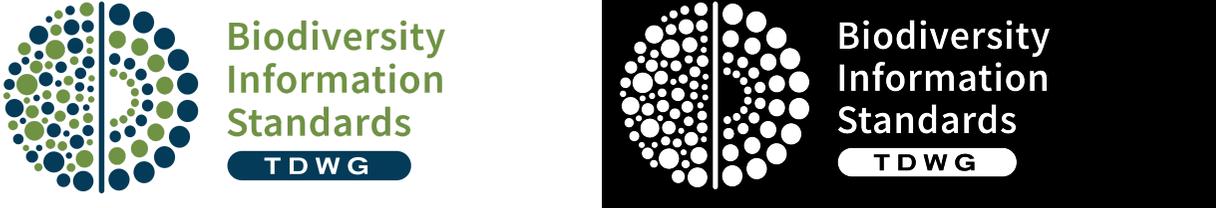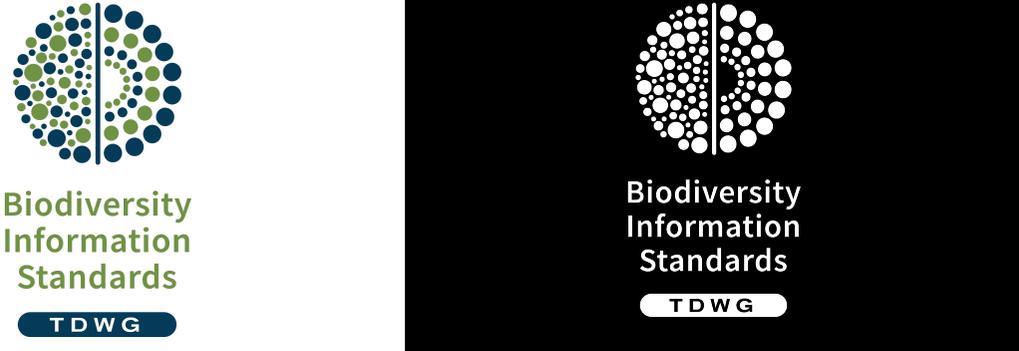# THE NEW TDWG LOGO

Background:

In 2021, TDWG's Subcommittee on Outreach & Communication started work on TDWG's Communication strategy and also to re-think its current "Logo". Results from a survey to all TDWG Members and the working session during TDWG 2021 revealed that it is time for a new TDWG Logo, a logo conveying what TDWG really does. The Logo was then developed in 2022, initiated and supported by TDWG Subcommittee on Outreach & Communication and a Design Company (HORSE, https://www.h0rse.com/) and supported by decisions of TDWG's Executive Committee.

Please check Petersen M, Alonso JM, Barve V, Kampmeier G, Little H, Paul DL, Ulate W, Ung V, Zermoglio PF (2022) Honing the Visibility of TDWG: Communications expertise required. Biodiversity Information Science and Standards 6: e93644. https://doi.org/10.3897/biss.6.93644 for further information on the process.

Good to know:

- Font: Source Sans Pro Semibold (available also in Google Drive)
- Color Codes: Blue #043B58, Green #6F9243
- Available versions: PNG, PDF, SVG, EPS
- Versions are either green and blue or monochrome, different shapes and amount of texts are available (see below)

The Logo Versions:

Logo Type		Use cases
Horizontal Version		
		• Default Version
Vertical Version		
		• Letterhead • Nametag
Single Deck		
		• Footer of presentations

Small Version

- Header current of TDWG Website (white version)
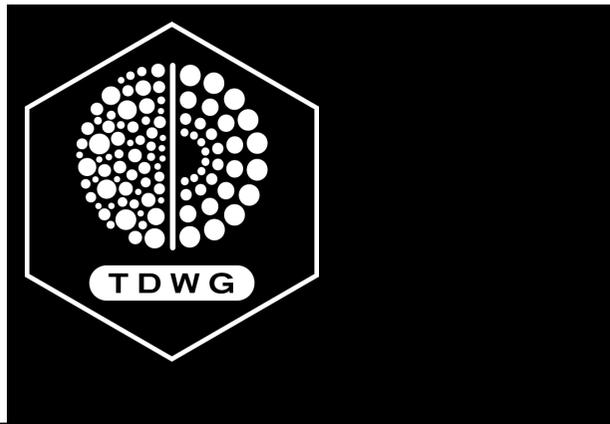- use cases where not to much space is available

Favicon

- Shown in the web browser

"Pille"

Hexsticker

- Logo with hexagon for laptop stickers (2'' in size), either in blue and green on a white background or white on transparent background
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