BRANDING REQUIREMENTS FOR ADAPTING ROUTES PRODUCTS

The USAID Reducing Opportunities for Unlawful Transport of Endangered Species ( ROUTES) Partnership provides a number of awareness and training resources (such as posters, training modules, videos, and social media content) that can be adapted by transport companies taking action to combat wildlife trafficking. Please refer to the following branding guidelines when making changes to ROUTES resources.

For questions or access to ROUTES design files, please contact TRAFFIC (coordinator of ROUTES): https://www.traffic.org/contact/

1. ADDING LOGOS AND BRANDING TO ROUTES RESOURCES

Companies can edit ROUTES resources to fit their communications and branding needs, such as adding a company logo, changing the colors, inserting contact numbers, translating text, and changing the font on ROUTES resources. If no other changes to the content are made, companies must adhere to the following ROUTES branding guidelines:

- The ROUTES logos and disclaimer cannot be changed or removed from the document
- Additional company logos must be placed in an area separate from the ROUTES logos

2. CREATING NEW MATERIALS BASED ON ROUTES RESOURCES

Companies can choose to adapt ROUTES resources and content to fit their specific messaging needs, or produce their own resources with information and guidance from ROUTES. In this case, please remove ROUTES branding and acknowledge ROUTES with the phrase "Based on resources developed by the USAID ROUTES Partnership" clearly visible.