



"White River, AS" by Texas Tongs, Flickr, licensed under CC BY-ND 2.0/ Cropped from original



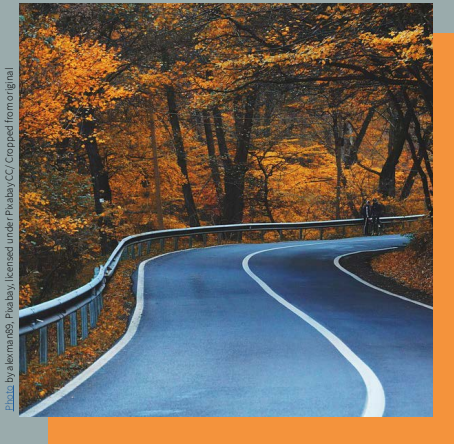
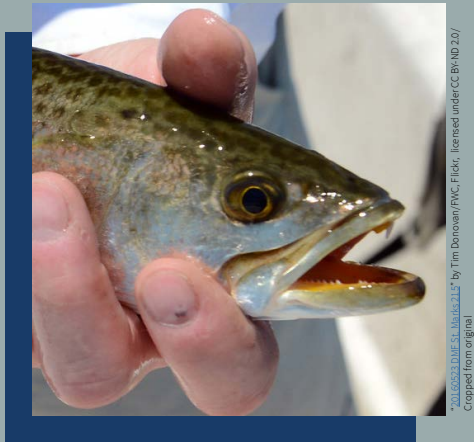
Southeast Conservation Adaptation Strategy

Logo Usage Guidelines

v.1.0 June 2024

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Southeast Conservation Adaptation Strategy

Introduction:

The SECAS logo embodies the diverse ecosystems and communities of the Southeast and U.S. Caribbean. The dogwood blossom represents the region's rich forestry, abundant flora, and continual growth. The mountain road symbolizes the region's iconic mountain ranges, from the Appalachians to the Sierra de Luquillo, and SECAS' role in paving the way for a sustainable, prosperous future. The great blue heron is emblematic of interconnected terrestrial and aquatic ecosystems and the harmony between land, water, and sky. The sea trout signifies the economic and cultural value of the region's aquatic life and the importance of marine conservation. Together, these elements speak to the intricate balance between nature and society, highlighting SECAS' commitment to fostering a future where fish, wildlife, and people thrive.

Logo Variations:

The SECAS logo consists of the quadrant leaf symbol and a wordmark containing the full organization name or its acronym, presented in horizontal or vertical arrangements. These come in five color variations each: two multi-color (one with blue text, another with white) and three single-color (white, black, blue).

The horizontal logo with the full organization name is the preferred primary option for usage. The acronym versions are reserved for internal documents or publications where the organization name is explicitly stated elsewhere.

The logo should not be altered beyond these 15 variations.

Horizontal









Vertical



Logo Usage:

The SECAS logo and quadrant leaf symbol are important expressions of brand identity and have been carefully designed and constructed to achieve visual harmony. They should never be altered, modified, or redrawn.

Color Palette:

	#864198 rgb(134,65,152) cmyk(12,57,0,40)		#f5933b rgb(245,147,59) cmyk(0,40,76,4)		#578e40 rgb(87,142,64) cmyk(39,0,55,44)		#183c68 rgb(24,60,104) cmyk(77,42,0,59)
	#ffffff rgb(255,255,255) cmyk(0,0,0,0)		#000000 rgb(0,0,0) cmyk(0,0,0,100)				

Incorrect Usage:



Do not recolor the logo



Do not rearrange the logo elements



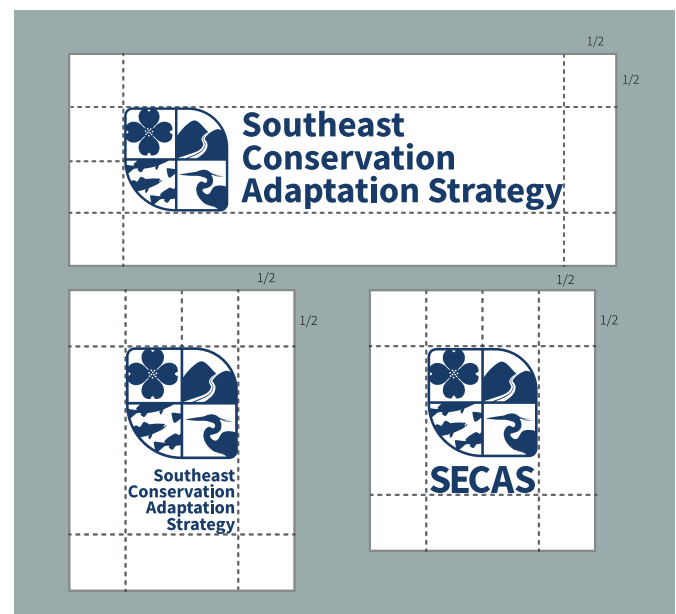
Do not distort or resize the logo elements



Do not apply gradients, shadows, or other effects

Clearspaces:

When using the logo in a design or near other visual elements, it is important to maintain space to provide breathing room and maximize visibility and impact. The logo's clearspace indicates the closest that any other graphic element or text can be positioned in relation to the logo. The minimum clearspace is equal to half of the height (or width) of the quadrant leaf symbol.



Background Contrast:

The five color variations allow flexible usage of the logo on a variety of backgrounds without the use of effects, such as drop shadows, which alter the logo and facilitate inconsistency. Such effects should be avoided wherever possible.



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Symbol Isolation:

Use of the isolated quadrant leaf symbol is permitted, but should only be used on internal communications or media that prominently displays the organization name.

