

PROTECTING YOUR WATERS FOR THE NEXT GENERATION.

Contents

- 1.0** Brand Introduction
- 2.0** Brand Glossary/ Legal Notice/ Contact
- 3.0** Brand Messaging
- 4.0** Brand Elements
- 5.0** Brand Mark Signatures/ Primary
- 6.0** Brand Mark Signatures/ Alternate
- 7.0** Brand Mark Signatures/ Call To Action
- 8.0** Brand Mark Signatures/ Relationship Scaling
- 9.0** Brand Background/ Color Control
- 10.0** Brand Media/ Levels of Identification
- 11.0** Brand Media Examples/ Recreation
- 12.0** Brand Media Examples/ Horizontal
- 13.0** Brand Media Examples/ Vertical
- 14.0** Brand Media Examples/ Promotion



**STOP AQUATIC
HITCHHIKERS!™**

Be A Good Steward.
Clean. Drain. Dry.

StopAquaticHitchhikers.org

It is all about us, our knowledge and our conservation behaviors.

As a national partnership campaign created by the U.S. Fish and Wildlife Service, the Stop Aquatic Hitchhikers!™ brand focuses on preventing the spread of aquatic invasive species by empowering individuals with new cleaning behaviors associated with recreational pathways. The campaign promotes awareness, understanding and stewardship behaviors by providing a clear call to action to be informed, vigilant and responsible for preventing the spread of aquatic invasive species.

From its inception in 2002, Stop Aquatic Hitchhikers!™ has quickly gained national awareness, recall, and a high degree of acceptance with recreational users of aquatic resources, state agencies and national partners. The US Fish and Wildlife Service will leverage the SAH's market defining success to reinforce invasive species prevention, while unifying other regional and local awareness initiatives that is essential to delivering positive conservation behaviors and outcomes.

Stop Aquatic Hitchhikers!™ is designed to educate and empower recreational users of aquatic resources by expanding diverse experiences to include stewardship behaviors that prevent the spread of aquatic invasive species. Given the globalized world of the 21st century, these behaviors are critical for conserving our valuable natural resources and for extending your time on the water.



**STOP AQUATIC
HITCHHIKERS!™**

Be A Good Steward.
Clean. Drain. Dry.
StopAquaticHitchhikers.org

The Stop Aquatic Hitchhikers!™ Brand Standards provide a context for managing approved brand usage guideline specifications and media examples to help increase brand awareness and understanding. For more information see www.StopAquaticHitchhikers.org.

Brand

Product or service that is publicly distinguishable from other products or services.

Brand Icon

Stylized and unique brand shape and color that represents a brand.

Brand Logotype

Name of a company or brand set in a specified typeface and style.

Brand Mark

Stylized and unique brand name, typography, shape and color that represent a brand.

Brand Mark Signature

Combination of a brand icon, brand logotype, brand tagline, brand URL and other graphic elements that visually represent a brand.

Brand Mark Signature/ Endorsement

A brand demonstrating support and approval in relationship and position subordinate to the dominate brand . In this document we will reference partner endorsement brand and supporting endorsement brands.

Brand Name

Name used to identify a product or service.

Brand Positioning

How a brand is defined and perceived- a market opportunity, strategy and brand promise that identifies and engages with a target market.

Brand URL Logotype

Stylized and unique URL name, typography, shape and color that represent a brand.

Copyright (©)

Legal rights granted to the author or creator of written or visual work.

CMYK

Color model in which all colors are described as a mixture of the four basic process colors: C=Cyan, M= Magenta, Y= Yellow, K= Black.

Font

Complete set of characters in a particular size and style of type - including uppercase and lowercase letters, numerals, punctuation marks and all other special characters.

Four-Color Process

Reproduction method using tiny dots of cyan, magenta, yellow, and black (CMYK) to simulate the continuous tones and variety of colors in a color image.

Gradient

Gradual transition of colors.

Grayscale

Screening of black to simulate a range of tones. Using only black ink on a white surface, gray scale images appear to be black and white with shades of gray.

Kerning

Horizontal spacing between the individual letters in a word.

Leading

Vertical spacing between consecutive lines of text, measured in points.

Levels of Identification

A brand identification strategy and format for managing the relationship options between dominant, co-brand, subordinate and endorsement brands on shared media.

Match Color

Custom-blended ink matching a specified target color.

Pantone® Matching System (PMS)

Proprietary color system of Pantone, Inc. widely used for choosing and matching colors.

Point

A unit of measure commonly used in the graphic arts. 72 points equal 1 inch.

Process Colors

The three primary colors; cyan, magenta, yellow, plus black (CMYK) used to print full color images.

RGB

Transmitted colors (as used by a computer monitor) are defined in terms of a combination of these three colors.

R = Red, G = Green, B = Blue

Signature

Specified configurations of a brand mark or a logotype.

Brand Tagline

A phrase that becomes identified or associated with a brand program, product or company through consistent usage with the brand mark and repetition.

Trade Dress

Visual and physical characteristics of a product brand and it's media, include overall design, color, textures, typography, and all other graphic details which uniquely identify a brand.

Trademark (™)

Communicates an intention to trademark a unique image or phrase based on adoption and use in commerce, not to the author or creator.

Trademark (®)

Indicates legal rights granted to the owner of a unique registered image or phrase based on adoption and use in commerce, not to the author or creator.

2.1 Glossary of Terms

The general glossary of terms relating to brand, graphic design and printing is provided as a source of reference only and should not be considered a defining authority. These terms are used in describing the SAH brand standards. Consistent use of the approved terms will promote clear communications.

Trademark Protection

Always provide approved trademark ownership and registration language on documents, packages, presentations and other media. Font: Frutiger 57 Condensed.

EXAMPLE 1:

Stop Aquatic Hitchhikers!™ is a registered trademark of the U.S. Fish and Wildlife Service.

EXAMPLE 2:

"Be A Good Steward. Clean. Drain. Dry." is a registered trademark of the U.S. Fish and Wildlife Service.

EXAMPLE 3:

Stop Aquatic Hitchhikers!™ and "Be A Good Steward. Clean. Drain. Dry." are registered trademarks of the U.S. Fish and Wildlife Service.

EXAMPLE 4:

Clean Drain Dry is a registered trademark of the Association of Fish and Wildlife Agencies.

Copyright

To be present on products, promotional materials and other media as directed by marketing. Font: 5.5 Point, Frutiger 57 Condensed.

©2016 Stop Aquatic Hitchhikers / USFWS

2.2 Legal

Proper use of the Stop Aquatic Hitchhikers! Trademarks are important to protect these valuable assets. As a partner in the campaign to *Stop Aquatic Hitchhikers!*, follow the easy to follow directions for use of the SAH brand outlined in this brand standards document. There are detailed instructions and examples on how the brand can be used in a variety of marketing and branding products.

2.3 Contact

Use of the *Stop Aquatic Hitchhikers!* USFWS owned Trademark by our partners in this campaign is encouraged. This brand is recognized nationally and internationally as a brand synonymous to outreach and marketing efforts working to change behaviors in water recreation sports that help reduce the spread and or introduction of aquatic invasive species through adoption of the **Clean – Drain – Dry** behaviors outlined in the campaign. If you want to use the brand outside of the protocols outlined in the brand standards document please contact the U.S. Fish and Wildlife Service Fish and Aquatic Program at info@stopaquatichitchhikers.org

General Brand Campaign Information

info@stopaquatichitchhikers.org

**U.S. Fish and Wildlife Service
Fish and Aquatic Conservation
Branch of Aquatic Invasive Species**
5275 Leesburg Pike
Falls Church, VA 22041

fws.gov
StopAquaticHitchhikers.org
ProtectYourWaters.net

Strategic brand messaging is fundamental to effective brand management of a brand's positioning, brand name, brand tagline, headlines and call to action communications. Brand messaging defines how we want our brand to be perceived, and by whom.

"Give recreational users of aquatic resources a clear call to action, to be informed conservation advocates, vigilant about the threat and empowered to prevent the spread of aquatic invasive species."

STOP AQUATIC HITCHHIKERS!™

**Be A Good Steward.
Clean. Drain. Dry.**

Personal Responsibility

Aqua Smart!
Be A Good Steward.
Be Good Stewards.
Clean Gear is Good Stewardship.
Clean Gear to Maintain Access & Freedom.
Clean Up Your Act!
Come Clean. Leave Clean.
Consider Your Impact!
Prevent The Transport Of Invasive Species.
Protecting Your Waters.
Protecting Your Waters For The next Generation.

Protect Our Environment

Aqua Alert!
Aquatic New Sense!
Do Nature a Favor. Clean Your Gear.
Invest in Nature. Clean Your Gear.
Protect Our Natural State.

Enjoy Your Aquatic Recreation Experience

Be a Conservationist. Clean Your Gear.
21st Century Sportsmen Clean Their Gear.
Conserving Access Requires Clean Gear.
Relaxing On the Water Requires Clean Gear!
The Cost Of Freedom Requires Cleaning Your Gear!
Tight Lines Require Clean Gear.

Take Action

Clean. Drain. Dry.
Clean Your Gear! A Quality Experience Depends On You.
Don't Pick Up Invasive Species.
Don't Pick Up Strangers!
Stop Invasive Species In Your Wake.
Stop The Spread Of Invasive Species.
Stop Them In Your Wake.
Wash "Em Off! Wipe "Em Out!

Invasives

Don't Move A Mussel!

3.1 Brand Positioning

Brand Positioning is best defined as "How do we want to be perceived?" Our goal is to stop the spread of invasive species through a brand message that will both educate and promote a change in behavior.

3.2 Brand Name

The brand name is the first opportunity to deliver the brand positioning. The Stop Aquatic Hitchhikers!™ brand logo is a specified typeface and style. Stop Aquatic Hitchhikers!™ is a registered trademark of the U.S. Fish and Wildlife Service.

3.3 Brand Tagline

The brand tagline follows the brand mark in the context of the brand mark signatures, further defining the brand's purpose, positioning and call to action. The brand tagline "Be A Good Steward. Clean. Drain. Dry." is a registered trademark of the U.S. Fish and Wildlife Service.

3.4 Strategic Messages

Strategic messages have been found to be central to the brand's communications and the objective to stop the spread of terrestrial and aquatic invasive species. While we are presenting our The Stop Aquatic Hitchhikers!™ strategic messages in defined categories, these messages can be used in various combinations to achieve a desired communications objective. Strategic messages can be used alone or in combination as primary headlines and subheadings and call to action statements.

3.5 Call To Action

Give recreationists a clear call to action, to be informed, attentive and accountable for stopping the spread of invasive species. Call to action steps may vary and can be customized according to states, regions, species, recreational focus and local law.

3.5.1 Call To Action/ Primary :

Stop the Transport of Invasive Species:

- **CLEAN** boots, gear, boat, trailer & vehicle of plants, fish, animals & mud.
- **DRAIN** bilge, ballast, wells & buckets before you leave the area.
- **DRY** equipment before launching watercraft into another body of water.

3.5.2 Call To Action/ Alternate:

Stop the Transport of Invasive Species:

- **REMOVE** plants, fish, animals & mud from boots, gear, boat, trailer & vehicle.
- **CLEAN** your gear before entering & leaving the recreation site.
- **DRAIN** bilge, ballast, wells & buckets before you leave the area.
- **DRY** equipment before launching watercraft into another body of water.
- **DISPOSE** of unwanted bait in a sealed container.

The brand elements and formats of the Stop Aquatic Hitchhikers!™ brand identity, individually and collectively provide the system and tools with which the brand identity can be manage consistently across all media and communications.



**STOP AQUATIC
HITCHHIKERS!™**

Be A Good Steward.
Clean. Drain. Dry.

StopAquaticHitchhikers.org

Frutiger 77 Black Condensed
FRUTIGER 77 BLACK CONDENSED
abcdefghijklmnopqrstuvwxy

Frutiger 57 Condensed
FRUTIGER 57 CONDENSED
abcdefghijklmnopqrstuvwxy



SAH Red
CMYK: 0/100/100/0
RGB: 237/28/36
PMS: 485c

SAH Black
CMYK: 0/0/0/100
RGB: 35/31/32
PMS: Proc. Black c

Process Color
CMYK: Cyan,
Magenta, Yellow,
Black



SAH Orange
CMYK: 0/59/96/0
RGB: 245/132/38
PMS: 165c

SAH Yellow
CMYK: 0/30/100/0
RGB: 252/185/23
PMS: 130c

SAH Yellow Green
CMYK: 50/0/98/0
RGB: 140/198/66
PMS: 376c

SAH Medium Blue
CMYK: 100/10/0/10
RGB: 0/188/228
PMS: Process Blue c

SAH Dark Blue
CMYK: 75/0/7/0
RGB: 0/84/164
PMS: Reflex Blue c

SAH Aqua Blue
CMYK: 100/0/44/17
RGB: 0/146/143
PMS: 327c

SAH Green
CMYK: 95/0/100/27
RGB: 0/133/63
PMS: 356c

SAH Gray
CMYK: 0/0/0/60
RGB: 128/130/133
PMS: Proc. Black c

4.1 Brand Icon

Stylized and unique illustration inside a red octagon shape. The soft octagon drop shadow should always be used.

4.2 Brand Logotype

Stylized and unique typography in black representing the Stop Aquatic Hitchhikers! brand name. Font: Frutiger 77 Black Condensed, Upper Case.

4.3 Brand Tagline

Stylized and unique typography in black representing the brand tagline in a one or two line configuration. Font: Times Regular, Cap/Lower Case.

4.4 Brand URL Logotype

Stylized and unique typography in the brand primary colors representing the Stop Aquatic Hitchhikers brand name.

4.5 Brand Font

The preferred Brand Font is the Frutiger Condensed font family. Frutiger Condensed sets the visual tone for all supporting and messaging headlines. The Frutiger font can be purchase online for PC and Mac systems.

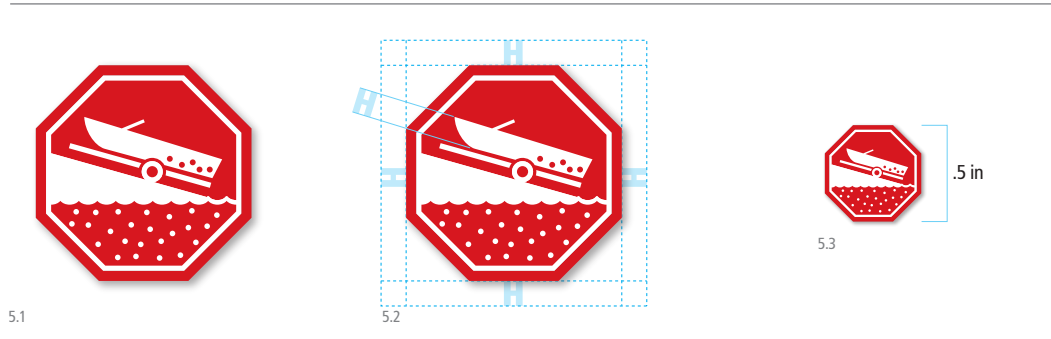
4.6 Brand Primary Colors

The brand mark is always reproduced in full color CMYK. Selected brand colors as shown to the left, are available as accent colors when creating new print and web media.

4.7 Brand Secondary Colors

Selected brand secondary colors as shown to the left, are available as accent colors when creating new print and web media.

The Stop Aquatic Hitchhikers!™ brand icon and brand mark signatures are the brands most valuable assets and core elements. Consistent usage will enhance SAH brand visual recognition and recall. Always use the approved electronic SAH brand artwork files.



5.1 Brand Icon

Stylized and unique illustration inside a red octagon shape with soft octagon drop shadow.
 Art File: SAH_Brand_Icon.pdf

5.2 Minimum Clear Space

The margin of distance surrounding the entire brand icon is defined by "H", which is equal to the height of the boat bow.

5.3 Brand Icon/Minimum Size

To be recognizable, the brand icon should not be any smaller than .5 inch in height.



5.4 Brand Mark Signature/ Vertical Two Line

The approved vertical combination of the SAH brand icon, brand logotype, brand tagline and brand URL graphic elements that visually represent the brand.
 Art File: SAH_Brand_Mark_Sig_V2L.pdf

5.5 Minimum Clear Space

The margin of distance surrounding the entire brand mark vertical signature is defined by "H", which is equal to the cap height of the brand logotype.

5.6 Minimum Size

To be recognizable and legible, the brand mark vertical signature should not be any smaller than 1.5" in height.



5.7 Brand Mark Signature/ Horizontal Two Line

The approved horizontal combination of the SAH brand icon, brand logotype, brand tagline and brand URL graphic elements that visually represent the brand.
 Art File: SAH_Brand_Mark_Sig_H2L.pdf

5.8 Minimum Clear Space

The minimum distance surrounding the entire brand mark horizontal two line signature is defined by the width of the brand logotype cap "H".

5.9 Minimum Size

To be recognizable and legible, the brand mark horizontal two line signature should not be any smaller than 2.75" in length.



The Stop Aquatic Hitchhikers!™ alternate brand mark signatures are available when the primary brand mark signatures do not fit the design application. Surround each brand mark signature with adequate clear space to ensure proper visual impact.



STOP AQUATIC HITCHHIKERS!
Be A Good Steward. Clean. Drain. Dry.
StopAquaticHitchhikers.org

6.1



STOP AQUATIC HITCHHIKERS!
Be A Good Steward. Clean. Drain. Dry.
StopAquaticHitchhikers.org

6.2



STOP AQUATIC HITCHHIKERS!
Be A Good Steward. Clean. Drain. Dry.
StopAquaticHitchhikers.org
3.25"

6.3

STOP AQUATIC HITCHHIKERS!
Be A Good Steward. Clean. Drain. Dry.
StopAquaticHitchhikers.org

6.4

STOP AQUATIC HITCHHIKERS!
Be A Good Steward. Clean. Drain. Dry.
StopAquaticHitchhikers.org

6.5

STOP AQUATIC HITCHHIKERS!
Be A Good Steward. Clean. Drain. Dry.
StopAquaticHitchhikers.org

6.6

STOP AQUATIC HITCHHIKERS!
Be A Good Steward. Clean. Drain. Dry.
StopAquaticHitchhikers.org

6.7

StopAquaticHitchhikers.org

6.8

StopAquaticHitchhikers.org

6.9

**6.1 Brand Mark Signature/
Horizontal One Line**

An approved alternate signature for extreme horizontal applications.

Art File: SAH_Brand_Mark_Sig_H1L.pdf

6.2 Minimum Clear Space

The minimum distance surrounding the entire brand mark horizontal one line signature is defined by the width of the brand logotype cap "H".

6.3 Minimum Size

To be recognizable and legible, the brand mark horizontal one line signature should not be any smaller than 3.25" in length.

**6.4 Brand Logotype Signature/
Horizontal One Line/ Alternate**

An approved alternate signature for extreme horizontal applications when the SAH brand icon (red octagon) is not permitted.

Art File: SAH_Brand_Logo_Sig_H1L.pdf

6.5 Minimum Clear Space

Minimum distance surrounding the brand logotype horizontal one line signature is defined by the width of the logotype cap "H".

**6.6 Brand Logotype Signature/
Horizontal Two Line/ Alternate**

An approved alternate signature when the SAH brand icon (red octagon) is not permitted.

Art File: SAH_Brand_Logo_Sig_H2L.pdf

6.7 Minimum Clear Space

Minimum distance surrounding the brand logotype horizontal one line signature is defined by the width of the logotype cap "H".

6.8 Brand URL Logotype

An approved alternate signature when the SAH brand icon (red octagon) is not permitted.

Art File: SAH_Brand_URL_Logo.pdf

6.9 Minimum Clear Space

Minimum distance surrounding the brand URL logotype is defined by the width of the brand logotype cap "H".

The Stop Aquatic Hitchhikers!™ brand mark signatures can be combined with approved call to action steps. Surround the SAH brand mark signatures with adequate clear space to ensure proper visual impact and separation from the call to actions steps.



**STOP AQUATIC
HITCHHIKERS!™**
Be A Good Steward.
Clean. Drain. Dry.
StopAquaticHitchhikers.org

Stop the Transport of Invasive Species:

- **CLEAN** boots, gear, boat, trailer & vehicle of plants, fish, animals & mud.
- **DRAIN** bilge, ballast, wells & buckets before you leave the area.
- **DRY** equipment before launching watercraft into another body of water.

7.1



**STOP AQUATIC
HITCHHIKERS!™**
Be A Good Steward.
Clean. Drain. Dry.
StopAquaticHitchhikers.org

Stop the Transport of Invasive Species:

- **CLEAN** boots, gear, boat, trailer & vehicle of plants, fish, animals & mud.
- **DRAIN** bilge, ballast, wells & buckets before you leave the area.
- **DRY** equipment before launching watercraft into another body of water.

7.2

**7.1 Brand Mark Signature/
Vertical**

The approved vertical SAH brand mark signature with call to action steps for extreme vertical formats. The brand mark signature is separated from the call to action steps with a horizontal rule colored SAH Red.

**7.2 Brand Mark Signature/
Vertical**

The approved vertical SAH brand mark signature with call to action steps for vertical rectangular and square formats. The brand mark signature is separated from the call to action steps with a horizontal rule colored SAH Red.



**STOP AQUATIC
HITCHHIKERS!™**
Be A Good Steward. Clean. Drain. Dry.
StopAquaticHitchhikers.org

Stop the Transport of Invasive Species:

- **CLEAN** boots, gear, boat, trailer & vehicle of plants, fish, animals & mud.
- **DRAIN** bilge, ballast, wells & buckets before you leave the area.
- **DRY** equipment before launching watercraft into another body of water.

7.3

**7.3 Brand Mark Signature/
Horizontal**

The approved horizontal SAH brand mark signature with call to action steps for horizontal rectangular and square formats. The brand mark signature is separated from the call to action steps with a horizontal rule colored SAH Red.

**7.4 Brand Mark Signature/
Horizontal**

The approved horizontal SAH brand mark signature with call to action steps for extreme horizontal formats. The brand mark signature is separated from the call to action steps with a vertical rule colored SAH Red.



**STOP AQUATIC
HITCHHIKERS!™**
Be A Good Steward. Clean. Drain. Dry.
StopAquaticHitchhikers.org

Stop the Transport of Invasive Species:

- **CLEAN** boots, gear, boat, trailer & vehicle of plants, fish, animals & mud.
- **DRAIN** bilge, ballast, wells & buckets before you leave the area.
- **DRY** equipment before launching watercraft into another body of water.

7.4

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.



**STOP AQUATIC
HITCHHIKERS!™**
Be A Good Steward.
Clean. Drain. Dry.
StopAquaticHitchhikers.org

□ ○ □

8.2 BRAND MARK SIGNATURE DOMINANT

**Stop Invasive
Species In
Your Wake.**



**STOP AQUATIC
HITCHHIKERS!™**
Be A Good Steward.
Clean. Drain. Dry.
StopAquaticHitchhikers.org

□ ○ □

8.3 HEADLINE AND BRAND MARK SIGNATURE EQUAL DOMINANCE

**Aquatic
New Sense!**



**STOP AQUATIC
HITCHHIKERS!™**
Be A Good Steward.
Clean. Drain. Dry.
StopAquaticHitchhikers.org

Stop the Transport of Invasive Species:

- **CLEAN** boots, gear, boat, trailer & vehicle of plants, fish, animals & mud.
- **DRAIN** bilge, ballast, wells & buckets before you leave the area.
- **DRY** equipment before launching watercraft into another body of water.

□ ○ □

8.4 HEADLINE AND BRAND DOMINANT/ CALL TO ACTIONS SUBORDINATE

**Don't
Move A
Mussel!**

Stop the Transport of Invasive Species:

- **CLEAN** boots, gear, boat, trailer & vehicle of plants, fish, animals & mud.
- **DRAIN** bilge, ballast, wells & buckets before you leave the area.
- **DRY** equipment before launching watercraft into another body of water.



**STOP AQUATIC
HITCHHIKERS!™**
Be A Good Steward.
Clean. Drain. Dry.
StopAquaticHitchhikers.org

□ ○ □

8.5 HEADLINE DOMINANT/ BRAND AND CALL TO ACTIONS SUBORDINATE

8.1 Relationships Scaling

Determining a brands relationship and visual hierarchy within a given brand media communication. The scale and position of the brand mark signature, headline message and call to action steps should be consistent with your brand communications objectives.

8.2 Brand Mark Signature/ Dominant

Primary and most visible brand of a given communication.

8.3 Headline And Brand/ Equal Dominance

A headline message and brand mark signature demonstrating equal and dominate visual impact in a given communication.

8.4 Headline And Brand Dominant/ Call To Actions Subordinate

A headline message and brand mark signature demonstrating equal and dominate visual impact with call to actions steps in a subordinate position.

8.5 Headline Dominant/ Brand And Call To Actions Subordinate

A dominate headline message demonstrating visual impact while the brand mark signature and call to actions steps take a subordinate position.

Always display the Stop Aquatic Hitchhikers!™ brand icon and brand mark signatures on backgrounds that provide maximum contrast and readability. Surround each brand mark signature with adequate clear space to ensure proper visual impact.



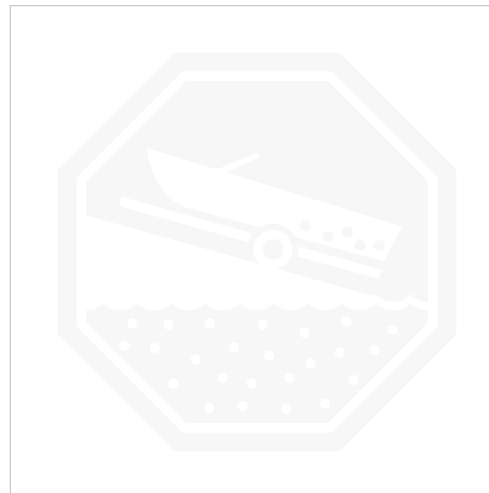
9.1



9.2



9.3



9.4



9.5 Photo: USFWS SAH



9.6 Photo: PlayCleanGo.org

**9.1 White Background/
Preferred**

It is preferred to display the SAH brand mark signatures on a white background. Always maintain high brand visibility through maximum contrast between the brand mark signature and background.

NOTE: Dark and medium value color backgrounds such as the SAH Brand Primary Colors (4.6) and Brand Secondary Colors (4.7) are not permitted. Dark and medium value color backgrounds do not provide high visibility and maximum contrast between the brand mark signature and background.

**9.2 Lt. Gray Background/
Alternate**

It is acceptable to display the SAH brand mark signatures on a light gray background not to exceed a 15% color density. Always maintain high brand visibility through maximum contrast between the brand signature and background.

**9.3 Pattern Background/
Tone On Tone**

It is acceptable to display the SAH brand mark signatures on a neutral "tone on tone" pattern background not to exceed 3% Black color density. Always maintain high brand visibility through maximum contrast between the brand signature and background.

**9.4 Brand Icon/
Tone On Tone**

It is acceptable to display the SAH Brand Icon on a neutral "tone on tone" background not to exceed 3% Black color density.

**9.5 Image Background/
High Contrast**

It is acceptable to display the SAH brand mark signatures on a photograph or illustration when the background color and texture allows the brand mark signature to maintain high brand visibility through maximum contrast.

**9.6 Image Background/
Minimum Clear Space**

Position the SAH brand mark signature away from shapes and objects that may visually violate the brand mark signature. The margin of distance surrounding the entire brand mark signature is defined by "H", which is equal to the cap height of the brand logotype.

With increased demand for Stop Aquatic Hitchhikers!™ to partner with other invasive species initiatives and agency brands, the SAH brand standards defines how to best approach multi-brand communications while clearly defining the desired brand relationships.

10.1

LEVEL 1 - SAH DOMINANT BRAND
PHOTO: IBV

LEVEL 2 - SAH DOMINANT / PARTNER ENDORSEMENT
PHOTO: IBV

LEVEL 3 - SAH / PARTNER CO-BRANDING
PHOTO: IBV

LEVEL 4 - PARTNER DOMINANT / SAH ENDORSEMENT
PHOTO: IBV

10.1 Levels of Identification

When more than one brand entity sponsors a given communication, the visual hierarchy i.e., scale and position of these brands to each other, should be consistent with your partnership brand communications agreements, positioning and objectives. Levels of identification provide a simple structure and format to manage the relationship options between the dominant brand and a partner co-brand, partner endorsement brand and other possible supporting endorsement brands. The SAH Levels of Identification include:

LEVEL 1 - SAH DOMINANT BRAND

Primary and most visible sponsor of a specific communication.

LEVEL 2 - SAH DOMINANT / PARTNER ENDORSEMENT

Partner brand(s) that take a subordinate endorsement position to the dominant brand. Partner brand endorsement communicates valued partnership, alliances and support to the dominant brand.

LEVEL 3 - SAH/PARTNER CO-BRANDING

Two partner brands sharing the primary sponsor position and equal visibility of a specific communication.

LEVEL 3 - SAH DOMINANT / PARTNER ENDORSEMENT

Supporting brands take a subordinate endorsement position to the dominant brand while communicating their alliance, bringing added value and credibility to the dominate brand.

10.2 Dominant Brand

Primary sponsor and most visible brand in a specific communication.

10.3 Partner Co-Brands

Partner co-brands take an equal position to each other.

10.4 Partner Endorsement Brand

Partner brand(s) that take a subordinate endorsement position to the dominant brand.

10.5 Supporting Endorsement Brand(s)

Supporting brands take a subordinate endorsement position to the dominant brand while communicating their support, alliance, and added value to the dominate brand.

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.

CLEAN. DRAIN. DRY.
Protect Our Natural State.

Stop the Transport of Invasive Species:

- CLEAN boats, gear, trailer & trailer of gear, etc. annually & more.
- DRAIN Hips, hulls, wells & buckets before you leave the area.
- DRY equipment before launching watercraft into another body of water.

11.1 Photo: USFWS SAH

COME CLEAN. LEAVE CLEAN.
Invest In Nature. Clean Your Gear!

Stop the Transport of Invasive Species:

- CLEAN boats, gear, trailer & trailer of gear, etc. annually & more.
- DRAIN Hips, hulls, wells & buckets before you leave the area.
- DRY equipment before launching watercraft into another body of water.

11.2 Photo: PlayCleanGo.org

TIGHT LINES REQUIRE CLEAN GEAR.
Protect Our Natural State.

Stop the Transport of Invasive Species:

- CLEAN boats, gear, trailer & trailer of gear, etc. annually & more.
- DRAIN Hips, hulls, wells & buckets before you leave the area.
- DRY equipment before launching watercraft into another body of water.

11.3 Photo: USFWS SAH, Flickr

WASH "EM OFF! WIPE "EM OUT!
Protect Our Natural State.

Stop the Transport of Invasive Species:

- CLEAN boats, gear, trailer & trailer of gear, etc. annually & more.
- DRAIN Hips, hulls, wells & buckets before you leave the area.
- DRY equipment before launching watercraft into another body of water.

11.4 Photo: PlayCleanGo.org

AQUATIC NEW SENSE!
Protect Our Natural State.

Stop the Transport of Invasive Species:

- CLEAN boats, gear, trailer & trailer of gear, etc. annually & more.
- DRAIN Hips, hulls, wells & buckets before you leave the area.
- DRY equipment before launching watercraft into another body of water.

11.5 Photo: USFWS SAH, Flickr

BE A GOOD STEWARD.
Tight Lines Require Clean Gear.

Stop the Transport of Invasive Species:

- CLEAN boats, gear, trailer & trailer of gear, etc. annually & more.
- DRAIN Hips, hulls, wells & buckets before you leave the area.
- DRY equipment before launching watercraft into another body of water.

11.6 Photo: @fotosearch.com

CONSIDER YOUR IMPACT!
Protect Our Natural State.

Stop the Transport of Invasive Species:

- CLEAN boats, gear, trailer & trailer of gear, etc. annually & more.
- DRAIN Hips, hulls, wells & buckets before you leave the area.
- DRY equipment before launching watercraft into another body of water.

11.7 Photo: @fotosearch.com

STOP THEM IN YOUR WAKE!
Protect Our Natural State.

Stop the Transport of Invasive Species:

- CLEAN boats, gear, trailer & trailer of gear, etc. annually & more.
- DRAIN Hips, hulls, wells & buckets before you leave the area.
- DRY equipment before launching watercraft into another body of water.

11.8 Photo: @fotosearch.com

DON'T MOVE A MUSSEL!
Clean, Drain, Dry.

Stop the Transport of Invasive Species:

- CLEAN boats, gear, trailer & trailer of gear, etc. annually & more.
- DRAIN Hips, hulls, wells & buckets before you leave the area.
- DRY equipment before launching watercraft into another body of water.

11.9 Photo: California Dept Of Fish & Wildlife

11.1 Recreation General/ Boat Launch

The Stop Aquatic Hitchhikers!™ media is designed to target aquatic invasive species recreationist through 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. Aquatic recreation specific ad leverages boat launching imagery with strong call to action headline "Clean, Drain, Dry."

11.2 Recreation General/ Shoreline Camp

Aquatic specific recreation outdoor imagery dominant with headline, SAH Brand Mark Signature and action steps. Optional supporting endorsement brand.

11.3 Recreation Specific/ Fishing

Aquatic specific recreation outdoor imagery dominant with headline, SAH Brand Mark Signature and call to action steps.

11.4 Recreation Specific/ Kayak

Aquatic specific recreation outdoor imagery dominant with headline, SAH Brand Mark Signature and call to action steps.

11.5 Recreation Specific/ Paddle Board

Aquatic specific recreation outdoor imagery dominant with headline, SAH Brand Mark Signature and call to action steps.

11.6 Recreation Specific/ Fly Fishing

Aquatic specific recreation outdoor imagery dominant with headline, SAH Brand Mark Signature and call to action steps.

11.7 Recreation Specific/ Jet Ski

Action recreation imagery communicates the fast moving fun and our high emotion for the aquatic environment.

11.8 Recreation Specific/ Power Boat

Action recreation imagery communicates the fast moving fun and our high emotion for the aquatic environment.

11.9 Invasive Specific/ Mussel

Aquatic invasive specific ad leverages a high profile regional campaign brand "Don't Move A Mussel!" and invasive imagery.

Extreme horizontal formats are common to outdoor advertising conditions when long range viewing while traveling at high speeds is your most critical design criteria. Keeping the brand mark signatures and strategic messaging presentation simple is critical.



12.1 Photo: IBV



12.2 Photo: ©fotosearch.com



12.3 Photo: IBV



12.4 Photo: ©fotosearch.com



12.5 Photo: California Dept Of Fish & Wildlife

12.1 Brand Mark Signature/ Horizontal

The Stop Aquatic Hitchhikers!™ media is designed to target aquatic invasive species recreationist through bold headlines, strategic messages and optional imagery. Extreme horizontal formats are common to outdoor advertising conditions when long range viewing while traveling at high speeds is your most critical design criteria.

12.2 Brand Logotype Signature/ Horizontal Two Line/ Alternate

Use the SAH Brand Logotype Signature/ Horizontal Two Line (6.6) when the SAH Brand Icon (red octagon) is not permitted.

12.3 Recreation Specific/ Boating

Aquatic recreation specific ad leverages boat launching imagery with strong call to action headline "Clean. Drain. Dry.".

12.4 Recreation Specific/ Water Skiing

Aquatic recreation specific ad leverages action imagery with the strong call to action headline "Clean. Drain. Dry.".

12.5 Invasive Specific/ Mussel

Aquatic invasive specific ad leverages a high profile regional campaign brand "Don't Move A Mussel!" and invasive imagery.

Extreme vertical formats are common where space is limited such as publication advertising column formats, standard rack brochures, pull-up banner displays and wall poster. Keeping the brand mark signatures and strategic messaging presentation simple is critical.



STOP AQUATIC HITCHHIKERS!™
Be A Good Steward.
Clean. Drain. Dry.
StopAquaticHitchhikers.org

Stop the Transport of Invasive Species:

- **CLEAN** boots, gear, boat, trailer & vehicle of plants, fish, animals & mud.
- **DRAIN** bilge, ballast, wells & buckets before you leave the area.
- **DRY** equipment before launching watercraft into another body of water.



13.1

Aqua Alert!



STOP AQUATIC HITCHHIKERS!™
Be A Good Steward.
Clean. Drain. Dry.
StopAquaticHitchhikers.org

Stop the Transport of Invasive Species:

- **CLEAN** boots, gear, boat, trailer & vehicle of plants, fish, animals & mud.
- **DRAIN** bilge, ballast, wells & buckets before you leave the area.
- **DRY** equipment before launching watercraft into another body of water.



13.2

Don't Move A Mussel!



STOP AQUATIC HITCHHIKERS!™
Be A Good Steward.
Clean. Drain. Dry.
StopAquaticHitchhikers.org

Stop the Transport of Invasive Species:

- **CLEAN** boots, gear, boat, trailer & vehicle of plants, fish, animals & mud.
- **DRAIN** bilge, ballast, wells & buckets before you leave the area.
- **DRY** equipment before launching watercraft into another body of water.



13.3



STOP AQUATIC HITCHHIKERS!™
Be A Good Steward.
Clean. Drain. Dry.
StopAquaticHitchhikers.org

Stop the Transport of Invasive Species:

- **CLEAN** boots, gear, boat, trailer & vehicle of plants, fish, animals & mud.
- **DRAIN** bilge, ballast, wells & buckets before you leave the area.
- **DRY** equipment before launching watercraft into another body of water.




13.4 Photo: Explore Minnesota



STOP AQUATIC HITCHHIKERS!™
Be A Good Steward.
Clean. Drain. Dry.
StopAquaticHitchhikers.org

Stop the Transport of Invasive Species:

- **CLEAN** boots, gear, boat, trailer & vehicle of plants, fish, animals & mud.
- **DRAIN** bilge, ballast, wells & buckets before you leave the area.
- **DRY** equipment before launching watercraft into another body of water.



Aqua Smart!



13.5 Photo: PlayCleanGo.org



STOP AQUATIC HITCHHIKERS!™
Be A Good Steward.
Clean. Drain. Dry.
StopAquaticHitchhikers.org

Stop the Transport of Invasive Species:

- **CLEAN** boots, gear, boat, trailer & vehicle of plants, fish, animals & mud.
- **DRAIN** bilge, ballast, wells & buckets before you leave the area.
- **DRY** equipment before launching watercraft into another body of water.



Don't Move A Mussel!



13.6 Photo: California Dept Of Fish & Wildlife

13.1 Brand Mark Signature/ Vertical

The Stop Aquatic Hitchhikers!™ media is designed to target aquatic invasive species recreationist through bold headlines, strategic messages and optional imagery. Extreme vertical formats are common to column publication advertising where space is limited. Other vertical media may include rack brochures, hanging banners, retractable pull-up banner displays and wall poster. Optional supporting endorsement brand(s).

13.2 Brand Mark Signature/ General Headline

Dominant headline over SAH Brand Mark Signature and action steps. Optional supporting endorsement brand(s).

13.3 Invasive Specific/ Mussel

Aquatic invasive specific headline leverages a high profile regional campaign brand "Don't Move A Mussel!" over SAH Brand Mark Signature and action steps. Optional supporting endorsement brand(s).

13.4 Recreation Specific/ Shoreline and Canoeing

Dominant AH Brand Mark Signature with Aquatic general recreation outdoor imagery. Optional partner endorsement brand.

13.5 Recreation Specific/ Kayak

Aquatic specific recreation outdoor imagery dominant with headline, SAH Brand Mark Signature and action steps. Optional partner endorsement brand.

13.6 Invasive Specific/ Mussel

Aquatic invasive specific ad leverages a high profile regional campaign headline/brand "Don't Move A Mussel!" and invasive imagery. Optional partner endorsement brand.

Promotional brand media for partners, retailers and manufacturers are effective tools for building SAH brand awareness while educating the recreationist and promoting change in behaviors that will help stop the spread of aquatic invasive species.



14.1 (Front Cover)



14.1 (Inside)



14.2



14.3



14.5 (Front)

14.5 (Back)



14.4



14.6 (Front) Photo: Explore Minnesota



14.6 (Back) Photo: USFWS SAH

14.1 SAH Pocket Folder

General use SAH brand pocket folder can be used for packaging materials and presentations. Folder folded size: 9" wide x 12" high.

14.2 Banner/ Brand Mark Signature/ Horizontal One Line

The single line horizontal brand mark signature works best in extreme horizontal spaces.

14.3 Banner/ Brand Mark Signature/ Horizontal Two Line

The two line horizontal brand mark signature works best in most horizontal spaces.

14.4 Banner/ Brand Mark Signature/ Vertical Two Line

The two line vertical brand mark signature works best in most vertical spaces as a hanging banner, self supporting free standing vertical banner and with or without SAH call to action steps.

14.5 Brand Tag

A two sided tag can be attached to products to promote and communicate the SAH aquatic invasive species and conservation message.

14.6 Rack Card

A two sided rack card can be attached to products, serve as a hand-out or be displayed in a media brochure rack to promote and communicate the SAH aquatic invasive species brand and conservation message. Rack card size: 3.66" wide x 8.5" high.

14.7 Products

SAH Branded products such as a quality emergency whistle brings value and functionality to the aquatic recreationist.

