



Colorado Wolf and Wildlife Center

Style Guide





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INTRODUCTION

Purpose of the Style Guide

This guide will ensure that all content created for the Colorado Wolf and Wildlife Center (CWWC) remains consistent, professional, and aligned with the organization's mission. By following these guidelines, content creators may produce material that maintains a unified look, tone, and message across all platforms. The purpose of this guide is to enable staff and volunteers at the Colorado Wolf and Wildlife Center (CWWC) to produce educational, engaging, and mission-driven content across digital platforms. The objective is to inform the public about wolf conservation, promote eco-tourism, and inspire advocacy and donations. The guide is tailored for two primary content types: Instagram posts and long-form blog content. Audiences include local and national supporters, wildlife lovers, eco-tourists, and potential donors.

About the Colorado Wolf and Wildlife Center

The Colorado Wolf and Wildlife Center is a nonprofit organization focused on the rescue, rehabilitation, and conservation of wolves, coyotes, and foxes. Its mission extends beyond providing sanctuary to these animals; the center is also deeply committed to raising public awareness about the vital role these species play in maintaining healthy ecosystems. Through a combination of educational outreach, hands-on experiences, and guided tours, the center provides an opportunity for the public to engage with these animals and learn about their natural behaviors, habitats, and conservation needs.

The center's work is essential in creating a greater appreciation for wildlife and promoting the protection of endangered species. Its content should consistently reflect these values by showcasing the center's rescue efforts, promoting educational resources, and encouraging individuals to support wildlife conservation through donations, participation in tours, and advocacy. Every piece of content produced should reinforce the message that protecting wildlife is not only important for ecological balance but also critical for preserving the natural world for future generations.

BRAND IDENTITY

The Colorado Wolf and Wildlife Center (CWWC) leverages its branding to educate, advocate, and connect emotionally with supporters, especially those passionate about wildlife conservation. The center's identity is grounded in a deep reverence for wolves, coyotes, and foxes, emphasizing their role as a keystone species in maintaining ecological balance. CWWC's branding should inspire awe, protection, and respect for these animals, reinforcing its mission of rescue and rehabilitation.

Tone and Voice

Content produced for CWWC should adopt an educational, respectful, and inspiring tone. It should maintain clarity and professionalism, offering insightful information on conservation and wildlife protection in a manner that is accessible and engaging. The tone must be confident, without being forceful, and should encourage audiences to feel empowered to take action through CTAs. Urgency should be conveyed when discussing pressing issues such as the endangerment of certain species or threats to wildlife habitats, but in a way that motivates positive change rather than causing fear. Humor and sarcasm should be used sparingly and only if they serve an educational purpose or help convey an important message. The overall goal is for CWWC's voice to be one that is trustworthy, knowledgeable, and inspiring, urging audiences to join the mission of protecting wildlife and supporting the center's efforts. Clear, direct calls to action are critical in turning engagement into tangible results, such as donations, event participation, or spreading awareness.

Audience Alignment

CWWC's social media presence on platforms like Instagram and Facebook should cater to an audience of eco-tourists, animal lovers, potential donors, and educators, with a target age range of 18–65. These individuals are passionate about wildlife conservation and the environment, and many are already active in supporting or learning about wildlife protection efforts. Content should resonate with these audiences by focusing on the center's mission and providing them with actionable ways to get involved, whether that's through volunteering, donations, or simply spreading the word. The messaging should connect emotionally and intellectually, appealing to their values and desire to make a positive impact on the planet. Engagement on social media should invite followers to become part of a larger community of wildlife advocates. It's essential to make the audience feel that they are not just supporters but also active participants in the center's mission. Encouraging conversation and interaction will foster a sense of community, allowing CWWC to build long-term relationships with its supporters.

CONTENT GUIDELINES

Content for the Colorado Wolf and Wildlife Center should align with its mission of wildlife conservation and education. It should be informative, engaging, and accessible, making complex topics easy to understand. The tone should reflect the center's commitment to wildlife protection, while inspiring empathy and action. Whether promoting tours or educational resources, content should always emphasize the importance of wildlife preservation and the center's efforts in rescue and rehabilitation.

Writing Guidelines

Written content should maintain a friendly, approachable, and authoritative tone. Headlines should capture attention, and body text should be educational but not technical and avoid unnecessary jargon. Storytelling should be used to create an emotional connection with readers, and calls-to-action should encourage engagement, such as signing up for a tour or donating.

Photo Guidelines

Photos should highlight wildlife, using high-quality images that capture the animals in a natural settings. Images should be well-composed, with proper lighting, and avoid any elements that might distract from the subject. Each photo should help tell a story, whether it's about the animal itself or a moment related to the center's conservation efforts. All images should adhere to the brand's color palette and aesthetic, maintaining consistency across platforms.

Content Types

Instagram

Use compelling visuals of wildlife with short, educational captions. Encourage interaction through likes, comments, and shares, while showcasing the center's conservation efforts.

Facebook

Provide informative content on topics like animal profiles, conservation efforts, and success stories. Use a conversational tone that invites the reader to engage and learn more, while promoting community interaction and awareness.

VISUAL AND MULTIMEDIA STANDARDS

Color Palette

The Colorado Wolf and Wildlife Center's color palette should focus on nature-inspired, visually pleasing tones, including Licorice (#1E191A), White (#FEFEFE), French Violet (#7D16D8), and Shamrock Green (#05955A). This palette must be applied consistently across all materials to reinforce the brand identity. Variations, such as lighter or darker shades of these core colors, can be used for design elements like backgrounds or buttons, as long as they maintain harmony with the primary palette and align with the nonprofit's mission. The aim is a cohesive, eye-pleasing visual presence that remains recognizable across all platforms.

Typography

The Colorado Wolf and Wildlife Center uses the Oswald font family, specifically Oswald Medium, with sans-serif as a fallback for headers and signika or tahoma for their general typography. This modern typeface ensures readability and consistency. The logo features a unique, hand-drawn font, making it distinct and central to the brand's identity. This logo should always be used in its original form to maintain recognition.

Logo Usage

The Colorado Wolf and Wildlife Center's logo must always be displayed prominently, ensuring it is instantly recognizable and associated with the organization's mission. The logo should never be distorted or altered in any way. Maintain clear space around the logo to avoid overcrowding by other design elements or text. The logo should appear in its full color form wherever possible, but if used in a limited-color format (such as on dark backgrounds), ensure it is still visible and clear when using white as a balancer.

Image and Video Guidelines

Images and videos shared by the Colorado Wolf and Wildlife Center should highlight the significance of wildlife, particularly wolves, in their natural habitat. High-quality images are essential for creating an emotional connection with the audience. Videos should feature educational content, behind-the-scenes footage, and stories of rescue and rehabilitation, always ensuring that they are inclusive and accessible with captions. Consistently use imagery and video content that aligns with the nonprofit's core message of conservation, education, and advocacy. This will help maintain a strong, unified visual identity across all digital and physical materials.

CONSISTENCY AND BRANDING

Consistency in both messaging and visual identity is vital for building a strong, recognizable brand for the Colorado Wolf and Wildlife Center (CWWC). Every piece of content should align with the nonprofit's core mission of wildlife conservation and the protection of wolves, coyotes, and foxes. Consistent use of the nonprofit's logo, colors, and messaging across all platforms reinforces its identity and ensures that supporters easily recognize its content. Whether it's a social media post or a blog update, maintaining a cohesive look and tone builds trust and encourages greater engagement from the audience.

Instagram Posts

Instagram should maintain a visual-first approach to branding, focusing on aesthetics that reflect the nonprofit's mission. Consistent use of color schemes from the company's color palette or those inspired by nature and wildlife, combined with high-quality images of wolves and other wildlife, strengthens the center's brand. The nonprofit should aim to post at least 2-3 times a week, using captions that reinforce its values of conservation, education, and advocacy. The tone should be visually appealing and inspiring, encouraging followers to take action or learn more about CWWC's initiatives.

Facebook Posts

On Facebook, consistency is equally important, but the platform allows for more detailed, community-driven interactions. Posts should maintain a friendly, informative, and engaging tone, with clear calls to action encouraging followers to donate, volunteer, or share information. Content should be posted 2-5 times a week, with a focus on building relationships within the community. By using the same colors, fonts, and imagery across both Instagram and Facebook, CWWC can create a unified brand experience that creates a sense of trust and recognition.



cowolfcenter



500 likes

cowolfcenter 🐺 Did you know? Wolves help maintain a health ecosystem by keeping prey populations in balance! Help us support our wolves by visiting us at the Colorado Wolf & Wildlife Center Today!

#SaveTheWolves #ColoradoWildlife #WolfConservation...more

[View all 20 comments](#)

1 hour ago



Instagram

Role: Visual storytelling.

Characteristics: Artistic, immersive, experimental.

Use: Create visually engaging content.

Cadence: 2 to 3 times a week.

Platform Voice: Instagram is a highly visual platform centered around sharing photos and videos that capture personal moments, creativity, and aesthetics. It's designed to showcase visual storytelling through curated, vibrant imagery.

Guidelines

Profile Picture: 100 x 100 pixels

Square Images: 1080 x 1080 pixels

Landscape Images: 1080 x 566 pixels

Portrait Images: 1080 x 1350 pixels

Stories: 1080 x 1920 pixels



cowolfcenter ✓

1 hour ago



🐾 Wolves are essential! Without them, nature loses its balance. Prey populations surge, habitats suffer, and entire ecosystems crumble due to the ripple effect... Join us in protecting these misunderstood animals today!

📍 Plan your visit to the Colorado Wolf & Wildlife Center and become part of the change.

🔗 <https://www.wolfeducation.org/>

#WolvesMatter #ColoradoWolves #Wildlife Conservation

#SaveTheWolves



👍❤️ 100

50 comments

👍 Like

💬 Comment

➦ Share

Facebook

Role: Socializing.

Characteristics: Friendly, nostalgic, interactive.

Use: Share personal updates, stories, and engage with friends and family.

Cadence: 2 to 5 times a week.

Platform Voice: Facebook is a community-driven platform where users connect with family, friends, and interest-based groups. It's ideal for sharing updates, memories, and building meaningful relationships through comments, reactions, and shared content.

Guidelines

Profile Picture: 400 x 400 pixels

Cover Photo: 1125 x 633 pixels

Image Post: 1200 x 633 pixels

Shared Link Images: 1200 x 630 pixels

Event Images: 1920 x 1005 pixels

Tab Images: 113 x 74 pixels

Facebook Ad (Carousel): 1080 x 1080 pixels

Facebook Ad (Single): 1200 x 628 pixels



CITATIONS

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