



SMITHSONIAN BIRD FRIENDLY®

Identity Guidelines

Version 1.0 — 12/19/18

 Smithsonian

Approvals for modifications of SMBC-supplied promotional materials and all applications of the Bird Friendly seal must be submitted to the Program Manager by email at BirdFriendly@si.edu.

Brand Messaging

Brew Biodiversity.

When you drink Bird Friendly® certified coffee, you brew a more biodiverse, sustainable world.

We do more.

Created by Smithsonian scientists, the Bird Friendly gold standard does more to protect habitat that is often destroyed to make way for coffee growing.

Migrate to Bird Friendly.

Support the best in organic, eco-friendly farming by asking your café, grocery store and friends to migrate to Bird Friendly® certified coffee. Brew biodiversity.

The Complete Pitch

When you Drink Bird Friendly® certified coffee, you brew a more biodiverse, sustainable world. Created by Smithsonian scientists, the Bird Friendly gold standard does more to protect habitat that is often destroyed to make way for coffee growing. Support the best in organic, eco-friendly farming by asking your café, grocery store and friends to migrate to Bird Friendly® certified coffee.

Logo Color Variants

The Bird Friendly® certified coffee logo mark will appear most commonly on partner coffee bags, websites, and other design materials. In an effort to help the logo mark to appear harmoniously with different designs and color schemes, the logo will always appear in print in its Transparent form, On White or as Black and Metallic Gold.



Transparent

The Transparent logo mark allows background design elements to show through. The background must provide enough contrast against the black of the mark, earning a contrast rating of 6.25:1.

To calculate the contrast ratio: $(L_1 + 0.05) / (L_2 + 0.05)$, where L_1 is the relative luminance of the lighter of the colors, and L_2 is the relative luminance of the darker of the colors. See [WCAG 2.0 on contrast ratio](#) for additional information.



On White

The On White mark is not transparent, using a white border, white text and white imagery to ensure readability. When designs and colors do not provide enough contrast for the Bird Friendly logo mark to be easily seen (a contrast rating of at least 6.25:1), the On White mark will be used.



Black and Metallic Gold

Metallic gold inks and gold foil treatments can be used when a partner chooses. The logo artwork must always be printed in black, though the base gold can be suited to a partner's design and color palette, providing a contrast ratio of 6.25:1 is achieved. New shades of metallic gold must be approved by the Smithsonian Migratory Bird Center.

Logo + Tagline Lockup



**PROUDLY SERVING
BIODIVERSITY.**



The tagline “Proudly Serving Biodiversity.” can be used in addition to the stand alone logo. The tagline is written in Futura Condensed ExtraBold and always appears below the Bird Friendly mark.

The Logo + Tagline Lockup provided is the only approved arrangement to ensure consistency in presentation. Do not attempt to add the tagline to the logo, even if font choices and sizing are approximately identical.

When the tagline is shown alone, without being paired with the logo mark, any brand font and brand color may be used.

Unlike the primary mark, the Logo + Tagline Lockup is only available in Transparent and On-White color options, excluding the option for Black and Metallic Gold. Campaign color options may be created (see Campaign Color Options page for details).

When placing the Logo + Tagline Lockup on colored or textured backgrounds, keep the lockup legible by ensuring a color contrast ratio of 6.25:1.

Campaign Color Options

As the Smithsonian Migratory Bird Center creates future advertising campaigns, new color palettes for the logo and Logo + Tagline Lockup can be created, pending approval by the Smithsonian Migratory Bird Center, and per the following contrast guidelines.

Contrast

New color options must achieve a contrast ratio of 6.25:1 to ensure legibility and prominence. To calculate a color contrast ratio, follow the following formula:

(L1 + 0.05) / (L2 + 0.05), where L1 is the relative luminance of the lighter of the colors, and L2 is the relative luminance of the darker of the colors.

WCAG 2.0 on contrast ratio for additional information | <https://contrast-ratio.com>



Proper Contrast Ratio

Mark Color: #194f3d
Background Color: #e8dec1
Contrast Ratio: 7.02:1

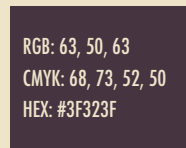
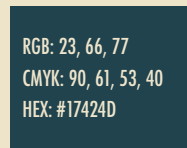
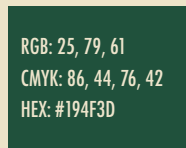
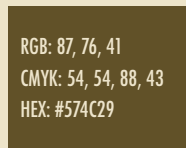
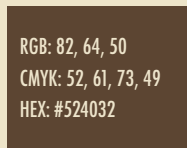
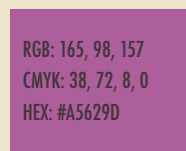
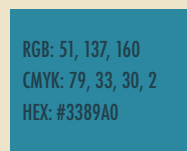
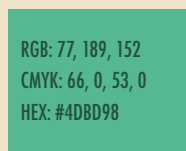
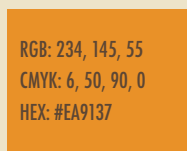
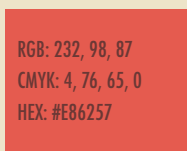


Improper Contrast Ratio

Mark Color: #8dc63f
Background Color: #e8dec1
Contrast Ratio: 1.52:1

Drink Bird Friendly® Campaign Colors

An additional color palette was created for the Drink Bird Friendly Campaign. Because the brighter colors below do not earn the correct contrast ratio, an additional set of darker colors were created to compliment the primary campaign colors.



Typography

FUTURA CONDENSED EXTRABOLD

Characters:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Styles & Usage:

Futura Condensed ExtraBold is only used for headlines. If used inside body copy, use sparingly, most often in groups of 1-4 words and never as a full sentence. When using Futura Condensed ExtraBold, always use all-caps capitalization.

Georgia

Characters:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Styles & Usage:

The Georgia typeface is used for all body copy, secondary and tertiary headlines, captions, disclaimers, page numbers and other text elements outside of headlines. All variations of Georgia may be used, including bold, italic, bold-italic, light and condensed, though “Regular” should be used most often.

Logo Anatomy

Clear Space

The Bird Friendly® logo must be allowed space in order to be viewed and read properly. Though the mark will often appear beside other certification marks, it should not be overshadowed by other visual distractions.

The logo clear space is equal to the width of the “B” of “Bird” in the Bird Friendly logo mark. If there is an instance where this rule must be broken, please contact Smithsonian Migratory Bird Center for approval.



Size Parameters

Per the Smithsonian brand guidelines, print versions of the Bird Friendly logo should be shown at a minimum width of 1.8 inches to allow proper readability of the Smithsonian mark. In digital, a minimum width of 132 pixels also ensures readability. In both instances, the height should be proportional. If there is an instance where this rule must be broken, please contact Smithsonian Migratory Bird Center for approval.



1.8 inches



132 pixels

Logo Misuse

These guidelines are meant to help you navigate the do's and please-do-not's of using the Bird Friendly logo mark. A good rule of thumb is to never reshape, reposition or recolor any of the elements of the icon, type, or lockup from their original states, barring additional colors for future campaigns.

Do Not

- Move elements of the logo from their original placement
- Reposition the type from it's original placement
- Distort the aspect ratio in any way
- Use the transparent logo over a background with low contrast
- Use non-approved color in any part of the mark
- Outline the mark in any way
- Add drop shadows, outer-glow, bevel-and-emboss or other stylistic treatments



Labeling

Labeling must allow an immediate identification of the nature of the coffee, that is to say, its “Bird Friendly®” quality.

Use of the Logo

The Smithsonian Migratory Bird Center (SMBC) allows operators who have been certified to use licenses, certificates and marks of conformity in the advertising and/or labelling of the “Bird Friendly®” coffee. Attention must be paid to all situations in which expiration dates are involved.

The SMBC exercises control over the ownership, use and exhibition of licenses, certificates and marks of conformity. It also takes the pertinent corrective measures in the case of incorrect references to the certification system or improper use of licenses, certificates or marks of conformity found in any advertising material (catalogues, brochures, web-based advertising, etc.).