GULF STAR

GULF OF AMERICA ALLIANCE

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GULF STAR PROGRAM

Logo and Attribution Guide | Updated March 2025

GULF STAR LOGO USE

The Gulf Star logo should be used for all projects funded by the Gulf of America Alliance Gulf Star Program. Please follow the guidelines below to ensure proper use and representation of the Gulf of America Alliance and the Gulf Star Program.

OFFICIAL LOGO

This is the current Gulf of America Alliance Gulf Star Program logo. It should not be altered in any way and must be in high resolution (it should not look fuzzy or distorted). Information on how to obtain high-resolution graphic files is available at the end of this document.

PROPORTION

Enlarge and reduce the logo proportionally. Do not distort.

Correct: *Incorrect:*

COLOR

Always use the original logo color. Do not use the logo on a background with insufficient contrast. The all-black logo can be used when printing restrictions apply (i.e. one-color printing).

NAME

Correct:

Program: Gulf Star Program

Organization: Gulf of America Alliance, Gulf Alliance or Alliance (e.g. Alliance Management Team)

Teams: Priority Issue Team or Team; Cross-Team Initiative or Cross-Team

Incorrect:

Program: GS, G.S., or any other variations/abbreviations

Organization: G.O.A.A. or any other variations/abbreviations

Teams: P.I.T., Pit, or any other variations/abbreviations

ATTRIBUTION AND OTHER INFORMATION

- An official Gulf of America Alliance Gulf Star Program logo should appear on all publications and presentations for projects paid for with Gulf Star Program funds. It is not necessary to use the the Alliance organizational logo in addition to the Gulf Star Program logo.
- Photos for printed materials must be high resolution (at least 300 dpi or 1 megapixel [2048 x 1536]).
- Copyrighted material, including photos, graphics, and images from the internet, should not be used without permission.
- Awardees are responsible for ensuring that an acknowledgement of Gulf Star Program support is made:
  - in any news media interviews (e.g. radio, television, and news magazines)
  - in any publication (including web pages) of any material based on or developed under your project, in the following terms:
    "This project was made possible by funding from the Gulf of America Alliance through their Gulf Star Program. The contents of this document do not necessarily reflect the views and policies of the Gulf of America Alliance or its partners." or

"This project was made possible in part by funding from the Gulf of America Alliance through their Gulf Star Program and [list other sources]. The contents of this document do not necessarily reflect the views and policies of the Gulf of America Alliance or its partners."

APPROVAL OF MATERIALS AND NOTIFICATION

The Gulf of America Alliance reserves the right to review and approve materials prior to publication and release for projects paid for with Alliance funds. We request notification and a copy of press releases or published materials at the time of publication; copies should be included in grantee's required reports to the Alliance.

SOCIAL MEDIA AND HASHTAGS

The Gulf of America Alliance maintains accounts on Facebook, Instagram, LinkedIn, and X (formally Twitter). The Gulf of America Alliance should be tagged and appropriate hashtags used when referencing the Alliance on social media.

Facebook: Gulf of America Alliance

Instagram: @GulfofAmericaAlliance

LinkedIn: Gulf of America Alliance

X: @GoA_Alliance

Common Hashtags: #GulfCoast #GoodForTheGulf #GulfStar #AllianceAllHands #GulfCon

HOW TO OBTAIN HIGH RESOLUTION LOGO FILES

High resolution logo files are available for download on the Gulf of America Alliance website (https://gulfofamericaalliance.org/) or by request via email to goaa@gulfalliance.org.

QUESTIONS

Please email goaa@gulfalliance.org with any questions about using the Gulf of America Alliance logo or other standards, and for additional logo files to match your needs.