National Fish Habitat Partnership Brand Enhancement and Logo Guidance

BACKGROUND

The National Fish Habitat Board approved a change to enhance our brand as The National Fish Habitat Partnership at their last Board meeting in July.

Our brand is reflective of what we are to all audiences, so we want to present a clear picture of our identity to policy makers, constituents, volunteers and colleagues in the conservation community.

Enhancing our brand and raising our profile should be a top priority for the National Fish Habitat Partnership. This effort will enhance fundraising opportunities and promote our mission. The image and influence of the National Fish Habitat Partnership brand will clearly communicate our strengths.

We need to get into the mode of thinking, speaking and writing about "The Partnership". Using acronyms when addressing programs is second nature in our community and while addressing the National Fish Habitat Partnership as "The Partnership" would be preferred, it is beyond expectations to think the acronym, "NFHP" (pronounced NFHAP) won't continue to be used (see Definitions and Usage Below).

The foundation for the Partnership is already in place – you! We are the collective you; you who are involved at the partnership level, you who have contributed to fish habitat conservation, and you who are interested in the National Fish Habitat Partnership and the future of fish habitat conservation.

TERMINOLOGY

The National Fish Habitat Partnership is our overarching organization (Board, Fish Habitat Partnerships and Committees) and should be referenced as such. The term National Fish Habitat Partnership should replace the term National Fish Habitat Action Plan within discussion circles moving forward, unless you are referencing the physical plan (document). The definitions and use of other common terms is found below.

DEFINITIONS AND USAGE:

National Fish Habitat Partnership

The National Fish Habitat Partnership is an organization established to conserve fish habitat nationwide, leveraging federal, state and private funding sources to achieve the greatest impact on fish populations through priority conservation projects. The National Fish Habitat Partnership is aimed at growing a community of support concerned about our fish populations, the conservation of the fish habitat upon which they depend, and the future direction of the quality of our aquatic habitats.

Appropriate shortened term is "The Partnership"

Appropriate acronym is NFHP (still pronounced NFHAP)

(Example) Use in a sentence

The NFHP is building a community of support for fish Habitat conservation nationwide.

Fish Habitat Partnership
A National Fish Habitat Board approved group of state, federal, local, nonprofit, tribal, Alaskan Native or private individuals or entities that implement the National Fish Habitat Action Plan at a regional level. Fish habitat conservation projects proposed by these FHPs are eligible for funding as NFHAP projects.
*The purposes of a Partnership shall be-

- to coordinate the implementation of the National Fish Habitat Action Plan at a regional level;
- to identify strategic priorities for fish habitat conservation;
- to recommend to the Board fish habitat conservation projects that address a strategic priority of the Board; and
- to develop and carry out fish habitat conservation projects.

*from the National Fish Habitat Conservation Act

Appropriate acronyms are FHP or (plural) FHPs

(Example) Use in a sentence
The FHPs are the working units of the National Fish Habitat Partnership

Candidate Fish Habitat Partnership
A partnership that is working toward recognition by the Board to become a recognized Fish Habitat Partnership. Candidate Fish Habitat Partnerships are eligible for coordination and technical assistance from the Board. Fish habitat conservation projects proposed by these Partnerships are eligible for funding as NFHAP projects.

Coalition Partner
A group that is not working toward recognition by the Board as a Fish Habitat Partnership, but that is working to achieve the goals of the Action Plan through the conservation of fish habitat. Coalition Partners will share in the coordination and technical assistance provided by the Board.

Fish Habitat Conservation Project
Fish Habitat Conservation Projects are Board approved actions taken for the conservation or management of aquatic habitat for fish and other aquatic organisms. They can include:

1. the conservation of intact or rehabilitation of degraded aquatic habitat;
2. the provision of technical assistance to states and local communities to facilitate development of strategies and priorities for aquatic habitat conservation;

National Fish Habitat Action Plan
The National Fish Habitat Action Plan is the guiding document upon which the National Fish Habitat Partnership was built and through which conservation actions are driven. The original Action Plan was created in 2006 and met all of its critical objectives in 2010. The Plan is being revised for 2011 and beyond.

LOGO USAGE

The National Fish Habitat Partnership will have two new logos designed for websites use and outreach materials. The primary logo is the horizontal example below and will cover most uses, and is the primary visual stamp of the Partnership. The vertically oriented logo below is secondary and should be utilized when necessary, for example when the horizontal logo may not meet your graphic needs.

The logo should be used for all Fish Habitat Partnership related websites and outreach materials moving forward. Although sizes of the new logo can vary for usage, the color scheme should remain the same. A link to the logos and usage guidance document will be provided on the fishhabitat.org website.

Previously created documents that include the term "National Fish Habitat Action Plan" are not expected to be changed and will be viewed as historic institutional documents. However, static display logos on the fishhabitat.org and FHP related websites, where the old logo is displayed should be changed to the new logo.

Displays and other long term use materials with the old logo should be replaced with the new logo as soon as possible.