

Coastal Bend Bays & Estuaries Program

Logo Usage Guidelines

Policies & Procedures

Communications Standards

The mission of protecting the bays and estuaries is a top priority while crafting any outward communication. Project and funding partners should also be considered, and included when appropriate, when engaging in any outward-facing communications. CBBEP will not publish content that would constitute discrimination or harassment of any kind, defamation and threats, profanity and similarly inappropriate language, or content that violates copyright and trademark law, promotes illegal activity, or commercial sales.

Branding Basics

- The color palette below should be used in design aspects across all CBBEP outreach materials.
 - 1- RGB (141,164,136) #8da488 (Green)
 - 2- RGB (184, 204, 228) #b8cce4 (Light Blue)
 - 3- RGB (28, 64, 96) #1c4060 (Navy)
 - 4- RGB (39, 42, 104) #272168 (CBBEP Violet)



- To support brand cohesiveness across outward facing communications, the CBBEP logo should be included in all print and digital materials.
- The CBBEP logo can be easily incorporated into digital media being shared by adding the black, white, or full color logo. You can download the logos by following the hyperlink attached to the images below.



Logo Usage Policy

The Coastal Bend Bays & Estuaries Program (CBBEP) logo is a valuable representation of our brand identity and must be used consistently and appropriately to maintain its integrity. To ensure proper usage, all applications of the logo, whether in digital, print, merchandise, presentations, or any other medium—must be reviewed and approved by program staff prior to publication or distribution.

Approval Process

Before using the logo in any capacity, individuals or organizations must submit a request for design approval to qhendrick@cbbep.org. Requests should include details about the intended use, placement, and context of the logo, as well as any accompanying materials. CBBEP staff will review submissions to ensure compliance with brand guidelines and provide feedback or approval as necessary.

Prohibited Uses

To protect the integrity of the Coastal Bend Bays & Estuaries Program brand, the following uses of the logo are strictly prohibited unless explicitly approved:

- **Modification:** Altering the logo's colors, proportions, design, or any other elements.
- **Distortion:** Stretching, compressing, or otherwise changing the logo's appearance.
- **Unapproved Contexts:** Using the logo in a manner that implies endorsement, sponsorship, or partnership without prior authorization.
- **Low-Quality Reproduction:** Displaying the logo in poor resolution, pixelated, or improperly formatted versions.
- **Inappropriate Associations:** Placing the logo in materials that are misleading, offensive, or inconsistent with the values and mission of the Coastal Bend Bays & Estuaries Program.

Enforcement & Compliance

Unauthorized use of the Coastal Bend Bays & Estuaries Program logo may result in a request for immediate removal or correction. Continued misuse may lead to further action, including revocation of usage rights or legal recourse if necessary.

For guidance on proper logo usage or to request approval, please contact qhendrick@cbbep.org