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. For logo usage guidelines, visit https://www.takemefishing.org/corporate/resource-center/marketing-materials/tmf-vap-logos/
Thank you for promoting recreational boating and fishing in your community.

Color

The Take Me Fishing logos are available in the color palette below. In most instances, the Take Me Fishing logo will be used in the primary color palette. It is perfectly acceptable to use the logo in secondary colors, but should be done so sparingly. Ensure the logo has sufficient contrast so that it is clear and legible against backgrounds.

### PRIMARY

<table>
<thead>
<tr>
<th>GREEN</th>
<th>WHITE</th>
<th>BLACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 3282 C</td>
<td>CMYK 0/0/0/0</td>
<td>CMYK 0/0/0/100</td>
</tr>
<tr>
<td>CMYK 100/4/56/8</td>
<td>RGB 255/255/255</td>
<td>RGB 0/0/0</td>
</tr>
<tr>
<td>RGB 0/133/120</td>
<td>HEX FFFFFFF</td>
<td>HEX 000000</td>
</tr>
<tr>
<td>HEX 008578</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### SECONDARY

<table>
<thead>
<tr>
<th>BLUE</th>
<th>ORANGE</th>
<th>TAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 657 C</td>
<td>PANTONE 7413 C</td>
<td>PANTONE Warm Gray 1 C</td>
</tr>
<tr>
<td>CMYK 22/6/0/0</td>
<td>CMYK 1/60/98/4</td>
<td>CMYK 3/3/6/7</td>
</tr>
<tr>
<td>HEX C8D8EB</td>
<td>HEX DC8633</td>
<td>HEX D7D2CB</td>
</tr>
</tbody>
</table>
Typography

**PRIMARY**
Lexia is the primary font for the Take Me Fishing and Vamos a Pescar™ identity system. It should be used in headline treatments.

`ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ1234567890/?!`
LEXIA BLACK

`ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ1234567890/?!`
LEXIA REGULAR

**SECONDARY**
Circular Std is the secondary font. It should only be used with large amounts of body copy in publications or online.

`ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ1234567890/?!`
CIRCULAR STD BOLD
Take Me Fishing™ Primary Logos

As of 2018, the new Take Me Fishing Primary logo is now a one-color, vector logo. This logo should be used whenever possible. The logo should be clear and legible against its background.

Logos are available in horizontal and vertical versions. All versions have been created in four-color process, spot color, black, and reverse (white) colorways.

Primary Logos, Horizontal and Vertical

Primary Color Palette

Take Me Fishing™ Secondary “Legacy” Logos

The secondary legacy logos, which should be used sparingly, represent a nod to the roots of the Take Me Fishing brand. Whenever possible, these logos should be swapped out with the primary logo.

These logos are available in horizontal and vertical versions in four-color process and grayscale only.

Secondary Legacy Logos, Horizontal and Vertical
Vamos a Pescar™ Primary 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 the same versions, orientations and colorways as the English version. Spanish logos should be used when information on a given piece, regardless of language, is intended for and being communicated only to a Hispanic audience.

**PRIMARY LOGOS, HORIZONTAL AND VERTICAL**

**PRIMARY COLOR PALETTE**

![VAMOSAPESCAR.org](image1)

![VAMOSAPESCAR.org](image2)

![VAMOSAPESCAR.org](image3)

**SECONDARY COLOR PALETTE**

![VAMOSAPESCAR.org](image4)

![VAMOSAPESCAR.org](image5)

Vamos a Pescar™ Secondary “Legacy” Logos

Consistent with the secondary legacy English logo usage, the Vamos a Pescar secondary legacy logos should be used sparingly. Whenever possible, these logos should be swapped out with the primary logo.

These logos are available in horizontal and vertical version in four-color process and grayscale only.

**SECONDARY LEGACY LOGOS, HORIZONTAL AND VERTICAL**

![VAMOSAPESCAR.org](image6)

![VAMOSAPESCAR.org](image7)

![VAMOSAPESCAR.org](image8)

![VAMOSAPESCAR.org](image9)
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.

Placement Restrictions

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

Minimum Size Restrictions

When used in print and digital mediums, the minimum size of the horizontal versions of the Take Me Fishing and Vamos a Pescar logos are 2 inches or 145 pixels wide. The minimum size of the vertical versions are 1.5 inches wide or 110 pixels wide.

When either the Take Me Fishing or Vamos a Pescar logos are used with a co-op logo (a state agency, for example), they should be no less than 50 percent 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 percent of the on-screen image and appear for no less than 3 seconds.
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, vertical with vertical).

Lockups with the RBFF Logo

For communication to internal stakeholders or regarding the Recreational Boating & Fishing Foundation (RBFF) specifically, please use the RBFF logo with the horizontal Take Me Fishing and Vamos a Pescar logos. The RBFF logo can be used with both the Take Me Fishing and Vamos a Pescar logos, or with either of them.

IF YOU ARE USING THE RBFF LOGO ALONE OR IN CONJUNCTION WITH THE TAKE ME FISHING OR VAMOS A PESCAR LOGOS ON A DARK BACKGROUND, SIMPLY USE THE REVERSE (WHITE) VERSIONS.
Sixty in Sixty Logo

For communications regarding the Sixty in Sixty initiative, please use the primary logo or the primary wordmark. Use the primary wordmark in instances where legibility might be an issue.

Lockups With the Sixty in Sixty Logo

In most instances, using the Sixty in Sixty primary wordmark is preferred (for optimal legibility). Application and lockup outlines are still relevant in the URL versions.
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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