

# Rainforest Trust Press Kit



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TRUST®





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An aerial photograph of a dense rainforest. The left side of the image is dominated by a thick canopy of green trees. On the right, a body of water reflects the sky, with several palm trees growing in small islands. Two people are visible swimming in the water, creating ripples. A white rectangular box with a faint tree silhouette is overlaid on the bottom right.

## Our Mission

Rainforest Trust saves endangered wildlife and protects our planet by creating rainforest reserves through partnerships, community engagement and donor support.





## Our Impact

Each region in which we work is as vast and varied as the landscapes themselves, with its own spectacular ecological characteristics and species, diverse and unique communities, and equally significant challenges.

With our partners and donors, we are building a growing mosaic of protected and conserved areas to benefit all life on Earth. Using every method of conservation available—land purchase, government designation of legally recognized Indigenous territories, conserved community forests and national parks, and more—we are working to build conservation outcomes that are sustainable for the long term.



**Our solution works: 99% of the forest in our reserves has remained standing post-protection.**



## By the Numbers

Since 1988, we have protected more than 54 million acres by establishing protected areas in partnership with local organizations and engaged communities **across more than 62 countries** in Latin America and the Caribbean, Africa, and Asia-Pacific.

**54M**

Acres Protected

**67M**

Acres In-progress

**\$292M**

in grants dispursed to NGOs  
in 48 countries

**3,118**

Threatened Species  
Protected

Storing the CO<sub>2</sub>  
equivalent of

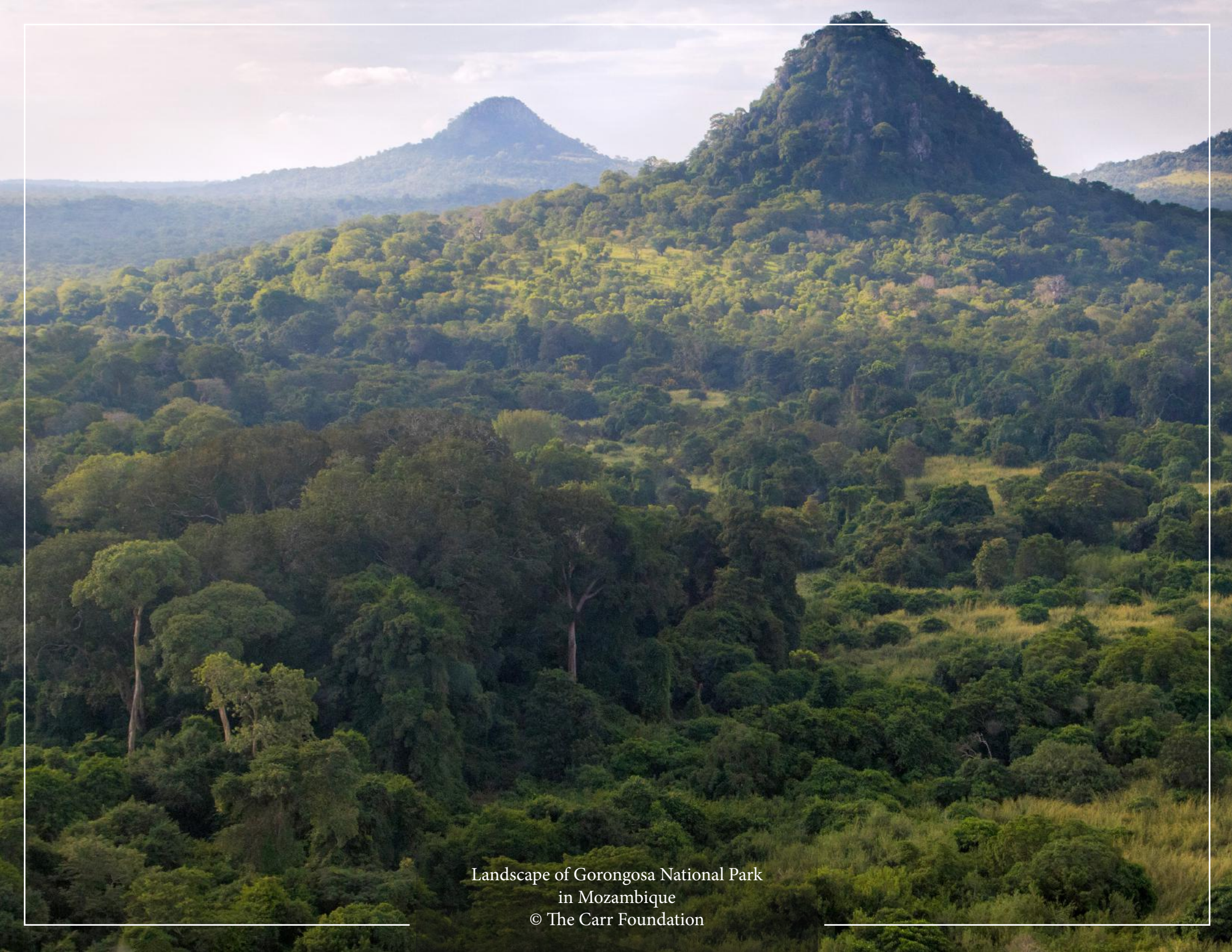
**4B**

gas-powered vehicles driven  
for one year

**75%**

of projects implemented  
by local & national NGOs





Landscape of Gorongosa National Park  
in Mozambique  
© The Carr Foundation



## **We Protect Wild Lands**

Through highly effective, strategic partnerships, we achieve sustainable results necessary for the long-term protection of tropical ecosystems and the wildlife they hold. Our reserves are exemplary models of international conservation.

Rainforest Trust identifies critical sites that provide a permanent refuge for endangered species that face immediate and direct threat of deforestation and degradation from logging, mining, ranching, and other development.



**For Planet.  
For Species.  
For Communities.**





## **Our Approach**

**We are confident that the simplest and most cost-effective solution to prevent deforestation is to create legally recognized protected areas where forests and their species can continue contributing to the health of the global ecosystem. Our unique, cost-effective conservation model has been implemented successfully since 1988.**

## **We work with Indigenous and local communities**

We establish strategic partnerships with local communities and committed conservationists, providing technical capacity and support while respecting and embracing local knowledge and land stewardship that is key to achieving long-term conservation and species protection.

Protection requires swift action, and we work with our partners to develop science-based conservation plans that are not only timely, but also resilient and sustainable. Our partners work closely with all levels of government, local communities, and other affected parties to establish protection.

Rainforest Trust supports the creation of protected and conserved areas that include community forests, national parks, reserves, and legally titled Indigenous lands.



W Rainforest Trust will support AQUASIS in acquiring the land the Araripe Manakin needs to survive. The organization not only provides resources but understands both the explicit and hidden traditions of families that own the land along the streams of this arid plateau.”

— Weber Girão, Project Manager,  
Araripe Oasis Project, AQUASIS

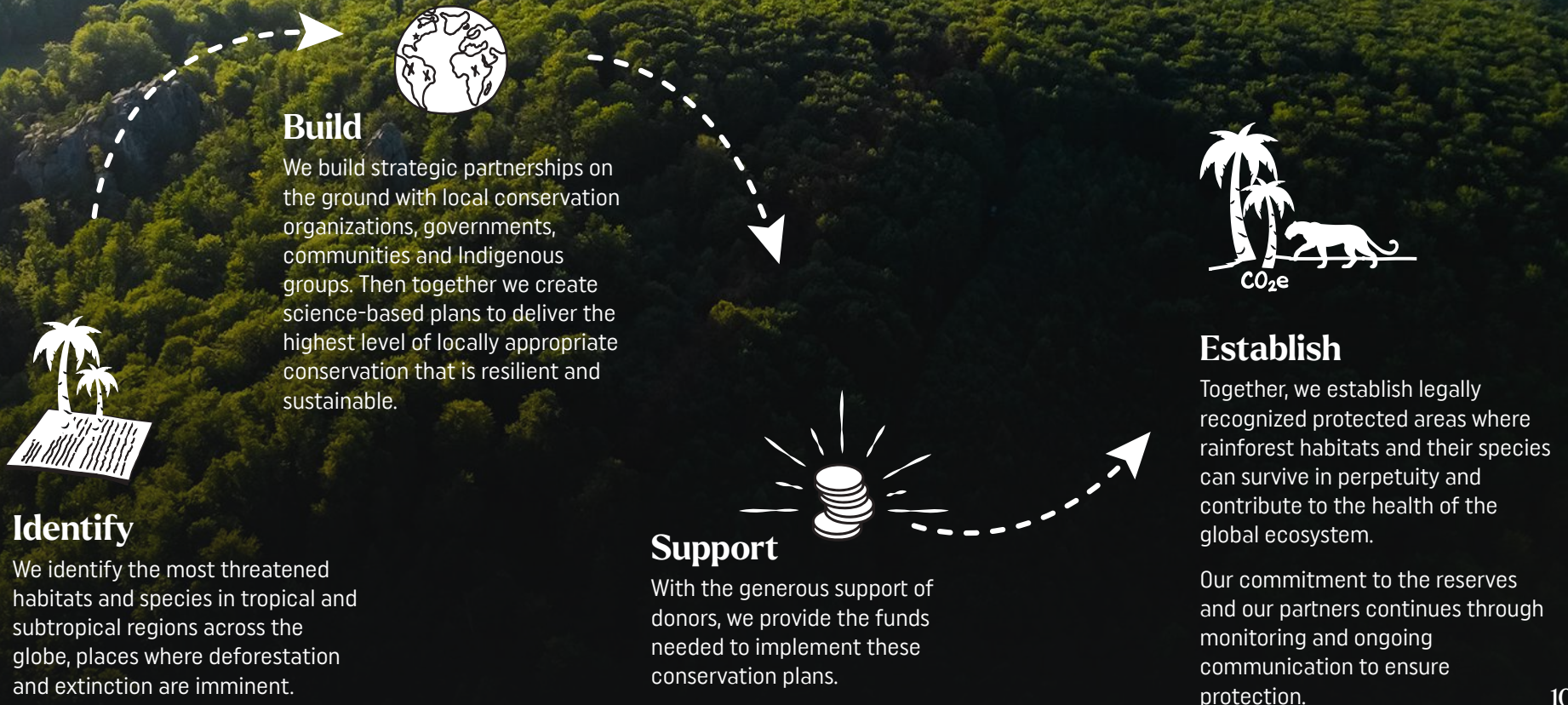




# How Do We Protect Rainforests?

At Rainforest Trust, we use the most efficient and effective methods to achieve the long-term protection of tropical ecosystems and the wildlife they sustain.

Our solution works: 99% of the forests in our reserves have remained standing since their protection.







Tropical Peatlands project area  
in the Democratic Republic of the Congo  
© Rainforest Foundation Norway/ALHUGUET





“Creating Indigenous Territories for groups in voluntary isolation—the last people on Earth living independently from Western culture and markets—is a moral obligation.”

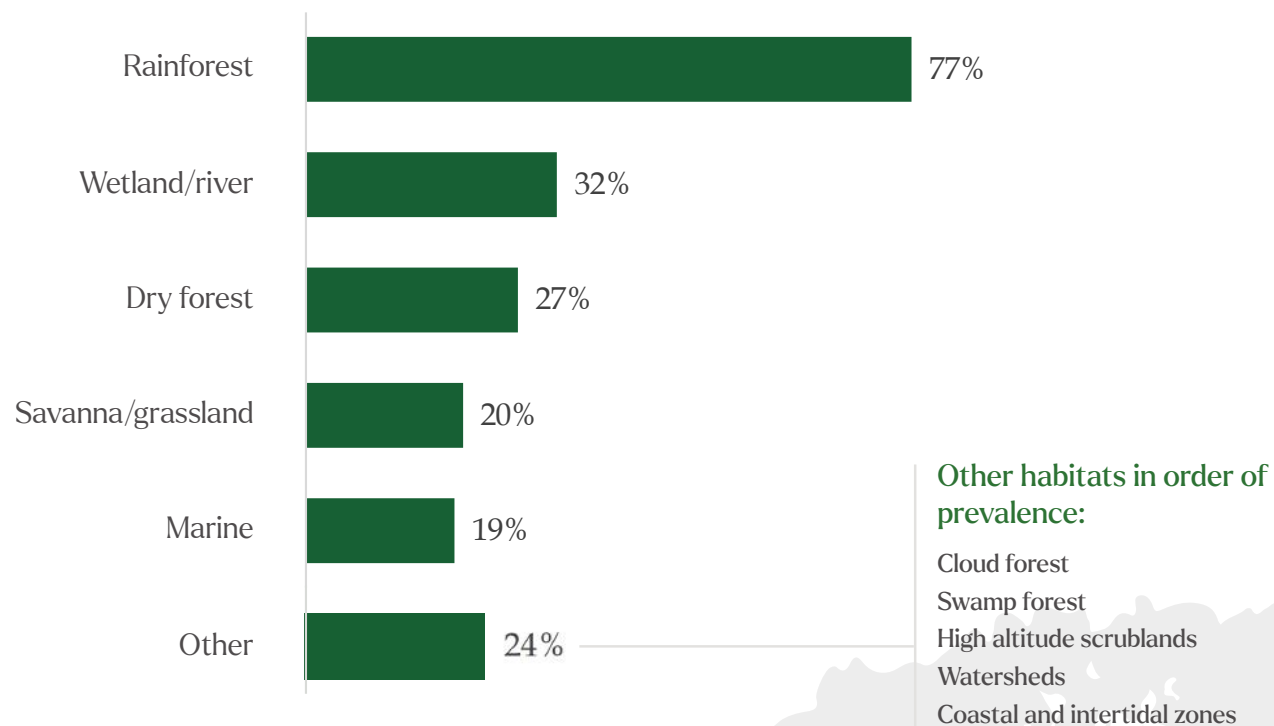
— Fábio Ribeiro, Co-founder and Executive Coordinator,  
Observatory of the Human Rights of Isolated and Initial  
Contact Indigenous Peoples (OPI)



## Habitats Being Protected Around the World

Naturally, a good majority of the habitat being protected by Rainforest Trust partners is rainforest (77%).

Within these larger categories, there is an array of biogeographic types with astounding habitat and species diversity.



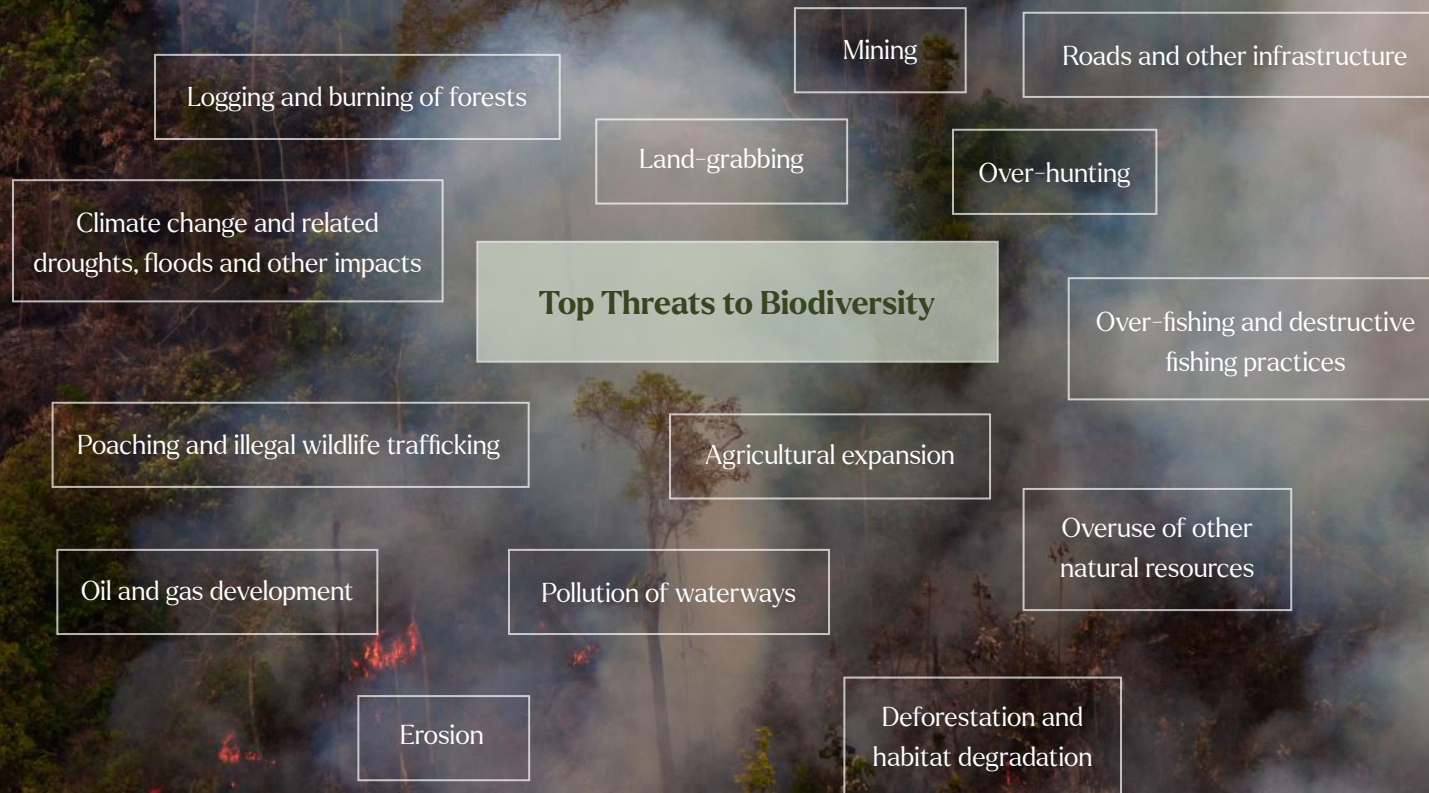
Information from survey of partners, conducted by Rainforest Trust in fall of 2023.

Percentages add up to more than 100% because many projects contain multiple habitat types.



# Threats to biodiversity, climate and livelihoods

Worldwide, threats to natural habitats impact all living beings to varying extents – but we are fighting the clock to slow habitat loss and save species. Each region faces its unique challenges, but overall the **top threats noted by our partners in a recent survey leading to biodiversity loss and species extinction are urgent problems found in less developed areas of the world.**







The Taquari Wetlands  
in the biodiverse Pantanal of Brazil  
© Onçafari





Halting and reversing biodiversity loss and climate change requires expanded protected and conserved areas, especially in tropical forests—this has been Rainforest Trust's mission since 1988."

— James C. Deutsch, Ph.D., CEO of Rainforest Trust

# Spokesperson Biographies





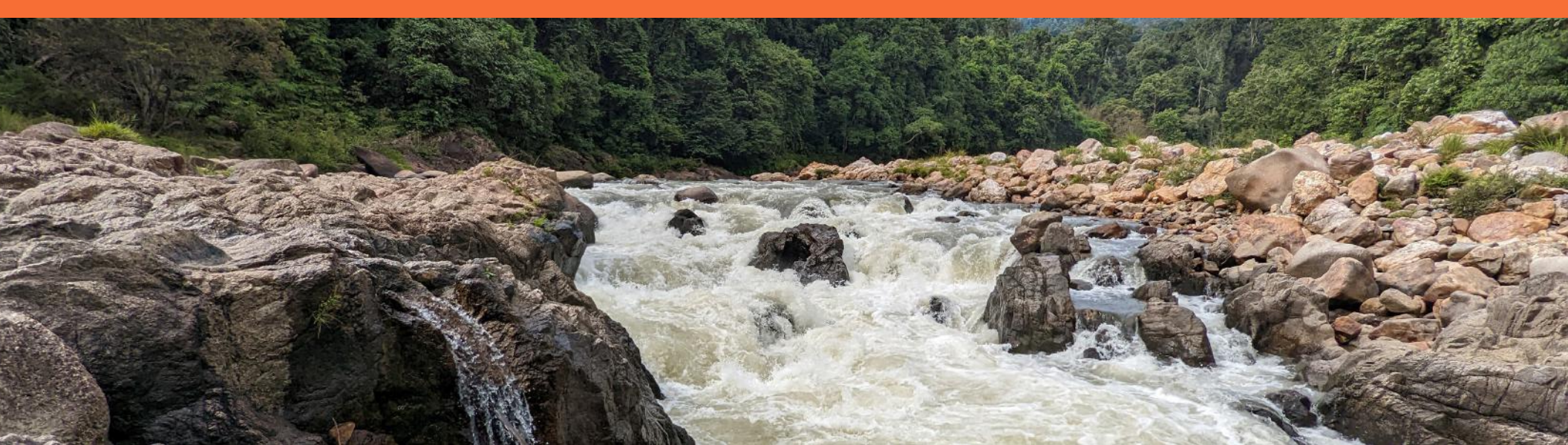
**Dr. James C. Deutsch**  
CEO, Rainforest Trust

Dr. Deutsch is a strategic leader in global conservation with a passion for saving wildlife and wildlands and a talent for translating cutting-edge science into field projects with maximum conservation impact.

Since joining Rainforest Trust in 2020, James has led the development and implementation of an ambitious Strategic Plan to more than double the organization's impact by protecting 125 million acres, home to half of all IUCN threatened bird and mammal species, and 15 billion tons of carbon by 2025. In 2021, he helped launch the Protecting our Planet Challenge in which Rainforest Trust pledged to grant out at least half a billion dollars during 2021-2030.

A New Yorker, James was educated at Harvard College (A.B. in Philosophy) and Cambridge University (M.Phil. in Biological Anthropology and Ph.D. in Zoology) and lectured in ecology and conservation biology at Imperial College, London, and the University of East Anglia. His research career included fieldwork on Uganda Kob antelope and Malawi cichlid fishes with papers in *Nature*, *Evolution*, and other journals and books. Prior to joining Rainforest Trust, he led the Wildlife Conservation Society's Africa Program and conservation strategy and then Paul Allen's wildlife and biodiversity philanthropy. In the 1990s, James led the UK's national fundraising charity for AIDS, and he retains a keen interest in human rights and international development as well as conservation.





**James Lewis**  
VP Conservation,  
Rainforest Trust



James Lewis, Vice President of Conservation for Rainforest Trust, leads a team of conservation professionals, working to secure the long-term conservation of rainforest throughout the world.

Hooked on wildlife conservation when growing up in Africa, James has spent his career focusing on strategic approaches to addressing conservation challenges. Born in the UK but raised on three continents, James has firsthand experience in a range of conservation arenas. Before joining Rainforest Trust, James worked as the operations director for the Amphibian Survival Alliance, helping to build the world's largest partnership dedicated to amphibian conservation.

Although originally a field ecologist, James has spent time working on a number of domestic and international conservation topics, trade/policy issues, development of on-the-ground conservation projects and implementation of national conservation responses. James received his undergraduate degree in Conservation Management from Stirling University and his master's in Conservation and Biodiversity from Exeter University.





# Rainforest Trust Branding

Matses and Madre de Dios Territorial Reserve in Peru © CEDIA



## Logo Usage

Less frequently, the Wordmark Logo is used, usually in instances where the Jaguar Logomark would be difficult to see (over a detailed photo), or too distracting (as an overlay in social media images.)

Rarely is the Jaguar Logomark used by itself and without the Rainforest Trust name. It tends to be used in unique situations, such as embroidering on shirt sleeves.

In most cases, the white logo version will be used on dark or color backgrounds.



RAINFOREST  
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Horizontal Logo



Vertical Logo

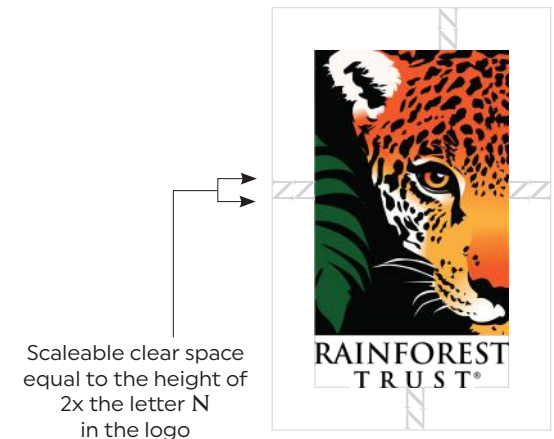
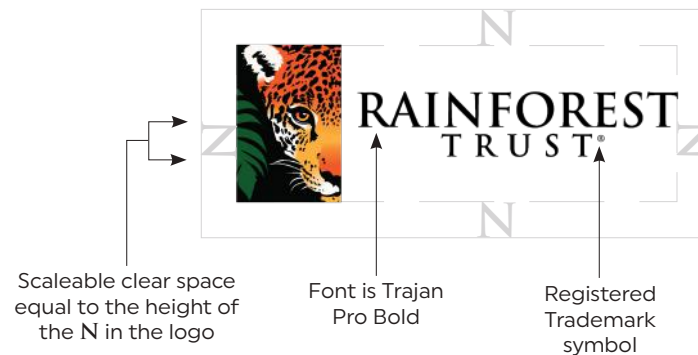
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Wordmark

## Logo Positioning & Sizing

The clear space surrounding the logo is determined by the height of the letter N on all sides. This scaleable point of reference should be used 1x on all sides for the horizontal logo, and 2x on all sides for the vertical logo. Clear space can be larger, but this is the minimum space required.

Do not stretch or distort the logo. Ensure that you maintain the aspect ratio when enlarging the logo, and that logo is not pixelated.





# Color Palette

## PRIMARY

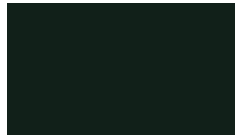


PMS 1645C  
RGB 252/110/47  
CMYK 0/71/90/0  
HEX FC6E2F



PMS 349C  
RGB 4/106/56  
CMYK 90/33/99/25  
HEX 046A38

## SECONDARY



RGB 17/32/25  
CMYK 78/60/71/77  
HEX 112019



RGB 57/71/96  
CMYK 82/69/41/28  
HEX 394760



RGB 169/210/117  
CMYK 37/0/71/0  
HEX A9D275



RGB 236/151/74  
CMYK 5/47/80/0  
HEX EB964B

# Fonts

Our primary brand fonts are Uniform and Larken used in both print and on the web.  
We use Uniform Condensed as a secondary font, often in situations where space is limited.

## Uniform

**Uniform Ultra**  
**Uniform Black**  
**Uniform Bold**  
Uniform Medium  
Uniform Regular  
Uniform Light

## Larken

**Larken Black**  
**Larken Extra Bold**  
**Larken Bold**  
**Larken Medium**  
**Larken Regular**  
*Larken Italic*  
Larken Light  
Larken Thin

## Uniform Condensed

**Uniform Condensed Ultra**  
**Uniform Condensed Black**  
**Uniform Condensed Bold**  
Uniform Condensed Medium  
Uniform Condensed Regular  
Uniform Condensed Light





# Rainforest Trust Publications & Media





# Photographs



Photos are courtesy of our local partners and should only be used when promoting or discussing Rainforest Trust or said partner.

Proper photo credit must always be used.

## Captions



Photos

1. El Cono, Peru | photo by CEDIA/© Diego Perez
2. An elder of the Matsés Indigenous community in the Peruvian Amazon | photo courtesy CEDIA
3. Giant Otter, Brazil | photo courtesy Instituto Araguaia
4. Rainforest Landscape | photo by Rainforest Trust

1. Blue and yellow Macaws | photo courtesy CEDIA
2. Jaguar, Brazil | photo by Panthera
3. Camera trap photo of Tiger | photo courtesy WCS-India
4. The landscape of the Srisawat Reserve, Thailand | photo courtesy Panthera

1. Area landscape of Tembeling Protected Area, Malaysia, rapids of the Jeram Perahu waters | photo by Panthera/©Amir Isqandar
2. Red-shanked Douc Langur, Laos | photo courtesy Asian Arks
3. Yak Herder on the way to Jyabring, Nepal | photo courtesy KTK-BELT
4. Wildflowers above Nikas, Nepal | photo courtesy KTK-BELT

1. Landscape of Gorongosa National Park | photo courtesy The Carr Foundation
2. Landscape of Cheringoma, Mozambique | photo by Piotr Naskrecki
3. Collared Brown Lemur | photo courtesy Nitidae





# Publications & Other Media

Click to  
↓

## Social Media



[facebook.com/rainforesttrust](https://facebook.com/rainforesttrust)



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[instagram.com/rainforesttrust](https://instagram.com/rainforesttrust)



[youtube.com/rainforesttrust](https://youtube.com/rainforesttrust)



[pinterest.com/rainforesttrust](https://pinterest.com/rainforesttrust)



[linkedin.com/company/rainforest-trust](https://linkedin.com/company/rainforest-trust)



For videos about Rainforest Trust, our partners and projects, check out our YouTube channel:  
[YouTube.com/RainforestTrust](https://YouTube.com/RainforestTrust)

For B-roll footage, contact:  
[Kira@RainforestTrust.org](mailto:Kira@RainforestTrust.org) or  
[Catherine@RainforestTrust.org](mailto:Catherine@RainforestTrust.org)



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[Newsletters & Annual Reports](#)



[Rainforest Trust Projects](#)



[Rainforest Trust's Brazil Strategy](#)



[Rainforest Trust Strategic Plan Update: Progress Towards 2025 Goals](#)



**1988** | Founded as **World Parks Endowment**

**2006** | WPE becomes **World Land Trust-US**, an affiliate of UK-based World Land Trust

**2013** | WLT-US becomes **Rainforest Trust**

### Headquarters:

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[www.RainforestTrust.org](http://www.RainforestTrust.org)

Rainforest Trust is a 501(c)3 non-profit organization in the United States, incorporated in 1988.

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### Logo Usage Requests

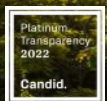
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Perfect 100 Score  
from Charity  
Navigator



The highest rating  
from Guidestar for  
transparency



The Chinko landscape in Central African Republic  
© Mark Westberg