

BRAND GUIDELINES

Washington State Conservation Districts

Find conservation district branding tools plus additional resources and tips on the **Marketing Toolkit and Resources** page of the Washington State Conservation Commission website: <http://scc.wa.gov/marketing-toolkit/>.

LAST UPDATED: June 2016

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ABOUT KEY MESSAGES

What are key messages?

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

In this document, key messages are presented as answers to three questions:

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

Each key message is numbered and presented in **bold**, followed by a series of bulleted statements, called “proof points.” **Proof points** are statements that verify or demonstrate a key message. Districts are welcome to draft their own, unique “proof points” to use with key messages.

What is their purpose?

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.

How / when do I use them?

We recommend using these key messages when describing or introducing conservation districts. Some suggested uses for key messages include:

- **Marketing materials**, including websites, brochures, fact sheets, presentations, and business cards. An assessment of conservation district websites in 2014 revealed that the SCC and districts are using different language to describe conservation districts. There’s an opportunity to unify and amplify our voices if we integrate shared key messaging into marketing materials.
- **Grant funding applications.** Funders require that applicants provide an introduction to who they are and what they do.
- **Personal communication / “elevator speech.”** Use key messages as building blocks for your “elevator speech.” Use 2-3 key messages as the first couple lines, and then add a statement that’s unique about your district and/or relevant to the individual(s) you’re talking to. (e.g. *Random Conservation District is a trusted local partner helping people care for natural resources. We offer a range of free, voluntary services tailored to the needs of our community. For forest landowners, we offer on-site help with wildfire prevention, disease management, and habitat enhancement.*)

Tone and Style

Key messages may be used when communicating with various audiences through multiple channels. Audiences include cooperators, 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 (written and spoken) 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

Not all of the key messages presented here will be appropriate for every district. Districts vary greatly in their communities served, number of staff, local attitudes and needs, and other characteristics. Districts should select and use those messages that are suitable for their own circumstances. You are welcome to tailor a message to your unique situation.

OTHER KEY MESSAGE FAQs...

Are we required to use key messages?

No. Key messages are an optional tool available for you to use.

Do we have to use key messages word-for-word?

No. Without altering the meaning of the key message, feel free to revise key messages to better match the personality of your district. However, try to avoid changes that lead to long, complicated, or confusing messages.

Do we have to use every key message, or can we pick and choose?

Pick-and-choose. Select one or a few key messages that are appropriate for your target audience and objective.

My district has developed some key messages that are working well — can I add them to the marketing toolkit so they can be shared with others?

Yes, absolutely! Please forward all key message recommendations to [Laura Johnson](#), Communications Coordinator at the Washington State Conservation Commission.

Who do I contact with questions?

Contact [Laura Johnson](#), Communications Coordinator at the Washington State Conservation Commission

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, conservation districts 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 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.

KEY MESSAGES: 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 urban and 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, the local conservation district helped impacted farmers by serving as a donation site for livestock supplies.
- Following the Carlton Complex Fire, 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.

KEY MESSAGES: 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:

- 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.
- Helping people to help themselves is a proven behavior change model.

Key Message 3-B

Conservation districts foster relationships with local, state, federal, and tribal decision-makers, leading to more effective, feasible natural resource 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 decision-makers 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 cost effective solutions 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 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.

ABOUT BRAND IDENTITY

What is the purpose of the conservation district logo?

The conservation district logo has three main purposes:

1. To serve as a visual identity representing the entire network of conservation districts and district services across the state. *For example, this logo can be used on the cover of the annual report or to indicate the statewide or regional scope of district programs, such as the Conservation Reserve Enhancement Program or Firewise.*
2. To provide a visual identity for those districts who currently don't have a working logo.
3. To create a "value-added," positive expectation to all conservation district work. When partners or cooperators see this image, they'll know to expect voluntary, top-rate service from a helpful and knowledgeable staff, no matter what county they're in.

How / when do I use the logo?

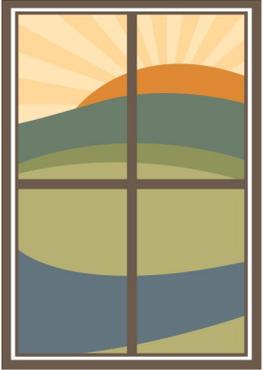
For districts who already have a unique logo, consider using this conservation district logo alongside your district logo on your marketing materials (as appropriate). This will help partners and legislators recognize the statewide service delivery offered by conservation districts across Washington. It will also help landowners begin to recognize that—whether they have a second home in a different county or move to a different area—there are conservation districts located across the state who can help them.

For districts who do NOT have a working logo, you may place your district name with the conservation district logo (guidance provided in this document) to use as your visual identity / brand.

Are we required to use the logo?

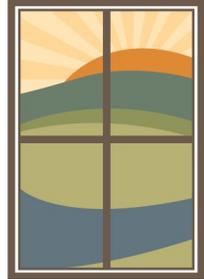
No. Like all products in the conservation district Marketing Toolkit, no district is required to use the conservation district logo. It's a free and optional resource.

LOGO / VISUAL IDENTITY



CONSERVATION DISTRICTS OF WASHINGTON STATE

your window to healthy lands



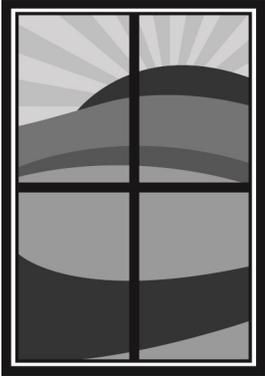
CONSERVATION DISTRICTS OF WASHINGTON STATE

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.

Please do not modify logo artwork. When importing the image into a document, always scale the logo artwork proportionally to ensure consistency across applications.



CONSERVATION DISTRICTS
OF WASHINGTON STATE

your window to healthy lands

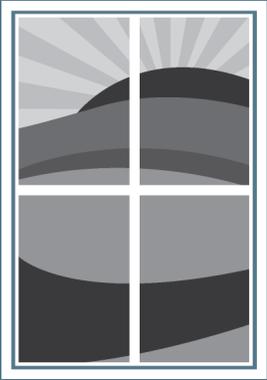
Identity | Black and White

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



CONSERVATION DISTRICTS
OF WASHINGTON STATE

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**CONSERVATION DISTRICTS
OF WASHINGTON STATE**

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Identity | Reversed Out

When the logo is placed on a dark background, use this “reversed” black and white logo if you need to maximize contrast between the background and the image.



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



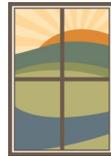


Random Conservation District

CONSERVATION DISTRICTS
OF WASHINGTON STATE

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Random Conservation District



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Identity | Use with Conservation District Names and Logos

Adding your conservation district's name to the logo

Contact the Communications Coordinator ([Laura Johnson](#), 360.407.6936) at the Washington State Conservation Commission to have your district name added to the logo (example pictured left)

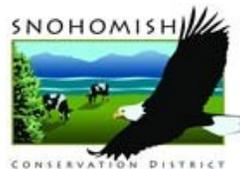
Placing your conservation district's logo alongside the "window" logo

Give equal weight (size) to each image when placing a unique district logo with the "window" logo. Keep proper spacing in mind, and consider placing a thin gray line to separate the two images (seen left).



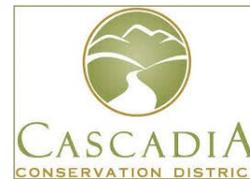
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Laura Johnson

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Washington State Conservation Commission

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Please also consider adding the "window" logo to your email signature. (left)

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

Color Palette

The pantone Matching System (pMS) colors specified here may be used to create a consistent look to SCC and conservation district materials. 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.

TYPEFACE

Primary Typeface Examples

Minion Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*(),,;:?

Minion Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&(),,;:?*

Minion Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*(),,;:?

Standard Typeface Examples

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*(),,;:?

Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&(),,;:?*

Times New Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*(),,;:?

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*(),,;:?

Myriad Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&(),,;:?*

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*(),,;:?

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*(),,;:?

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&(),,;:?*

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*(),,;:?

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*(),,;:?

Primary typeface

Minion Pro is the primary serif font, and Myriad Pro is the primary sans serif font. You may use bold and italic variations in order to aid design and provide flexibility to marketing communications.

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

Standard typeface (used when primary fonts are unavailable)

If Minion Pro and Myriad Pro are not available, use Arial, Arial Narrow, and Times New Roman; each should come standard on all computers. You may use bold and italic versions in order to aid design and provide flexibility to marketing communications.

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.