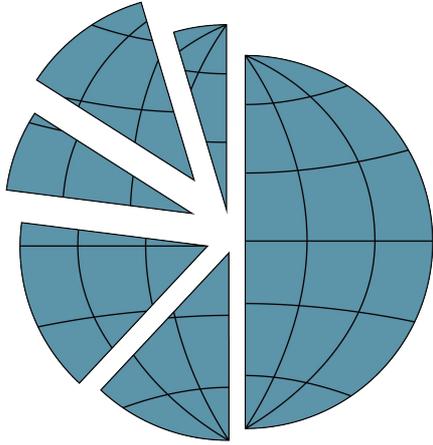


*(Stop Wildlife Trafficking)*

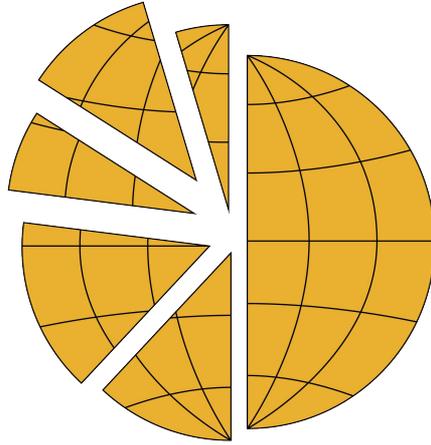


*(Reform Farming)*

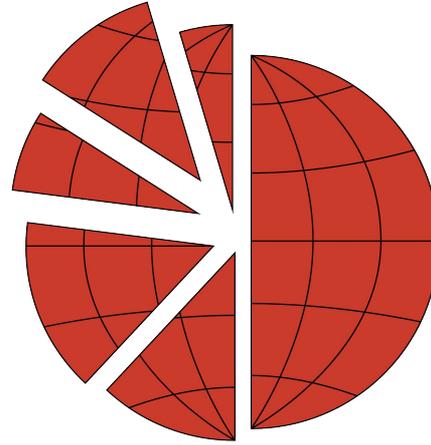
## Logo Colour Options



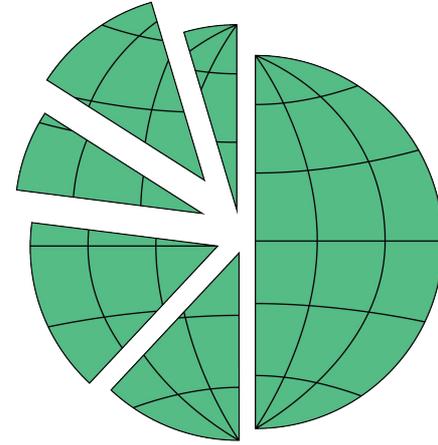
**END**  
PANDEMICS



**END**  
PANDEMICS



**END**  
PANDEMICS



**END**  
PANDEMICS

# Typography

## Font - Helvetica Neue

For general use in shared Word & Google documents, in all presentations and in professional publications;

We use Helvetica Neue across all communication.

Use **BOLD** in caps for big headers

Use **Bold** and lowercase for headlines in bodies of text

Use light for body text

Use **normal/regular** for subheaders.

Font sizes to match the output.

Line spacing; keep it airy, minimum of : 1.15

When designing for online, remember “mobile first” meaning, check legibility and layout for devices before you launch/post/share.

# Visual Style

Our visual style reflects our **Personality** and how we want the world to see us;

“We are visionary experts embracing collaborative complexity with empathy and bold leadership”

And our **Values**:

“We value diverse perspectives, unity in our common goal, and compassionate, transformational action”

## General Guidelines & Direction

- We use strong images, strong typography, contrast and colour is primary - we emphasize clarity and vision.
- We use capital letters in headings.
- We use general guidelines, and provide examples to follow for joint proposals and communications.
- EndPandemics has a logo, a visual style, a tone of voice and colour coded pillars as their central brand expression.
- We encourage individual organizational expression in keeping with their respective brand expressions for project proposals. We won't produce (or police) individual proposals, flyers, publications and presentations.

# Use of Images & Photography

## Choice of expression

We cover many activities and projects in the alliance, and we're making room for that diversity. There is a time and a place for unfolding the relevant angles to your story. Our choice of expression can follow either one or all of these, reflecting our brand personality and slogan;

- Bold Action
- Planetary Health
- Experts embracing collaborative complexity

## Colour & treatment

Slight adjustments in contrast is usually helpful to communicate the captured more truthfully, especially if captured on a camera phone.

If you have a series of images that does not look cohesive, a typical situation when creating presentations and proposals and receiving material from multiple sources; options are:

- Scale all images to same size in the document layout
- Place all images consistently in the document layout
- Colour grade the individual images to one cohesive look
- Create a lightly coloured, transparent overlay.

## Lay-out

Full bleed images if the resolutions permits.

If used with text, align upper borders (*see in examples*)

## Graphics and icons

Use the free online service; [The Noun Project](#) for assisting graphics to explain your story.

## Visual Expression: Bold Action

We are the collective who are changing exploitation of nature & wildlife. We are at the frontlines, we value compassionate, transformational action - These are the types of photographs to embody that.



## Visual Expression: Planetary Health

We attract people by showing our vision of a healthy planet, prove why and how it matters. There is a time and place for igniting the dream of a vibrant, healthy future. Choose pictures that radiate life, strength and compassion. High contrast with natural, rich colours.



# Visual Expression: Experts Embracing Collaborative Complexity

We tell the stories from the frontlines and the many types of initiatives the alliance covers. Video frames from field documentation and wildlife camera stills are very welcome. We have a better chance of getting attention when we offer supporting images and videos, including audio recordings, to our comms.



## Use of images & photographs

Keep it real. Avoid fake looking stock photos. EndPandemics is on the ground, we are the ones who face and impact the realities, and we would rather show a “unperfect photo”, grainy or low-res photo, than a generic, and heavily edited fake looking stock photo.

We encourage everyone to take pictures of their work, in the field. The best camera is the one in your pocket, don't worry about making the photographs look a certain way, just document what is going on.



shutterstock.com • 631563059

**AVOID**



**USE**



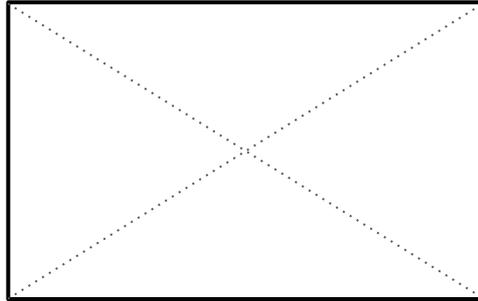
# Use of images & photographs

Aspect ratio : Should be respected, don't stretch a photo out of its original proportions.

## Framing & Use

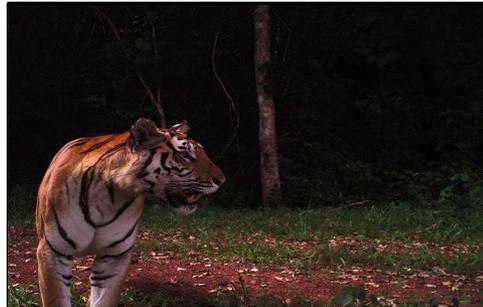
Example: to achieve a full bleed on a standard 16:9 or 16:10 computer screen format  
*(as a help you can drag a frame to use as a template in any software you use)*

Capture from wildlife camera:



Use the masking tool (*activate by double clicking on the image in google slides*) and adjust image to frame, don't just squeeze or stretch the image.

Don't do this:



This is not what a tiger looks like...

Do this:



Correctly cropped

# GUIDELINES

## SOME EXAMPLES OF USE

A full design package is our next steps, and includes;

### **DIGITAL**

**Logo** - animation

**Website** - new updated look, updating wireframing/content and design

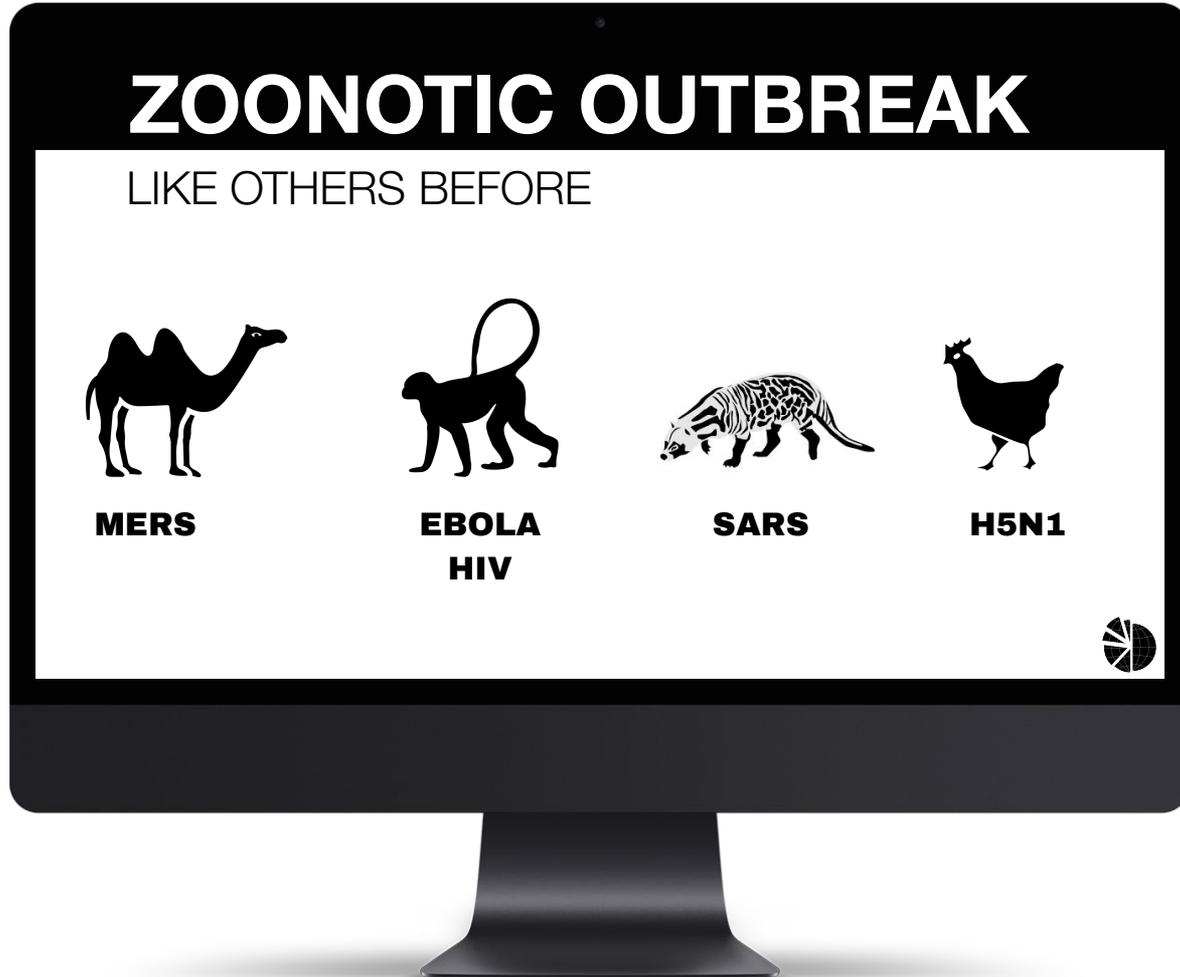
**Graphics** - web, decks, + style coordination/direction for possible explainer videos

**Visual assists** for boilerplate comms, strong visual slides to repeat, icon library, illustrations and infographics.

**Deck layout** - potentially creating unified templates w. content structure + visual guidelines

**Document layout** - templates for shared docs, flyers etc.

**MERCH** - (*such as*) Apparel; T-Shirts, shirts, caps. Stickers, tote bags, notebooks, drinkware/water bottles, artwork for campaign products to sell/giveaways.



## Strong Slide Presentations

Use of overlay for consistent colouring (and possible story assist), They are easy to create and use in google slides.

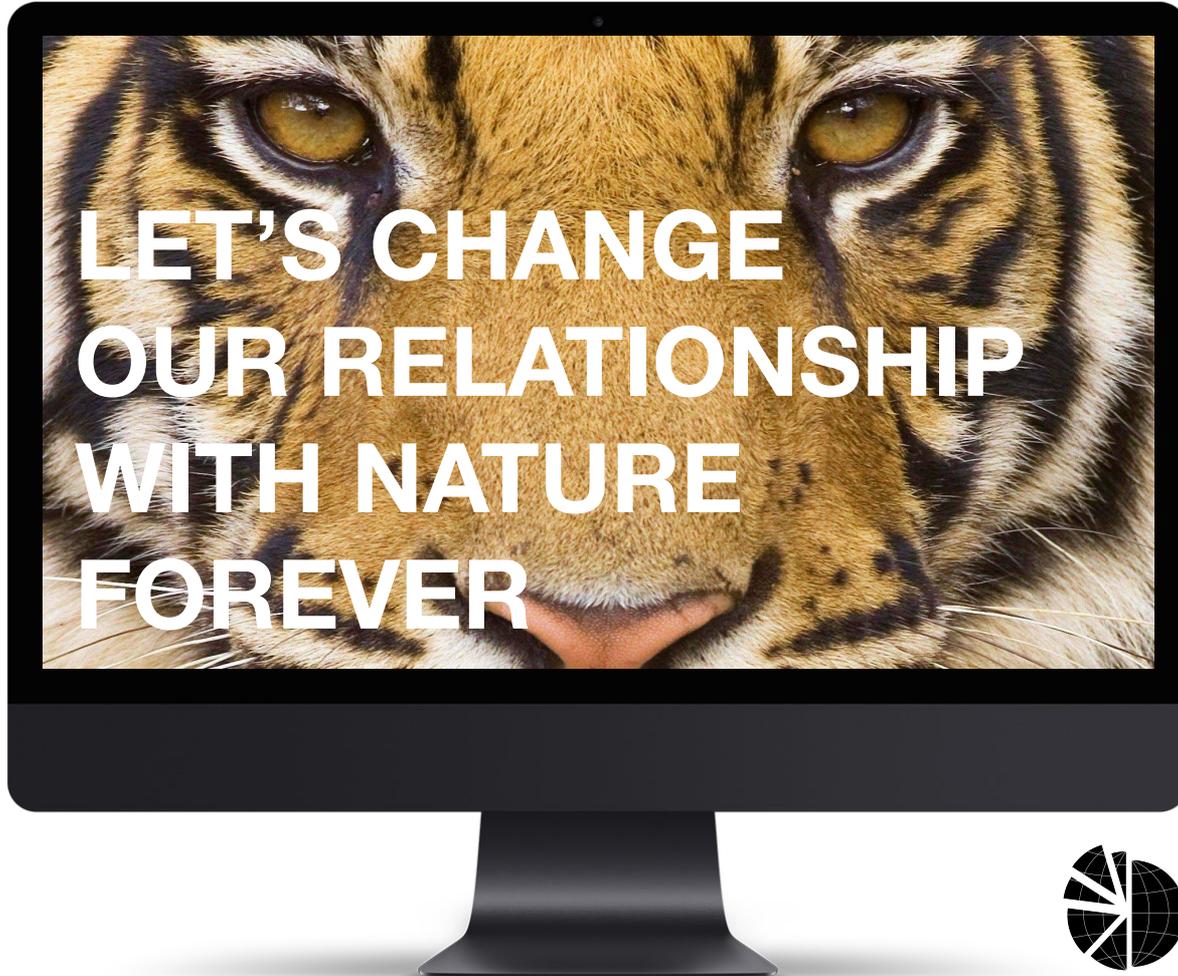


**TIP** for planning your story flow for an engaging slide show presentation: This particular overlay serves a dual function;

1. create consistency throughout a varied set of photos
2. the colouring is chosen to subtly emphasize a sickly feeling in the first chapter of the pres outlining the problem.

## Strong Presentations

This format is used on front pages for publications, and end slides in slideshows



Logo on videos, title screens



# PROTECT

Protected-area Operational & Tactical Enforcement Conservation Training (PROTECT) is a training program that enables frontline rangers and their managers to safely and efficiently patrol and supervise protected areas. The training includes remote first-aid, patrolling and navigation techniques, apprehending poachers, and smuggling detection.

Training frontline rangers of protected areas is important as they face many on the job dangers, the most serious being that poachers are armed. PROTECT teaches rangers how to best safeguard wildlife while also defending themselves. Working in cooperation with governments, Freeland has trained more than 3,000 front-line protected area and wildlife law enforcement officials in Asia and Africa from over 40 agencies in 25 countries since the year 2000. Learn more [here](#).



# AGROFORESTRY

Duis finibus sapien non diam tincidunt dapibus. Duis pharetra purus risus, non maximus sapien cursus nec. Nunc mollis sem at sem convallis rutrum. Proin interdum magna id nunc convallis placerat. Ut condimentum nisl sit amet neque aliquet dapibus. Curabitur non diam dui. Phasellus blandit magna in lorem tempus tincidunt. Mauris vel interdum urna. Praesent varius ante nisi, ac interdum massa gravida in. Donec ut lectus eget quam posuere porta vitae id odio.

Nullam quis tempor lectus, eleifend consectetur eros. Etiam et faucibus nibh. Aliquam a odio non libero vulputate congue. Sed porta pretium lorem non molestie. Nulla et ipsum dolor. Vestibulum dignissim, arcu eget eleifend vestibulum, magna ipsum rhoncus turpis, nec sollicitudin nulla velit a orci. Quisque sit amet consectetur orci. Sed egestas purus massa, gravida pellentesque lectus fringilla ut.



## Logo Placement with Member Org's

There is a high level of freedom with this placement, with so many member org's it's not feasible to give directions for every possible scenario. Generally, your logo comes first, however it might make more sense in some situations to reverse it to create a better visual feel. We use the white logo, if the black globe works better for your identity, use that. The text can be copied from here, to keep it crisp we keep it as text (and not an image) Here are a few examples of use:



# Letterhead example



Date 00/00 2020

Dear ...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam feugiat risus a mollis luctus. Suspendisse ex orci, iaculis nec felis eget, scelerisque faucibus eros. Integer felis nibh, maximus ac viverra eget, ultrices sit amet turpis. Integer in mauris nisi. Ut fringilla est id augue tempus imperdiet. Suspendisse potenti. Praesent in tempus leo. Integer tempus, velit at ultricies congue, ligula erat congue ipsum, vitae pellentesque diam massa at ipsum.

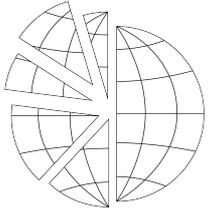
Phasellus semper, massa sit amet maximus dictum, turpis ante ultricies arcu, quis aliquet arcu massa quis tellus. Sed tempor massa ac mi tincidunt, vel pharetra ipsum egestas. Nullam vel augue non diam vehicula imperdiet vitae non nulla. Curabitur blandit viverra magna in convallis. Curabitur aliquam mauris id tortor pulvinar pharetra. Nunc iaculis bibendum finibus. Pellentesque commodo scelerisque ultrices.

Nunc vitae ipsum mauris. Ut dictum et tortor sed vehicula. Duis ultricies suscipit auctor. Phasellus congue nulla non purus consequat maximus. Vivamus fermentum sollicitudin vestibulum. Duis eu metus luctus, cursus odio in, accumsan mauris. Suspendisse fringilla magna ipsum, eu dictum risus blandit at. Vestibulum lobortis ut ligula ut varius. Nam quis suscipit nunc. Donec accumsan est lacus, a sodales felis mattis non. Mauris luctus lorem sed tellus aliquet molestie.

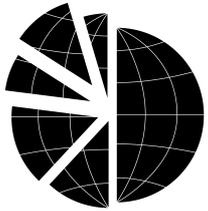
Phasellus enim erat, ornare vel placerat nec, sodales vel risus. Donec ex elit, pharetra ut velit vitae, volutpat scelerisque purus. Suspendisse maximus imperdiet pretium. Vestibulum a quam turpis. Nam vel cursus sem, quis scelerisque mauris.

Sincerely,

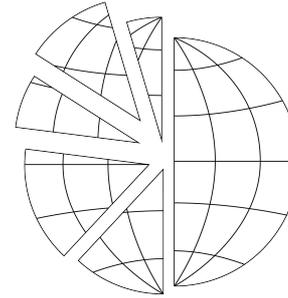
## Header options



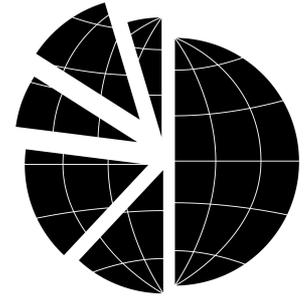
**EndPandemics**  
Investing in Planetary Health



**EndPandemics**  
Investing in Planetary Health



**END**  
PANDEMICS



**END**  
PANDEMICS

**EndPandemics**  
Investing in Planetary Health

## Footer options, main - for presentations and documents

These fit a 16:10 presentation format and can be copy pasted from here. (For other formats like 16:9 or 4:3, be aware that some software can distort on paste) The logo is an image, text and shapes are from this presentation software, for you to adjust to the needed precision.

*Option #1 - Our most simple footer (see example for placement):*

**EndPandemics** Investing in Planetary Health

*Option #2*



**EndPandemics**  
Investing in Planetary Health

*Option #3 - if black is too austere for your audience, a lighter version like below can be used. The colour bars can be reshuffled to highlight the primary focus for communication, but make sure to give the text background just one colour, like below.*



**EndPandemics**  
Investing in Planetary Health

## Footer options for individual solution pillars

These fit a 16:10 presentation format and can be copy pasted from here. (For other formats like 16:9 or 4:3, be aware that some software can distort on paste)



**EndPandemics**

Stop Wildlife Trafficking



**EndPandemics**

Protect Nature



**EndPandemics**

Reform Farming



**EndPandemics**

Reduce Demand