

Stop Aquatic Hitchhikers! Brand Standards Manual

U.S. Fish and Wildlife Service
Division of Environmental Quality
Branch of Invasive Species

March, 2002



STOP AQUATIC HITCHHIKERS!™

Prevent the transport of nuisance species.
Clean all recreational equipment.

www.ProtectYourWaters.net

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For any program, a strong graphic identity is necessary in order to show a well-organized, focused and effectively targeted effort. It suggests quality and strength. The “Stop Aquatic Hitchhikers!”™ graphic identity reflects these qualities, which will enable the campaign vehicle to inform people about the issue and empower them to become part of the solution in preventing the spread of aquatic nuisance species.

To the majority of the American public, a program identity is the primary way through which an organization or campaign becomes known. A unifying identity is critical to a campaign’s ability to compete for public attention. The need to present a unified visual image to the world is a basic tenet of corporations, government agencies, and nonprofit organizations alike. Think of Nike, Coca-Cola, Mercury Marine, Anheuser Busch, Berkley Powerbait, Mercedes, Kellogg, Apple, FedEx, NBC, Wal-Mart and UPS — all of these brands present a corporate image through the relentless and consistent use of a logo, which is a fundamental and essential part of gaining and maintaining public recognition.

The need for a unifying graphic image is especially critical for public awareness campaigns that have many different partners and diverse components. A shared graphic identity effectively communicates the character of a campaign as a multifaceted, but unified effort.

In the flood of communication messages that bombard the public every day, the “Stop Aquatic Hitchhikers!”™ will project an image that is clear, consistent, easily recognized and remembered, and it will be reflected by the high quality of its program components. To diverge in any way from the established specifications undermines the intent to present the campaign to the world as a unified, first-class operation.

The following guidelines provide a graphic standard for the use of the “Stop Aquatic Hitchhikers!”™ brand.

The guidelines set forth in this manual have been created to strengthen the brand mark for the Stop Aquatic Hitchhikers! campaign. Strict adherence to these guidelines will result in a higher level of public recognition and support. The following elements make up the brand mark and should not be altered in any way.



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1.1 Brand Symbol

The brand symbol must always be reproduced as shown. No components other than the shadow (2.3) may be eliminated or extracted. The brand symbol may not be reproduced in negative form.

1.2 Brand Word Mark

The brand word mark must always be reproduced as shown, a two-line phrase, protected by the trademark symbol. When the word mark is reproduced in very large scale, such as on a banner, the trademark symbol (TM) may be reduced to 50%.

1.3 Brand Tagline

The brand tagline must always be reproduced as shown in three lines. The word "all" must always include the underscore. The web address should be reproduced in red whenever possible. The capitalization of the web address should not be altered.



1.4 Brand Colors

The only three colors to be used in reproducing the brand mark are red, black and white. The red is PMS® 485 or C: 0% M: 100% Y: 100% K: 0%. PMS® is a trademark and service mark of Pantone, Inc. Please Note: The reproduced colors presented in this manual may not exactly match the standards.

Frutiger 77 Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

1.5 Supporting Typography

Any type supporting the Stop Aquatic Hitchhikers! campaign must be set in Frutiger 77 Black Condensed or Frutiger 57 Condensed. The brand instructions (3.2) are an example of supporting brand typography.

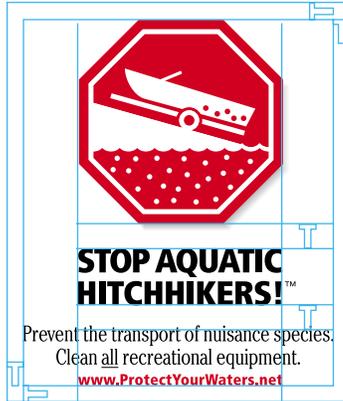
These fonts are available at:
http://www.adobe.com/type/browser/P/P_261.html

Brand elements are combined to create brand mark signatures. These brand mark signatures include the brand symbol, the brand word mark and the brand tagline. The following brand mark signatures should not be altered in any way.



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2.1 Preferred Brand Mark Signature

This is the preferred brand mark signature. It should be used whenever possible. In this preferred brand mark signature, the width of the brand symbol is equal to the width of the brand word mark and the web address in the brand tagline.

The elements are separated by the height of a letter 'T' from the brand word mark. The signature must be surrounded by a clear space that protects the brand's visual impact. The clear space is defined by the the height of a letter 'T'. No printed information other than the instructions (3.2) is permitted to enter into this clear space.

All brand mark signatures must be reproduced on a white background. Encroaching graphics such as patterns, photography and illustration should be avoided.



2.2.1

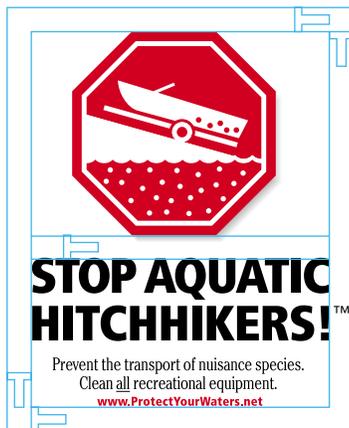
2.2 Alternative Brand Mark Signatures

The preferred brand mark signature may not be appropriate for all reproduction requirements. Two alternative brand mark signatures have been developed for use. The brand elements relationship and clear space requirements for the two alternative brand mark signatures are illustrated here.

In horizontal layouts the horizontal brand mark signature (2.2.1) should be used. When emphasis needs to be placed on the brand word mark, the vertical brand mark signature (2.2.2) should be used.

Scale, materials and reproduction limitations will determine which brand mark signature is the most appropriate for each application. However all brand mark signatures must be comprised of the three brand elements; the brand symbol, the brand word mark and the brand tagline.

The minimum scale of a brand mark signature is based on the height of the brand symbol. No brand mark signature may be reproduced when the brand symbol is less than 5/8 inch in height (2.2.3). Due to the restrictions of various methods of reproduction, the appropriate minimum brand mark signature scale may need to be much larger.



2.2.2



2.2.3



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2.3 One Color Brand Mark Signatures

Due to color restrictions two color reproduction may not always be possible. In situations where only one color reproduction is possible, the preferred color is red.

In one color brand mark signatures the shadow is eliminated from behind the brand symbol.

Red and black are the only colors available for one color brand mark signatures.

When reproducing the brand mark signature, consideration should be given to the application's unique conditions such as scale of reproduction, legibility and environment. Every attempt should be made to ensure that the brand mark signature is reproduced in a clear and uncluttered manner.



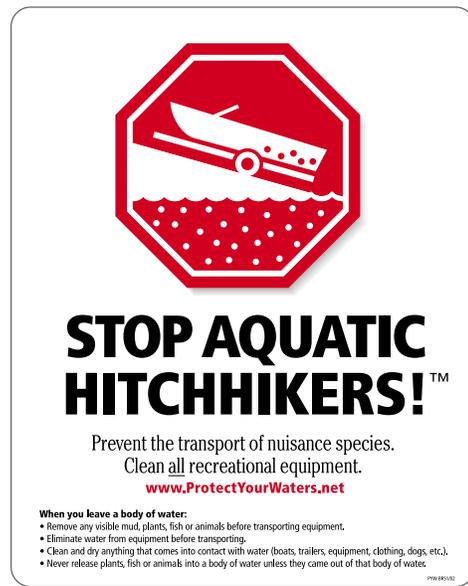
3.1.1



3.1.2



3.1.3



3.1.4

3.1 Brand Applications

Here are a number of examples of the brand mark signatures applied. They are the fax letterhead (3.1.1), tackle box sticker (3.1.2), the large banner (3.1.3) and boat ramp sign (3.1.4).

Note that some of these applications include the brand instructions (3.2). These instructions should only be included where they can be reproduced at a reasonable scale and on applications that allow the instructions to be easily read.

When you leave a body of water:

- Remove any visible mud, plants, fish or animals before transporting equipment.
- Eliminate water from equipment before transporting.
- Clean and dry anything that comes into contact with water (boats, trailers, equipment, clothing, dogs, etc.).
- Never release plants, fish or animals into a body of water unless they came out of that body of water.

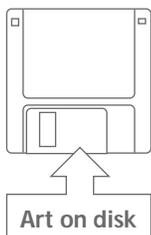
3.2 Brand Instructions

The instructions are required information for selected applications.

As demonstrated above (3.1), instructions may be formatted and scaled to fit the space available. Care must be given to ensure that a single word does not reside by itself on a line, after the instructions have been scaled or reformatted.

Typography Specifications:

8/9 Frutiger 57 Condensed and 77 Black Condensed. Each bulleted sentence is indented 6 points and has an additional 2.5 points of leading. The instructions may be scaled to fit the reproduction requirements. However, they may never be reproduced below 6 points.



This art is available in both Macintosh™ and Windows™ EPS formats.

3.3 Additional Information and Digital Art

For more information or to request digital art contact:

U.S. Fish and Wildlife Service 703.358.2148 tel.
 Division of Environmental Quality 703.358.2210 fax
 Branch of Invasive Species, Room 860 www.ProtectYourWaters.net
 4401 N. Fairfax Drive
 Arlington, VA 22203



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PLEASE NOTE: All brand art below is available in Encapsulated PostScript (EPS) file format at www.ProtectYourWaters.net



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