



# GULF OF AMERICA ALLIANCE

Logo and Attribution Guide | Updated March 2025

## GULF OF AMERICA ALLIANCE LOGO USE

The Gulf of America Alliance logo provides visual identity for our organization. Please follow the guidelines below to ensure proper use and representation of the Gulf of America Alliance.

### OFFICIAL LOGO

This is the current Gulf of America Alliance 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 colors. Do not use the logo on a background with insufficient contrast. A black and white logo can be used when printing restrictions apply (i.e. one-color printing).

Correct:



Full Color



Black and White

Incorrect:



## OBSOLETE LOGOS

These are old versions of the logo. They should not be used.



## NAME

Correct:

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:

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

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

## COLORS AND FONT

*Colors:* The Alliance's primary colors are 100% saturation dark and light green.

*Font:* The Alliance's primary font is Montserrat. Other font usage is acceptable as long as usage is consistent.

## ATTRIBUTION AND OTHER INFORMATION

- An official Gulf of America Alliance logo should appear on all publications and presentations for projects paid for with Alliance funds and projects where the Alliance is a partner (unless otherwise noted).
- 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 of America Alliance support or partnership 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 funded wholly or in part by the Gulf of America Alliance 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 any 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](mailto:goaa@gulfalliance.org).

## QUESTIONS

Please email [goaa@gulfalliance.org](mailto: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.