

Special Z-GRAM - Messaging 2 September 2008

[www.IOOS.NOAA.gov](http://www.IOOS.NOAA.gov)

The Z-gram- IOOS is an informal way of keeping you up to date on what's going on in our NOAA IOOS Office and NOAA IOOS activities. Please advise of additional addressees, or if you are receiving and no longer want to receive. If you think others could benefit from the Z-gram please pass it on. If you want to see previous Z-grams go the IOOS website under program updates.

Based on concerns that we were unable to clearly communicate IOOS® and a desire to brand IOOS® as a National Program vice a number of important but individual projects, we formed a messaging group with participation from Ocean.US, NOAA IOOS® Program and NFRA. In May the IOOS® Messaging working group initiated the roll-out of the first elements of an IOOS® “communications toolkit”. This included an IOOS emblem, messaging guide, and presentation template. We received many comments from the broad IOOS community and from the Interagency Working Group on Ocean Observations (IWGOO) which is the interagency body with oversight of IOOS development.

The working group has compiled and carefully considered all of the comments, and made changes to the materials based on this feedback. We are now pleased to provide you with the final versions of the IOOS emblem, the presentation template, and a messaging guide. This material is also available for download from <http://ioos.noaa.gov/messaging/>

In order to ensure effective branding of IOOS®, the working group asks that you consider the following guidance in your use of this material:

1. On behalf of the IOOS community, NOAA registered the letters “IOOS”. The registration symbol ® informs the public that the mark is federally trademark registered and protected. Therefore, please use the ® symbol whenever you use the term IOOS in written and on-line educational services such as seminars, conferences and briefings. While this can be cumbersome within when including in emails and through out documents, we request that to a practical level you use the registration symbol.
2. On behalf of the IOOS community, NOAA intends to register the new IOOS emblem. This registration will take approximately 12 months to complete. The tm symbol ™ is an informal notification that there is a public claim as a trademark. Therefore, we ask that you use the ™ symbol whenever you use the IOOS emblem. The working group will notify you once the registration is complete, at which time we will use the registration symbol ® with the emblem.
3. There are three versions of the IOOS emblem which are acceptable to use (color, black and white, and transparent). The emblem is available in different file formats (e.g., .eps, .jpeg, .tiff, .gif, and .psd) depending on user needs and software. We will make these available for immediate download through the NFRA and NOAA IOOS websites. Please do not otherwise modify this graphic.

4. Please use the IOOS emblem if IOOS funding has been provided in part or total to support an activity, or if the activity is otherwise considered to be part of IOOS. This does not preclude you from using other logos in conjunction with the IOOS emblem. It is simply intended to attribute IOOS activities under the banner of IOOS in order to achieve effective branding.
5. Please use the power point template when speaking about your IOOS efforts. This request does not supplant any internal agency guidelines with regard to presentations but is intended again to visually project a national image.

Please recall that the key and core messages, “elevator speech” message development, and other background material found in the Messaging Guide are not intended as a script to be memorized and regurgitated verbatim. These are reference materials and we expect that people will use their own words to describe IOOS, depending on their own comfort level. However, we do encourage people to build upon these materials. We have already received feedback that we do not adequately cover the research and development cross cut component of IOOS.

To facilitate this, the working group is establishing a web-based repository for IOOS® communications material which will let you contribute to and access communications tools including standard presentations and a photo library. This repository will be hosted on the Ocean United website, <http://oceanunited.net>, which will also serve as a repository for messaging material related to observing systems being developed by other nations. We encourage you to register to use this website. Please note that this site is currently under construction and it will be a few months before it is populated with all the material we plan to include. Your early feedback on the structure of the site and contributions to site content would be gratefully received.

In an era of finite resources and competing priorities, we all must find ways to overcome the challenge of communicating the importance of IOOS® and we hope that you find these materials helpful in your communication and outreach efforts. On behalf of the IOOS® community, I would like to thank the below individuals who worked very hard to put this material together, which I hope you agree with me are very WELL DONE. Thank you to: Josie Quintrell, National Federation of Regional Associations, Molly McCammon, National Federation of Regional Associations, Deanna Eastman, Ocean.US, Ralph Raynor, Ocean.US, Timi Vann, NOAA IOOS, Jennie Lyons, NOAA IOOS, Carol Kavanaugh, NOAA, National Ocean Service, Communications Division, Emily Crum, NOAA, National Ocean Service, Communications Division, Gini Kennedy, NOAA National Ocean Service, Communications Division

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Cheers,  
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