



www.amphibians.org

The Amphibian Survival Alliance is the world's largest partnership for amphibian conservation

Branding and identity

The following guidelines are intended to clarify usage of the ASA logo and other branding elements to achieve a consistency in style and messaging.

Any usage of the ASA brand outside of these guidelines must be cleared by the ASA Secretariat first. If you have any questions please contact Candace M Hansen at cmhansen@amphibians.org.

Boilerplate

This copy should be used when describing the Amphibian Survival Alliance.

The Amphibian Survival Alliance (ASA) is the world's largest partnership for amphibian conservation, formed in response to the decline of frogs, salamanders and caecilians worldwide.

Without immediate and coordinated action we stand to lose half of over 7,000 species of amphibians in our lifetimes. The ASA draws on cutting-edge research to protect amphibians and key habitats worldwide, in addition to educating and inspiring a global community to become a part of the amphibian conservation movement. To find out more visit www.amphibians.org



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Our logo

As an ASA partner we fully encourage you to download our Partner logo and to feature this on your website and communications materials to demonstrate your commitment to amphibian conservation.

Our standard logo is also available to download for use by partners on white and black backgrounds. Our standard logo may be used in conjunction with any initiative that has been endorsed by the ASA Secretariat.

To ensure legibility of our logos, they must always be surrounded by clear space and should never be cropped or modified without the prior consent of the ASA Secretariat.



Partner logo on white



Standard logo on white



Partner logo on black



Standard logo on black