

Clean Seas Campaign Parnters' Badge

There are two badges that can be used by partners to represent their affiliation and commitment to the Clean Seas campaign. The following pages represent different scenarios in which these two badges can be used. If possible all badges should be clickable and link to cleanseas.org



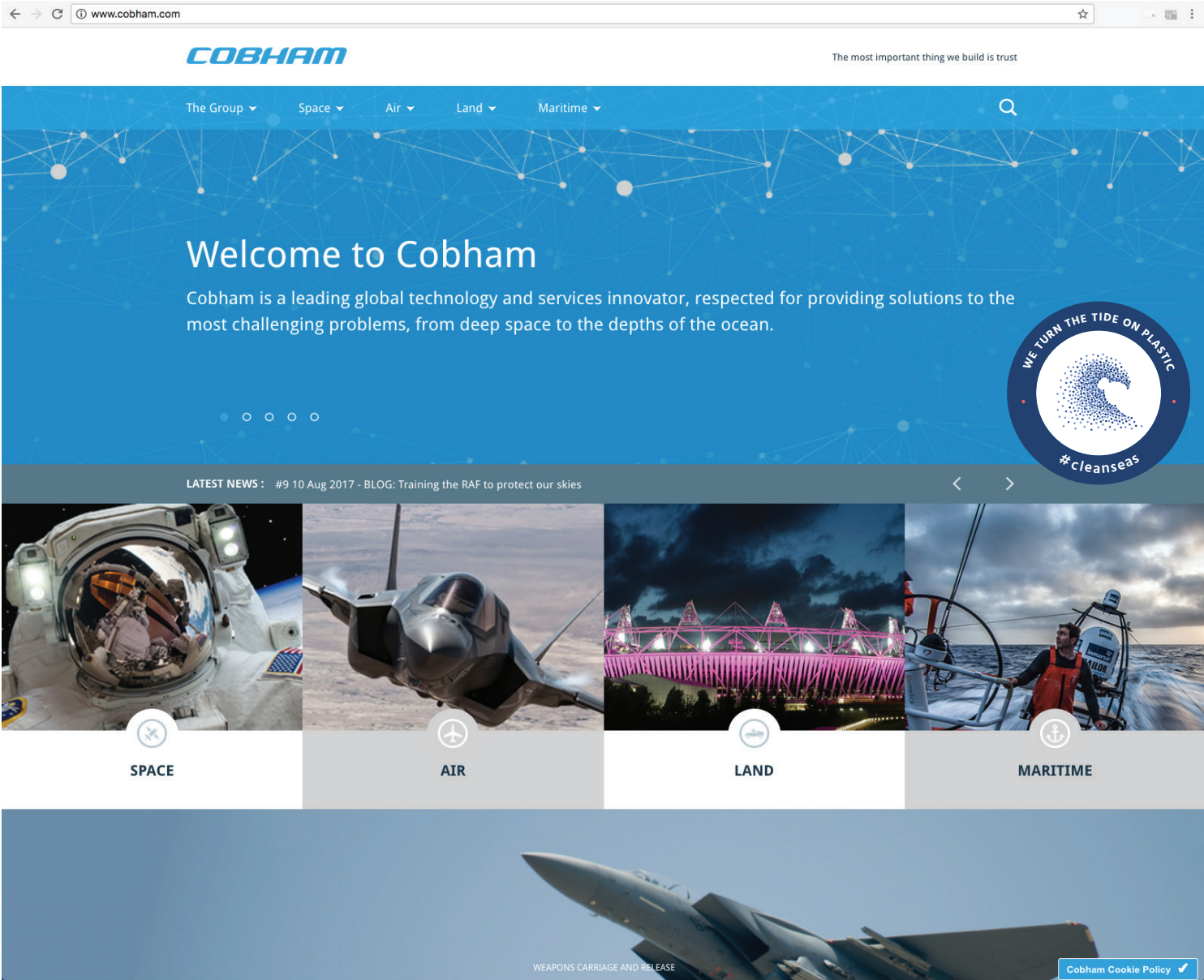
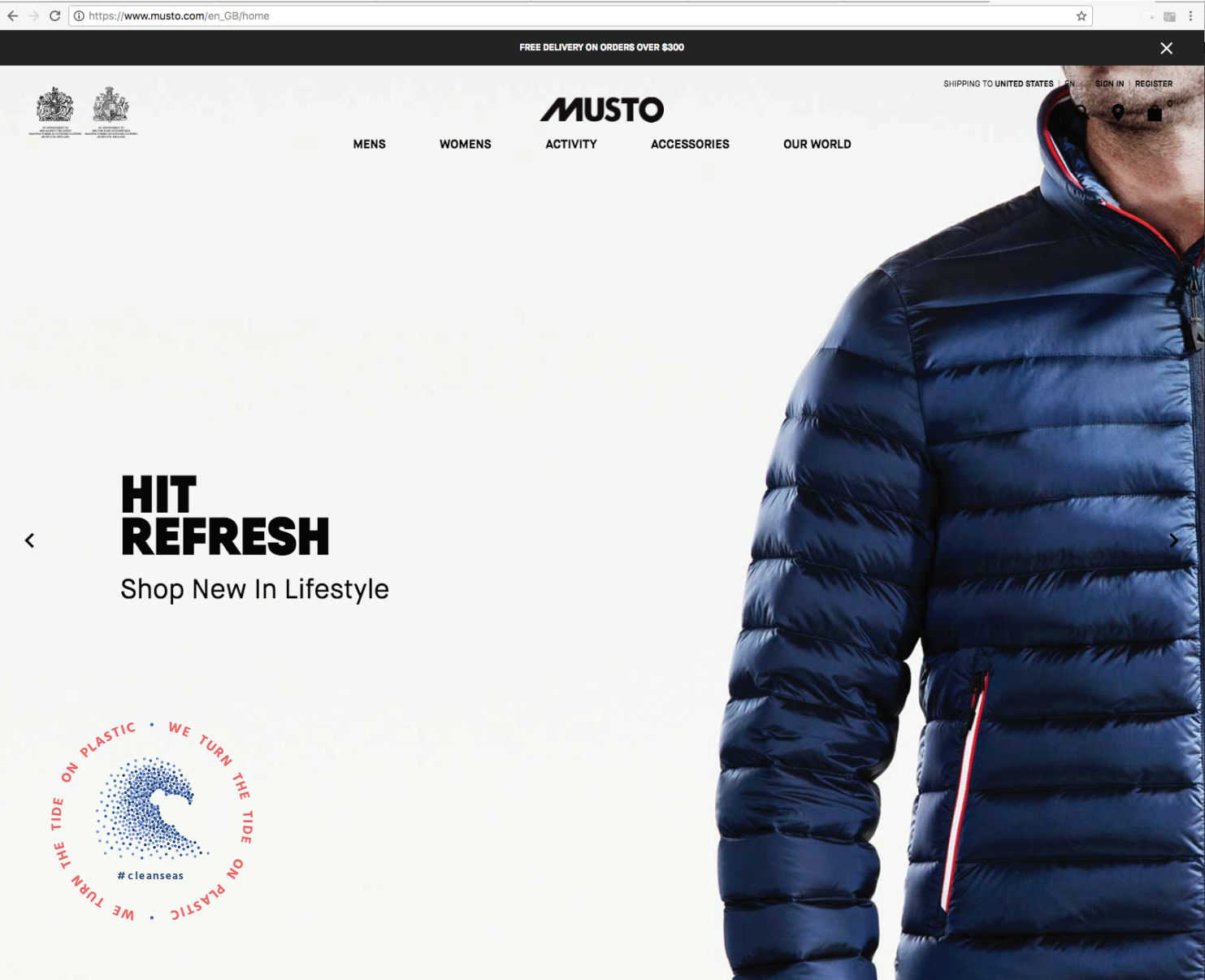
Badge 1



Badge 2

Partners’ Badge Websites

Partners are encouraged to feature the Clean Seas badge on their website’s homepage. For websites that have a light or minimal background badge 1 should be used. As for websites that have busier and darker backgrounds badge 2 should be used.



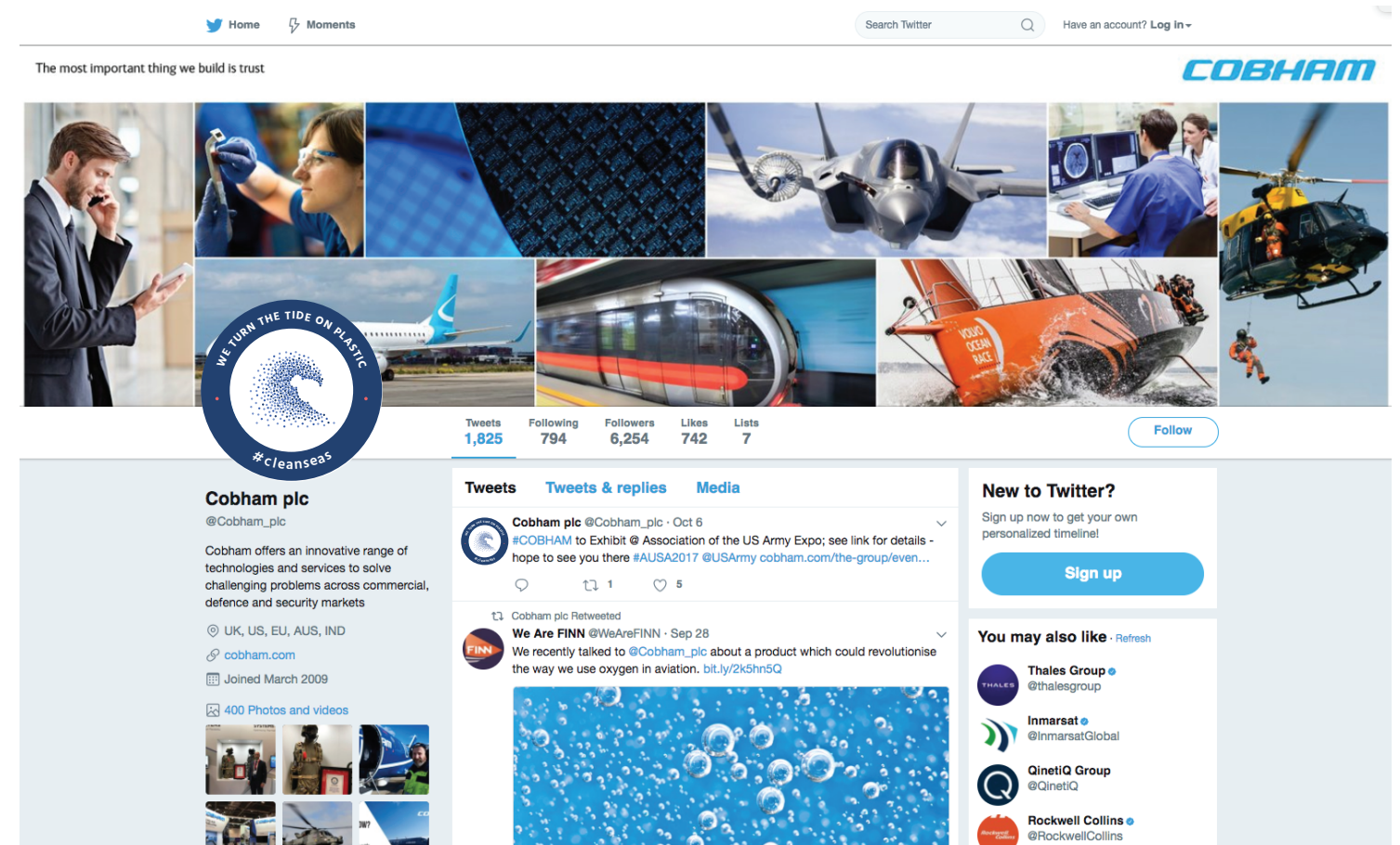
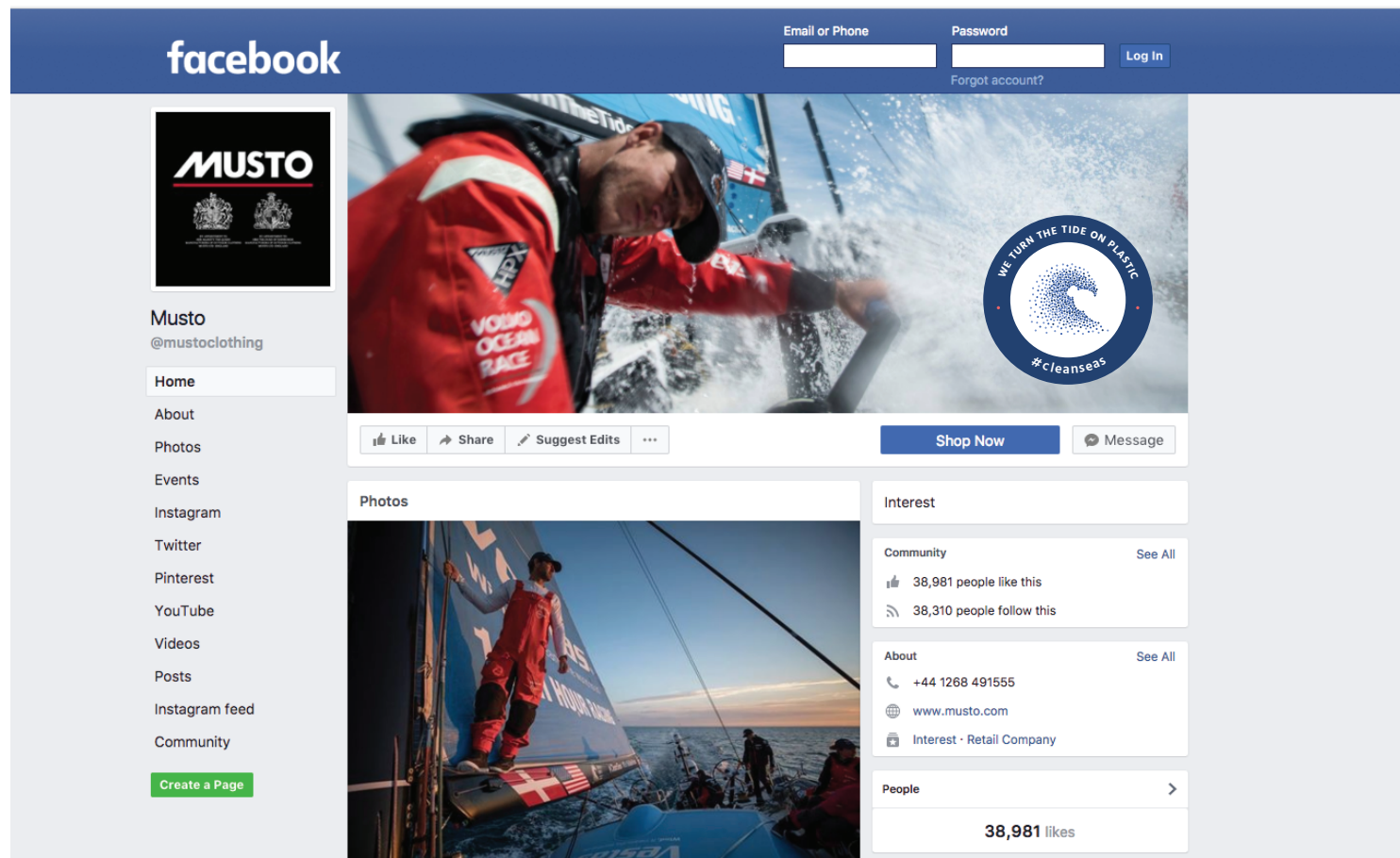
Partners’ Badge Email Signatures

Partners should feel free to add the Clean Seas badge to their email signatures. Only badge 1 should be used in this case, and it can be placed to the opposite side or at the bottom of the original signature.



Partners' Badge Social Media

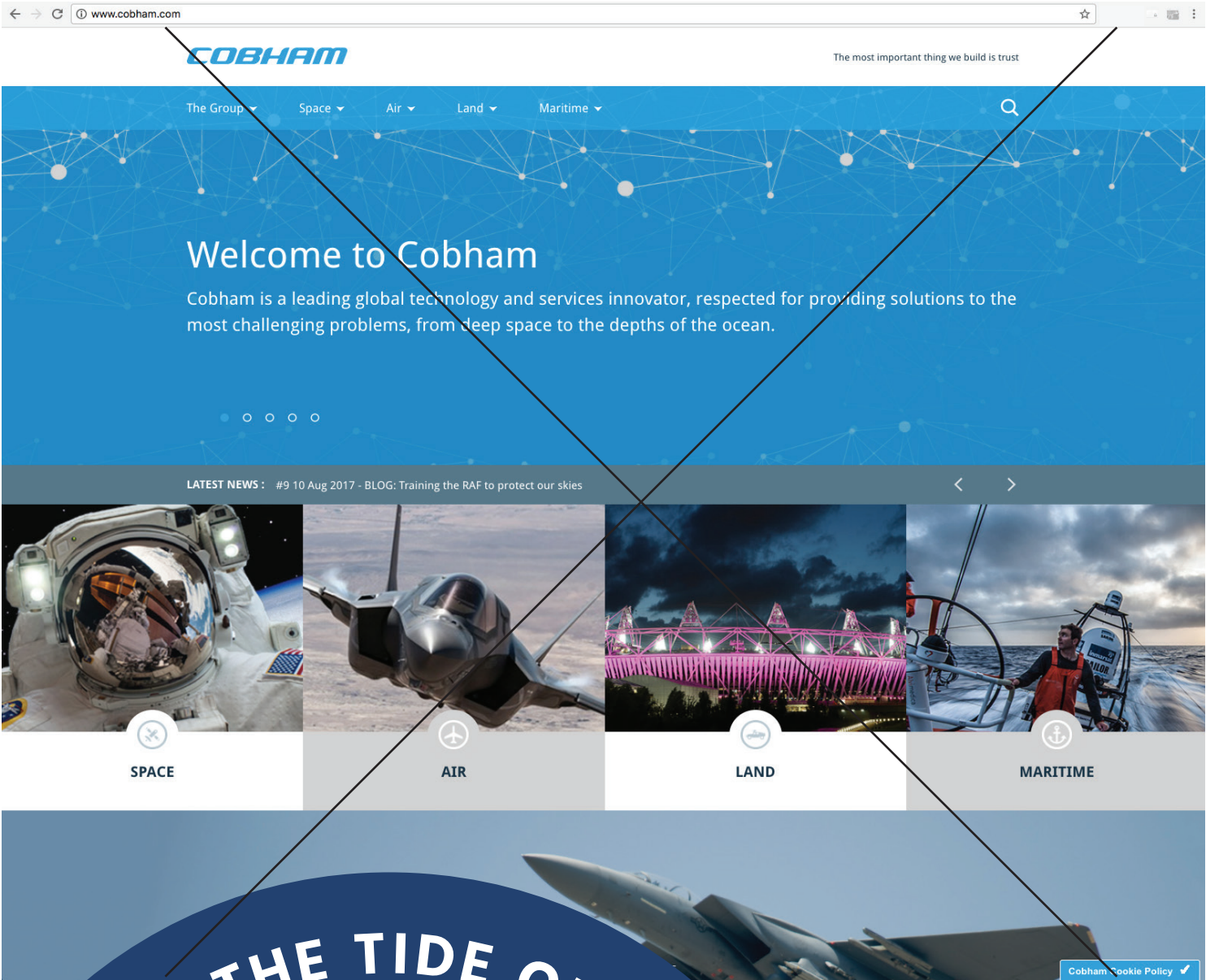
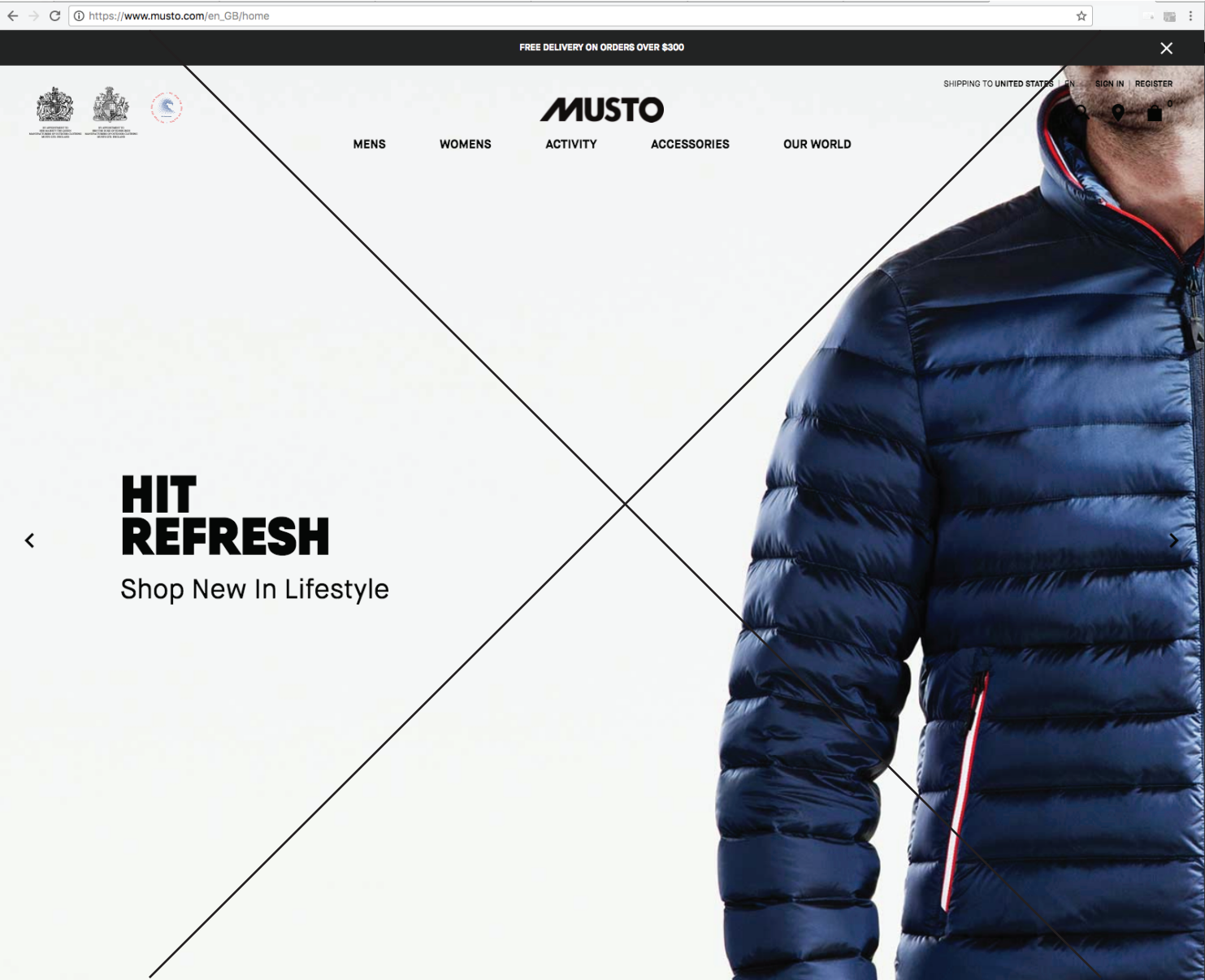
Partners are encouraged to represent their commitment on their social media accounts as well. Badge 2 should be used on top of cover photos or as profile images of the partners accounts, this addition should be announced and explained with a post directing users to [cleanseas.org](https://www.cleanseas.org)



Incorrect Badge Sizing Or Placements

The badge should be used in a size that’s recognizable and readable for the users/recipients. It’s recommended that the badge is not decreased to any size below 100px or blown up past the size supplied in order to avoid pixelation.

Ideally the badge should be used above the fold on a website.



Incorrect Badge Choice and Incorporation

Partners should make sure that they're using the correct badge and incorporation per this guide. Choosing badge 1 over 2 may result in lack of visibility causing the badge to disappear into the background. As for incorporation, if for example, the partner posts about #cleanseas and incorporates the badge in a post only, without pinning it, that will mean that the badge will disappear as soon as more is posted.

