



TAKEMEFISHING.org



VAMOSAPESCAR.org

LOGO USAGE GUIDELINES

OVERVIEW

The Take Me Fishing™ logo establishes a brand identity for the national outreach campaign of the Recreational Boating & Fishing Foundation (RBFF). The foundation's mission is to increase participation in recreational boating and fishing across the United States.

This campaign is anchored by the Take Me Fishing brand. The most effective way to promote the brand is through consistent use of the logo, which builds familiarity with the brand, helps reinforce it and encourages brand integrity.

RBFF offers a royalty-free, nonexclusive license to use the Take Me Fishing logo. Visit <http://takemefishing.org/general/about-rbff/programs-and-materials/national-campaign/logos/> for logo usage guidelines. Thank you for promoting recreational boating and fishing in your community.

TAKE ME FISHING LOGO OPTIONS

To ensure the logo is clear and legible against its background, please be sure to choose the Take Me Fishing logo that will provide sufficient contrast.

PRIMARY 4-COLOR LOGO



SECONDARY 4-COLOR LOGOS



PRIMARY GRAYSCALE LOGO



SECONDARY GRAYSCALE LOGOS



VAMOS A PESCAR™ LOGO OPTIONS

Vamos a Pescar is the Spanish language counterpart to Take Me Fishing. This is the only acceptable, non-English version of the logo. It is available in 4-color and grayscale versions, and in horizontal and stacked formats. These versions should be used when information on a given piece, regardless of language, is intended for and being communicated only to the Hispanic audience.

PRIMARY 4-COLOR LOGO



SECONDARY 4-COLOR LOGOS



PRIMARY GRAYSCALE LOGO



SECONDARY GRAYSCALE LOGOS



MINIMUM CLEAR SPACE

The Take Me Fishing™ logo is intended to have a specified free space. This protected area is equivalent to the height of the Take Me Fishing text. Please be sure that all other graphics and/or text are outside of this free area.



THE HEIGHT OF THE TAKE ME FISHING LOGO TYPE SHOULD BUFFER ALL FORMATS OF THE TMF LOGO.

THE HEIGHT OF THE VAMOS A PESCAR™ LOGO TYPE SHOULD BUFFER ALL FORMATS OF THE VAP LOGO.

LOGO LOCKUPS

If dual language communication is necessary, use the dual logo lockup. When the Take Me Fishing and Vamos a Pescar logos are used together, it is important to combine them properly. Please follow the minimum clear space guidelines previously mentioned. It is also important to pair the same version of each logo with its counterpart (horizontal with horizontal, stacked with stacked).

PRIMARY LOGO LOCKUPS



SECONDARY LOGO LOCKUPS



PLACEMENT RESTRICTIONS

The logo is not intended to be incorporated into other graphic shapes (e.g., inside snipes or starbursts, etc.).



MINIMUM SIZE RESTRICTIONS

When used in print, the minimum size of the horizontal version of the Take Me Fishing™ logo is 2 inches. The minimum size of the stacked version is 1.5 inches. In digital use, the minimum size of the horizontal version is 145 pixels; the stacked version is 110 pixels. When either the Take Me Fishing or Vamos a Pescar™ logos are used with a co-op logo (for example, a state agency), they should be no less than 50% the size of any other logo being used. When used in broadcast, the Take Me Fishing or Vamos a Pescar logos must comprise at least 25% of the on-screen image and appear for no less than 3 seconds.

PRINT



DIGITAL



If you have any questions concerning the Take Me Fishing logo or logo usage guidelines, please contact the RBFF Marketing Department at marketing@takemefishing.org or 703.519.0013

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