

Graphics Library Introduction/Disclaimer

This Graphic Library is an important part of the Stop Aquatic Hitchhikers!TM campaign because it features the brand elements and different approved formats of the Stop Aquatic Hitchhikers!TM brand identity. Individually and collectively, these sections create the system and tools with which the brand identity can be managed consistently across all media and communications.

More specifically, here are some of the most important sections and the content they feature. To see all of the sections, please open and download the Brand Standards.

- **Brand Elements/Mark Signatures Section** – Identify and define the various elements of the brand,
- **Approved Call to Action Signatures Section** – A combination of the approved brand mark signatures and call to action steps in different formats,
- **Relationship Scaling Section** – The relationship and scaling of the SAH brand mark signatures to primary headlines and call to action steps, determines the how the brand positions itself within each communication i.e., dominate or subordinate to other messaging, elements and brands.
- **Co-Branding Section** – Over the years, there has been increased demand for Stop Aquatic Hitchhikers!TM to partner with other invasive species initiatives and agency brands. This section of the brand standards defines how to best approach multi-brand communications while clearly defining the desired brand relationships.
- **Brand Media Section** – General, recreation or invasive species promotional media brand messaging and visual imagery are critical to building brand awareness, educating the recreationist and promoting change in behaviors that will help stop the spread of aquatic invasive species. The media included within the standards is designed to target aquatic recreational users through a combination of various elements including a primary headline and optional subheading strategic messages, photo images, call to action steps, supporting endorsement brands, a partner endorsement brand and the communications dominant brand sponsor.

Due to the complexity of and competition within today's invasive species awareness marketplace, a lot of thought went into developing these standards. There are many creative variables and the standards provide the specific guidance on how to deal with various challenges. Also, it is important to understand that the media examples used within the standards are just examples. If there is a certain application that you like and you want to replicate, please contact us at info@stopquatic hitchhikers.org