



# SiARC

## Communications toolkit

Edition One, published September 2025



# Introduction

This communications toolkit sets out to support Project SIARC's collaborative approach, providing you with the tools and resources to effectively deliver communications activities that will support and amplify the project's mission, helping us to reach a wider audience.

By using this toolkit, you're helping to champion Wales' coast and sea. Whether you're sharing local stories, organising or taking part in events, or simply spreading the word, your efforts are a vital part of this collaborative journey, and we truly appreciate your support.

**Project SIARC** is a multidisciplinary project dedicated to deepening our understanding of Wales' shark, skate and ray species and the vital role they play in our marine ecosystems.

At its heart, the Project fosters meaningful collaboration between fishers, researchers, local communities and policymakers to safeguard these often-overlooked species and contribute to Wales' broader green recovery. Using flagship elasmobranch species, through collaboration and co-design, the project works to identify and address barriers to experiencing, engaging with and accessing the coast and sea locally.

# Communications protocol

When working in partnership with Project SIARC, please help us in building a strong identity through the consistent use of our brand and messaging.

Whether you're using the pre-approved templates or creating your own, we ask that you seek our input before anything is shared publicly. This allows us to ensure everything shared about the Project is accurate and aligned with our overall communications.

For input or to liaise with us on any communications enquiries/hosting your own Project SIARC event, please contact:



Sarah Davies,  
Project SIARC Co-ordinator,  
[SIARC@zsl.org](mailto:SIARC@zsl.org).



# Contents

1. How to use the Project SIARC brand
2. Messaging framework
3. Content templates and imagery
4. Additional resources



# 1. How to use the Project SIARC brand

## Logo

Primary logo:



Alternate logos:



The Project SIARC logos can be accessed [here](#).

The logo mark and word mark must be used together using the same positioning and proportions. Where possible, they should be placed in the top right corner of any collateral, brand assets or graphics. Sizing is as follows:

- Minimum 120px wide for screen
- Minimum 30mm wide for printing

Here's an example 

If placing the logo in the top right corner is not possible, use the bottom right corner as an alternative placement.

If you are using our logos to promote an event, please get in with us to confirm whether you also need to display our funder logos: [SIARC@zsl.org](mailto:SIARC@zsl.org)

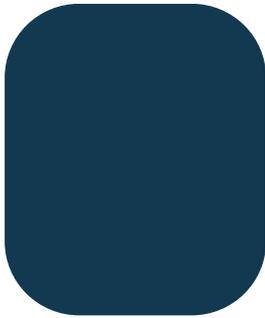


For further guidance on using the Project SIARC brand, please see the [wider brand guidelines](#).

# Colour palette

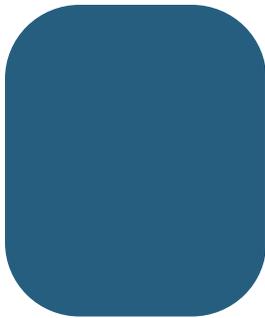
## Primary colours

Our primary colour set are comprised of the five colours that are used within the logo:



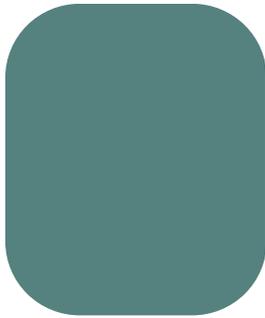
C95 M72 Y46 K39  
R19 G57 B80

#133950



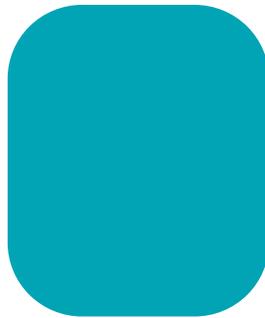
C89 M59 Y32 K12  
R38 G94 B127

#265E7F



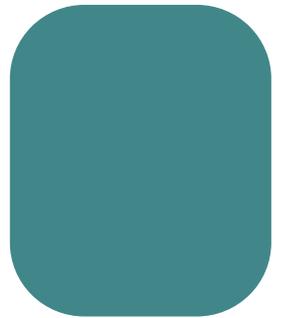
C70 M36 Y47 K9  
R85 G129 B127

#55817F



C78 M15 Y28 KO  
R1 G164 B181

#01A4B5



C75 M31 Y44 K5  
R65 G135 B137

#419789

## Secondary colours

Our secondary colour set are comprised of four colours that compliment the primary colours and can be used together when colour variation is required.



C20 M98 Y64 K7  
R186 G39 B74

#BA274A



C50 M100 Y33 K15  
R131 G33 B97

#832161



C7 M20 Y100 KO  
R240 G200 B8

#FOC808



C15 M10 Y15 KO  
R216 G218 B211

#D8DAD3

# Typography

Our font is **Manrope**. It should be used wherever possible and comes in a variety of weights.

## Main headings

### **Manrope Semibold**

Should be used primarily for main headings

### **Manrope Extrabold**

Should be used primarily for main headings

## Subheadings

### **Manrope Extrabold**

Should be used for subheadings

## Body copy

### **Manrope Regular**

Should be used for body copy

### *Manrope Regular Italic*

Should be used to emphasise something with body copy, not for headings

### **Manrope Semibold**

Can be used to highlight important information within body copy

## Pull quotes

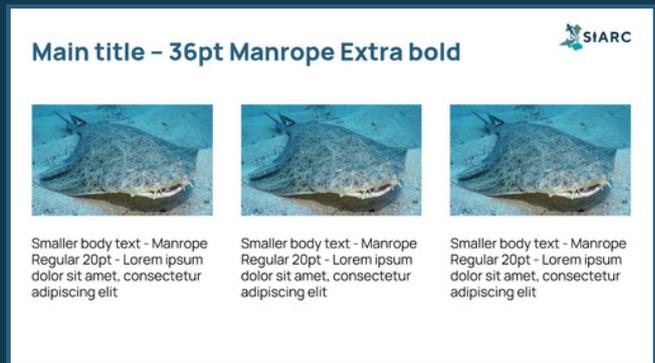
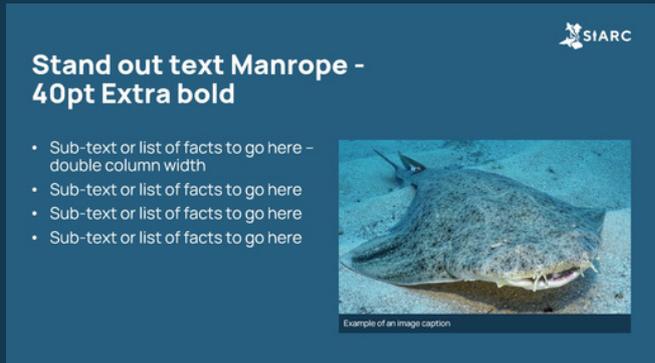
### **Manrope Regular**

Should be used for pull quotes.

# Examples

Here are a few examples of how the Project SIARC brand may be used when developing additional assets such as presentations or posters:

## Presentations



## Posters



## 2. Messaging framework

Using consistent messaging throughout yours and Project SIARC's channels will create stronger impact and brand identity whilst reinforcing the importance of showcasing, celebrating and safeguarding Wales' marine environment for future generations.

Please use the key messages below when referring to Project SIARC:

Project SIARC (Sharks Inspiring Action and Research with Communities) is a collaborative, Wales-based project dedicated to deepening our understanding of Wales' shark, skate and ray species and the vital role they play in our coast and sea.

Project SIARC is led by the Zoological Society London (ZSL) and Natural Resources Wales (NRW) along with six delivery partners and several collaborative partners.

Wales' coast and sea is teeming with life, and Project SIARC offers exciting ways for everyone – whether you live near the coast or further inland – to get involved and make a difference.

Everyone can play a part in safeguarding Wales' marine life – visit [projectsiarc.com](https://projectsiarc.com) to find out how.

We are committed to embedding and promoting equity and inclusion in our approach to our conservation work. Through collaboration and research, we are working to identify and address barriers to participation in shark, skate and ray conservation. To read our EDI Review and Action Plan, [click here](#).

# Guidance on how to speak about sharks:

Project SIARC works to raise awareness of and celebrate sharks, skates and rays as vital to our coast and sea. When referencing sharks in your communications, please follow these key principles:

## Do...

- Highlight sharks as essential to our coast and sea – helping to maintain balance in our marine ecosystems
- Showcase that sharks are often misunderstood and often unfairly portrayed – help us shift the narrative
- Talk about sharks in a positive light – we are proud of and celebrate the species around our coast
- Highlight the connections between sharks & people and the positive roles that they play
- Be mindful of media used – show best practice during handling or interactions, and ensure context is given to avoid misinterpretation
- Use images from the UK and Wales when talking about sharks, skates and rays in the UK, to help showcase Wales' marine life

## Don't...

- Use fear-based language (e.g., killer sharks, dangerous waters)
- Sensationalise or use horror tropes e.g., jaws music, dramatic imagery
- Vilify sharks

Please get in touch if you're unsure about wording or images: [SIARC@zsl.org](mailto:SIARC@zsl.org)

### 3. Content templates and imagery

Project SIARC follows Welsh Government's Welsh language guidelines – ensuring that the Welsh language is treated no less favourably than English.

To support bilingual posting, you will find in this section, ready-made bilingual copy and templates for collaborative communications purposes, including:

- Downloadable social media graphics
- Approved social media captions
- Template press releases / boiler plate

We also aim, where possible, to ensure that all Project SIARC outputs, resources and events are accessible and use the following principles to guide this.

We ask that you consider following the same guidance when developing accessible content.



# Accessibility guidelines:

For suggestions for digital services, websites and apps content please visit [Accessibility standards for GOV.WALES](#). For documents, please visit [Create accessible documents | GOV.WALES](#)

- Always aim to use simple language where possible, for example, use “sharks, skates and rays” instead of “elasmobranchs” and using “coast and sea” instead of “marine environment”
- Use clear, concise language
- Avoid acronyms, abbreviations, jargon or technical terms where possible. If used, always explain them the first time that they are used
- Use text colours that show up clearly against the background colour, or use a box to frame the text so it’s easier to read
- Avoid using text over images, unless it’s an area of plain solid colour, with high contrast, use a box to frame the text if necessary
- Avoid using ALL CAPS – it’s harder to read
- When linking to other resources, avoid using the phrase ‘Click here’. Instead, give hyperlinks / descriptive text such as ‘Find resources by searching the University’s Library listings’. This allows the use of assistive technology such as screen readers to follow the link.
- If creating content to feature on your organisation’s website, we would encourage you to use an accessibility plug in tool, if available to you
- When creating resources, consider colour blindness
- Use ‘Alt’ text and captions to describe images
- Use a font that has clear letterforms and readability e.g., Manrope or Arial in a minimum size of 12pt.

The guidelines are some best practice recommendations and there are a lot of online resources available to guide you. As standards are updated and improved over time, we would encourage you to check the links for up-to-date information.

If you have any additional best practice recommendations to improve accessibility, then we'd love to hear from you. Please get in touch: [SIARC@zsl.org](mailto:SIARC@zsl.org).



# Social media captions:

You will find Project SIARC on Facebook and Instagram using our handle: **@ProjectSIARC**.

Here, we share regular updates on the work we do and the species that we support.

We'd love for you to follow these pages – share, comment and tag us in your posts and stories – so that we can continue to amplify our mission and ensure collaboration amongst communities.

You can even use the suggested text below to get started...

## Fishers

- We are proud to be partnering with @ProjectSIARC – sharing our sea knowledge to safeguard Wales' sharks, skates, and rays. We're working together for a sustainable future 🤝🌊
- From the deck to the data lab – we have been working with @ProjectSIARC to understand more about Wales' sharks, skates and rays 🐟💻
- [Fisher Group] and @ProjectSIARC – playing their part in safeguarding Wales' marine life 🤝🌊
- Did you see @ProjectSIARC's latest research? Read more about the progress it's making in XXX, here: [Insert Link] 🐟
- CYM: Rydym yn falch o lunio partneriaeth â @ProjectSIARC – gan rannu ein gwybodaeth am y môr i ddiogelu siarcod a morgathod Cymru. Rydym yn gweithio gyda'n gilydd er mwyn cael dyfodol cynaliadwy 🤝🌊
- CYM: O'r dec i ddata'r labordy – rydym wedi bod yn gweithio gyda @ProjectSIARC er mwyn deall mwy am siarcod a morgathod Cymru 🐟💻
- CYM: [Grŵp Pysgotwyr] a @ProjectSIARC – yn chwarae eu rhan wrth ddiogelu bywyd morol Cymru 🤝🌊
- CYM: Welsoch chi ymchwil diweddaraf @ProjectSIARC? Darllenwch fwy am y cynnydd y mae'n ei wneud yn XXX, yma: [Mewnysod Dolen] 🐟

## Communities

- Today we joined @ProjectSIARC on the Great Eggcase Hunt and became citizen scientists for the day - helping to collect important information about the incredible marine life on our doorstep. Look what we found 🦈🥚 [Tag @TheSharkTrust]
- Did you know some sharks and all skates lay eggs - and you can find them on your local beach? Get involved with the @TheSharkTrust Great Eggcase Hunt and become a marine detective in your own community! 🔍🦈 [Insert Link / Tag @ProjectSIARC]
- Sharks in Wales? Yep - and we're helping to gather crucial information to help safeguard them alongside @ProjectSIARC 🦈💙
- CYM: Heddiw fe wnaethom ymuno â @ProjectSIARC ar y Great Eggcase Hunt a dod yn wyddonwyr dinasyddion am y diwrnod - gan helpu i gasglu gwybodaeth bwysig am y bywyd morol anhygoel ar ein stepen drws. Edrychwch beth wnaethon ni ei ddarganfod 🦈🥚 [Tag @TheSharkTrust]
- CYM: Wyddech chi fod rhai siarcod a phob morgath yn dodwy wyau - a gallwch chi eu canfod ar eich traeth lleol? Ymunwch â'r Great Eggcase Hunt @TheSharkTrust a dod yn dditectif morol yn eich cymuned eich hun! 🔍🦈 [Mewnosod Dolen / Tag @ProjectSIARC]
- CYM: Siarcod yng Nghymru? Oes - ac rydym yn helpu i gasglu gwybodaeth hanfodol i helpu i'w diogelu ochr yn ochr â @ProjectSIARC 🦈💙

## Education

- Our pupils dove into the fascinating world of sharks, skates and rays all thanks to @ProjectSIARC and its [Learning Resource]. From classroom to coastline - we are learning all about our amazing marine environment. 🦈
- [School] is proud to be partnering with @ProjectSIARC to inspire the next generation to safeguard sharks, skates, and rays in Welsh waters 🤝🦈
- We've partnered with @ProjectSIARC to create [X] school resources to help pupils learn all about Wales' sharks, skates, and rays. Together, we are playing our part in safeguarding Wales' marine environment 🇨🇪📖
- CYM: Plymiodd ein disgyblion i fyd hudolus siarcod a morgathod diolch i @ProjectSIARC a'i [Adnodd Dysgu]. O'r ystafell ddosbarth i'r arfordir - rydym yn dysgu popeth am ein hamgylchedd morol rhyfeddol. 🦈
- CYM: Mae [Ysgol] yn falch o lunio partneriaeth â @ProjectSIARC i ysbrydoli'r genhedlaeth nesaf i ddiogelu siarcod a morgathod yn nyfroedd Cymru 🤝🦈
- CYM: Rydym wedi partneru â @ProjectSIARC i greu adnoddau ysgol [X] i helpu disgyblion i ddysgu popeth am siarcod a morgathod Cymru. Gyda'n gilydd, rydym yn chwarae ein rhan er mwyn diogelu amgylchedd morol Cymru 🇨🇪📖

# Social media graphics

[Ready to download, here.](#)



There are 27 species of sharks, skates and rays in Wales' coastal waters.



One of the rarest eggcases found in Wales is the flapper skate eggcase, which can be up to 20cm long.



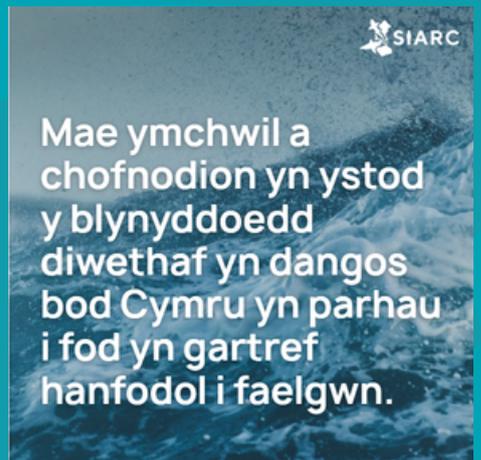
Research and records in recent years show that Wales remains a vital home for angelsharks.



Un o'r casys wyau prinnaf y gellir ei ddarganfod yng Nghymru yw cas wyau'r forgath drwynfain, a all fod yn 20cm o hyd.



Mae 27 rhywogaeth o siarcod a morgathod yn nyfroedd arfordirol Cymru.



Mae ymchwil a chofnodion yn ystod y blynyddoedd diwethaf yn dangos bod Cymru yn parhau i fod yn gartref hanfodol i faelgwn.

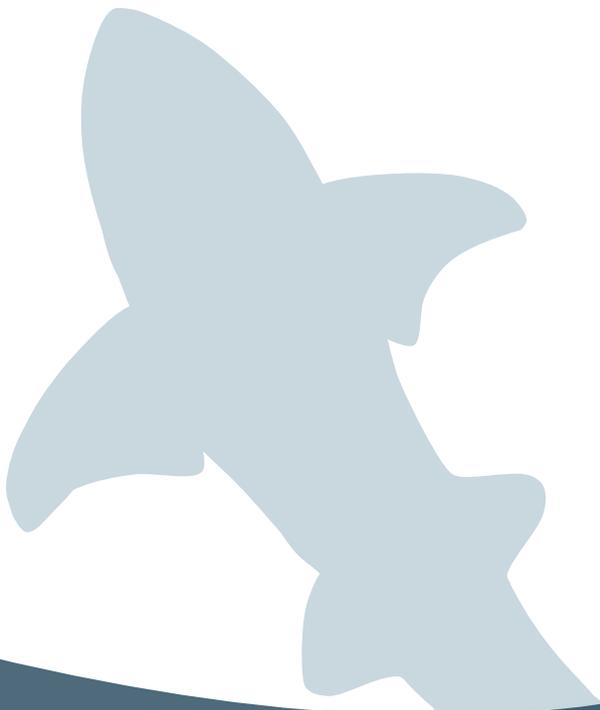
# Boiler plate

Project SIARC is a pioneering, multidisciplinary project, combining both social and biological sciences. It is co-led by the **Zoological Society of London (ZSL)** and **Natural Resources Wales (NRW)**, and delivered in partnership with Bangor University, Blue Abacus, Minorities in Shark Sciences, the North Wales Wildlife Trust, The Shark Trust and Swansea University alongside a wider network of collaborative partners.

Project SIARC is committed to embedding and promoting equity and inclusion in the approach to its conservation work. The Project is working together with communities, schools, citizen scientists, and fishers, to co-create approaches to remove barriers to accessing and experiencing the coast and sea. It is dedicated to deepening our understanding of Wales' shark, skate and ray species - collectively known as elasmobranchs - and the vital role they play in our marine ecosystems.

At its heart, the Project fosters meaningful collaboration between fishers, researchers, local communities and policymakers to safeguard these often-overlooked species and contribute to Wales' broader green recovery.

To find out more, please visit: **[www.projectsiaarc.com/](http://www.projectsiaarc.com/)**



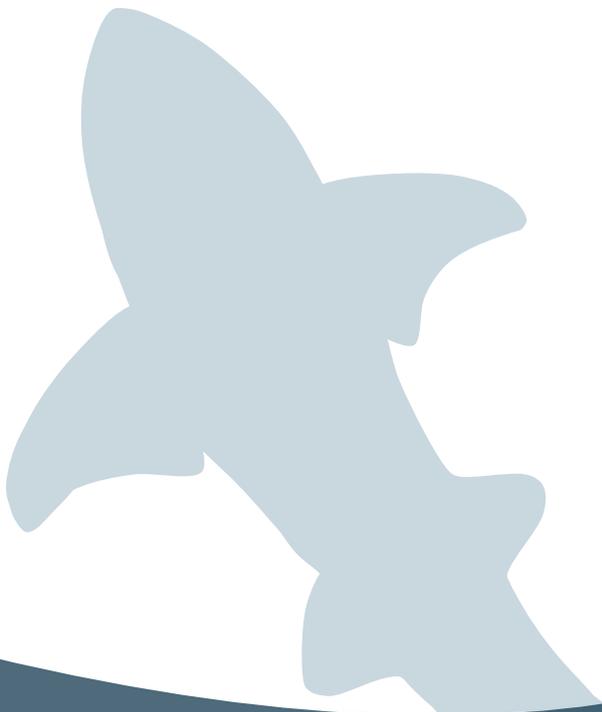
# Boiler Plate (CYM)

Mae Prosiect SIARC yn brosiect arloesol, amlddisgyblaethol sy'n cyfuno gwyddorau cymdeithasol a biolegol. Fe'i cydarweinir gan Gymdeithas Sŵolegol Llundain a Cyfoeth Naturiol Cymru (CNC), a'i gyflwyno mewn partneriaeth â Phrifysgol Bangor, Blue Abacus, Minorities in Shark Sciences, Ymddiriedolaeth Natur Gogledd Cymru, The Shark Trust a Phrifysgol Abertawe ochr yn ochr â rhwydwaith eang o bartneriaid cydweithredol.

Mae Prosiect SIARC wedi ymrwymo i ymgorffori a hyrwyddo cydraddoldeb a chynhwysiant yn ei ddull o wneud ei waith cadwraeth. Mae'r prosiect yn cydweithio â chymunedau, ysgolion, dinasyddion wyddonwyr a physgotwyr i gyd-greu dulliau i gael gwared ar rwystrau i gael mynediad at yr arfordir a'r môr a chael profiad ohonynt. Mae wedi ymroi i ddyfnhau ein dealltwriaeth o rywogaethau siarcod a morgathod Cymru – a elwir gyda'i gilydd yn elasmobranciaid – a'r rôl hanfodol maen nhw'n ei chwarae yn ein hecosystemau morol.

Yn ei hanfod, mae'r prosiect yn meithrin cydweithio ystyrlon rhwng pysgotwyr, ymchwilyr, cymunedau lleol a llunwyr polisi i ddiogelu'r rhywogaethau hyn, sy'n aml yn cael eu hanwybyddu, a chyfrannu at adferiad gwyrdd ehangach Cymru.

I gael gwybod mwy, ewch i: <https://www.proiectsiarc.com/>



# Press release templates

## Headline examples:

- [Actor Group] and scientists unite to safeguard marine life.
- [Actor Group] in [Location] teams up with Project SIARC to safeguard sharks, skates and rays.
- [Actor Group] spots rare [Species] in [Location] after partnering with Project SIARC.

## Who? What? Where? When? Why? templates:

- [Actor Group] has teamed up with Project SIARC – a pioneering, multidisciplinary project – today [Day, Month, Year] to release/identify/publish [Findings] dedicated to deepening our understanding of Wales' shark, skate and ray species
- [Actor Group] has today announced a new partnership with Project SIARC to support pupils in [Location-based school] access much needed resources to safeguard Wales' marine environment
- Project SIARC, a pioneering, multidisciplinary project dedicated to deepening our understanding of Wales' shark, skate and ray species, has partnered with [Actor Group] to bring an inspiring event to [Location]. The event will XXX.

# Press release templates (CYM)

## Enghreifftiau o benawdau:

- [Grŵp Actorion] a gwyddonwyr yn uno i ddiogelu bywyd morol.
- [Grŵp Actorion] yn [Lleoliad] yn ymuno â Phrosiect SIARC i ddiogelu siarcod a morgathod.
- [Grŵp Actorion] yn gweld [Rhywogaeth] brin yn [Lleoliad] ar ôl dod i bartneriaeth â Phrosiect SIARC

## Templedi Pwy? Beth? Ble? Pryd? Pam?

- Mae [Grŵp Actorion] wedi ymuno â Phrosiect SIARC – prosiect arloesol, amlddisgyblaethol – heddiw [Diwrnod, Mis, Blwyddyn] i ryddhau/nodi/cyhoeddi [Canfyddiadau] sy'n ymroddedig i ddyfnhau ein dealltwriaeth o rywogaethau siarcod a morgathod Cymru.
- Mae [Grŵp Actorion] heddiw wedi cyhoeddi partneriaeth newydd gyda Phrosiect SIARC i gefnogi disgyblion yn [ysgol mewn Lleoliad] i gael mynediad at adnoddau sydd eu hangen yn fawr i ddiogelu amgylchedd morol Cymru.
- Mae Prosiect SIARC – prosiect arloesol, amlddisgyblaethol sy'n ymroddedig i ddyfnhau ein dealltwriaeth o rywogaethau siarcod a morgathod Cymru – wedi mynd i bartneriaeth â [Grŵp Actorion] i ddod â digwyddiad ysbrydoledig i [Lleoliad]. Bydd y digwyddiad yn XXX.

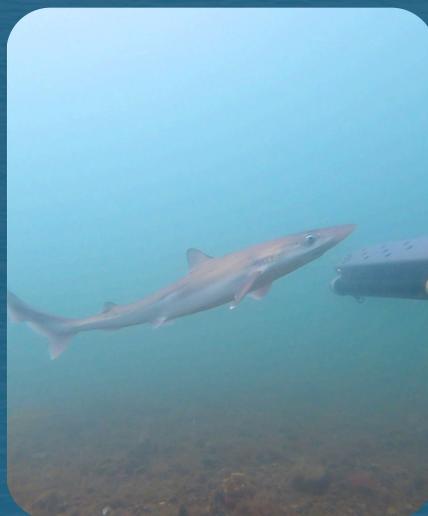
## 4. Additional resources

More information about Project SIARC can be found on our website, here: [www.projectsarc.com/](http://www.projectsarc.com/)

To find out more about our ongoing research into sharks, skates and rays, you can click here: [www.projectsarc.com/science-and-research/](http://www.projectsarc.com/science-and-research/)

To find out more about our work with communities, click here [www.projectsarc.com/community-engagement/](http://www.projectsarc.com/community-engagement/)

To access our downloadable resources, you can click here: [www.projectsarc.com/resources/](http://www.projectsarc.com/resources/)





[www.projectsiarc.com/](http://www.projectsiarc.com/)



[www.instagram.com/projectsiarc/](https://www.instagram.com/projectsiarc/)



[www.facebook.com/ProjectSIARC](https://www.facebook.com/ProjectSIARC)



[www.x.com/ProjectSIARC](https://www.x.com/ProjectSIARC)



**Cyfoeth  
Naturiol  
Cymru**  
Natural  
Resources  
Wales

Cronfa  
Treftadaeth  
Heritage  
Fund



Mewn Partneriaeth â  
**Llywodraeth Cymru**  
In Partnership with  
**Welsh Government**