



# Brand Parameter Guidelines

## December 2013

Back the Bay is an education and awareness campaign designed to improve the environmental quality of Galveston Bay by increasing awareness of the Bay's value among the public. The campaign aims to educate citizens in the Houston-Galveston region and focuses on three main goals: improving water quality, conserving water and protecting critical fish and wildlife habitats. In addition, it seeks to involve local governments, business and industry in voluntary natural resource conservation measures that build community resilience.

The campaign offers a fun and interactive way for residents to learn about the benefits of, and their connection to, our region's most valuable natural resource. The campaign also features tips residents can use in their everyday lives to help protect and preserve the Bay.

### **Background**

In 2005, Galveston Bay stakeholders—including Galveston Bay Council members—identified the lack of public awareness as one of the greatest challenges facing the Bay's future health. Addressing this challenge was identified as a very high priority in the Galveston Bay Strategic Action Plan (2005-2015). The Galveston Bay Estuary Program created Back the Bay to help address this priority.

The campaign is being used to help residents understand their connection to Galveston Bay and provide tips on how they can preserve the Bay. The campaign seeks to build stewardship and engage the public in conservation.

### **Partner Toolkit**

Galveston Bay provides the region with economic, environmental and recreational benefits. Partners of the campaign are encouraged to help protect and preserve this valuable natural resource by spreading the Back the Bay message through multiple channels—from social media to advertisements to outreach.

A toolkit with various campaign materials is available to be downloaded on the Back the Bay website (see login information below). This toolkit provides partners with the necessary materials to show they Back the Bay and to promote the campaign among their stakeholders. Whether you're with a corporation, nonprofit or government entity, please support the campaign by using and sharing these materials.

<http://www.backthebay.org/toolkit/> (See the full list of items listed on the attached chart)

Username: partners

Password: BayDay123

Partners of the campaign are featured on the Back the Bay website and social media.

If you use our materials, please let us know so we can track where those materials are being used and give you credit for using them.

**Color Logo:**

Use the Back the Bay logo on your materials to show you are a proud partner of the campaign. The logo can also be printed on other useful items, such as rain gauges and small trash bags for boats. Choose from the two logo options provided.

**PRIMARY LOGOS**

**Four-Color  
Logo**



**Logo With  
Preserve Tagline**



**Black & White  
Logo**



**Reversed Logo**



## BRAND COLORS

### Official Back the Bay Colors

When using the color versions, consistency is essential. The colors are important to the campaign's identity and should not be compromised for any reason. Line screen is 150 lines per inch.



PANTONE 432C  
CMYK 75, 58, 47, 27  
RGB 69, 85, 96  
#455560



PANTONE 543C  
CMYK 41, 11  
RGB 143, 195, 233  
#8FC3E9

## EXAMPLES OF IMPROPER LOGO USAGE

Consistent logo usage is essential in developing a strong, recognizable brand. Please do not misuse these logos by modifying, distorting or changing their color — or manipulating them in any other way.

