Ocean Conservancy®

SHOW YOUR SUPPORT FOR OCEAN CONSERVANCY

Ocean Conservancy has been a champion for the ocean for more than 50 years. Together, we create evidence-based solutions for a healthy ocean and the wildlife and communities that depend on it.

Thank you for fundraising on behalf of Ocean Conservancy, and for helping us work towards a healthy ocean for generations to come! We believe that everyone has a role to play in protecting the ocean, and you are playing an essential part in furthering our mission through your support. To help your fundraising experience, we have assembled some materials for you and put together some guidelines on how to best maximize and promote your support.

OCEAN CONSERVANCY'S IDENTITY GUIDELINES

Ocean Conservancy uses specific branding and language to ensure consistent brand awareness across all platforms. By following these guidelines, you will help us build a strong identity for Ocean Conservancy.

I. OCEAN CONSERVANCY'S MISSION

As you fundraise for Ocean Conservancy, we encourage you to use and refer to our mission statement:

> *Ocean Conservancy is working with you to protect the ocean from today's greatest global challenges. Together, we create evidence-based solutions for a healthy ocean and the wildlife and communities that depend on it.*

II. COMMON TERMINOLOGY

Ocean Conservancy – We are known as "Ocean Conservancy." Please do not use "OC," "The Ocean Conservancy" or "The Conservancy."

Ocean – Use the singular form of "ocean." Refer to one ocean, not oceans.

International Coastal Cleanup® – On first reference spell out "International Coastal Cleanup®"; thereafter, refer to it as the ICC.

III. OCEAN CONSERVANCY'S LOGO

You are free to use Ocean Conservancy's logo to show your support of Ocean Conservancy. To maintain a consistent identity, please do not alter the proportions or alignment of the logo. The registered trademark symbol should always appear with the Ocean Conservancy logo.

The full-color primary logo should only be placed on a white background. If you want to apply Ocean Conservancy's logo to a color background, please contact us for instructions on using a one-color logo. Please do not overlay the logo onto any background with a distracting photographic image.

LOGO EXAMPLES

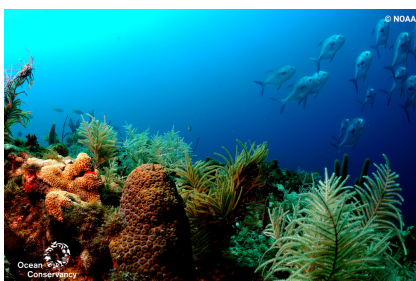| Primary Logo - *Preferred*	Secondary Logo	International Coastal Cleanup Logo

IV. BRANDED PHOTOS

We also created some branded photos for you to make your fundraising page your own! To download, simply click on your desired photo(s) and then choose to save the image to your computer, phone or tablet.

V. PHOTOGRAPHY

You are free to use personally-owned or public domain ocean images in your fundraising. Public domain photos are generally images that are owned by the government, and they can usually be used without any payment. Not all photographs found at all government sites are public domain, so we recommend checking each photograph to see if it is copyrighted or not. Please also give credit to the photographer and/or source!

Ocean Conservancy's preferred locations for public-domain photos are:

🐢 **Openverse** – www.openverse.org

🐢 **NOAA** – www.photolib.noaa.gov

🐢 **NOAA Flickr Library** – www.flickr.com/photos/noaaphotolib/sets

🐢 **U.S. Fish and Wildlife Service** – www.digitalmedia.fws.gov

🐢 **Library of Congress** – www.loc.gov/pictures

🐢 **NASA** – www.nasa.gov/multimedia/imagegallery/index.html

THANK YOU!

We are so grateful that you are fundraising on behalf of Ocean Conservancy – thank you! Your support drives our work to protect the ocean for future generations. Happy fundraising!