

Media Kit of the International Alliance against Health Risks in Wildlife Trade

Dear Member of the *Alliance*

We are pleased to provide you and your organisation with our Media Kit. As a member, we invite you to use its various media to use on your communication channels - always with the intention to support raising awareness, networking, and advocacy work towards the [Alliance's goals](#). This guide will help you to use the media kit's potential, will inform you about the components' type, format, and scope, and will give valuable tips on how to use them. We ask you to adhere to its rules so that jointly we can strengthen the *Alliance's* brand, and we look forward to hearing from your outreach in the spirit of the *Alliance*. We wish you success using the Media Kit.

Content of the Media Kit

The Media Kit contains the following elements:

- The *Alliance* Logo Package
- A compilation of 12 illustrations
- A document package including our charter, a glossary and our operational guidelines
- A standard *Alliance* presentation
- Two versions of our image film

Some words on copyright

As a member, you can use all material from the Media Kit free of charge. However, we ask you kindly to observe the following few conditions of use:

- **Please do not change the media**

It is essential to us that all members of the *Alliance* present a unified image of our multi-stakeholder activities. Only in this way can we jointly ensure that the public perceives our activities towards the *Alliance's* goals as a cooperative effort and that these actions by our members reinforce each other. Of course, you can develop new presentation slides for communicating your specific concern. Please do not alter the logo (i.e., remove/replace the *Alliance's* logo with your own), images and programmatic text in this media kit. Please do not hesitate to contact us if you have any questions in this regard.

- **Indication of the copyright**

We would like to kindly ask you always to indicate the copyright when using graphics, illustrations, or films:

© International Alliance against Health Risks in Wildlife Trade, 2023.

You can use the images free of charge, but commercial use is prohibited. If you want to use other images from the website or other members, please remember to give complete copyright information or ask the respective copyright holders.

1. The *Alliance* Logo Package

We recommend using the logo for your core communication and in channels when you refer to the *Alliance* and your membership. It may be helpful for your organisation's presentation and PR and advocacy activities to indicate your affiliation with the *Alliance* through its logo. You can also use the logo in other communication media and on your website as a banner and link to the *Alliance* website (URL: <https://alliance-health-wildlife.org/>).

The Media Kit offers you a horizontal and a vertical logo version with blue and white typography for light and dark backgrounds.



2. *Alliance* Illustrations

Images simplify the communication of the *Alliance's* goals, complex interrelationships, and interdependencies. They also strengthen a recognisable and unified image of our multi-stakeholder activities. We are thrilled to offer you a set of 12 illustrations for you to use in your outreach and communication. These illustrations range from clarifying health risks to the interdependence of humans and animals to the cooperation of different expert groups.



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We recommend that you use the illustrations in presentations and publications with reference to your activities towards the *Alliance's* goals to facilitate dialogue, transfer knowledge, integrate expertise, pool evidence, raise awareness, support pilots, disseminate lessons learned.

3. Core Documents

Our experience has shown that it is sometimes essential to have the most important information about the *Alliance* in full detail at hand, for example, for the press, important institutional, public or private actors. You may also want to use these documents to approach new members to join

the *Alliance*. You can find the following three documents in the respective folder:

The **Charter** outlines the mission, vision, and goals of the *Alliance*.

The **Operational Manual** defines the mode of operation and cooperation within the *Alliance* and works in conjunction with the abovementioned Charter.

The **Glossary** defines all crucial terms of interest in our common field of expertise.

4. Standard Presentation

We welcome you to use the enclosed PowerPoint Presentation to present common goals of the *Alliance*. It provides the core content of the *Alliance's* work in a few slides that you are welcome to use to introduce the *Alliance's* goals and shared work.

5. Our Vision Film

Our Alliance Vision film explains the Alliance's core mission and work in less than 5 minutes. You can play the films at events or embed them in your internet communications.

There are two versions of our *Alliance Vision* Film available to you:

Version 1: Low resolution for online usage / 213 MB

Version 2: High resolution with subtitles / 517 MB

To embed the video into your website, you can use this embed code:

```
<iframe width="560" height="315"
src="https://www.youtube.com/embed/ztid
buojkW8" title="YouTube video player"
frameborder="0" allow="accelerometer;
autoplay; clipboard-write; encrypted-media;
gyroscope; picture-in-picture; web-share"
allowfullscreen></iframe>
```

We hope this Media Kit will support your and our joint outreach.

If you have any questions regarding the kit, please contact us!

Email: alliance-health-wildlife@giz.de

Best Regards,

The International Alliance against Health
Risks in Wildlife Trade

Initiated by



Implemented by

