



1 Introduction and Scope

This recognition standard has been developed by the BC Important Bird Area (IBA) Committee (BC Nature and Bird Studies Canada) and reflects the importance of maintaining consistency with a national approach to IBA recognition across Canada. It covers all forms of graphic materials produced for Important Bird Areas in BC, including posters, signs, brochures, as well as articles for magazines and other publications, etc. The standard aims to ensure that all graphic and written materials produced for IBA educational or awareness purposes (a) appropriately acknowledge the key organizations involved in the IBA program in Canada and British Columbia, and (b) portray consistent messaging and format that will identify individual IBAs as part of a large network of IBAs across Canada and the rest of the world.

2 Requirements

- i Unless otherwise specified, these requirements apply to all forms of graphic materials produced for Important Bird Areas in BC, including posters, signs, brochures, as well as articles for magazines and other publications, etc.
- ii A draft of the graphic or written item (e.g., sign, poster, brochure, article) should be sent to the BC IBA Committee (see contact info below) for review prior to being finalized and printed. The BC IBA Committee will coordinate with the national partners (Bird Studies Canada and Nature Canada) to ensure that standards are followed. Please allow one month for review. The BC IBA Committee may be able to accommodate shorter timelines where necessary.
- iii The BirdLife International IBA logo should be placed in a prominent position on all graphic items and may be placed on written materials as appropriate. The IBA logo should be larger (minimum of 10 mm in height) and separated from logos for partnering and funding organizations (see Appendix A). Several versions of the logo in English and French can be provided to meet your needs. Please email iba@bcnature.ca to request a high resolution copy of the logo.
- iv The following logo should appear along with other partnering and funding organizations on all graphic items and may be placed on written materials as appropriate. Please email iba@bcnature.ca for a copy of this graphic.



IBAs in British Columbia are a partnership program of:



Where space does not permit the use of this partnership logo, the following phrase may be used instead, although logos are preferred:

The IBA Program is a global conservation initiative of BirdLife International. The Canadian co-partners in BirdLife International are Bird Studies Canada and Nature Canada, represented in this province by BC Nature.

- v The graphic or written material should refer the reader to the IBA Canada website (www.ibacanada.ca) for more information.
- vi Phrases that can be used to describe the IBA program are included in Appendix B.

3 Contact Information – BC IBA Committee

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Appendix A. BirdLife Requirements regarding IBA branding

BirdLife International's Important Bird Areas (IBAs) are increasingly recognized worldwide. One strength of IBAs is that they are an international currency for bird conservation at the site level. IBAs from Afghanistan to Zimbabwe have the same meaning. To promote BirdLife IBA conservation work, a global IBA brand has been developed. It shows the global acronym – IBA, includes the explanation in national language to clarify the meaning of the acronym and to support local promotion and advocacy. Always make sure that the logo is clearly readable and a minimum of 10mm high. Naturally, the logo would be much larger than this when placed on a sign.



*Only BirdLife network organizations (in Canada's case, Bird Studies Canada and Nature Canada) are allowed to use the IBA brand or license it to others within their own country or territory.

Appendix B. IBA Message Bank

1. Important Bird Areas, or IBAs, provide essential habitat for birds.

- *The IBA Program of BirdLife International aims to identify, monitor and protect a global network of IBAs for the conservation of the world's birds and other biodiversity.*
- *Canada's Important Bird Areas Program is a science-based initiative to identify, conserve, and monitor a network of sites that provide essential habitat for Canada's bird populations.*
- *Vaseux Lake IBA is one of 11,000 sites that have been designated Important Bird Areas worldwide.*
- *The Important Bird Areas program of BirdLife International is a global network of sites that support significant populations of birds.*
- There are nearly 600 Important Bird Areas across Canada that provide habitat for threatened birds, large groups of birds, and birds found almost nowhere else on Earth.
- Birds face many pressures – pollution, habitat loss, climate change, and human disturbance – and conserving Important Bird Areas is an essential way of relieving those pressures.
- Migratory birds depend on Important Bird Areas to rest, feed and breed. Without them, birds could not make their long and difficult journey each year.
- Important Bird Areas unite people, communities and organizations in a common goal to conserve healthy bird populations.
- Canada's Important Bird Areas are part of a global system of more than 11,000 sites worldwide, which gives them a conservation currency that transcends borders and promotes international collaboration for protecting the world's birds.

2. Protecting and monitoring Important Bird Areas are the cornerstones of effective bird conservation in Canada.

- *The International Important Bird Area Program brings people around the world together to identify, monitor and conserve exceptional places for birds and nature.*
- Many bird populations are in serious decline and more on-the-ground conservation action is needed to keep common birds common and to recover species at risk.
- Community care of local habitats in and around Important Bird Areas is essential for the health of our birds and for protecting the environment.
- The Important Bird Area Program identifies, monitors and protects the most vital places in Canada for birds – Important Bird Areas – so that conservation action can be directed in the most effective way possible.
- The IBA Program provides the scientific and conservation information decision-makers need to make better, more sustainable land use decisions.

3. Canada's Caretaker Network empowers volunteers to watch over and protect Important Bird Areas.

- Caretakers work within their communities to promote Important Bird areas and to ensure that local conservation ideas are put into action. Their hands-on volunteer work puts Caretakers on the frontlines of bird habitat protection.
- The Canadian IBA Caretaker Network is coordinated by regional partners BC Nature, Federation of Alberta Naturalists, Nature Saskatchewan, Nature Quebec, and by national partners, Nature Canada and Bird Studies Canada.

- Caretakers are the eyes, ears, and hands on the ground at Important Bird Areas across Canada. They monitor birds, assess habitats, and conduct conservation activities within IBAs.
- By cooperating with local communities, scientists, governments and nature groups, Caretakers are building a healthier world for birds all of nature – including our own species.
- Becoming a Caretaker can be a rewarding experience and an effective way to make a positive impact on this planet.