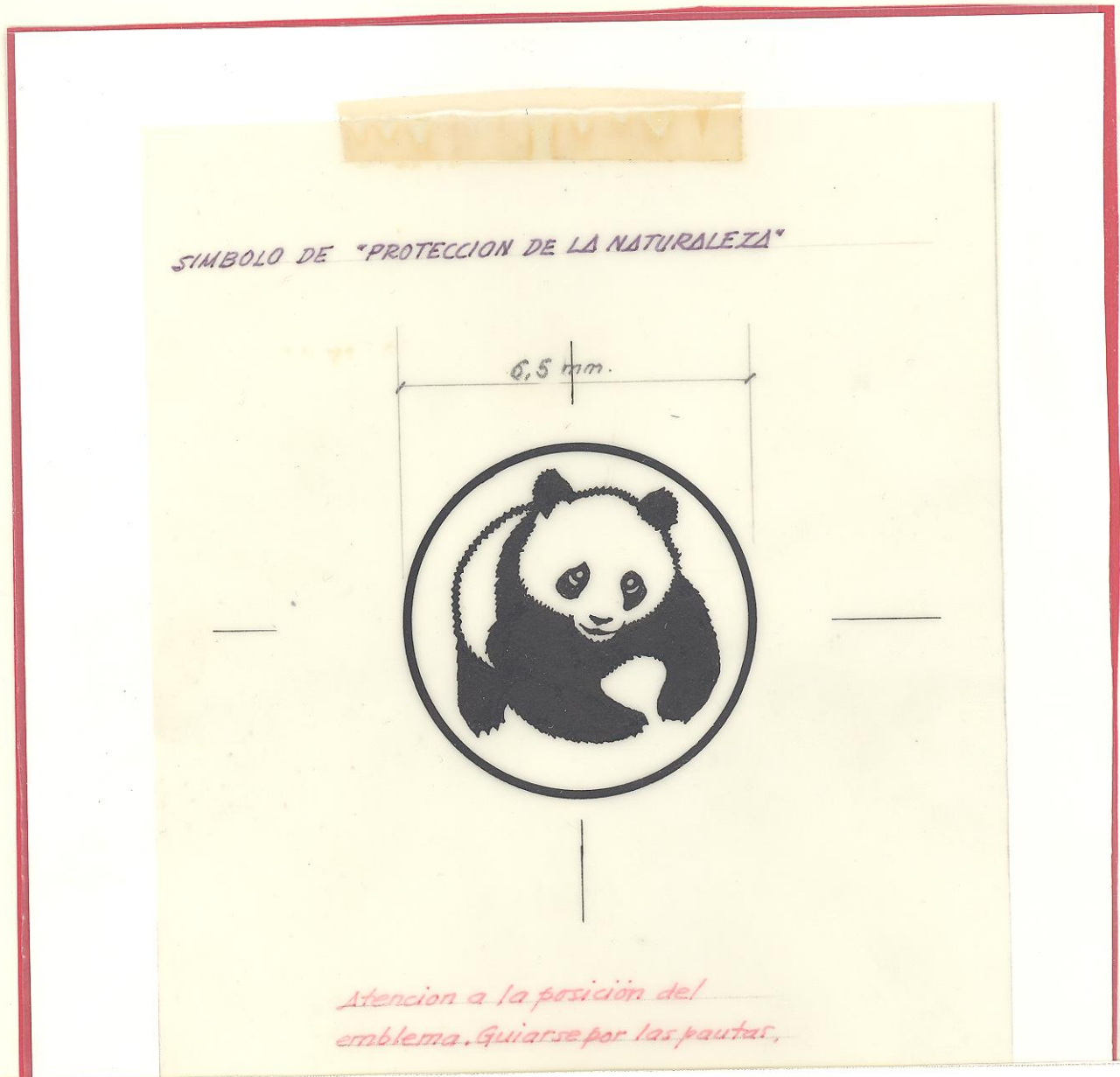


The Evolution of the World Wildlife Fund Logo



The unique original drawing for the overprint on the Burundi set of thirteen issued April 12, 1982. The designer for the logo was Heraclio Fournier.

Thematic Text:
Times Roman 12

Philatelic Text:
Arial 11

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 2012.

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 its copyright and registrations.

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

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 the name changes. **Red Mats indicate the key pieces in this exhibit.**

THE PLAN OF THE EXHIBIT

In 1961, a group of prominent wildlife experts decided to form a fundraising and conservation organization to tackle environmental problems across the world, thus the World Wildlife Fund. Since its design in 1961, the World Wildlife Fund black and white logo, has become the fourth most recognized symbol in the world and an icon for the past fifty years.

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

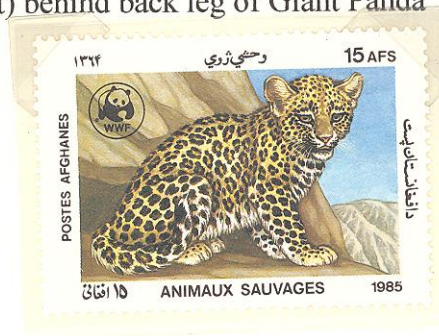
1. The Original World Wildlife Fund Logo of 1961



March 8, 1978 Mis-perforated Souvenir Sheet, Litho., House of Questa was the printer. Gordon Drummond was the designer.

2. Sir Peter Scott revised version of the Logo 1973-1978

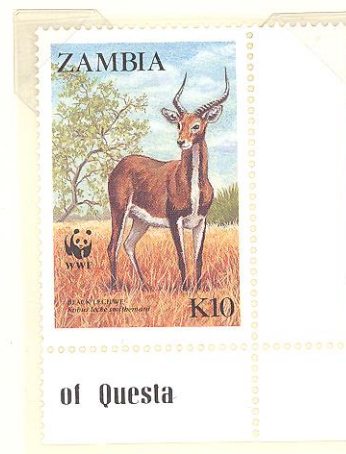
2.1 circle "c"(copyright) behind back leg of Giant Panda



December 16, 1985 drawn by Richard Keane printed by Afghan Post.

3. Landor & Associates revamped version 1986-1990's

3.1 added in narrow font initials with the Landor Logo



December 12, 1987 The artist was Sy Barlowe Printed by House of Questa.

4. Landor Logo with letter "c" circle in front of leg with WWF initials

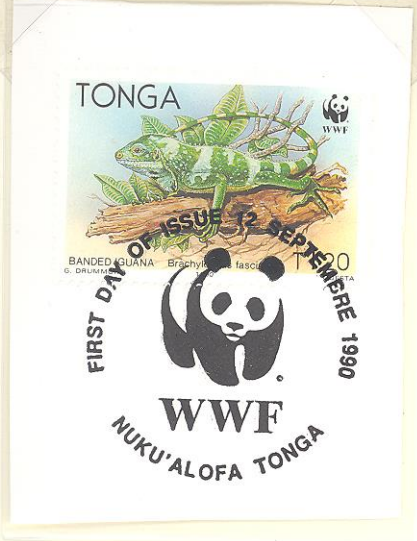
4.1 Landor Logo with dot in front of leg visible with wide initials and shading

4.2 no shading

4.3 narrow initials

4.4 white circle with no dot in front of leg with Landor Logo

4.5 dot in front of Logo with WWF initials in white circle with "c" in front of right leg



September 12, 1990
Designer: Gordon Drummond
Printed by House of Questa



5. Landor Logo with "c" in front of leg and "r" after initials



August 26, 1991
Drawn: Ian Strange
Printed by House of Questa

6. Landor Logo 2000 with "c" below back leg with "r" after initials

6.1 Landor Logo 2000 with "c" below back leg with "r" behind initials in a white circle

6.2 Landor Logo 2000 with no "c" or "r" with wide font initials

6.3 Landor Logo 2000 with dot in front of leg in square



November 2, 2002
Designer: Owen Bell
Printed by Cartor
overprint from \$1.50 to \$10.00



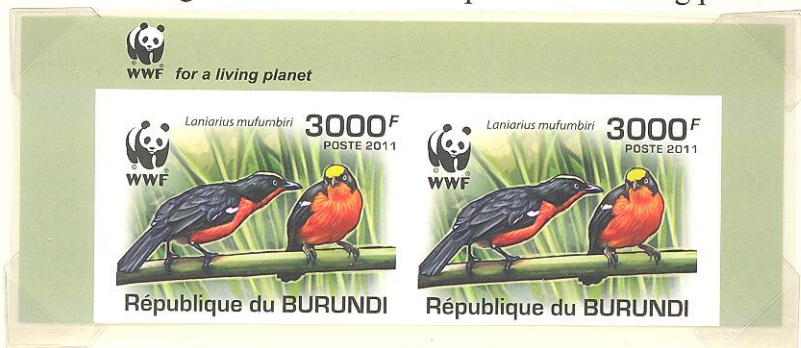
7. coloured Logo varieties



April 22, 1983
Designer: Heraclio Fournier
**The Rarest of all WWF stamps
only a few sheets done.**



8. WWF Logo 2001 to date revamped "for a living planet"



December 1, 2011
Drawn: Vyouta Svarlis
Printed by Stamperija
No stamps with the slogan