

# 2024



## World Series of Birding Branding Guidelines

New Jersey Audubon's World Series of Birding has been facilitating fundraising for non-profits for over 35 years. No other birding fundraiser can claim that, and we're celebrating it! We want you to be successful, so we have put together documents that will help you make your "ask," garner support, and follow through with a full-court-press fundraising effort. Be sure to read the documents posted in the **Sponsors** section of the **worldseriesofbirding.org** website. The notoriety of the one-and-only World Series of Birding is proof that a unified voice speaks the loudest, so please make sure you review our Branding Guidelines below. We want you and your organization to have the most bang for your buck, and the most successful fundraising effort ever.

### New Jersey Audubon's World Series of Birding branding guidelines:

All registered teams, regardless of level, are required to refer to the event as "**New Jersey Audubon's World Series of Birding.**"

For Social media posts please use the hashtag **#WSB2024** When referencing our URL please display the full URL text as **worldseriesofbirding.org** whenever possible.

Logo usage: our event logo and organization logo must always be used together side by side or vertically when creating your own collateral, online or offline, to support your team and the event. Please position the logos in the upper right of your collateral piece whenever possible or upper left. It is important not to separate our two logos. Logos can be downloaded here.

Please refer to our logo guidelines below. Thank you!

