



GULF OF MEXICO ALLIANCE

GULF STAR PROGRAM

Logo and Attribution Guide | Updated January 2018

GULF STAR LOGO USE

The Gulf Star logo should be used for all projects funded by the Gulf of Mexico Alliance Gulf Star Program (a public-private partnership). Please follow the guidelines below to ensure proper use and representation of the Gulf of Mexico Alliance and the Gulf Star Program.

OFFICIAL LOGO

This is the current Gulf of Mexico Alliance Gulf Star Program 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 color. 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:



NAME

Correct:

Program: Gulf Star Program

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:

Program: GS, G.S., or any other variations/abbreviations

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

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

ATTRIBUTION AND OTHER INFORMATION

- An official Gulf of Mexico Alliance Gulf Star Program logo should appear on all publications and presentations for projects paid for with Gulf Star Program funds. It is not necessary to use the GOMA organizational logo in addition to the Gulf Star Program logo.
- 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 Star Program support 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 made possible by funding from the Gulf of Mexico Alliance through their Gulf Star Program. The contents of this document do not necessarily reflect the views and policies of the Gulf of Mexico Alliance or its partners.” or
“This project was made possible in part by funding from the Gulf of Mexico Alliance through their Gulf Star Program 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 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.

QUESTIONS

Please email 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.