



# **GULF OF MEXICO ALLIANCE**

Logo and Attribution Guide | Updated January 2018

## GULF OF MEXICO ALLIANCE LOGO USE

The Gulf of Mexico Alliance (GOMA) logo provides visual identity for our organization. Please follow the guidelines below to ensure proper use and representation of the Gulf of Mexico Alliance.

### OFFICIAL LOGO

This is the current Gulf of Mexico Alliance logo. It should not be altered in any way and must be in high resolution (it should not look fuzzy or distorted). Information on how to obtain high-resolution graphic files is available at the end of this document.



### PROPORTION

Enlarge and reduce the logo proportionally. Do not distort.

Correct:



Incorrect:



### COLOR

Always use the original logo colors. Do not use the logo on a background with insufficient contrast. The all-black logo can be used when printing restrictions apply (i.e. one-color printing).

Correct:



Full Color

One Color

Incorrect:



## OBSOLETE LOGOS

These are old versions of the logo. They should not be used. Please pay particular attention to the far right logo; it is very similar to the current logo, however, the Team names have changed and the ones on the old logo are no longer accurate.



## NAME

*Correct:*

Organization: Gulf of Mexico Alliance, GOMA, or Alliance (e.g. Alliance Management Team)

Teams: Priority Issue Team or Team; Cross-Team Initiative or Cross-Team

*Incorrect:*

Organization: G.O.M.A., Goma, GOM Alliance, or any other variations/abbreviations

Teams: P.I.T., Pit, or any other variations/abbreviations

## COLORS AND FONT

*Colors:* GOMA's primary colors are 100% saturation dark and light green.

Dark Green:

Light Green:

C M Y K

C M Y K

89 31 83 19

15 1 22 0

*Font:* GOMA's primary font is Adobe Garamond Semibold. Other font usage is acceptable as long as usage is consistent.

## ATTRIBUTION AND OTHER INFORMATION

- An official Gulf of Mexico Alliance logo should appear on all publications and presentations for projects paid for with GOMA funds and projects where GOMA is a partner (unless otherwise noted).

- Photos for printed materials must be high resolution (at least 300 dpi or 1 megapixel [2048 x 1536]).
- Copyrighted material, including photos, graphics, and images from the internet, should not be used without permission.
- Awardees are responsible for ensuring that an acknowledgement of Gulf or Mexico Alliance support or partnership is made:
  - in any news media interviews (e.g. radio, television, and news magazines)
  - in any publication (including web pages) of any material based on or developed under your project, in the following terms:  
 “This project was funded wholly or in part by the Gulf of Mexico Alliance and [list other sources]. The contents of this document do not necessarily reflect the views and policies of the Gulf of Mexico Alliance or its partners.”

## **APPROVAL OF MATERIALS AND NOTIFICATION**

The Gulf of Mexico Alliance reserves the right to review and approve materials prior to publication and release for projects paid for with GOMA funds. We request notification and a copy of press releases or published materials at the time of publication; copies should be included in any grantee’s required reports to GOMA.

## **SOCIAL MEDIA AND HASHTAGS**

The Gulf of Mexico Alliance maintains accounts on Facebook, Twitter, and LinkedIn. The Gulf of Mexico Alliance handle (@GoMAlliance) and hashtags should be used when referencing the Alliance on social media.

Handle: @GoMAlliance

Common hashtags: #GoMAlliance, #GulfStar, #AllHands, #GulfofMexico

## **HOW TO OBTAIN HIGH RESOLUTION LOGO FILES**

High resolution logo files are available for download on the Gulf of Mexico Alliance website (<https://gulfofmexicoalliance.org/learn-more/style-guides/>) or by request via email to [grantadmin@gomxa.org](mailto:grantadmin@gomxa.org).

## **QUESTIONS**

Please email [grantadmin@gomxa.org](mailto:grantadmin@gomxa.org) with any questions about using the Gulf of Mexico Alliance logo or other standards, and for additional logo files to match your needs.