

# WORLD WITHOUT NATURE LOGO ALTERATION GUIDE



## STEP 1

### Preparation

#### Understand the Purpose:

Familiarise yourself with the campaign's objective: to raise awareness about the importance of nature conservation.

#### Identify Your Logo:

Locate the digital copy of your logo

## STEP 2

### Tools Needed

#### Access to a Computer:

Ensure you have a computer or laptop with internet access.

#### Web Browser:

Open a web browser such as Google Chrome, Edge, Mozilla Firefox, or Safari.

## STEP 3

### Online Logo Editing (No Software Required)

#### Go to an Online Logo Editing Website:

Examples include Canva, FotoJet, or Designhill. Some platforms may require you to sign up. Follow the registration process if needed.

#### Upload Your Logo:

Locate the option to upload or import images on the website. Upload your organisation's logo. Use the basic editing tools provided by the platform to make changes to your logo.

#### Remove Nature Elements:

If your logo contains nature elements (trees, leaves, etc.), use tools like cropping, erasing, or overlays to temporarily remove them.

#### Save Your Edited Logo:

Once you've made the necessary changes, save the edited logo to your computer.

## STEP 4

### Temporary Use

#### Update Digital Platforms:

Replace your current organisation logo with the edited version on digital platforms such as the website, social media, and email signatures.

#### Printed Materials:

For physical materials (e.g. posters), print the edited logo and temporarily replace the original.

## STEP 5

### Campaign Day (3rd March)

#### Promote Your Participation:

Share on your social media accounts using the hashtag #WorldWithoutNature. Explain why you are taking part and encourage people to learn more at [wwf.org.uk](http://wwf.org.uk)

#### Join The Conversation:

Engage with other organisations taking part.

## STEP 6

### Revert Changes

#### Post-Campaign:

After the campaign day, revert to the original logo on all platforms.