

BRAND GUIDELINES

Washington State Conservation Districts

SPRING 2015

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ABOUT KEY MESSAGES

Purpose of Key Messages

Key messages will unify the way conservation districts are presented by the Washington State Conservation Commission (SCC) and the districts themselves. They will correct misperceptions about conservation districts, and help build a positive image and reputation among target audiences. The key messages presented here address three specific questions:

1. What are conservation districts?
2. What do conservation districts do?
3. Why are conservation districts important?

The best key messages are clear, concise statements that effectively communicate the unique value conservation districts bring to their target audiences. They are not slogans, empty phrases, or vision/mission statements.

Tone and Style

Conservation districts will use key messages when communicating with various audiences through multiple channels. Audiences include clients, partners, funders, legislators and others. Channels include websites, printed materials, presentations, email, in-person conversations and the like. Depending on the audience and/or channel, the general style adopted by a district may be formal or informal. Written communication tends to be formal, while the spoken word is typically more relaxed.

The tone (both written and spoken) used by conservation districts should be friendly and helpful. A positive, upbeat approach will be more favorably received. Unambiguous language will ensure clear understanding. Every effort should be made to avoid jargon, acronyms and “internal speak.”

Relevance

Key messages were developed to provide consistent, unified communication for Washington’s 45 conservation districts. It’s understood that districts vary greatly in their location, size of communities served, number of staff, local attitudes and expectations and other characteristics. Not all of the key messages presented here will be appropriate for every conservation district. Districts must select and use those that are suitable for their own circumstances.

KEY MESSAGE DO'S AND DON'TS

DO

DO think of key messages as a bridge between what an audience already knows and what your district wants them to learn and understand.

DO use key messages as conversation-starters. They stimulate questions like “why” and “how,” opening the door to information-sharing and engagement.

DO answer the “why” and “how” questions using proof points. Also called “supporting points,” proof points provide context and explanation.

DO weave key messages and proof points into every form of communication: printed materials, websites, speaking presentations, PowerPoints, casual conversations.

DO remember to use key messages with internal (as well as external) audiences.

DON'T

DON'T feel required to use key messages or proof points word-for-word. Without altering the meaning, make revisions to match the personality of your district.

DON'T make wording changes that lead to long, complicated, confusing key messages or proof points.

DON'T include every key message in every communications vehicle. Select one (or a few) that are appropriate for the audience and objective.

DON'T share key messages and proof points in the form they are provided in this guide to external audiences.

KEY MESSAGES

What Are Conservation Districts?

Key Message 1-A

Conservation districts are trusted partners helping people care for Washington's natural resources.

Proof Points:

- Conservation districts are non-regulatory agencies that do not enforce compliance or impose penalties, but instead offer recommendations and advice.
- Conservation districts are voluntary, providing services at the request of and in collaboration with those that receive the benefits: Washington landowners.
- For more than 75 years, CDs have worked side-by-side with landowners to help them use their lands responsibly and knowledgeably.

Key Message 1-B

Conservation districts are local people who have a personal investment and interest in improving the quality of life in their communities.

Proof Points:

- Because they live where they work, conservation district staff have deep, first hand knowledge of the issues and challenges faced by landowners.
- Every one of Washington's 39 counties is represented by at least one district.
- Each conservation district is run by a voluntary board of supervisors: five individuals who live and work in the local community, three of whom are elected by their peers.

Key Message 1-C

Conservation districts are non-regulatory, boots-on-the-ground providers of natural resources expertise, knowledge, education and dedication.

Proof Points:

- The people who work for conservation districts do so because of their passion for maintaining Washington's natural resources.
- District staff offer landowners undergraduate and graduate degree knowledge in relevant fields such as soil resource management, conservation biology, forest and ecological engineering and others.
- Conservation district staff spend most of their time in the field, bringing hands-on expertise and problem-solving skills to landowners.
- Districts serve as a clearinghouse of information collected through their broad network of agencies, organizations, colleagues, vendors, partners, etc.

What Do Conservation Districts Do?

Key Message 2-A

Conservation districts work collaboratively to help people responsibly and efficiently manage their land and associated natural resources.

Proof Points:

- Landowners request assistance from conservation districts; services are not required or forced upon them.
- District staff assess landowner needs on an individual basis, make recommendations and, as feasible, implement and fund appropriate solutions.
- Many of the best management practices recommended by conservation district staff maintain natural resources while decreasing landowner operating costs.

Key Message 2-B

Conservation districts offer a range of voluntary services and programs tailored to the needs of local communities.

Proof Points:

- Services are provided by district staff free of charge; financial assistance and cost sharing help landowners reduce their financial outlay for many projects.

- Farmers and ranchers benefit from farm plans, nutrient management and other programs that support agricultural endeavors.
- Landowners with forested acreage are assisted by wildfire prevention, disease management and habitat enhancement programs.
- Programs that facilitate effective storm water management (such as storm drain marking and yard care) are available for suburban communities.

Key Message 2-C

Conservation districts provide essential services for natural disaster preparedness, response and recovery.

Proof Points:

- Conservation districts help landowners mitigate the effects of natural disasters with preparedness programs for wildfires, floods and soil erosion.
- Following the Oso landslide, specially trained district staff assisted with landowner recovery efforts through emergency operations centers.
- When the Carlton Complex wildfire burned more than 250,000 acres, the local

conservation district set up assistance processes to help landowners restore grazing lands, repair fences and irrigation systems, replant trees and control erosion.

Key Message 2-D

Conservation districts use education and public outreach to foster natural resources stewardship.

Proof Points:

- Districts offer free workshops, classes and demonstrations to teach landowners best management practices.
- Newsletters with locally-focused articles and conservation tips are regularly published and distributed free of cost.
- Conservation districts participate in local festivals, fairs, farmers markets and other public events, offering educational handouts and information about landowner services.
- Schools have ready, free access to programs, lessons, speakers and other tools provided by districts to teach children about being responsible stewards of the land.
- Forty-one of Washington's 45 conservation districts have websites; most provide educational content.

Why Are Conservation Districts Important?

Key Message 3-A

Conservation districts empower people to care for natural resources through their own land management decisions.

Proof Points:

- Helping people to help themselves is a proven behavior change model.
- Those who live and work on the land are uniquely qualified to develop effective solutions.
- Personal ownership of responsible, knowledgeable land management practices facilitates sustainability.

Key Message 3-B

Conservation districts foster collaborative relationships with local, state and federal decision-makers, leading to more effective, feasible policies.

Proof Points:

- Districts leverage the Washington State Conservation Commission's relationship with legislators to ensure the voices of landowners are heard.

- Legislative tours are regularly hosted by conservation districts, enabling lawmakers to see and hear firsthand how policies are affecting landowners.
- Districts provide on-the-ground feedback on proposed and existing policies to the SCC, which coordinates with partner agencies to find improved solutions.

Key Message 3-C

Conservation districts proactively build relationships with other agencies, enhancing the value of services and programs provided by all.

Proof Points:

- Districts deliver significant cost effectiveness by finding state and federal match dollars for local funds.
- Agencies are able to efficiently collaborate through an extensive network.
- Land users and others leverage the "one stop shopping" trait of conservation districts to quickly get answers and resolve issues.

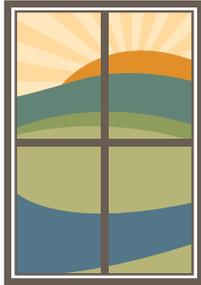
Key Message 3-D

Conservation districts directly affect both Washington's statewide economy and the lives of individual residents.

Proof Points:

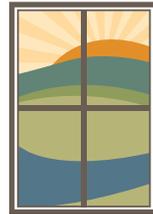
- Reduced water pollution supports economic growth in the fishing and shellfish industries.
- Enhanced soil quality and reduced soil erosion support the state's \$35 billion food and agriculture industry, which employs 160,000 and contributes 11 percent to the state's economy.
- Improved water quality means utilities spend less on treating water, leading to lower water bills for customers.
- Reduced water pollution helps maintain the quality of life for Washingtonians who value outdoor beauty and recreation.

BRAND IDENTITY



CONSERVATION DISTRICTS
OF WASHINGTON STATE

your window to healthy lands



CONSERVATION DISTRICTS
OF WASHINGTON STATE

your window to healthy lands

Identity

It is important that the basic elements of our brand are represented consistently across all applications. They are a direct reflection of our commitment to our clients, each other and our individual passions.

Logo artwork must never be modified. When importing into a document, always scale the logo artwork proportionally to ensure consistency across applications.

Identity | Black and White

For materials produced in black and white, use the black and white logo artwork provided.



CONSERVATION DISTRICTS OF WASHINGTON STATE

your window to healthy lands

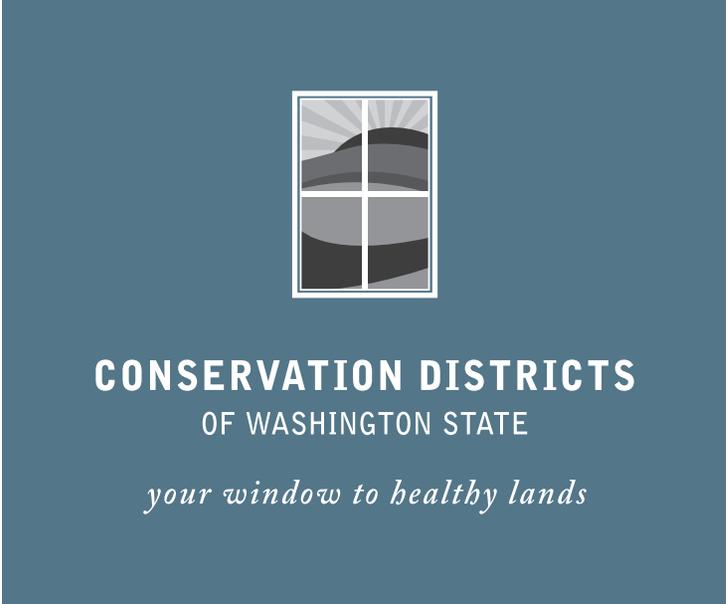


CONSERVATION DISTRICTS OF WASHINGTON STATE

your window to healthy lands

Identity | Reversed Out

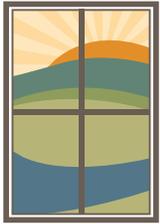
When the logo is used on a color background, use the most appropriate logo to ensure the maximum contrast.



Identity | Clear Space

Our logo requires a sufficient amount of clear space in order to stand out on all our communications. Avoid placing other graphic elements within the designated clear space. As a quick rule-of-thumb, use the dimension equivalent to the height of one of the window panes in the logo mark around all four sides of the logo, as shown to the left, as the minimum clear space.





CONSERVATION DISTRICTS
OF WASHINGTON STATE

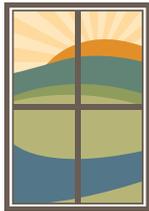
your window to healthy lands



Identity | Use with Other Logos

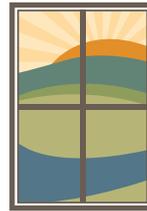
Equal Weight

If equal weight needs to be given to both logos, always show the logos in one of the formats listed here. Do not make the individual conservation district logo larger than the branded window logo. If no logo exists for your district please type the name of your district below the tagline, "your window to healthy lands," in either Times New Roman Italic or Arial.



CONSERVATION DISTRICTS
OF WASHINGTON STATE

your window to healthy lands

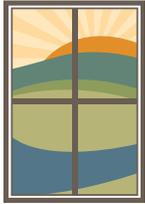


CONSERVATION DISTRICTS
OF WASHINGTON STATE

your window to healthy lands

Thurston Conservation District





CONSERVATION DISTRICTS
OF WASHINGTON STATE

your window to healthy lands



CONSERVATION DISTRICTS
OF WASHINGTON STATE

your window to healthy lands



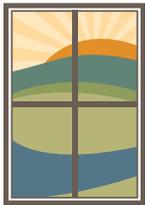
Douglas County, WA

Identity | Improper Use of Logo

Listed are some examples of what not to do, however, this is not an exhaustive list.

Please do not change the color of the logo or alter the scenery in the window in any way. Do not change the format of the title and tagline.

It is important to maintain the correct hierarchy when adding your individual conservation district logo. Do not add individual conservation district logos too close to the “window logo”. Always try to maintain at least .25 inches of space or more to give each logo proper white space.



*Cascadia
Conservation District*

CONSERVATION DISTRICTS
OF WASHINGTON STATE

your window to healthy lands



Cascadia Conservation District



CONSERVATION DISTRICTS
OF WASHINGTON STATE

your window to healthy lands



CONSERVATION DISTRICTS
OF WASHINGTON STATE

your window to healthy lands

.25 inches



**Thurston
Conservation District**
Local solutions to local problems

BRAND COLORS

COLORS		PANTONE / SPOT	CMYK	RGB HEX
	UNCOATED	PMS 5405U	C 52 M 21 Y 15 K 38	R 91 G 111 B 128
	COATED	PMS 5405C	C 68 M 35 Y 17 K 40	Hex #5B6F80
	UNCOATED	PMS 412U	C 57 M 58 Y 65 K 22	R 110 G 92 B 89
	COATED	PMS 412C	C 52 M 59 Y 45 K 90	Hex #645C59
	UNCOATED	PMS 141U	C 0 M 23 Y 70 K 0	R 249 G 193 B 110
	COATED	PMS 141C	C 0 M 16 Y 65 K 0	Hex #F9C16E
	UNCOATED	PMS 145U	C 3 M 48 Y 94 K 6	R 243 G 127 B 58
	COATED	PMS 145C	C 4 M 53 Y 100 K 8	Hex #C97F3A
	UNCOATED	PMS 5845U	C 16 M 9 Y 55 K 18	R 167 G 163 B 117
	COATED	PMS 5845C	C 18 M 10 Y 60 K 23	Hex #A7A375
	UNCOATED	PMS 5757U	C 41 M 20 Y 73 K 13	R 129 G 133 B 92
	COATED	PMS 5757C	C 34 M 12 Y 91 K 54	Hex #81855C
	UNCOATED	PMS 5545U	C 60 M 29 Y 50 K 17	R 96 G 118 B 111
	COATED	PMS 5545C	C 62 M 19 Y 45 K 50	Hex #60766F

Colors | Color Palette

The Pantone Matching System (PMS) colors specified here are used when printing all Washington State Conservation District logos. Ensure CMYK, RGB and HTML values match as closely as possible to the PMS colors provided so that communications appear unified and consistent.

Try to limit your color choice to 2–3 colors to keep your color palette simple. It is recommended that dark colors be chosen for type, as they are easier to read.

BRAND TYPEFACE

Arial Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 10

Arial Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 10

Times New Roman Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 10

Times New Roman Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 10

Typeface

Our brand typeface is Arial and Times New Roman, both should come standard on most computers. Multiple weights are available in order to aid design and provide flexibility to our marketing communications. Our primary typeface is Arial, used when typing all correspondence. Arial Bold, Times New Roman Regular, Bold and Italic are used for secondary elements such as titles and headers.

Please note, the use of these fonts should preserve the look and feel of our brand identity since they come standard on most computers, however, all documents (Word, PPT, InDesign, etc.) should be sent to external parties as a PDF.