

# Brand Guide

# Contents

<b>03 Introduction</b>	<b>16 Brand Colors</b>
<b>04 Our Story</b>	<b>17 Typography</b>
<b>05 Our Mission &amp; Vision</b>	<b>18 Photo &amp; Video</b>
<b>06 Clean Water &amp; Healthy Beaches For All People</b>	<b>19 Imagery</b>
<b>07 Values &amp; Personality</b>	<b>20 Icons &amp; Illustrations</b>
<b>08 Our Voice</b>	<b>21 Social Media</b>
<b>09 Our Model</b>	<b>22 Website</b>
<b>10 Who We Are</b>	<b>23 Tabling</b>
<b>11 What We Fight For</b>	<b>24 USOA</b>
<b>12 Our Programs</b>	<b>25 Merchandise</b>
<b>13 Our Logo</b>	<b>26 Out Of Home</b>
<b>14 Logo Size &amp; Spacing</b>	<b>27 Language &amp; Copy</b>
<b>15 Improper Logo Usage</b>	<b>28 Glossary</b>



# Introduction

Together, we're working to make our ocean and beaches healthier, happier places. They are our wilderness, our playground and our home. The beaches belong to all of us and now, more than ever, it's critical that we protect our coasts for future generations.

For over three decades, our network of more than one million supporters, activists and members, has been on the frontlines of the most pressing environmental issues facing our ocean, waves and beaches. From high-profile legal cases and long-term campaigns to local beach cleanups, water testing and community outreach, our ability to mobilize grassroots action has led to hundreds of significant coastal protection victories. However, today's political climate and the increased threats to the ocean and coasts demand an increased effort.

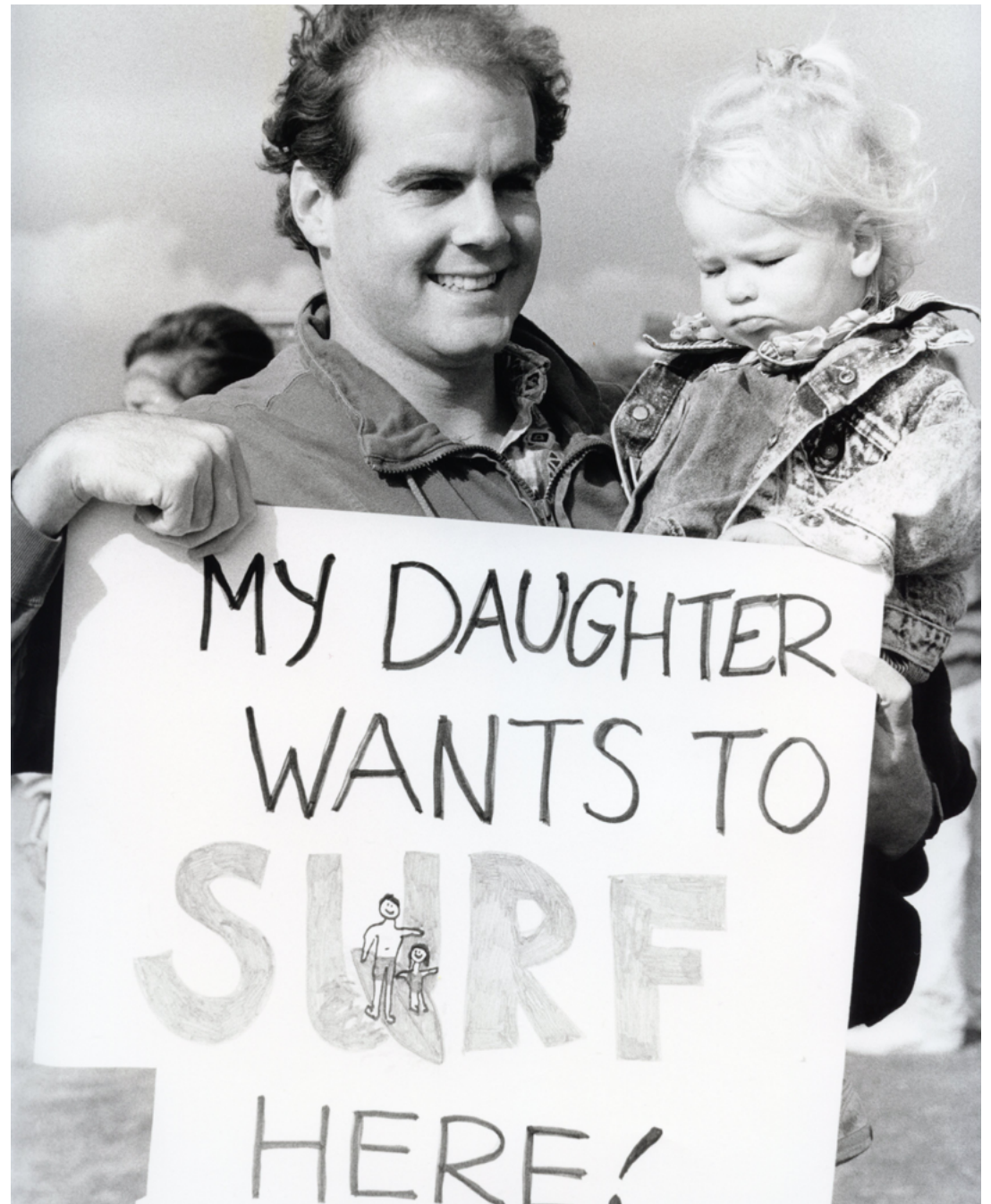
During the next few years, we will advance coastal protection by focusing on Clean Water and Healthy Beaches. We will also defend against threats and continue to grow stewardship at the local level. In addition, we will seek to increase our capacity to support Surfrider's national network of chapters with regional field experts and scale our local campaigns to amplify state, regional and national impact.



**The beaches belong to all of us and now, more than ever, it's critical that we protect our coasts for future generations.**

# Our Story

Founded in 1984 by a handful of visionary surfers in Malibu, California, the Surfrider Foundation now maintains more than one million supporters, activists and members, with over 170 volunteer-led chapters and student clubs in the U.S., and more than 600 coastal protection victories.



# Our Mission & Vision

The Surfrider Foundation's vision is to protect 100% of our coasts. That means building and implementing a dedicated network of local volunteers and chapters that are actively monitoring and protecting all beaches throughout the U.S. It also means ensuring that those chapters have the resources, training and support needed to be successful. Full coverage and full support lead to full protection of our nation's coasts. This vision defines our future growth goals.



**The Surfrider Foundation is dedicated to the protection and enjoyment of the world's ocean, waves and beaches, for all people, through a powerful activist network.**

# Clean Water & Healthy Beaches For All People

Our ocean, waves and beaches belong to everyone. The Surfrider Foundation welcomes all people who care about protecting clean water and healthy beaches to join us and find a nearby chapter, become a member or support our nationwide network of more than 170 volunteer-led chapters and clubs.

The Surfrider Foundation is committed to fostering a diverse, equitable, and inclusive organization for all people who protect and enjoy the world's ocean, waves, and beaches. Our success and impact depends on learning from our community, standing in solidarity with our allies and working towards a more just future, both for our organization and the environmental movement as a whole.

These values speak to our collective community comprised of all races, ethnicities, class, disability, language, and gender identity. We strive to incorporate this commitment into every aspect of Surfrider's mission to protect the ocean and coasts for the future.



**The Surfrider Foundation welcomes all people who care about protecting clean water and healthy beaches.**

# Values & Personality

Surfrider is committed and we're willing to take a stand for what we believe in. We are dedicated to the cause through our visionary approach, optimistic outlook and progressive strategies. Surfrider is built on inclusion and vibrant, progressive problem-solving. Because our passion is directly from the heart, the organization comes from a place of authenticity and trusted community engagement. Together, we are Surfrider.



## WE ARE

Committed	Inclusive	Trusted
Courageous	Modern	Vibrant
Fun	Optimistic	Visionary

**Surfrider is built on inclusion and vibrant, progressive problem-solving.**



Photo by Morgan Maassen

# Our Voice

When communicating about causes, Surfrider takes a friendly but credible tone. We are thoroughly educated on relevant subject matter and able to articulate this not just as scientists, lawyers and activists, but also as friends and neighbors. We are able to approach sensitive, emotionally charged issues with dignity and an open mind for all opinions and perspectives. It all comes down to respect for our ocean, beaches, one another and our commitment to protecting and preserving the natural places that bring enjoyment to so many. Our passion for the coasts translates into a genuine stoke that comes to life in how we communicate to the general public, our peers and members.

## WE ARE

Approachable  
Aspirational  
Authentic  
Credible  
Connected  
Direct  
Engaged  
Inspiring  
Informed  
Progressive  
Resilient  
Stoked



**We approach sensitive, emotionally charged issues with dignity and an open mind for all opinions and perspectives.**



# Our Model

We love what we do and do what we love. Our irreplaceable national network of chapter volunteers is comprised of surfers and ocean-lovers who seek out the beauty and majesty of our coastal and marine spaces because it's what they love to do. Protecting the beaches and oceans is also simply the right thing to do. This network serves as the first response to local threats in coastal communities across the U.S. Our network grows stronger with every chapter we add.

## LOCAL

It starts with our boots-on-the-ground network of local activists that are working to defend our coastlines around the country. They're the eyes and ears of the organization. They bring to light emerging issues. They campaign and raise awareness within their respective communities. And they are passionately committed to the Surfrider cause.

## REGIONAL

When an issue continues to develop, becoming bigger than a local chapter, Surfrider has regional experts strategically positioned throughout the U.S. to provide support and council.

## NATIONAL

When an issue reverberates on a national level, Surfrider employs a powerful team of legal, policy and environmental experts to work in conjunction with national agencies and political entities to influence and enact change on a much broader scale.



# Who We Are

The Surfrider Foundation has a proven model for success—a playbook and a team—that transform passion into protection. We continue to leverage that model within our network of chapters and clubs to help ensure clean water and healthy beaches.

Our staff of about 60 people support our chapter network in their campaigns, champion for policy and fight legal battles for our coasts. They also bring awareness to the issues facing our ocean, provide critical support for areas such as accounting, technology and HR, and help raise money to make all of this happen. We have an appetite for adventure and we all share a common passion—we love and appreciate our ocean, waves and beaches.

We don't just play, we win! We have the playbook and the team to create victories for our coasts. Through its history, Surfrider has a proven model of success and leverages that blueprint with our network.



Photo by Brady Lawrence

**Our network of chapters, student clubs and volunteers works collectively across 10 regions on hundreds of campaigns, programs and community events annually.**

**81**  
Chapters

**10,000+**  
Activists

**95**  
Student Clubs

**50,000+**  
Members

**1,000,000+**  
Supporters, Activists & Members

# What We Fight For

Campaigns define us as an organization. They are how we protect our special coastal places, ensure our ocean is healthy and wild, keep pollution out of the water and make sure every beach is clean and accessible for all to enjoy.

When we win a campaign, it's called a victory. Surfrider defines a victory as a decision by a governing body that protects the coastal and ocean environment, improves coastal access, or both.

**We've had 685 campaign victories since we started counting in 2006.**



## PLASTIC POLLUTION

Reducing the impact of plastics in the marine environments that surround us.



## CLEAN WATER

Protecting the health and sustainability of our planet's most precious resource.



## OCEAN PROTECTION

Defending our oceans from challenges threatening the vitality of the ecosystem.



## BEACH ACCESS

Working with decision-makers to ensure full and fair beach access for all to enjoy.



## COASTAL PRESERVATION

Taking on issues that threaten our beaches and natural shorelines.

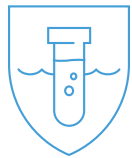
# Our Programs

From testing our coastal waters and reducing water pollution to registering Ocean Friendly Restaurants, Surfrider's programs help to ensure that our marine environments are protected on many different levels.



## BEACH CLEANUPS

Beach cleanups can reduce litter, protect our ocean and raise awareness about plastic and coastal pollution. The Surfrider Foundation's volunteer network conducts beach cleanups in local communities across the U.S. Our national beach cleanup program provides a fun and easy way to volunteer and engage with our mission to protect our ocean, waves and beaches.



## BLUE WATER TASK FORCE

The Blue Water Task Force (BWTF) is the Surfrider Foundation's volunteer-led water quality monitoring program. Our chapters use this program to alert citizens and officials in their communities about water quality problems and to work toward solutions. Operating through a national network of over 50 labs, BWTF citizen scientists are providing critical water quality information to protect public health and clean water.



## OCEAN FRIENDLY RESTAURANTS

We need to stop the problem of plastic pollution at its source. The Surfrider Foundation's Ocean Friendly Restaurants program does just that. One restaurant, one customer at a time, increases awareness, drives change in behavior and ultimately creates scalable impact to reduce our plastic (and water!) footprint.



## OCEAN FRIENDLY GARDENS

The Ocean Friendly Gardens (OFG) program is Surfrider's sustainable landscaping and education program that provides natural solutions for water pollution problems caused by urban runoff. By planting native, climate-appropriate plants, building healthy soils, and carefully shaping landscapes to slow down and retain rainwater, Ocean Friendly Gardens are transforming landscapes and hardscapes to reduce urban runoff, filter out pollutants, and conserve water and wildlife habitat.



## RISE ABOVE PLASTICS

Rise Above Plastics is designed to eliminate the impacts of plastic pollution in the marine environment by raising awareness and advocating for the reduction of single-use plastics.

# Our Logo

When it came time to redesign the Surfrider logo, we were presented with an opportunity to pay homage to the original logo from 1984. Our new design is a modernized interpretation of our initial logo that brings a progressive and visionary attitude to the familiar and beloved original. Sharp lines represent the power and strength of the ocean. And thanks to its bold fonts and a contained lockup, this logo appeals to the next generation of Surfrider supporters while honoring our roots.



## LOGO EVOLUTION

1984-2009



*Surfrider*  
*Foundation.*

2009-2018



Current



**SURFRIDER**  
FOUNDATION.

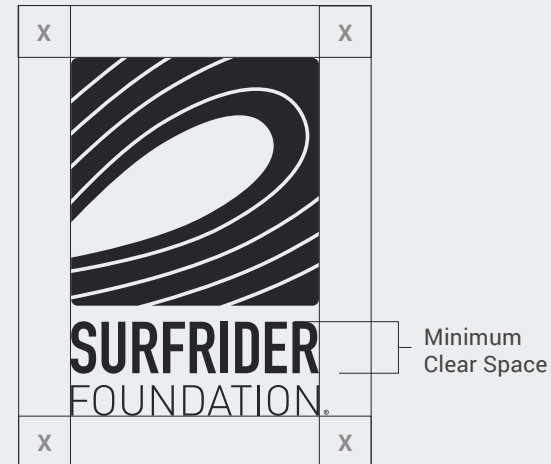
# Logo Size & Spacing

## CLEAR SPACE

It is important to keep our logos clear of any other graphic elements. To regulate this, a clear space has been established around each logo variation. This clear space indicates the closest that any other graphic element or message can be positioned in relation to each logo or symbol. The clear spaces have a fixed relationship that should never be changed in any way. Maintaining clear space promotes good spatial relationships with other objects in a composition and helps to ensure visibility and impact.

## MINIMUM WIDTHS

The size of a logo can range drastically depending on the application. The logo size corresponds directly with visual hierarchy of the document being created and while we have no maximum requirements for overall width, we do have set minimum logo widths. Logos should remain at or above the listed minimum to preserve impact and clarity. Follow these guidelines to ensure correct scaling. Always remember to scale proportionally and never distort the original files.



**Minimum Width**  
Screen: 60 px | Print: 0.5 in



**Minimum Width**  
Screen: 115 px | Print: 1.25 in

# Improper Logo Usage

## DON'T ADD EFFECTS

Drop shadows, bevels, gradients and strokes don't mix with the Surfrider logo.



## DON'T MODIFY THE LOGO

The Surfrider logo should never be redrawn, distorted, rotated or added to.



## DON'T CHANGE THE COLOR

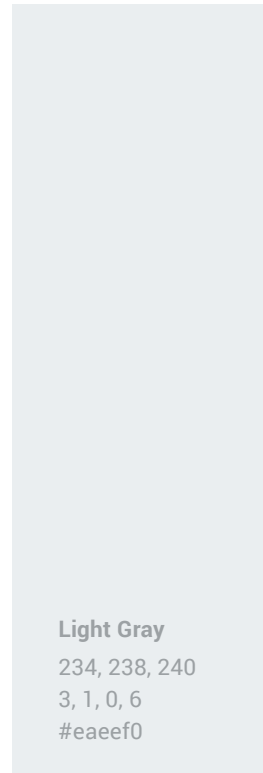
The Surfrider logo must remain the specified blue, black or white. Don't fill it with other colors, patterns or photos.



# Brand Colors

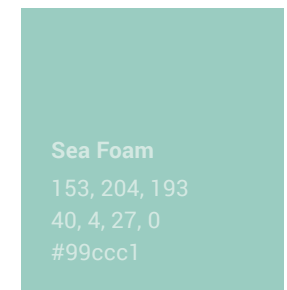
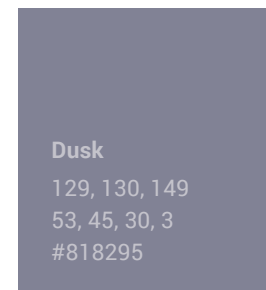
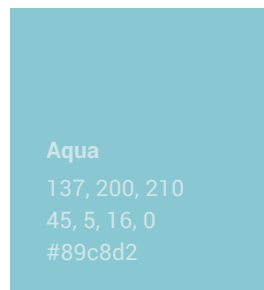
## CORE PALETTE

Our core palette is clean and modern. This palette should cover most of your needs. These colors should be used for logo, text, text highlights and color fields.



## SECONDARY PALETTE

Our secondary colors should be used sparingly. These colors may be used for data visualization or to accent photography.





# Typography

Our approved font families are Bebas Neue and Roboto. Both are open source fonts that can be downloaded on our brand portal. Please use these fonts whenever you are creating Surfrider branded materials.

Download these fonts at [brand.surfrider.org](http://brand.surfrider.org)

## Roboto

The Roboto family makes up the majority of font usage and is well suited for body copy, call outs and titles. It also has a wide range of weights to accommodate various design applications.

**Roboto Black**

*Roboto Italic*

**Roboto Bold Italic**

Roboto Regular

**Roboto Bold**

*Roboto Light Italic*

**Roboto Medium Italic**

Roboto Light

**Roboto Medium**

## BEBAS NEUE BOLD

Bebas Neue Bold is used more sparingly. It is well suited for small subtitles or as an accent font. When using this font, the kerning should be set at +100.

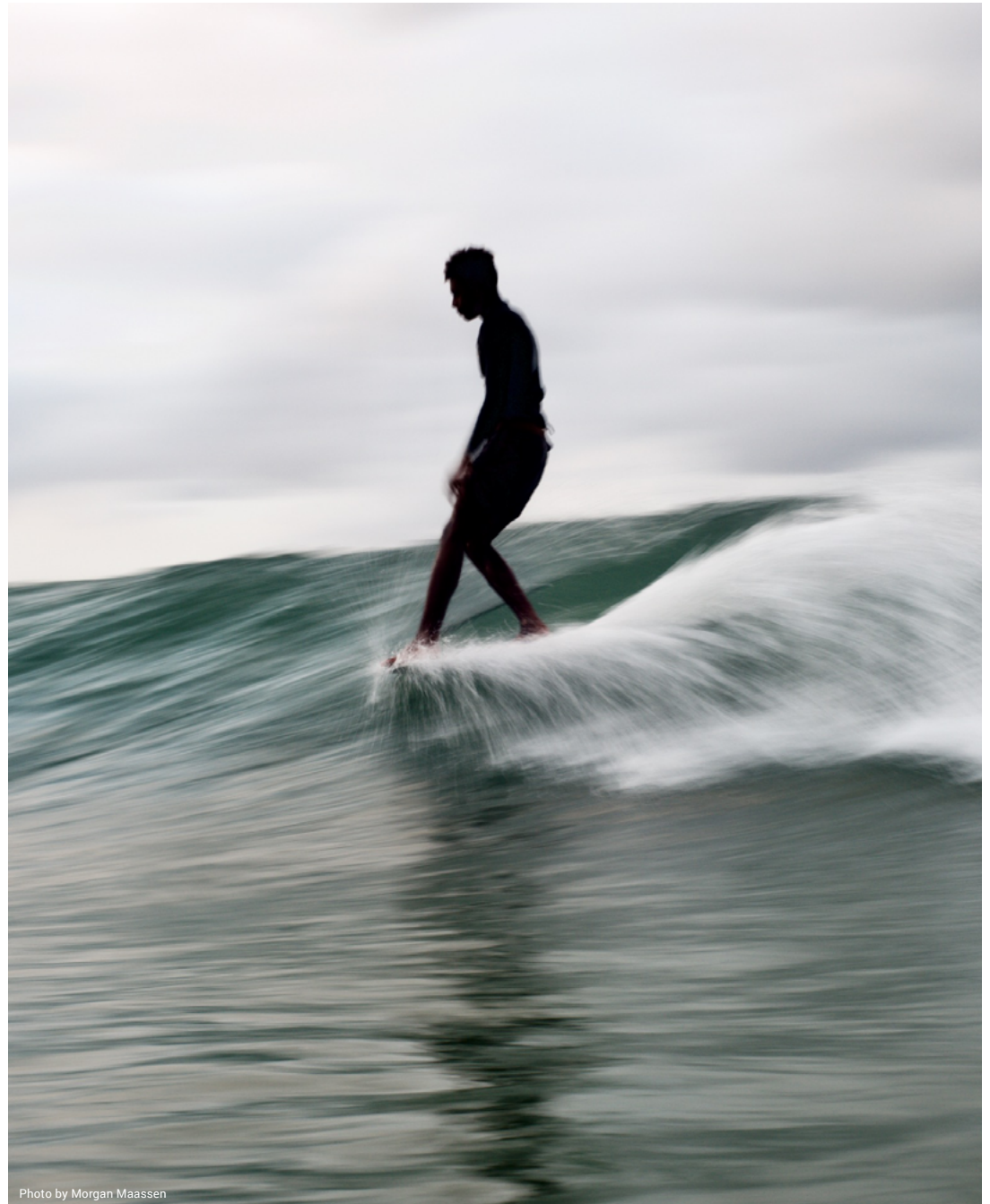


Photo by Morgan Maassen

# Photo & Video

Photography and videography are an enormous part of the Surfrider mission. Our photographic style is built on one simple thing: possibility. We are optimistic and aspirational. We love what we do and enjoy sharing our stories. Anytime we show photos of a harsh reality, we pair it with an explanation of what can be done to help. We want everyone who interacts with us to feel inspired, hopeful and motivated to take action. Our imagery is about opportunity.



## KEY CHARACTERISTICS

- No use of photo filtering or effects.
- Predominantly color photos.
- Candid, not posed or studio shots.
- Natural settings and ocean oriented scenes are a plus.
- Natural light preferred.
- Choose interesting angles and perspectives that tell a story
- Images should feel elevated but not too polished. They should look professional, but not like an ad for a fragrance.

# Imagery

## COLORS

Trending toward ocean-centric colors. Sand, blue water, blue skies, natural tones and natural light. Not abnormally saturated or ominously dark. The majority of images should have some blue ocean, but there can be some flexibility in showing beaches and people.

## CONTENT

### Brand Supportive Imagery

Optimistic, fun, courageous, modern, natural, inspiring, engaged, aspirational and inclusive. The bulk of our images should highlight what we are protecting and how we are doing it.

### Call to Action

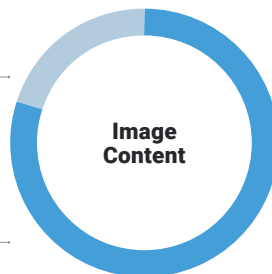
Serious, committed, bold, stark truth and less vibrant. These could be the examples of pollution and devastation that we are trying to fight, such as a plastic-littered beach, unnatural beach erosion, contaminated water, etc.



## BALANCE

20% Call to Action

80% Brand Imagery



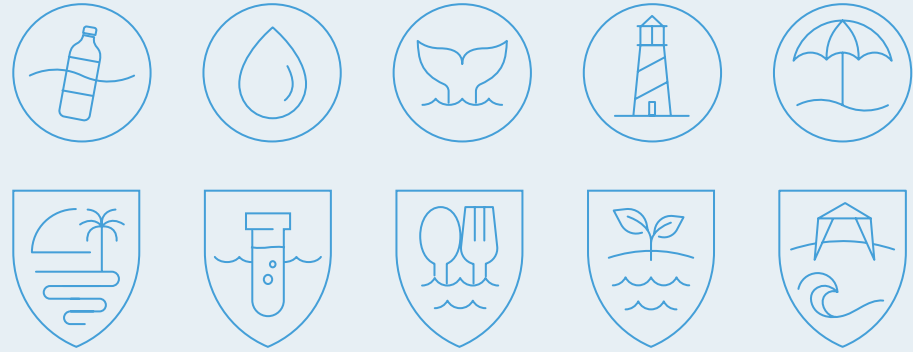
# Icons & Illustrations

Our icons and illustrations share the same simplistic one-color style. These icons will almost always be blue, but some applications may call for versions in white or black. They should be presented on backgrounds that are not busy and allow the icons to maintain good contrast and visibility. When displaying multiple icons together, they should all be about the same scale and should all share the same line weight.

## KEY CHARACTERISTICS

- Created in scalable vector format.
- Consistent line weight used throughout.
- Single color design.
- Simplified and easily understood.
- Initiative icons are contained within a circle.
- Program Icons are contained within a shield.
- All other icons should not be contained.

## PROGRAM AND INITIATIVE ICONS



## OTHER ICONS AND ILLUSTRATIONS



# Social Media

## HOW WE USE OUR PLATFORMS

**Instagram:** Brand awareness and brand building via aspirational, pristine imagery and limited copy. IG Stories will be the most organic and raw.

**Facebook:** Major stories, events, donation asks with more extensive copy and calls to action.

**Twitter:** Real time news and urgent updates, including shareable links to petitions and action alerts.

## TO NE

Our tone on social media is optimistic and fun, but not carefree. Our tone at times is serious, especially when we are addressing urgent or dire issues, like climate change or offshore oil drilling.

## INTERACTIONS

We try our best to respond to any comment or question on social media channels with a positive tone and fact-based information. We've found that it is a best practice to politely respond one time to anyone who is "trolling" our pages or our posts. Beyond that first response, we typically do not engage with any rude or inappropriate comments. Comments deemed offensive to us or anyone in our audience are immediately removed and anyone violating this policy more than once is banned from the respective page(s).

## BEST PRACTICES

- Profile pictures/icons should be consistent across all platforms.
- Embedding/posting – Native files (photos and videos) should be used across Facebook, Twitter, and Instagram if possible. Please also be sure to include a URL with your post, when relevant.
- Aim to feature Surfrider's diverse grassroots network, including all races, ethnicities, class, disability, language and gender identity, through social channels.



# Website

## CHOOSING IMAGERY

When choosing imagery for your blog post, campaign, or other page, please refer to pages 21-23 of this guide for tone, style and subject matter of photos. Use only approved images. **Please do not use images directly downloaded from the internet without the expressed, written permission of the photographer/artist.** There are some great photo resources on the internet where you can download free images for usage on your website.

Here are some of our favorites:

[unsplash.com](https://unsplash.com)

[pexels.com](https://pexels.com)

[pixabay.com](https://pixabay.com)

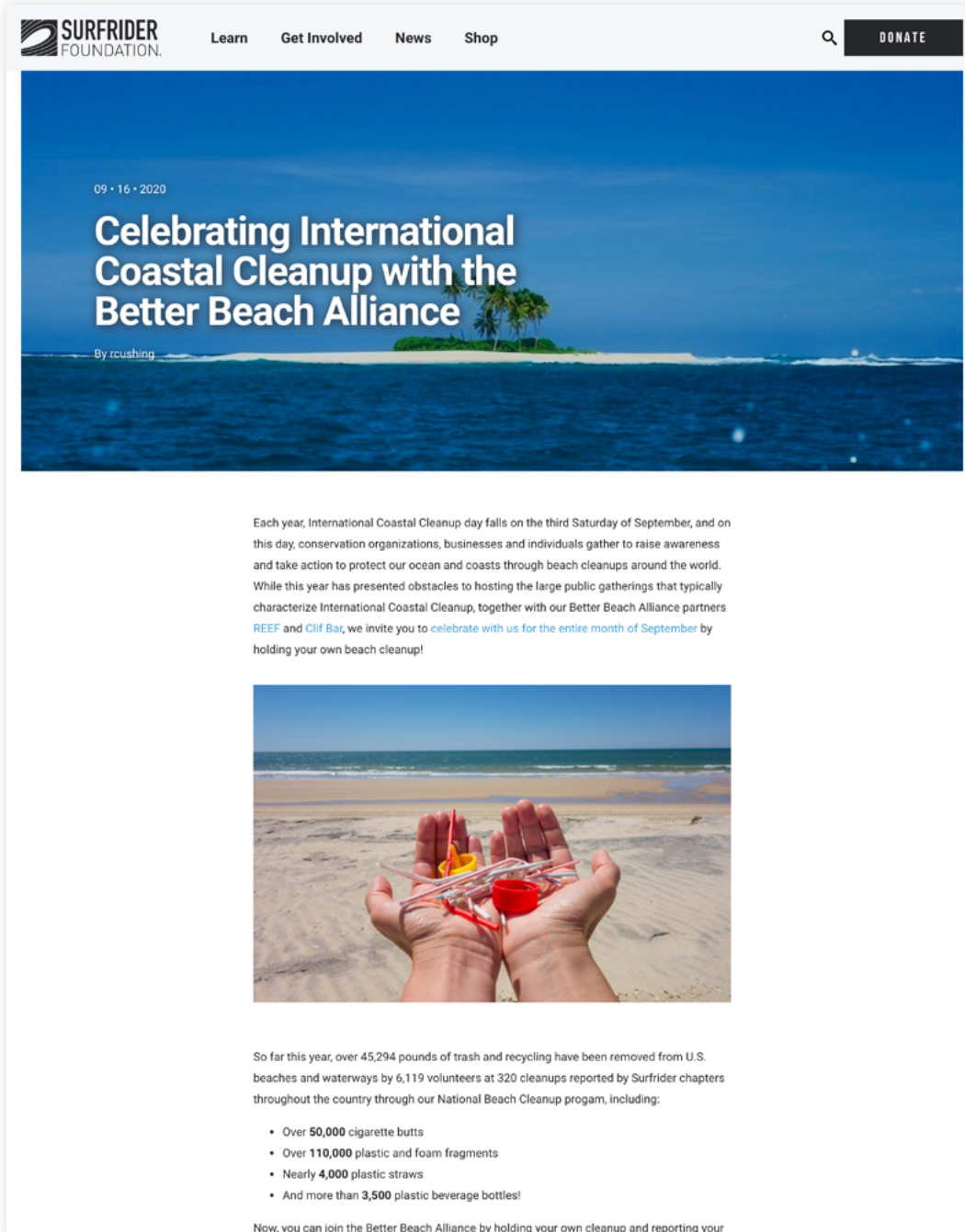
## IMAGE SIZES

Most images will need to be resized before uploading them to your website. For best performance, use the following dimensions:

- Hero: 1440 x 550 pixels
- Body images within campaign and landing pages: All images will be cropped to a 1:1 ratio, Maximum 1000 pixels
- Images within blog posts: 1000 pixels wide x any height

Images should be no larger than 500 KB.

For more information on website best practices visit [surfrider.org/website-best-practices](https://surfrider.org/website-best-practices)



The screenshot shows a website header for the Surfrider Foundation with navigation links: Learn, Get Involved, News, Shop, and a DONATE button. The main content area features a large hero image of a tropical beach with the text 'Celebrating International Coastal Cleanup with the Better Beach Alliance' and 'By rpushing'. Below the hero image is a paragraph of text explaining the event and a list of statistics. At the bottom, there is a call to action to join the Better Beach Alliance.


**SURFRIDER FOUNDATION** Learn Get Involved News Shop **DONATE**

09 · 16 · 2020

## Celebrating International Coastal Cleanup with the Better Beach Alliance

By rpushing

Each year, International Coastal Cleanup day falls on the third Saturday of September, and on this day, conservation organizations, businesses and individuals gather to raise awareness and take action to protect our ocean and coasts through beach cleanups around the world. While this year has presented obstacles to hosting the large public gatherings that typically characterize International Coastal Cleanup, together with our Better Beach Alliance partners REEF and Clif Bar, we invite you to celebrate with us for the entire month of September by holding your own beach cleanup!



So far this year, over 45,294 pounds of trash and recycling have been removed from U.S. beaches and waterways by 6,119 volunteers at 320 cleanups reported by Surfrider chapters throughout the country through our National Beach Cleanup program, including:

- Over **50,000** cigarette butts
- Over **110,000** plastic and foam fragments
- Nearly **4,000** plastic straws
- And more than **3,500** plastic beverage bottles!

Now, you can join the Better Beach Alliance by holding your own cleanup and reporting your

# Tabling

## DO

- Use only current chapter assets with the new Surfrider logo when setting up for your event. Every chapter was mailed:
  - (1) Canopy top with Surfrider logo
  - (1) Surfrider logo banner with Surfrider logo
  - (1) Surfrider flag with Surfrider logo
  - (1) Tablecloth with chapter logo
- Use approved Surfrider printed collateral on your table setup.
- Try to keep brochures stacked neatly and aligned on the table. If you would like additional printed collateral like posters and signs, please refer to the Surfrider Brand Portal at [brand.surfrider.org](http://brand.surfrider.org) to see if those assets are already created. If there is a specific request that you don't see on the brand portal, please reach out to your regional manager about getting that specific piece created.

## DON'T

- Don't clutter your table up with lots of visuals and props.
- Don't decorate your tent with additional items like bamboo fencing, fake flowers, sand, etc.
- Don't use outdated or old branded material at your table. We want to ensure that all tabling material adheres to Surfrider's national branding guidelines and utilizes the new logo.



# United States And Oceans Of America

Let's fly the USOA flag proud and high! This flag is a symbol of Surfrider's dedication to the protection and enjoyment of our oceans, waves and beaches and we want it to be displayed in the best way possible.

## BEST PRACTICES

Flying Surfrider's 'United States and Oceans of America' flag at your booth is a great way to show support for the campaign and get people's attention. There are multiple ways that we suggest flying the flag at your booth:

- You can attach a flag pole to your booth and fly the flag high and proud.
- You can also hang a flag from your tent frame if you don't have a flag pole.
- Whether the flag is displayed vertically or horizontally, please ensure that the stars are always in the top left corner.

DO



DON'T





# Merchandise

As a leading environmental nonprofit organization, we understand that the world doesn't need more disposable "junk." This is one of the reasons that we strive to create products that are as sustainable as possible. From reusable cups to organic cotton t-shirts, our goal is to create items that will last a lifetime.

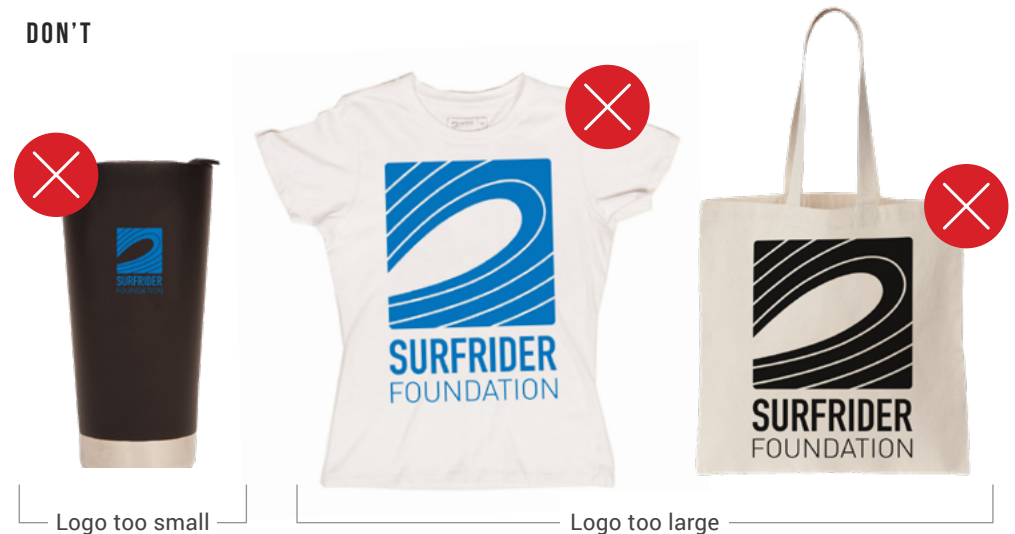
As such, we carefully choose vendors and partners who share our responsibility for the environment. Some of our partners and vendors include: Groceries Apparel, Alternative Apparel, Klean Kanteen, Miir, and others.

- When and where possible, our logo should appear in black, white or "Surfrider" blue (PMS 2144C).
- When sizing the logo to be used as a small graphic on shirts, sweatshirts, and other apparel, it should be 2 inches in width and scaled proportionally.
- When sizing the logo to be used as a large graphic on shirts, sweatshirts, and other apparel, it should be maximum 7 inches in width and scaled proportionally.
- When sizing the logo for water bottles, hats, and other accessories, make sure there is appropriate space around all edges as specified on page 15.

DO



DON'T



# Out Of Home

When presented with opportunities for large-scale, out-of-home installations, please discuss with your regional manager to ensure that Surfrider is presented in the most professional way possible with correct branding and up-to-date assets.

## BEST PRACTICES

- Surfrider logo placement should be high enough and large enough that it's very visible from a far distance.
- Text should be large enough to be easily read from a distance.
- Use HQ-approved, current graphics and branding when designing your out-of-home artwork.



# Language & Copy

Solid writing and storytelling is an important part of a successful brand presence. The goal is to present our brand in a consistent way and tone, even with multiple authors. By writing in a clear and cohesive way on our websites, reports, presentations, newsletters, marketing emails and other communications, we will create a strong and unified presence.



Photo by Morgan Maassen

STYLE TIPS	BAD	GOOD
<b>Avoid acronyms.</b>	The BWTF and OFG programs are part of Surfrider's CWI.	The Surfrider Foundation works to protect clean water through the Ocean Friendly Gardens (OFG) and Blue Water Task Force (BWTF) programs.
<b>Use AND-BUT-THEREFORE formula.</b>	Pollution, offshore oil drilling, rising tides and development are threatening our ocean and coasts. If we don't act now, clean water and healthy beaches are at risk.	Clean water and healthy beaches are vital for our coastal economies, tourism and recreation, and communities. But pollution, offshore oil drilling, rising tides and development threaten our ocean and coasts. Therefore, we must take action.
<b>Be specific and outcome-oriented.</b>	We had a large group that showed up to pick up garbage, including plastic straws, bags and foam, off the beach.	More than 50 people joined the Surfrider San Diego Chapter and together, we removed 40 straws, 20 cigarette butts and 55 pieces of plastic from the beach, keeping that amount from ending up in our ocean.

# Glossary

**Initiative:** A core area of focus, or primary action, supporting the Surfrider Foundation’s mission. We use the word ‘initiative’ to describe our five areas of work (such as the Clean Water Initiative). For more informal communications, ‘initiative’ can be replaced with ‘focus area’ or ‘efforts.’

**Program:** An organized plan to help solve an issue or problem for an initiative. For example: The Surfrider Foundation’s Blue Water Task Force and Ocean Friendly Gardens programs support the organization’s Clean Water Initiative.

**Campaign:** An activity, or a series of activities, to solve for one specific issue and bring about a particular result for that issue. For example: The goal of the Open Martin’s Beach campaign was to open public beach access to Martin’s Beach located in San Mateo, California.

**Event:** A planned public or social occasion that the Surfrider Foundation created, owns, implements, oversees and supports. International Surfing Day is a Surfrider Foundation event. A Surfrider chapter beach cleanup is an event. However, if a chapter works with another organization to host a beach cleanup then this is an activation. See definition for activation.

**Chapter network:** The on-the-ground coastal defenders who collaborate with regional staff and issue experts to carry out our mission through campaign, program and educational initiatives in their local communities.

**Ocean friendly:** Refers to goods and services, laws, guidelines and policies that claim reduced, minimal, or no harm upon the ocean and marine environment. Surfrider’s Ocean Friendly Restaurants is a national program that creates scalable impact to reduce our plastic footprint.

**Student clubs:** A response to overwhelming interest across the country from young people that were interested in getting more involved in Surfrider activities on their campuses and in their communities. The program has grown into a wide range of activities including organizing school clubs and initiatives based on project-based learning. These range from beach cleanups to eliminating single-use plastics on-campus to greening campuses.

**Action alert:** A message that is set up to engage people on an issue, calling on them to take action to influence public policy at local, state and national levels.



Photo by Zack Noyle



# Glossary

## COMMONLY USED ACRONYMS

**BOEM** Federal Bureau of Ocean and Energy Management

**BWTF** Blue Water Task Force

**CPR** Conservation, Permeability and Retention

**CWA** The Federal Clean Water Act

**DOE** The U.S. Department of Energy

**EIR** Environmental Impact Report

**EPA** The U.S. Environmental Protection Agency

**EPS** Expanded Polystyrene

**FEIS** Final Environmental Impact Statement

**ISD** International Surfing Day

**LNG** Liquefied Natural Gas

**HATS** Hands Across the Sand

**HOTYB** Hold On To Your Butts

**MDRA** Marine Debris Reauthorization Act

**MPA** Marine Protected Area

**NOAA** National Oceanic and Atmospheric Administration

**OFG** Ocean Friendly Gardens

**OFR** Ocean Friendly Restaurants

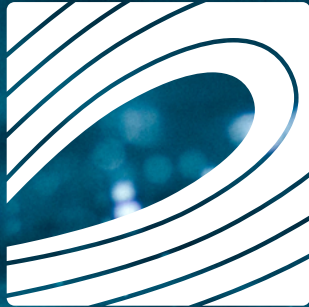
**RAP** Rise Above Plastics



Photo by Morgan Maassen

## HOW WE USE OUR NAME

- When referencing the Surfrider Foundation, use “the” before the name of the organization.
- Chapter is capitalized when part of the chapter name and written in lower-case when referenced on its own or in different scenarios. For example: “The Surfrider chapter in Maui” or “The Surfrider Foundation New York City Chapter.”
- The use of the word “Chapter” is not required in the public branding of your chapter’s name. For example, chapters are allowed to use; New York City Surfrider Foundation, Miami Surfrider Foundation, Coastal Bend TX Surfrider Foundation etc.
- “The Surfrider Foundation” should be used when possible and in more formal writing such as press releases. “Surfrider” can be used for marketing purposes, blog posts, social media and more informal channels (for various audiences).
- As the word “partnership” has some legal restrictions, it should be avoided when possible in communications. Alternate options are “collaboration,” “joint efforts,” “working together,” joining forces” or even “in partnership.”



**SURFRIDER**  
FOUNDATION.

[surfrider.org](http://surfrider.org)