

## Trademark Guidance

Thanks to you, the **#RelistWolves** campaign continues to make inroads with policymakers, the media, and other important stakeholders. Yet we face an increasingly difficult political climate in which to protect wolves. For this reason, it is essential that we present a unified and consistent look when referring to the **#RelistWolves** campaign in order for the campaign to maintain its potency and visibility. We encourage you to use the campaign hashtag and the logo in a way that maintains a consistent message and look. These guidelines are to show you how to use the **#RelistWolves** trademark in a way that maintains that consistent look and high visibility.

We are happy to answer any questions you may have.

### **#RelistWolves™ Trademark Usage Guidelines**

1. The logo you can use is presented below (please do not alter the logo). You may copy the logo image and re-use it in your media content, which is the easiest way to show your support. Please let us know if you need an image file of the logo sent to you.



2. For use on webpages, brochures, or posters, please refer to the campaign like this:
  - a. use the capitalization as indicated and the red text color (the same red as used in the logo) where possible, like this: “**#RelistWolves**”, preferably with the tm marker like this “**#RelistWolves™**”;
  - b. if you cannot use the red text color, please refer to the campaign as “**#RelistWolves™**” with the capitalization and “tm” as indicated;
    - i. *\* Tip!\* To get the “tm” symbol in Microsoft Word, place the letters “tm” in closed parentheses, like this: “(tm)”, and the trademark symbol should automatically appear*
  - c. if you use “**#RelistWolves**” in a sentence without a trademark indicator, please be sure that it appears on a page with the logo. Please refer to our efforts as “the **#RelistWolves** campaign.”
  - d. for use as a hyperlink, kindly link to the campaign website: [www.relistwolves.org](http://www.relistwolves.org).
3. For use on social media, e.g. Instagram, Facebook, Twitter, please use “**#RelistWolves**” as a hashtag, using the capitalization as indicated. Please refer to our efforts as “the **#RelistWolves** campaign.” Where possible, please include the logo in the post.
4. Please do not use the “**#RelistWolves™**” trademark or logo with “relistwolvesnow”, “relistwolvesnow.org” or “#relistwolvesnow” or variations thereof. This has created confusion among our various media partners and other supporters.