

**BRAND
TOOL KIT**
2015



MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



BRAND TOOL KIT

CONTENT

MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



Design, as a key expression of a brand, has the **ability** **to drive awareness,**

perception and loyalty among its admirers. This Brand Tool kit represents the guidelines for Trout Unlimited's visual identity. By applying these guidelines to your communication, campaign and events, you will help build and strengthen the Trout Unlimited Brand through continuity and enhanced visibility.

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BRAND TOOL KIT

INTRODUCTION

MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



Great brands deliver on a simple promise consistently.

And great brands are really the sum total of the experiences of its actions – therefore our brand is more than words on paper, it is lived in every child taught to raise a Trout-In-the-Classroom, by every member who learns to cast a fly, and in every voice raised in the protection of trout and salmon habitat.

At Trout Unlimited (TU) we work on making cold, clean, fishable water. We quite literally conserve, protect and restore coldwater fisheries for trout and salmon, so the next generation can experience them in unlimited ways.

This guide was created to help everyone at TU – organization, members, staff, chapters, councils and board – to consistently talk about and deliver on that promise.

So whether you're at a fly-fishing clinic, manning a member sign-up table, pitching a local representative or standing streamside and someone asks "are there any trout in there?" you'll know how to talk about the passion we feel and the commitment TU makes to ensure native and wild fish thrive.



Our mission and vision are as clear as the waters we protect.

Since the beginning of Trout Unlimited, we have strived to establish a strong brand identity. Our mission and vision, as well as our brand platform, reflect that heritage.

MISSION

To conserve, protect and restore North America's coldwater fisheries and their watersheds.

VISION

By the next generation, Trout Unlimited will ensure that robust populations of native and wild coldwater fish once again thrive within their North American range, so that our children can enjoy healthy fisheries in their home waters.

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OUR HERITAGE



TU was founded in 1959 in Grayling, Michigan on the banks of the Au Sable River by a group of anglers united in their love of trout fishing.

They successfully sought to change the state's reliance on hatchery trout into a program that focused on protecting and restoring fish habitat through a volunteer chapter structure. Today, TU is the nation's largest grassroots coldwater conservation organization. From the beginning, TU was guided by the principle that if we "take care of the fish, the fishing will take care of itself." And that principle was grounded in science.

Just two years after the first meeting, the fledgling conservation organization won its first victory – Michigan DNR curtailed "put-and-take" trout stocking and started managing for wild trout. Word spread, and by 1967 TU had doubled its membership.

Today TU has over 150,000 grass roots members organized in approximately 400 local chapters, regularly volunteering more than 700,000 hours on restoration projects, educating youth in environmental stewardship and engaging local decision makers. The national organization has a staff of 200 and a \$50 million dollar budget to execute conservation across the US.





**For other brands it's a
positioning statement, for
us it's an action statement.**

POSITIONING STATEMENT:

Trout Unlimited makes fishing better by protecting and restoring
the most important habitat for trout and salmon.

BRAND PROMISE:

WE MAKE FISHING BETTER.

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BRAND PLATFORM

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Our **brand platform** is focused on connecting people to the conservation of coldwater fisheries.

It's the people of TU that make it possible for the next generation to enjoy healthy fisheries in their home waters.

"We make fishing better" is a statement that reflects the work that thousands of TU members, volunteers, donors, landowners and partners do every year to restore and protect trout and salmon habitat.

We tell people-stories, not fish-stories. The brand comes to life as portraits of the work we do as seen through the eyes of the TUser, be they guide, angler, staff, veteran, member or chapter leader – and the incredible passion and generosity of their spirit, time and resources.

TU stories should connect the people of TU, the conservation we do (reconnection, restoration, protection), and the activity in the fishery (sustaining work – fishing, Trout in the Classroom, STREAM, etc.).



Brand Personality: The brand personality describes the tone and characteristics of the TU brand that we want to communicate in both the things we say and also the actions we take.

**DRIVEN
OPTIMISTIC
PASSIONATE
COLLABORATIVE
ENTREPRENEURIAL
WELCOMING**

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OUR BELIEFS

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We work together toward a common vision

at all levels of the organization—members, staff, chapters, councils, NLC and board.

We work to find solutions to problems rather than simply treating symptoms.

We base our decisions on sound science and share our science to help guide other partners.

We operate through collaboration and partnership.

We are innovative and entrepreneurial.

We are committed to excellence and to providing best-in-class service to our members, leaders, staff and supporters.

We are non-partisan.

We believe that educated and informed anglers make good stewards.

We are optimists and believe in a better future.

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OUR THEME

MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



When you become a TU member, when you plant trees on an eroded river bank, when you spur your local representatives to protect the resource, when you teach a veteran to fly fish – you make fishing better, for your community, and future generations.

Make Fishing Better is TU's theme. It is an imperative statement that sums up all the collective actions we as an organization aim to achieve. It is also an invitation to join TU. This theme speaks to the job TU members commit themselves too and their passion for the sport. It connects to the desire in anglers to conserve the resource and to take up a role to deliver on that desire. This is also a clear outcome of our work that unites diverse people from all over the country who have ever picked up a rod and reel. Conservationists aren't just interested in protecting the resource, they want to improve the resource, and making fishing better speaks to the aspiration of anglers who truly care about their home waters and the places they fish.

BRAND TOOL KIT

CORE MESSAGING

MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



Our core messaging pillars make sense of our work. They are consistent frames that make it simple to understand what we do and why we do it.

CONSERVATION Protect. Reconnect. Restore. Sustain.

COMMUNITY Our members are the stewards of the resource.

FISHING Fishing is our front door and the source of many members' interest in conservation.

BRAND TOOL KIT

MESSAGING

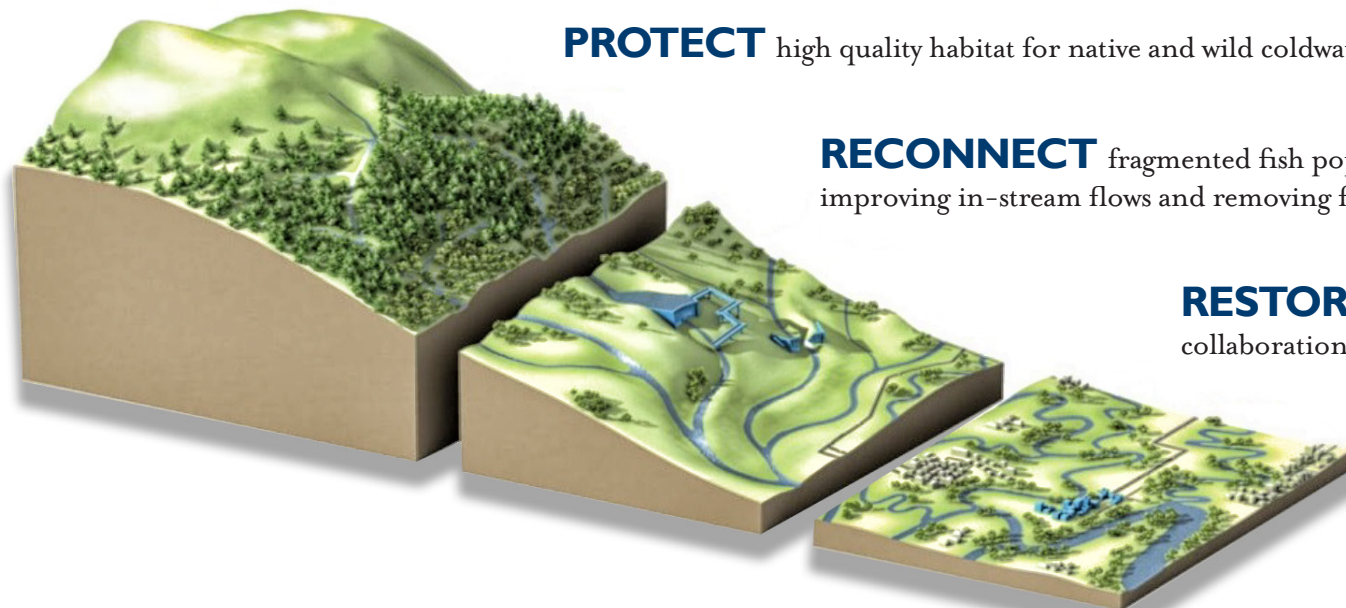
MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



CONSERVATION

Sustain our conservation efforts by inspiring and training present and future generations of conservation stewards.

How we will do it:



PROTECT high quality habitat for native and wild coldwater fish.

RECONNECT fragmented fish populations and habitats by improving in-stream flows and removing fish passage barriers.

RESTORE watersheds by working in collaboration with others.

BRAND TOOL KIT

MESSAGING

MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



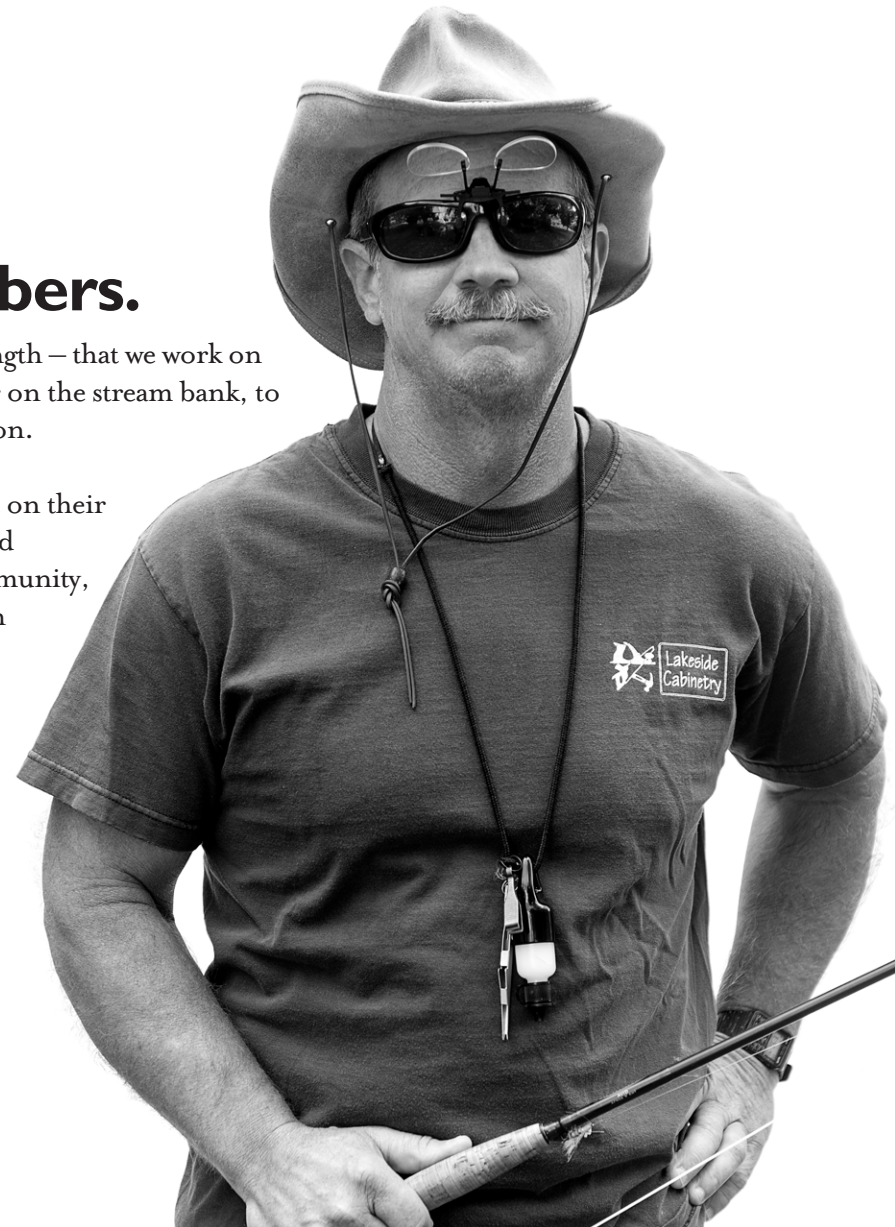
COMMUNITY

We are our brand and you can see it in the everyday lives of our members.

TU has a 50-year track record of conservation achievements built on its greatest strength — that we work on multiple levels of society and government to achieve its mission. From the landowner on the stream bank, to the state fisheries agency, to the Halls of Congress, TU is working to achieve its mission.

At TU our brand is lived every day by our members. They are the first line of defense on their homewaters and carry our message to local communities. Whether they take an elected leadership position on a chapter or council, or post frequently to our Facebook community, whether they volunteer to teach veterans to fly fish or monitor their local streams with a fly rod, our members carry out the mission every day with vigilance, patience and great passion.

Our members come from all walks of life across the country. They are women, men, young, old, CEOs, volunteers and fishing guides, united in the cause of protecting wild and native trout, each giving back to the resource in their own way.



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MESSAGING



FISHING

We fish *because its in our blood* and our heritage. But those aren't the only reasons why we step into the water.

Fishing teaches one how to catch a fish through a holistic view of the environment of the fish – from aquatic habitat and stream ecology to food source and threats.

Fly fishing birthed the catch-and-release style of fishing so anglers could enjoy the resource more than once.

Our founders were anglers and we follow in that tradition, but all fishing can lead to a deeper understanding of the resource given time and interest.



BRAND TOOL KIT

NATIONAL LOGO

MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



When it comes to our logo, treat it like your favorite rod.

The Trout Unlimited logo is the most immediate representation of our organization, our members and our brand to the rest of the world. It is our most valuable brand asset and therefore must be used consistently within the proper brand guidelines. The TU logo features a trout rising vigorously through the water. Trout Unlimited is vertically-stacked and placed mid-stream between the blue waves. Our iconic blue and green colors alternate in the words. There are three versions of our national logo:

1) the standard color logo 2) the standard all black logo and 3) the reversed out to white logo.



Standard color logo



All black logo



Reversed out logo over color field or suitable image field



BRAND TOOL KIT

NATIONAL LOGO

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There are no bad fishing days. There are, however, bad ways to use the TU logo.

The Trout Unlimited logo is not to be altered in any way. Please do not animate, color, rotate, skew or apply effects to the logo. Do not separate the elements, change the font, or alter the size or proportions. If you find yourself thinking about altering the new TU logo in any way, please replace that urge with something fun, like fishing.

Examples of incorrect usage:



Do not stretch, condense or expand the proportions of the logo in any way.



Do not rotate, skew, slant or angle the logo in any way.



Do not change or adjust the colors or alter the opacity of the logo in any way.



Do not run the color logos over image areas where legibility is compromised.



Do not block out underlying images or color and run the logo inside of a box.

Other DONT'S:

1. **Don't** move or separate elements of the logo.
2. **Don't** combine the logo with other elements.
3. **Don't** redraw the logo.
4. **Don't** make a pattern or texture with the logo.

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NATIONAL LOGO

MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



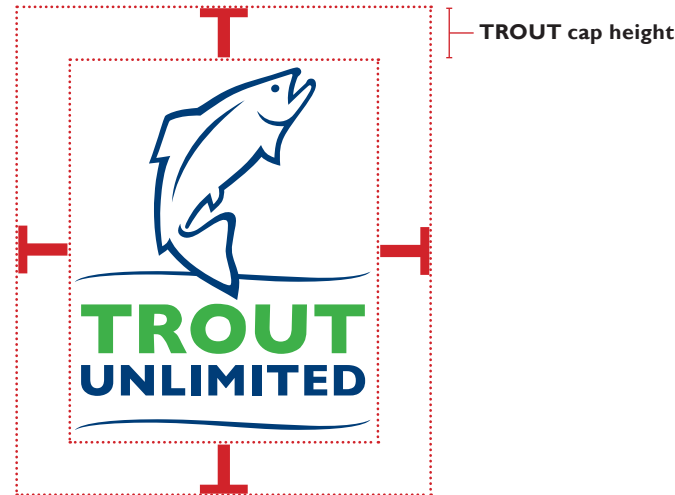
Choosing the right sized logo is important. Kinda like choosing the right sized fly.

The primary Trout Unlimited logo is the 2-color version: **Blue Pantone 654** and **Green Pantone 361**. When color or printing does not allow this, you may use either the all black version or the reversed out to white one. The logo can appear on color, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not compromised.



Standard color logo

Exclusion zone



The exclusion zone refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the “exclusion zone” is equal to that of the cap height of TROUT.

Logo size minimum



The minimum width of the logo should not be smaller than .5” or 15mm.

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CHAPTER LOGOS

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Fly rod options are good. Same for logos.

And saying that, we believe every chapter should have the option to either keep their current logo, reframe their logo or adopt a new one. If you decide that you want a new chapter logo, TU National will design you a new one upon request.

1. Keep your original logo



2. Reframe your logo



3. Adopt a new logo



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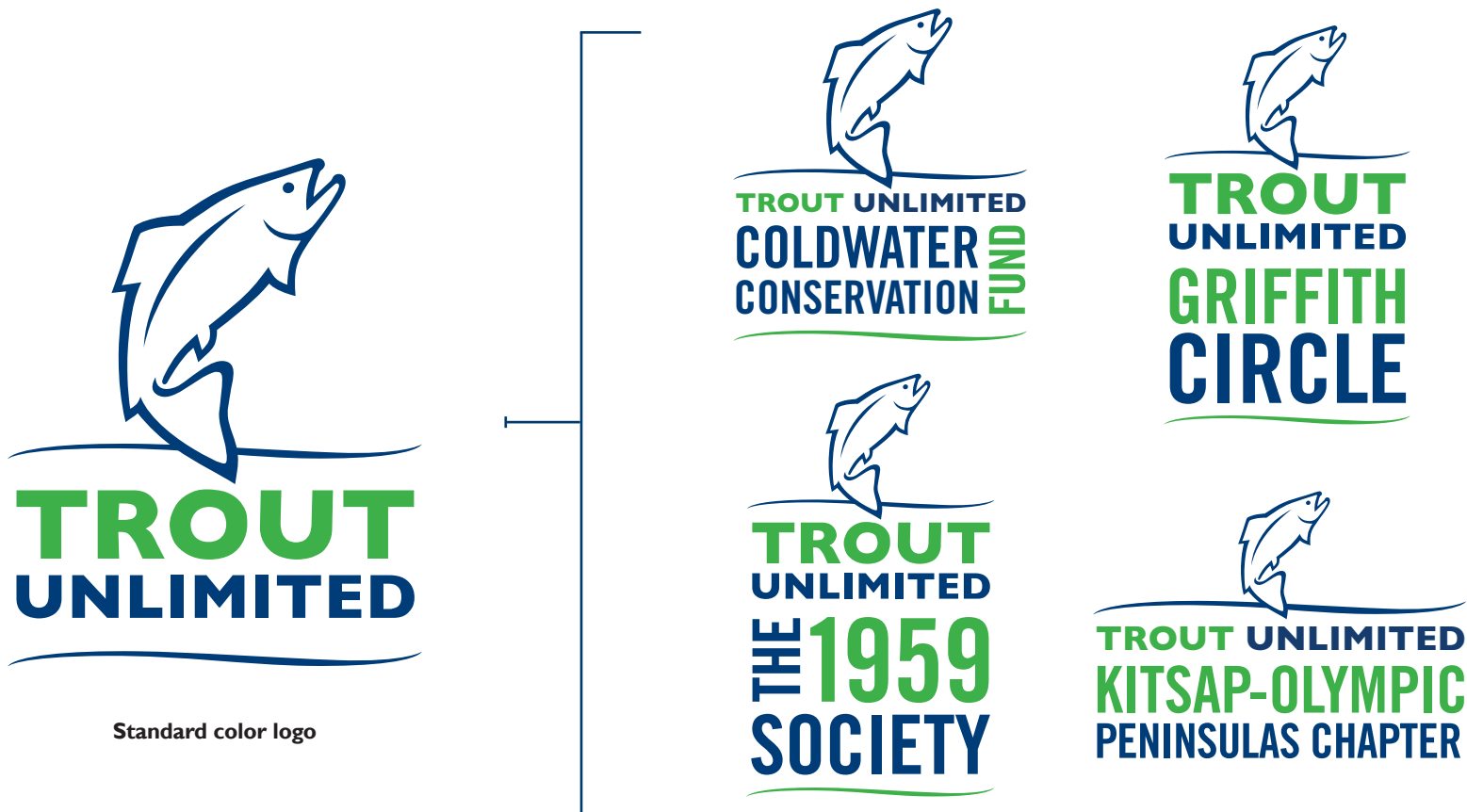
LOGO FAMILY

MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



You know the trout family. Meet our new logo family.

Trout come in different shapes, sizes and colors, but they are all still trout. With that idea in mind, we created a family of various logos that represent the different initiatives of our brand while retaining a strong visual consistency throughout.



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COLOR PALLETTE

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Our color palette was inspired by our environment.

We've defined a core set of colors (Pantone values) for you to work with. This color system is another strong aspect of the TU visual brand and further helps us unite and reinforce all of our communication materials.



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Fonts

MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



Our font families.

We've assembled a collection of serif and sans-serif typefaces for consistently delivering our message.

Mrs. Eaves family	Gill Sans MT family	Rockwell Bold	Trade Gothic Bold Condensed No. 20
ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890
For all uses: body text, headlines etc. Comes in bold and <i>italics</i> .	For all uses: body text, headlines etc. Comes in bold and <i>italics</i> .	Predominantly used as an accent font for headlines and special treatments.	Predominantly used as a display font for headlines and special treatments.



Of course we're going to have beautiful photography, look at the places we go to take pictures.

Our brand should always be paying off on the theme, incorporating the outcome of the hard and dedicated work of TU members everywhere...

BETTER HABITAT.

BRAND TOOL KIT

PHOTOGRAPHY

MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



How we see the TU world.

We live in a visual society which makes it all the more important that we visually represent the TU brand in a way that includes the high-quality waters that anglers would find appealing, intriguing and promising to fish.

This means images that are action-oriented, vivacious, and get people excited for what comes next, creating a sense of anticipation and wonder.

Keep them wet. All photos of caught fish should be in, or very close to, the water and appear wet – as is keeping with our catch-and-release ethics as an organization (http://www.tu.org/sites/default/files/Handling_Stress_Summary.pdf).

Close-ups over vistas. All photos should zero-in on the moment of anticipation as opposed to the nostalgia of unreachable fishing opportunities

People over fish. Photos should over balance people to fish. After all, people are anglers and the conservationists who do the hard and dedicated work of TU – people stories are more engaging than fish stories.

Progress is good. The work of TU is on-going, and photos should demonstrate progress all the way through to “cold, clean, fishable water.” Before and after shots alone leave out much of the story.

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PHOTOGRAPHY



Images Projecting Message:

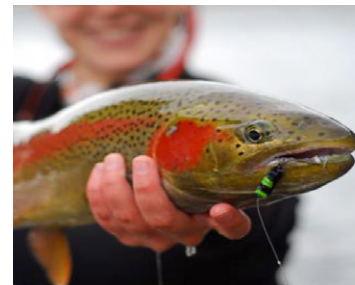
These photos represent the type of dynamic, aspirational and authentic imagery of the TU member firsthand experience.



Images To Avoid:

These photos do not represent the type of imagery that best tell the story about the TU organization or its members.

Fish too far out of water



Unspecific vista



Unspecific angler



Machines over people

BRAND TOOL KIT

PHOTO & VIDEO TIPS

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Photo tips:

Take multiple shots. If you're with a person who casts beautifully, then shoot throughout their range to capture separation in line and subject matter. If they don't, then shoot tighter. Digital images cost nothing, and the experience can be rendered at any moment.

Be aware of harsh sunlight. A bright sunny day isn't always a photographer's best friend. Hats worn to shield the sun can obscure the faces in shadow. Shaded areas are often best for even lighting, or the dappled light of morning and dusk. Bright, contrasting colors for clothing and hats also brings the subject into clearer focus.

Remove sunglasses for portrait shots. We want to see eyes and connect with the subjects, rather than a brand of sunglasses.

Capture emotion. Emotion conveys the excitement and drama of an event or shoot. Make the viewer feel as if they were there—give us a reason to connect. And, again, shoot continuously.

Video tips:

Define what makes the subject matter "video worthy." Before pressing record, ask yourself, "Is what the person is saying heightened by footage of them speaking? If the answer is yes, take note of a few details that support this.

Use a tripod. Footage that resembles "home video" often fails to enhance the stories we tell.

Don't overlook good audio. Buy or rent a microphone—or simply get closer to the subject—as clear words and messages can make or break a video. If it's windy, put your back to the wind to shield the audio from unwanted noise.

Avoid harsh light and centered subjects. Keeping your subject to one side lets them visually breathe and better captures both the environment and the viewer's interest.

Keep it short. How's your attention span on social media? Keep videos to two minutes max—a minute or less is preferable. If the content dictates more than two minutes, break up your video into chapters. Four concise, sectioned videos are far more effective than one long shot.

**Capturing fishing images that display proper form and technique will further establish TU as the authority on our members' passion for angling.*

BRAND TOOL KIT

DIGITAL

MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



Our brand is the same whether it's in print, on the water or on a smartphone.

Online media presents its own set of challenges. So, in addition to all of our general brand usage guidelines, be sure to follow these digital-specific rules and guidelines as well.

WEBSITES

Logos

If you're building a website for TU, make sure you include your logo. We're always happy if you include the national logo and a link to www.tu.org, but it's not strictly necessary.

Focus on the photography

- Make sure you're using well-shot, clear photos
- Avoid using obvious cell phone shots
- Use action shots when available
- Avoid "firing squad" photos
- Use landscape photos in content pages whenever possible to prevent the need for users to scroll down

Stay legal

Just because you *can* pull photos found online doesn't mean you can use them. Using unlicensed photos can be costly and embarrassing. If you absolutely need to find photos online, browse the various stock photo companies or search the Creative Commons database for free-of-charge images.

Even though an image may have been used by TU in print, it doesn't guarantee that online use is OK. Make sure you have a photographer's permission to use their photos online and, whenever possible, get it in writing.

If you're using photos of children online, be sure you have a signed release form from their parents.

BRAND TOOL KIT

DIGITAL

MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



SOCIAL MEDIA

General behavior

Please see TU's Social Media policy.

Profile photos

In just 40 milliseconds, we draw conclusions on people based on photographs. Make sure your profile picture says what you want it to.

1. Smile!
2. Use head-and-shoulders or head-to waist photos
3. Don't hide your eyes
4. Don't be afraid to show off your passion
5. Face the light

Consider changing your profile photo to support a current campaign.

EMAIL

General rules

Please see TU's Email policy.

SHARE GRAPHICS

General best practices for share graphics:

- Keep text on the graphic short and concise
- Always include your logo

Social media size guidelines

Facebook image posts can be as large as you like, but 800x600px is a great place to start. If you go bigger, try to keep the same ratio.

Facebook link posts should be built out to be 1200x630px, otherwise they will be cropped in an unpredictable manner.

Twitter recommends that images be 1024x512px, but you can go larger. As long as you use a 2:1 aspect ratio, your images should look good.

Instagram images have to be square, and a minimum of 640x640px.



BRAND TOOL KIT

DIGITAL

MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



TU is in the news and social media every day as well.

Collectively we produce hundreds of pieces of content every year found on the project and program home pages within TU.org, in TU national and chapter social media, and websites. It's important that our content's style be consistent and of a certain standard. Everything from punctuation, capitalization and abbreviation should be considered and applied to all of our writing. While your content and tone should vary according to your region and audience, your writing style should default to AP Style, especially in blog posts and newsletters which are widely read.

Headlines. Headlines should be short and as descriptive as possible to ensure the bulk of the headline is visible when/if the post is elevated to the front of TU.org or your chapter site. AP Style applies to both headlines and body text. For example:

CORRECT: TroutBlitz helps TU catalog wild trout populations

INCORRECT: TroutBlitz Helps TU Catalog Wild Trout Populations.

Bylines. When possible, include a byline for all blog content. Blog posts will automatically show who posted the content, but that's not always who wrote the content. Bylines should be written in bold text. (e.g. **By Matt Barney**)

Photo cutlines and bylines. Every photograph should have a cutline and byline (unless the photo is a "file photo"). Cutlines should be short and descriptive. They should be placed below a photograph and put in italics to set them off from body text. A "return" or line break should be added between a cutline and the body text. When possible they should identify the photographer, the content of the photo and the location of the photo. For example:

Redband trout, Rogue River, Ore. Photo by John McMillan.

BRAND TOOL KIT

ONLINE CONTENT

MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



Taglines. When possible, we should identify the author by his/her title and his/her location in a tagline at the end of a blog post. It should be in italics. For example: Matt Barney is a senior programmer for the Trout Unlimited Science Team. Matt works out of TU's Boise office.

Body text. Please follow AP Style. Additionally, please put only one space between the period at the end of one sentence and the first letter of the first word of the next sentence.

Tagging. Please tag all blog posts with pertinent key words that apply to the blog post — it improves the chances your post will be found and read by someone using a search engine like Bing or Google. For instance, if the blog post is about steelhead fishing in Washington, good key words would be Washington, Steelhead, and Fishing.

On topic and tone. Please see TU's social media policy. For more information on writing and AP Style please see this blog post www.tu.org/tu-writing-style-for-press-releases-and-blog-posts.

For more information on TU's brand
guidelines please contact:

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