

The Evolution of the World Wildlife Fund Logo

This exhibit is a comprehensive study of the World Wildlife Fund Logo as part of the design of postage stamps and other philatelic items. It shows how the Logo has evolved since its inception in 1961 to date.

The Logo changes came about as the World Wildlife Fund expanded its mandate and mission from protecting endangered species to including their habitat and through its extensive efforts to protect copyright and registrations.

Sir Peter Scott, co-founder of the WWF listed in "Launching the New Ark", the first report of the WWF as a publicity idea, the use of a Giant Panda symbol for postal franking on all mail. As a way of making the Panda emblem familiar to the public.

The unique original drawing for the overprint on the Burundi set issued April 12, 1983. Designer and printer is Heraclio Fournier for the Logo.











Examples of all official variations of the Logo are included. It has appeared with and without circles, with squares, in colour and with different varieties of the WWF initials as well as all the name changes.

Thematic Text is Arial 13 Philatelic text is Times New Roman 12 Red mats indicate the key pieces

PLAN OF THE EXHIBIT

In 1961, a group of prominent wildlife experts formed a fundraising and conservation organization to tackle environmental problems across the world, thus the World Wildlife Fund (WWF). The fourth most recognized symbol on Earth, an icon for fifty-seven years.

Chi-Chi, a Giant Panda at the London Zoo, was a rare animal, her form and colour were the basis for an attractive symbol. Scottish Naturalist Gerald Watterson made sketches from which Sir Peter Scott got his idea and designed the Logo in July 1961. It was officially passed at the charity's seventh preparatory meeting.

1.  1. The Original Logo for the World Wildlife Fund (1961)
 - 1.1 with circle
 - 1.2 with circle and initials
2.  2. Sir Peter Scott revised version of the Logo (1973-1978)
 - 2.1 circle "c" (copyright) behind back leg of Giant Panda
 - 2.2 no circle around the Logo
 - 2.3 different varieties
3.  3. Londor & Associates revamped version (1986-1990's)
 - 3.1 added in narrow font initials with the Londor Logo
4.  4. Londor Logo with letter "c" circle in front of the leg with wide initials and shading
 - 4.1 Londor Logo with dot in front of leg visible with wide initials and shading
 - 4.2 no shading
 - 4.3 narrow initials
 - 4.4 Londor Logo with white circle with no dot in front of leg circle with "c" in front of right leg
5.  5. Londor Logo with "c" in front of lag and "r" after initials(1990's)
6.  6. Londor Logo with "c" below back leg with "r" after initials (2000)
 - 6.1 Londor Logo with "c" below back leg with "r" behind initials in a circle
 - 6.2 Londor Logo with no "c" or "r" with wide font initials
 - 6.3 Londor with dot in front of leg in square
7.  7. Coloured Logo varieties (1976-2000's)
8.  8. WWF Logo to date revamped with "for a living planet" slogan (2001-to date)