

# GUIDELINES FOR USING THE CLEAN ANGLING BRAND



## Promoting your support and membership for Clean Angling

The Clean Angling logo is very effective at letting others know that you support the Clean Angling mission and ethics. The use of consistent language is very important and appropriate to use with the logo when spreading the word. The Clean Angling brand provides you with powerful ways to generate awareness, connect and build relationships with your customers, clients and friends. We have provided the following guidelines to help you clearly and effectively promote your support and membership.

### Ways you may use Clean Angling brand:

- Do: include the logo in catalogs, magazine copy, newsletters, and website pages
- Do: include the logo in any advertising or marketing products you produce
- Do: show your support in your place of business with your Clean Angling decal
- Do: talk to clients, partners and individuals about your support for Clean Angling
- Do: hyperlink the Clean Angling logo to [www.cleanangling.org](http://www.cleanangling.org)

### Ways you may NOT utilize Clean Angling brand:

- Do not: alter the provided logo in any way
- Do not: use the logo on any chemical-based product regardless of application
- Do not: use the logo in any way that may be construed as endorsement of your product or company

### Approved Text for Clean Angling

It is critical that we provide a uniform message to the public regarding invasive species and Clean Angling. This uniform message minimizes any confusion and establishes continuity in providing scientifically correct information. Do not change the order of words to suit your needs, rather provide the same text every time to ensure that we spread a clear message to the public.

- Be a Clean Angler – Inspect, Clean & Dry
- Fish Clean - Inspect, Clean & Dry Every Time
- The Clean Angling Coalition - Partnering together to protect our waters.

### Approved Advertisements for Clean Angling

Our advertisements can be used in publications, newsletters or other print media. They are available for all of our partners to use, but may not be modified in any way.

The provided text messages and advertisements should cover most situations. However, we recognize that there might be instances in which different text or ads are needed than we have supplied. In these cases contact us and together we will agree on suitable formats for your particular use.