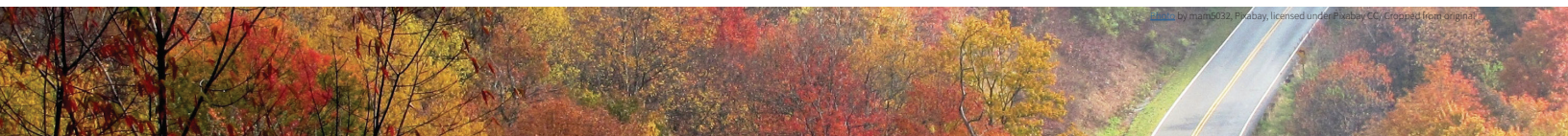




Southeast Conservation Adaptation Strategy

Logo Usage Guidelines

v.1.0 May 2024





Southeast Conservation Adaptation Strategy

Introduction:

The elements of the SECAS logo embody the essence of the Southeast region's diverse ecosystems and communities. The dogwood blossom represents the region's rich forestry, abundant flora, and continual growth. The mountain road symbolizes the Appalachian range and SECAS' role in paving the way for a future of sustainable prosperity. The great blue heron is emblematic of the interconnection of aquatic ecosystems and the harmony between earth, water, and sky. The sea trout signifies the economic and cultural significance of the region's aquatic life and the importance of marine conservation. Together, these elements speak to the intricate balance between environmental preservation and development, highlighting SECAS' commitment to fostering a future where both nature and society 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 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



Southeast
Conservation
Adaptation
Strategy



Southeast
Conservation
Adaptation
Strategy



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SECAS









SECAS

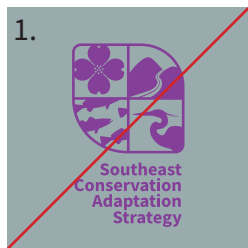
Logo Usage:

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



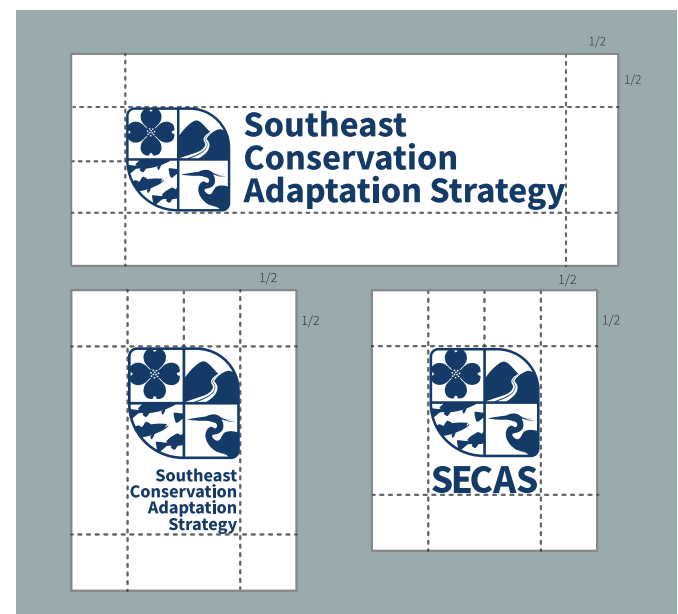
Do not distort or resize the logo elements



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.



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.

