



Branding Guidelines

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Chapter Guidelines adapted from Wild Ones® National Guidelines.

Official Name:

Wild Ones Fox Valley Area Chapter

Legal Name:

Fox Valley Area Chapter of Wild Ones

Elevator Statement:

This elevator statement clearly says who we are and what we do, and if you practice saying it, the words will become your own.

“Wild Ones is a national not-for-profit organization with local chapters that teaches about the many benefits of growing native wildflowers in people’s yards.”

Please share this statement with everyone. This statement will be especially useful when you are manning a booth at an event and someone approaches your booth. You can now say, “have you heard of Wild Ones?” Then follow with the elevator statement. After giving them this concise introduction, you can lead into information about the Wild Ones Fox Valley Area Chapter or anything else Wild Ones related.

Welcome to the Wild Ones Fox Valley Area Chapter’s Brand Identity Guide:

- A Brand Identity Guide is a document that unites all the Wild Ones Fox Valley Area members and non-members to understand the importance of presenting a consistent image for our Chapter, and in turn for our national Wild Ones.
- These guidelines, rules, and examples for upholding the identity throughout key aspects of Wild Ones Fox Valley Area Chapter’s marketing communications are based on Wild Ones national guidelines. *Every member is responsible for ensuring the materials produced under their supervision adhere to these standards.*

Name Guidelines and Drafting Content: (WOFVA board approved 4/30/12)

The purpose of this is to provide a clear and simple name recognition that above all else is consistent throughout all materials. It was determined, since we are part of a national organization, from which we draw our identity:

- Wild Ones should always be placed first in our name.
- Official name: “Wild Ones Fox Valley Area Chapter”
The official name should be used on all materials and correspondence.
- Legal name: “Fox Valley Area Chapter of Wild Ones”
The Legal name is reserved for legal communications and documents. (Inc. Document 1994)
– Example: Memorandum of Agreement By Fox Valley Area Chapter of Wild Ones (WOFVA) For Use of the Wild Center Facility
- When referencing in text as just “Chapter,” the “C” should always be capitalized. *For example:* Updates on programs and tours will be published in Chapter newsletter & on Chapter webpage.
- Publicity: The word Chapter, for brevity purposes, could be left off in public service announcements and articles on Chapter hosted events within our geographic area, if need be. To be left to the discretion of the Publicity Chair.
- When using the logo, it is not necessary to repeat name in words for titles of pieces etc.... Example: when the logo is used on a program brochure, the heading is “Programs & Tours” or “Chapter Program & Tour Schedule” (Year can be added to title as well).
- WOFVA (In general, avoid use of acronym.) If used it should be: “Wild Ones Fox Valley Area Chapter (WOFVA)” or “Wild Ones Fox Valley Area (WOFVA).”
- Apply consistent verbiage provided by Chapter or National whenever possible (see side bar: elevator statement).

Chapter Logo Location:

http://wildones.org/download/guidebook/0100_Chapter_Logos

National Logos and Guidelines:

<http://www.wildones.org/learn/wild-ones-publications/wild-ones-logo-guidelines>.

Chapter Logo:



We utilize one main logo which contains four main components and one differentiating chapter component:

- Wild Ones (name)
- Flower Icon (icon)
- Native Plants, Natural Landscapes (description line)
- Lines (graphic element)
- Chapter Name (identifier).

Space Requirements:

Clear space should equal twice the height of the letters in the Chapter name, for example “FOX VALLEY AREA.”



Minimum Size:

.5 inches in height.



Graphic standards:

- To create a distinct and memorable image, Wild Ones developed a quick reference guide for our logo usage.
- Maintain consistency in all communications
- Legally protects our trademarks and brand
- Increase awareness of our name and what it stands for
- Help members understand their full range of resources
- Differentiate us from the competition
 - The Wild Ones logo was designed for us by a professional graphic designer who created it to depict our relationship with the Earth. Incidentally, this is the same designer who designed the titles for the movie, “Dances with Wolves.”
 - The words “Wild Ones” in the Wild Ones logo were designed with drawn letters to specifically depict the wildness or naturalness of native landscaping as opposed to the manufacture and manipulation of non-native based landscaping. The line drawn through the bottom of the words depicts the Earth and signifies that we are an integral part of the Earth, like roots deep within the soil. The abstract flower identifies us with landscaping and plants, and is meant to be printed in a screened color tone so as not to overwhelm the rest of the logo.

Logo:

The Wild Ones Fox Valley Area Chapter logo represents the official registered trademark and is our public image. It is our brand identity and by using it uniformly, it presents a strong meaningful identity to the public and protects our registered name.

- **Use the furnished versions of the logo ONLY.** Do not try to recreate logo, alter (by applying a drop shadow or embellishment), restructure, scan or copy any part of the logo. To preserve quality always place logo from original file (camera ready art or computer template.) You can download the only approved versions of the logo and instructions from http://wildones.org/download/guidebook/0100_Chapter_Logos.
- Emphasize the Wild Ones Fox Valley Area Chapter by using the Chapter logo in your project whenever possible. Chapter pieces should contain Chapter logo unless otherwise noted.
- Logo should always occupy it’s own space. Do not crowd the logo. Logo should NOT touch other elements on your page. Allow minimum amount of clear space on all sides of the logo, as shown in upper left. Clear space should equal twice the height of the letters in the Chapter name, for example “FOX VALLEY AREA.”
- Do NOT distort logo when scaling, all of the logo elements should be legible and sized proportionately.
- Do not use the logo, or parts of the logo in place of straight text or as a bullet in a list of items, as punctuation, or as any other embellishment (flower is an exception and can be used separately).
- Logo should NOT be placed on a visually competitive background or near a competing graphic element. See space requirements.

Main Color:

The colors as shown in this manual are not intended to match the PANTONE standards. See guide for actual color.

R51 G51 B0
 C32 M0 Y100 K79
 PMS 5747
 HEX# 333300
 AckP5944 (thread)

Colors:

- Primary Color: PMS 5747
- Alternative One Color Solutions: PMS 5747, Black, White or Brown.
- Shading: All parts of the logo should be printed in the same color. Text should be 100% of color and flower can be 100% or 51% of color.
- Background Color: When using a secondary color for a background, use a natural tone that complements and does NOT conflict with the logo colors or visibility.

Color Control:

For PMS® spot colors, please use the current version of the “PANTONE® Formula Guide Coated/Uncoated” or “Color Bridge” for color specification, conversions, matching and control. PANTONE® and PMS® are registered trademarks of Pantone, Inc.

Paper:

- Must be printed on recycled paper and include the recycled symbol along with “♻️ Printed on recycled paper.”
- Preferred Paper Colors: Natural Color (Creme, Ivory, Buff, Tans or other color similar to color choices on left; ie. goldenrod, sage green etc...).
- Paper Brand Recommendation with colors available on the International Papers Springhill line website: internationalpaper.com/US/EN/Products/Springhill
 - Opaque Offset Colors and Digital Opaque Offset Colors (Canary, Tan, Gray, Goldenrod, Ivory, Green, Orchid, Cream)
 - Opaque Offset Cover and Digital Opaque Offset Cover (Canary, Cream, Green, Ivory)
 - Vellum Bristol Cover and Digital Vellum Bristol Cover (Cream, Canary, Tan, Gray, Ivory, Green, Orchid, Goldenrod)
 - Index & Digital Index (Ivory, Canary, Green, Buff, Gray)
 - Springhill Tag (ManilaWhite)

R114 G143 B65 C44 M3 Y98 K20 PMS 377U HEX# 728F41	R252 G207 B97 C0 M11 Y70 K0 PMS 128U HEX# FCCF61
R199 G202 B156 C15 M6 Y32 K1 PMS 5797U HEX# C7CA9C	R110 G82 B124 C63 M91 Y2 K9 PMS 2627U HEX# 6E527C
R244 G207 B129 C3 M13 Y54 K0 PMS 7403U HEX# F4CF81 Py1810 (thread)	R224 G206 B170 C5 M9 Y34 K3 PMS 468U HEX# E0CEAA
R147 G109 B183 C43 M57 Y0 K0 PMS 2587U HEX# 936DB7	R208 G203 B195 C4 M4 Y11 K7 PMS 7534U HEX# D0CBC3
	R149 G113 B86 C17 M49 Y86 K30 PMS 731U HEX# 957156

Typefaces:

As an integral part of the brand, only the following font should be used in communication materials. These fonts should be used in all printed materials and whenever other media permit.

Primary Typeface:

Times Family
Eras Family

Secondary Typeface:

While the logo is designed to be used with a variety of fonts, it is best paired with:

Viner Hand ITC Std

This font is unique handwriting and adds emphasis to the personality of this identity.

Contact Information:

Wild Ones Fox Valley Area Chapter

2285 Butte des Morts Beach Rd.
Neenah, WI 54956

foxvalleyarea.wildones.org

T: (920) 749-7807

Typography:

- As an integral part of the brand, only Times, Eras and Viner Hand should be used in communication materials whenever possible.
- It is recommended that the primary and secondary preferred fonts not be altered, for example they should not be condensed or expanded - use standard font settings.
- When referencing in text as just “Chapter,” the “C” should always be capitalized. *For example:* Updates on programs and tours will be published in Chapter newsletter & on Chapter webpage.
- “Wild” should be all caps when referencing the “WILD Center” only.
- The copyright should also appear on all printed materials. It is set in 6 pt. in one of the primary font options and is positioned 1/8” from the bottom and 1/8” from the right.
- Treatment of the contact information (logo, address, phone, etc.) should be consistent.
- Contact information font size should be equal to or slightly smaller than Chapter name (if this does not apply based on logo version being used, content should be a minimum of 8pt. in primary brand font but should not compete with logo/logo elements).
- Keep similar information like two line addresses or direct point of contact information (ie. phone and email) grouped together, add extra space before and after these sections. Space can be visually determined based on space available (on average add 5pts. to leading and 5 spaces between information (ie. phone and url).
- Phone number and url should appear on same line unless there are multiple phone numbers, then url should appear on its own line.
- Area code should be formatted with brackets around it, a space and then the rest of the number which should be divided by a dash to break up number (ie. “(920) 000-0000” not 920.000.0000 or 920-000-0000). If multiple numbers are listed, there should be an abbreviated identifier listed before the number (ie. “T: (920) 000-0000”).
- Address: Add period after abbreviations, street name should be written out whenever possible.

Registered Trademark:

The words “Wild Ones” and “Wild Ones Fox Valley Area Chapter” is the official registered trademark of Wild Ones Natural Landscapers Ltd. aka Wild Ones: Native Plants, Natural Landscapes. The words Wild Ones therefore are protected by law, and may not be used by other organizations or entities without express written permission from Wild Ones.

- *The first use of the name “Wild Ones” in the text should include registered trademark symbol.* In Chapter name the registration mark still comes after “Ones.” Registration mark should be superscript and in upper right corner after the “s” in “Ones[®].”

Email Signature:

- An email signature is a final sign-off to the message you’re sending, it’s the last impression you’ll leave, so presenting a consistent brand image is important. Follow the guidelines closely, keeping the identity clean, simple, consistent and professional.
- Font choice is Times or Eras, minimum 9pt.
- Use Official Chapter Name whenever possible

Email Signature:

First Lastname
Title
email@xxxxxxx.com
Wild Ones[®] Fox Valley Area Chapter
2285 Butte Des Morts Beach Rd.
Neenah, WI 54956
T: (000) 000-0000
F: (000) 000-0000
C: (000) 000-0000
www.foxvalleyarea.wildones.org

Mobile Email Signature

First Lastname
Title
T: (000) 000-0000

Partnering Logo with Other Logos:

We encourage all partners of the Wild Ones Fox Valley Area Chapter to use the Chapter’s logo with board approval. To obtain board approval see key contact section on last page of this document.

- Partner logos should be approximately the same size or smaller than Wild Ones Fox Valley Area Chapter logo.
- Wild Ones Fox Valley Area logo should be prominently placed when appearing with other logos so it will reflect positively on the Chapter and Wild Ones brand.
- Proper clear space should be maintained around Wild Ones Fox Valley Area Chapter logo (*see space requirements section*).
- When using the logo it works best side-by side vs. stacked.

QR Code Files:

QR codes can be downloaded from (Same location as logos). The QR files are provided in compressed ZIP archives – “unzip” the archive to access files.

- TowardHarmonywithNature.org



- wildones.org/join-the-movement/join-us



- wildones.org



- foxvalleyarea.wildones.org



New QR Code:

To create new QR code, use online QR code generator which can be found on internet. Be sure to test code with a variety of devices at final printed size/quality before mass producing.

QR Codes:

- **Standard QR Codes:** Standard commonly used QR codes have been created and can be downloaded (see directions on left). Guidelines for placement are below.
- **Usage:** QR codes are commonly used to make a purchase, download (app, document or information) or access information (URLs, messages, contact information, directions or bring you to a specific page of website).
- **NEW QR Code:** New QR codes being used on official Chapter piece need to be approved by key contact (see last page of document, especially if 3rd Party QR code will appear on Wild Ones piece. To create new QR code, use online QR code generator which can be found on internet. Be sure to test code with a variety of devices at final printed size/quality before mass producing.
- **To Place:** The QR file is not meant to be “opened.” The logo file is meant to be “placed” or “imported” into your working document. Read the documentation for your software if you are not sure how to do this.
- **Format:** PNG bitmap image format that employs loss less data compression so it suffers no loss when being resized. After it’s resized, you can save it to a different format like jpeg or gif.
- **Color:** Code must be a dark contrast color for scanners to appropriately pick it up. The scanners use the three dark corner marks as reference points. If you’re going to colorize your code, make sure there is at least 55% contrast difference between the squares and the background. Don’t print on a dark background, print on white or soft pastel color background.
- **Size:** Scaling is not recommended but if scaled it should be tested and always scaled proportionately. It may appear as small as ¾ inch, best practice is 1 inch square. NOT less than 0.4 in. x 0.4 in. The more complex the code, the larger it should be (note: vCards are notorious for having a lot of information).
- **Clear Space:** Give it at least 1/8 in. gap of white space around it.
- **Position:** When in print, keep away from the fold, from the edge, so it doesn’t get cut off, distorted by crease or is affected by reflection of the other facing page.
- **Test:** Ensure the QR code works in different lighting scenarios, using different phones. Test the QR code in the different locations that the piece will be displayed in (ie. signal strength), verify the link is active, and the website displays properly. Rule of thumb: 10:1, a QR code that is 1 inch could be scanned about 10 inches away.

Program Graphics:

- **Illustration 1:** Toward Harmony with Nature Conference



- **Illustration 2:** Natural Landscapes for Tomorrow Grant Program



Illustrations:

- Illustrations are too large to keep on our web site. Media professionals should see key contact section for assistance.
- Please use consistent program graphics whenever possible. For example: Toward Harmony with Nature Conference pieces should contain illustration 1 (*shown on left*) and the Natural Landscapes for Tomorrow Grant Program should contain illustration 2. These illustrations should NOT be used to represent other programs, brochures, or segments/divisions of the organization.

Photos:

- Photos showing Wild Ones members working on projects, native plant species, invasive plant species, etc. should always be displayed in positive ways.
- Credit line should always be included “Photo Courtesy of (insert name).”
- File sizes suitable for printing, are too large to keep on our web site. Media professionals see key contact section on last page of this document for assistance.
- Brochures typically contain differentiating photo on front.

Specialty Items:

- Vendors typically will need .eps file of logo which can be downloaded by a member from the Member Login area of the website. Once you have logged in you can go to http://www.wildones.org/download/guidebook/0100_Chapter_Logos or navigate your way there by selecting “Chapter Guidebook,” then select “0100 Chapter Logos” folder, and finally select the “FoxValleyAreaChapterLogoFiles.zip” which contains the logos.
- Do not use the logo on a patterned fabric, such as plaid or stripes, as it does not stand out.
- If logo needs to be reproduced smaller than minimum size, you need to request permission from key contact on last page by submitting graphic proof of item for approval prior to production.

Templates:

- Standard templates are available for items such as stationery, business cards and forms, which can be downloaded from Members Login area on the website. After you are logged in go to <http://www.wildones.org/download/cardtags/wocards.html> or contact a key contact member listed on last page of document with questions on developing content.
- If distributing electronically, for document consistency (ie. so document doesn't repaginate due to program defaults or version and to protect document/deter editing), you should create and distribute the .pdf and not .doc file.

All branded marketing materials must be approved by the board. See key contact section on last page of this document for contact information.

To start a new project:

- See new project request section to determine what information needs to be submitted in advance to board for approval.
- If you need contact information for a board member see key contact section on last page of this document.

Time Frame:

- **Week 0:** Prior to beginning, project has to be approved by board. Notify writer and designer that project is ready to be started by forwarding the completed project request form to the team members (see new project request section).
- **Week 1-2:** Writing/Editing. Finalize content for layout – take your time in choosing the correct content, phrasing, and length to match your target audience. *Content should be final and approved before it is laid out to avoid additional editing time and reduce costs.*
- **Weeks 2-3:** Design/Layout. Obtain final production/distribution approval.
- **Week 3-4:** Print or Post. Ready for release!

Why is the Marketing Materials guide important?

To create a distinct and memorable image, we've developed a quick reference guide:

- Unites all materials under one design
- Maintains consistency in all communications
- Legally protects our brand
- Helps you understand the full range of our resources
- Differentiates us from the competition.

Marketing Materials:

- Major projects should involve the appropriate resources, found in the key contacts section of this guide. All projects should be designed to be used on the web as primary and print as secondary.

Required Pieces:

All printed pieces should include, at minimum:

- Logo
- Website (foxvalleyarea.wildones.org) and social media icons (facebook, linkedin, twitter)
- Address and phone number
- A call to action
- If you are going to include images, they must be high resolution. When possible: Add a QR code to automatically direct more people to our website.

Time Frame:

- Prepare the above information in advance, allowing an average of four weeks (minimum two weeks) for a project to be completed. All work will need a set of outside eyes for proofing prior to finalizing for production or distribution (see time frames to left for recommendations on timeline).

Ads:

- Neither the Wild Ones National, nor Wild Ones Fox Valley Area Chapter has a set advertisement template. If you're thinking of creating an ad, determine requirements.

Note: Print ads are very different than online ads and often follow the specific guidelines of the paper/magazine where it will be placed.

Brochures:

There are many formats of brochure you could choose for your content. Your choice should consider:

- Length of content
- Number and size of images included
- Ultimate purpose of brochure (Target Market)
- If you're thinking of creating a brochure, see the key contacts section on last page of this document for help and guidance.

Templates:

What are templates?

- Templates are specifically designed to promote products, events, education opportunities, etc. They work for both print and electronic formats. To have a template created see new project request section.

How to input the content?

- Simply input your info into the stylized document. The fonts, font color and font styles are already set and should not be altered. If you have pictures, you can upload them into the template. Finally, save as a PDF when finished (see side bar to left for recommendations).

When should I create a template?

An event or program piece that is used on a regular basis (monthly, annually, bi-annually, etc...)

Electronic Distribution:

For document consistency and to protect document/deter editing, create a .pdf and distribute the .pdf (do not .doc file unless you need it to remain editable).

Recommended Font Size to Use?

- Header: Times or Eras (Bold), size 18pt+.
- Sub-head: Times or Eras (Bold or Bold Italic), size 14pt+.
- Section Headers: Times or Eras (Bold), size 12 pt. (possible underlined)
- Body Copy: Times or Eras, size 10-12 pt.
- Sidebar Copy: Times or Eras. size 9-10 pt. (possible 12 pt. if importance is similar or greater than other body copy it appears with)

What to Consider Before Filling in the Content:

1. Who are you talking to?
2. What's your point? (This should be no more than one or two lines.)
3. What is the key word(s) in your main point?
4. Why should I care? (This should be no more than one or two lines.)
5. Why should I believe you (List no more than four reasons; if there are more than four, list the four most important reasons.)
6. What do you want me to do? (For ex.: call for more information, sign up, etc.)
7. How should I feel?

Then Consider:

8. How long is it? Try to keep at 1, 2 or 4 pages, as these are best for printing.
9. How many pictures do I want to include?
10. Do I have specific links or QR codes for this content?
11. The spell-check and grammar auto-correction in the templates are a big help and must be used for each piece.
12. When finishing any publishing materials, send to a key contact listed on last page of document for review/approval.

What Social Media Should be Included?

- Rich Site Summary (RSS) icon first, LinkedIn (IN) second, Twitter (t) icon third, Facebook (FB) icon fourth, uTube icon fifth (see illustration).



URL- Do I Need to Use “WWW.”?

- No need to use “www.” in front of website.

Board Approval Date:

NEW PROJECT REQUEST

- 1. Complete form 2. Submit for board approval 3. Distribute to team after approved by board**

Project Name:

Project Type (brochure, flyer, ad, template, etc...):

Final Approval (board member):

Project Contact:

Need By (date):

Team (those involved in project like writer, designer, review team, etc...):

Production Requirements (*size, paper, quantity, color or black & white*):

Project Description:

Target Audience:

Objective:

Mandatories (*required elements like logo, website, etc...*):

Additional Notes:

File Formats:

- To download logos go to:
http://wildones.org/download/guidebook/0100_Chapter_Logos
- The logo files are provided in compressed ZIP archives – “unzip” the archive to access files. Files recommended for “professional” printing are meant to be used with professional layout programs, and may not work correctly with your software, and may not print correctly on office-quality or home-quality printers.

Additional File Formats:

- Logo files can be saved down or saved in other file formats upon request (.pdf, .png, .tif). Contact a key contact on last page of document for additional options. Please consult your vendor for their preferred file format before submitting.
- **Note:** If your web page has a background color, such as the background color on the Wild Ones web pages (hex value: #fffaf0), you must use a transparent GIF file so the logo will not look like a white bandage floating on the page. Use the transparency tool on the Wild Ones web site to convert these GIF files to transparent backgrounds and to apply the appropriate color matting to match the page background: <http://www.for-wild.org/cgi-bin/colorgif.cgi>.

Logo Files:

Deciding which version of a logo file to use for each purpose can be difficult and confusing – even for professional users. One common problem is trying to “open” the logo file. This very likely will not work for you, and may damage the logo file, resulting in unexpected results when using the logo file. The logo file is not meant to be “opened.” The logo file is meant to be “placed” or “imported” into your working document. Read the documentation for your software if you are not sure how to do this. If you have problems working with the logo files see key contacts section on last page of document.

Professional Designers (vector files, 300 dpi, .ai or .eps):

- **To open:** Adobe Illustrator, Acrobat, or Photoshop;
- **Description:** This file is for professional designers only. PostScript file typically containing images, vector graphics, and text. Common format for logos and page layout. The most versatile file format available.
- **Scalable:** Yes. You can resize this file in your layout application without pixelization
- **Common Usage:** In-house printing, commercial printing. These files are set up so they will color-separate properly for CMYK, spot colors, or one color black.

Use With Word Publisher, etc... (.tif or .jpg, raster, 300 dpi):

- **To open:** Mac / Windows: Any picture viewer or web browser (Mac: Preview; Windows: Photo Editor).
- **Description:** JPEG is the most commonly used standard method of lossy compression for photographic images.
- **Scalable:** Not recommended.
- **Common Usage:** It is normally intended for on-screen viewing only. Web design, photography

WebSite Use (.jpg or .gif, raster, 72 dpi):

- **To open:** Mac / Windows: Any picture viewer or web browser (Mac: Preview; Windows: Photo Editor).
- **Description:** If your project is a web page, you should use the GIF files.
- **Scalable:** Not recommended. It is best to not resize graphic files on a web page. These files are set up in indexed color mode (hexadecimal colors) for proper display on a web page. The logo is furnished in four sizes indicated in width measured in pixels (624, 431, 284, and 174).
- **Common Usage:** web page

TIFF (raster, 300 dpi):

- **To open:** Mac / Windows: Any picture viewer (Mac: Preview; Windows: Photo Editor).
- **Description:** High-quality graphics format, common file format for photography. TIFF is the leading commercial and professional image standard. TIFF is the most universal and most widely supported format across all platforms.
- **Scalable:** Scale down in size only.
- **Common Usage:** In-house printing, commercial printing, photography.

PNG (raster, 300 dpi):

- **To open:** Photoshop; Mac / Windows: Any picture viewer or web browser (Mac: Preview; Windows: Photo Editor).
- **Description:** PNG is an open, extensible image format with lossless compression.
- **Scalable:** Not recommended.
- **Common Usage:** Web design, embedding image into a text document (e.g., Microsoft Word).

Chapter Logo Location:

- The chapter logos are only available online at http://wildones.org/download/guidebook/0100_Chapter_Logos

National Logo Location:

- The National logos and guidelines are available online at <http://www.wildones.org/learn/wild-ones-publications/wild-ones-logo-guidelines>.

All branding and funding of marketing materials must be approved by the board. See board contact to right for approval.

KEY CONTACTS

Primary:

Kris Kauth, Wild Ones Fox Valley Area Board Contact (Chapter)
Phone: (920) 766-2292 • kkauth@sbcglobal.net

Secondary:

Loris Damerow, Wild Ones Fox Valley Area Board Contact (Chapter President)
Phone: (815) 218-2502 • lorisleaf@yahoo.com

Contact Person for:

- Board Approval
- Chapter Standards and Guidelines
- Chapter Creative Services and Coordination
- Chapter Media and Public Relations

Jaime Fuerst, Wild Ones Marketing Assistant (National)
Phone: (920) 730-3986 • wildonesmarketassist@newbc.rr.com

Contact Person for:

- Wild Ones Standards and Guidelines
- Wild Ones Creative Services and Coordination
- Wild Ones Media and Public Relations

RECOMMENDED VENDORS

rDesign Plus Inc.

Contact: Rebecca Christensen, Owner
Phone: (920) 660-6603 • rebecca.l.christensen@gmail.com

Areas of Expertise:

- Marketing Design
- Branding (Specifically: Chapter Guidelines)
- Printing and Advertising

Digiprints (Digicorporation, Inc.)

North Lake Street, Neenah, WI 54956-2204

Contact: Teri Yost, Prepress /Client Services
Phone: (920) 729-6119 or direct (920)725.3031 • teri@digiprint.biz,

Areas of Expertise:

- Printing

DPI (Digital Printing Innovation)

304 High Avenue, Oshkosh, WI 54901
www.dpi-osh.com

Contact: Marian Fenlon, Operations Manager
Phone: (920) 235-1800 • Sales@dpi-osh.com

Areas of Expertise:

- Mailings
- Large Print Projects (1500+)