Puget Sound Starts Here

STYLE GUIDE

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TABLE OF CONTENTS

Tone Guidelines 2

Key Messages 4

Brand Versions and Application 10

Color Palette and Font Library 16

PowerPoint Template Standards 18

TONE GUIDELINES

Tone Guidelines

Following are tone guidelines for communicating the "Puget Sound Starts Here" brand. The overall tone of PSSH communications should be hopeful and positive while recognizing the seriousness of the situation. The Do's and Don'ts below are intended to provide guidance in the development of communications tools.

DO	DON'T
Be encouraging and positive. Pick words that are upbeat but not patronizing.	Do not play the blame game or seek to cause feelings of guilt. Avoid sounding lighthearted or frivolous.
Maintain an undertone of gravity. The situation is serious, and this tone should be conveyed.	Don't use inflammatory language or words intended to scare or intimidate. Avoid phrasing that says "gloom and doom."
Seek to be inspirational. Ideally, visitors to the Web site and people who see the PowerPoint presentations, etc. should feel energized and inspired to take action.	Avoid insincerity and platitudes. No phoniness.
Use straight talk. Speak in terms the average person can understand. Research indicates that writing at a 6th to 8th grade level will be understood by the greatest number of people.	Do not use puffery, hyperbole, fluff.
Stick with laymen's terms.	Don't use jargon or acronyms. Stay away from heavy technical language (more detailed information on the Web site can be slightly more technical).
Stay action-oriented. Keep the focus on what the reader can do, how he/she can contribute, support, promote, etc.	Stay away from monologues that don't provide meaningful information and cause the reader to disengage.

KEY MESSAGES

Key Messages

In order to ensure all target audiences receive consistent communication regarding the health of Puget Sound and the actions they can take to help solve the problem, please use the following key messages as the underpinnings of your communication with these audiences. Proof points are provided to support these messages.

KEY MESSAGE #1:
Puget Sound is in Trouble

While Puget Sound appears pristine above the surface, beneath the surface the Sound is in deep trouble. Pollution from a variety of activities and sources enter Puget Sound every day, destroying habitat, creating dead zones with dangerously low oxygen levels, and poisoning the wildlife we embrace as symbols of the region.

PROOF POINTS

• Washington's Department of Ecology estimates that millions of pounds of toxic chemicals - including petroleum, copper, lead and zinc – enter Puget Sound each year.

• About 75 percent of the toxic chemicals getting to the Sound are carried by stormwater that runs off paved roads and driveways, rooftops, yards and other developed land.

• 549 streams, rivers and lakes across the Puget Sound region are impaired by poor water quality.

• Transient and southern resident orcas are considered to be among the most PCB contaminated mammals on the planet.

• Harbor seals in Puget Sound are seven times more contaminated with the persistent toxic chemicals known as PCBs than those living in Canada's Strait of Georgia, which adjoins the Sound.

KEY MESSAGE #2:
Pollution Sources

Everyday activities, such as washing our cars on the street, letting oil leaks persist, not cleaning up after our dogs, and using excessive amounts of chemical pesticides and fertilizers contribute significantly to pollution in Puget Sound.

PROOF POINTS

• While businesses and industries through the region adhere to strict regulations to prevent their operations from harming Puget Sound, our day-to-day activities often go unchecked and now present a significant threat to the Sound.

• In addition to soaps, oil and direct rinse water from car washing have been found to contain toxic chemicals and heavy metals. All of these enter Puget Sound – or bodies of water that lead to the Sound – when we wash our cars on the street, on our driveways or in a parking lot.

• Oil drips and leaks from cars that haven't been maintained properly contribute pollution to Puget Sound every year.

• The 1.2 million dogs living in the Puget Sound region produce 390,000 pounds of solid waste every day. That's equivalent to the raw sewage from a city of 300,000 people.

• When stormwater flows over our yards and gardens it picks up chemical pesticides and fertilizers and carries them into streams, rivers, lakes and Puget Sound.

KEY MESSAGE #3:
What's at Risk in the Short Term?

As pollution takes its toll on Puget Sound, we continue to experience significant, negative impacts to our environment, our economy and our daily lives.

PROOF POINTS

• Throughout the Puget Sound Region, beaches have been closed temporarily to uses such as fishing and swimming because of pollution. For example, harmful algae blooms and bacteria have contaminated shellfish beds and have harmed fish and wildlife.

• The Puget Sound's resident orca population is shrinking dramatically, their health threatened significantly by pollution.

Key Message #4:
What's at Risk in the Long Term?

The quality of life we've come to enjoy in our region is based in great part on the health of Puget Sound, but if toxins continue to pollute the Sound at the current rate, we could experience severe consequences.

PROOF POINTS

• The Puget Sound's fishing and shellfish industry, dependent on clean waters, is valued at $147 million a year. This includes all recreational and commercial fishing.

• The tourism industry in the Puget Sound region is valued at $9.5 billion a year, with hundreds of thousands of people drawn to the Sound for its natural beauty and recreational opportunities.

• Many people choose to live in the Puget Sound region because of the area's quality of life. There are 2.2 million jobs in the Puget Sound region which account for an annual payroll of $102 billion.

KEY MESSAGE #5:
What You Can Do

It may not seem like your individual activities could pose a serious threat to Puget Sound. However, stormwater runoff carries pollution from thousands of small sources - from our streets, gardens, driveways and parking lots - into the Sound each day. When these small sources combine, they create a significantly large problem.

By taking your car to a commercial car wash (instead of washing it at home), performing regular car maintenance to prevent oil leaks, cleaning up after your dog, and reducing the use of chemical fertilizers and pesticides when caring for your lawn or garden, you can dramatically improve the health of Puget Sound.

PROOF POINTS

• The bacteria from pet waste are detrimental to marine life. Dogs produce a significant amount of poop each year which negatively impacts the health of Puget Sound.

• Runoff from washing your car at home goes straight into the nearest storm drain. In addition to carrying soaps and detergents, rinse from car washing has been shown to contain oil, toxic metals and antifreeze, all of which are harmful to the health of Puget Sound.

• A lot of oil enters Puget Sound every year, and most of that is from oil on roads and hard surfaces left by leaks and drips from automobiles. Perform regular auto maintenance to fix leaks to prevent oil from ending up in the Sound.

• Stormwater also picks up chemical fertilizers and pesticides, carrying them to the Sound. These pollutants are toxic to fish and wildlife and contribute to the creation of dead zones by absorbing oxygen. Switching off of chemical pesticides and fertilizers is the best solution. If you continue to use them, be sure to follow the package instructions carefully and use as little as possible.

BRAND VERSIONS AND APPLICATION

Puget Sound Starts Here Brand

There are two standard formats for the “Puget Sound Starts Here” campaign brand:

Primary:

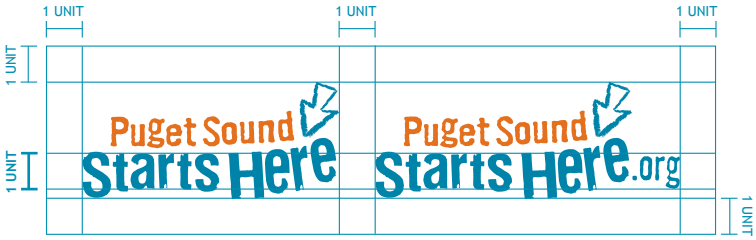
Use this brand version for all official corporate communications geared toward media, funders, partners and the public. This version should be used on business stationery and email signatures.

Secondary:

Use this brand version for materials designed specifically to drive traffic to the “Puget Sound Starts Here” Web site. These materials would include ads, promotional items, posters, t-shirts, etc.

Defining a Clear Zone for the Puget Sound Starts Here Brands

Whenever possible, keep all other logos, graphics and type at least **1 UNIT** away from the brand on all sides. **1 UNIT** is determined by the height of the small cap “a” in the brand at any given size. This measuring technique should be used for both the plain and .org versions of the brand.



Brand Colors

Orange
Pantone 159C
C1 M74 Y100 K7
R223 G96 B32
#DF6020

Teal
Pantone 314C
C100 M4 Y14 K18
R0 G142 B179
#008EB3

The following color applications apply to all versions of the Puget Sound Starts Here brand.

PRIMARY COLOR APPLICATION

2-color:
Orange: Pantone 159C
Teal: Pantone 314C

4C-Process
Orange: C1 M74 Y100 K7
Teal: C100 M4 Y14 K18

SECONDARY COLOR APPLICATION

1-color:
Teal: Pantone 314C
Use when on press with one color budgets

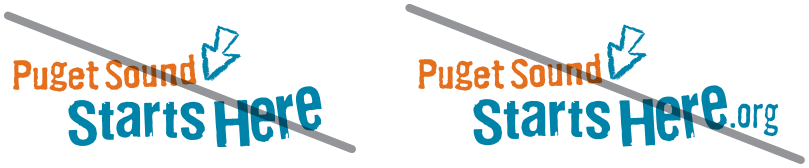
1-color: Black
Only on black and white documents

1-color: White
Reversed out only on black or very dark colors

Examples of Improper Brand Usage

Consistent brand usage is essential in developing a strong, recognizable brand. These examples of improper usage apply to both the Puget Sound Starts Here and the Puget Sound Starts Here.org versions of the brand.

Do not alter the position of the upper and lower brandtype and arrow in relationship to each other.



Do not alter the size or position of the arrow in relation to the brandtype.

Do not modify the brandtype proportions of the brand.

Do not print the brand in non-standard colors.

Do not screen the brand.

Do not distort the brand (this can happen if the SHIFT key is not held down when sizing the brand on the computer).

Stand-alone Brand Element

"And Here" graphic

Use this element in promotional materials to extend the message of the "Puget Sound Starts Here" brand visual. This graphic element should only be used to accompany images that illustrate the various sources of pollution in Puget Sound.

Stand Alone Brand Element Colors

Teal
Pantone 314C
C100 M4 Y14 K18
R0 G142 B179
#008EB3

The following color applications apply to the Puget Sound Starts Here Stand-alone brand element.

PRIMARY COLOR APPLICATION

1-color:
Teal (Pantone 314C)

4C-Process
Teal (C100 M4 Y14 K18)

SECONDARY COLOR APPLICATION

1-color: Black
Only on black and white documents

1-color: White
Reversed out only on black or very dark colors

Examples of Improper Stand-alone Brand Element Usage

Consistent brand usage is essential in developing a strong, recognizable brand. These examples of improper usage apply to both versions of the brand.

Do not alter the size or position of the arrow in relation to the brandtype.

Do not modify the brandtype proportions of the brand.

Do not print the stand-alone brand element in non-standard colors.

Do not screen the stand-alone brand element.

Do not distort the stand-alone brand element (this can happen if the SHIFT key is not held down when sizing the brand on the computer).

Do not use the brand element without the arrow.

COLOR PALETTE AND FONT LIBRARY

Color Palette

Brand Colors

The colors that appear in the Puget Sound Starts Here brand and stand-alone brand elements are:

Orange
Pantone 159C
C1 M74 Y100 K7
R223 G96 B32
#DF6020

Teal
Pantone 314C
C100 M4 Y14 K18
R0 G142 B179
#008EB3

Complementary Colors

These secondary colors should be used to complement the primary colors of the Puget Sound Starts Here brand.

Brown
Pantone 732C
C16 M68 Y100 K70
R90 G41 B0
#5A2900

Light Blue
Pantone 656C
C10 M2 Y0 K0
R225 G238 B249
#E1EEF9

Cream
Pantone 617C
C7 M6 Y52 K15
R207 G197 B128
#CFC580

Font Library

Trebuchet MS is the official font for the Puget Sound Starts Here campaign.

Trebuchet MS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trebuchet MS Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

POWERPOINT TEMPLATE STANDARDS

PowerPoint Template Standards

ECO Net members have been provided with PowerPoint templates which address problems with the health of Puget Sound, as well as slides that are specific to individual action areas. The presentations also contain customizableslides for additional action-area information. When customizing these slides, please refer to the Tone and Messaging Guidelines on pages 2 and 5-9 of this Style Guide.

Type and Picture Placement Standards

TYPE
Trebuchet MS is the standard font for the Puget Sound Starts Here PowerPoint presentations on both the slides and the notes pages.

TYPE SIZE
Heading Title: 24 pt.
Supporting Body Copy/Bullets: 15 pt.

TYPE COLOR
Blue/Teal as indicated in the PowerPoint Master Page temlplate.

PICTURES
Whenever possible, keep all type at least .125 inches away from photos on all sides.