



Brand Guidelines

For further information please contact the IUCN UK Peatland Programme team | info@iucn.org.uk

Introduction

Eyes on the Bog provides scientifically robust, repeatable, affordable and long-term peatland monitoring.

Monitoring the health of our peatlands in the long term is critical to understanding the impacts of peatland degradation and the effectiveness of habitat restoration and sustainable management. Whilst restoration does have many fast-acting benefits for peatlands, ecosystem recovery involves a long trajectory of smaller changes which progress over many years. Unfortunately, much funding for peatland restoration doesn't require or provide support for long-term monitoring and there is a need for simple, affordable methods which are also repeatable and scientifically robust. As a solution, the IUCN UK Peatland Programme created 'Eyes on the Bog'.

Eyes on the Bog involves a suite of methods using simple techniques and affordable technology to capture information from a range of metrics which are important in understanding peatland health, including:

- behaviour of the water table;
- peat subsidence or accumulation;
- carbon loss or carbon capture;
- condition of the peat soil;
- vegetation composition;
- surface structure/microtopography;
- historical context of change and possible current trajectories.

Eyes on the Bog includes five key methods, three of which are established monitoring methods and two of which (rust rods and surface-level rods) were developed specifically with the IUCN UK

Peatland Programme. The first three methods are suitable for all peatland habitats and the last two are suitable for bog habitats only:

- Historic maps and aerial photography;
- Fixed point photography;
- Surface-level rods;
- Rust rods;
- Von Post soil test.

The accessibility of Eyes on the Bog also means it can be easily employed by volunteers without specialist scientific training and is an effective community engagement and citizen science tool. By helping to monitor the health of their local peatland, members of the community feel they are more connected to their local landscapes and able to make a difference.

Totemic markers which are sympathetic to the landscape and installed on publicly accessible sites provide quality assurance of the monitoring setup and can be used to inspire and engage the wider community. We encourage the use of Eyes on the Bog branding and incorporation of the Eyes on the Bog logo into totemic markers, interpretation boards and other interpretation materials.

Using Eyes on the Bog

The following guidelines should be used in all printed and electronic material to ensure clear and joined up communication of Eyes on the Bog and help achieve greater recognition. If promoting Eyes on the Bog, the Eyes on the Bog logo and supporting resources can be used free of charge and alongside your own organisation's branding in accordance with any brand guidelines you may have in place.

The Logo

One version of the logo is available for use **in black**:



The logo is available in the following formats:

JPEG for print and web

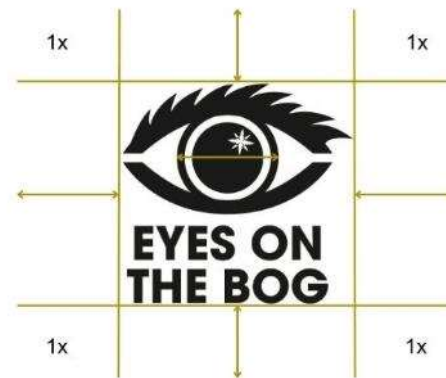
PNG for web (transparent background)

from

www.iucn-uk-peatlandprogramme.org/get-involved/eyes-on-the-bog

The Logo: Sizing and Space

Minimum size: 35 mm



The logo must not be distorted or otherwise altered in any way:



The Logo: Placement

The Eyes on the Bog logo can be used however best suits the materials you are producing, provided the minimum requirements for size and spacing are met. Please seek advice from your branding/communications team as to the best placement to comply with your own brand guidelines.

Typeface

The typeface used in the logo is ITC Avant Garde Gothic Paneuropean. You may wish to use this typeface for titles/headings on materials, but it may be necessary to use your own corporate font. Seek advice from your internal brand/ communications team.

Writing style

An informal style should be adopted when writing about Eyes on the Bog for a public audience – you want to inform but also enthuse. Consider your audience carefully and do not assume the same level of knowledge or interest as your own. Complex issues should be presented in plain English, and jargon and slang words avoided. Any scientific terms used should be explained clearly. Site designations should also be written out in full in the first instance e.g. Site of Special Scientific Interest (SSSI).

In describing Eyes on the Bog, you should say:

Eyes on the Bog is an IUCN UK Peatland Programme initiative which provides scientifically robust, repeatable, affordable and long-term monitoring of peatland health.

If you wish to reference the IUCN UK Peatland Programme further, please use our full name in the first instance. Afterwards the name may be shortened to IUCN UK PP. Avoid using terms such as ‘the programme’ as it can be unclear what you are referring to. Please check in advance with the IUCN UK PP as to use of our name and to request the IUCN UK PP logo by emailing: info@iucn.org.uk.

Social media

When writing for social media an informal tone should be adopted to engage the audience and encourage interaction. Ensure any information you write is factually correct and do not use any profanities. Emojis can be used sparingly in social media posts, but each use should be carefully considered – they might be appropriate in a reply to someone’s message or announcing the results of a bioblitz for example, but not in announcing the publishing of a report.

Eyes on the Bog and the Peatland Code

Eyes on the Bog is an IUCN UK PP initiative independent of the Peatland Code. The use of Eyes on the Bog does not replace the need for Peatland Code assessment and Eyes on the Bog is not a recommended Peatland Code methodology.

Eyes on the Bog resources are owned by the IUCN UK Peatland Programme and permission for their use can be withdrawn if used inappropriately. For more information on Eyes on the Bog, including the current methods manual, please see www.iucn-uk-peatlandprogramme.org/get-involved/eyes-on-the-bog or email info@iucn.org.uk.