



Coastal Conservancy Logo Guidance

The Coastal Conservancy requests that it be represented by its logo on signs installed at project sites and that its participation in projects be mentioned in grantees' project-related news releases, contacts with media, social media postings, and websites.

The Conservancy's complete logo is shown below:



This centered version of the logo is preferred but, if necessary, a banner version can be used. Please ask your grant manager if you need other versions.

BASIC DESIGN GUIDELINES

Trademark Description

The trademark of the Coastal Conservancy consists of a symbol and logotype, and they are always used together.

The Coastal Conservancy symbol is derived from the pattern of the California horn shell and water. The logotype for the Coastal Conservancy trademark utilizes the font Bembo Roman.

Incorrect Trademark Usage

1. Do not modify the symbol.
2. Do not alter the size relationship of the symbol and the logotype.
3. Do not align the symbol to the left or the right of the logotype.
4. Do not use the trademark at a size smaller than one inch wide.

Trademark Color Usage

The preferred color usage of the Coastal Conservancy trademark is:

Pantone: 7705C

CMYK: C=90 M=40 Y=25 K=0

RGB: R=0 G=127 B=164

It can also be used in black or white.

Digital formats of the logo are available from the Conservancy's Communications Director,
Taylor Samuelson, at (510) 286-4182 or taylor.samuelson@scc.ca.gov.

To note, Prop 1 and Prop 12 funded grants have their own logo requirements. For more information, see the Communications Director.

Any use of the Conservancy's name and logo on signs must be approved in advance by the Conservancy.

The Conservancy requests the opportunity to participate in the drafting of text and design for signs that will display the Conservancy's logo or that are prepared, in whole or in part, with Conservancy funds.