



NORTHWEST STRAITS
marine conservation initiative

Logo Use Policy

Logo use is an important way for MRCs to receive credit for work done, and is a requirement for our federal funding from NOAA. Please be aware that non-compliance may put the MRC at risk of not getting paid for work done. The following are guidelines for logo use, followed by some common examples where logo use is required. Please contact Commission staff with any questions.

MRC LOGO

The **MRC Logo** must appear, in a size that remains legible, on all publications and outreach materials that are funded by the Northwest Straits Commission, including those where the MRC is not the lead partner. This may need to be written into agreements with partner organizations to ensure compliance.

NORTHWEST STRAITS LOGO

The **Northwest Straits Marine Conservation Initiative Logo** must appear on all publications and outreach materials that are funded by the Northwest Straits Commission. Where space allows, this means both the MRC logo and Northwest Straits logo would be included.

The logo is available digitally in color and/or black and white and can be obtained from Commission staff. The logo should appear no smaller than 7/8 inches tall so that it remains legible.

FUNDING CREDIT

The cover of the title page of all public reports, studies, and other documents supported in whole or in part by the Northwest Straits Commission needs to include the **NOAA logo**, with the following statement:

“This (report, paper, etc.) was funded in part through a cooperative agreement with the National Oceanic and Atmospheric Administration. The views expressed herein are those of the author(s) and do not necessarily reflect the views of NOAA or any of its subagencies.”

The Washington Department of Ecology logo should **not** be used on any materials or given funding credit, unless the agency is providing other (non-Northwest Straits) grant funding that requires such credit.

Example:	Which logo(s) to use:
MRC funding provides training for volunteers through a partner organization. The partner organization produces a training notebook for participants	The MRC logo should be included at the front of the notebook, along with the partner organization's logo.
The MRC hires a contractor to complete a feasibility study, resulting in a 50-page report.	A cover sheet with NOAA logo and disclaimer must be included. The MRC and Northwest Straits logos must also be included.
Eight partner organizations, including the MRC, are co-hosting a free public workshop. Several small newspaper ads will run, and handouts will be provided at the workshop.	Newspaper ads, likely small, would not require the MRC logo, but any posters distributed and any handouts at the event must include the MRC logo.
The MRC is partnering with a marine life center to provide field trips to a local beach for school students.	The MRC logo must be included on any materials distributed to schools and/or students.
The MRC prepares an annual report on their work for public distribution.	Include the MRC logo and Northwest Straits logo.