

# MARKETING GUIDEBOOK



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## MARKETING GUIDEBOOK

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### Purpose of This Guidebook

The purpose of the America's Boating Club® Marketing Guidebook is to help squadrons, districts, and national committees understand the background, philosophy and strategy for marketing the United States Power Squadrons®. We are promoting and advertising our organization around the America's Boating Club® concept, brand, and market image. This does not change our mission or required changing the official name nationally, or for districts and squadrons. Instead, this Guidebook describes alternative methods to achieve our goals.

This Guidebook contains information on how to market membership and education, use the new logo and tagline, and understand specifics on rebranding our organization as America's Boating Club®. We have included many links to important documents that you will need such as the most recent logos and instructions on brand usage. We also include links to useful PowerPoint presentations, videos, templates, samples, and other information. The text in this document introduces major concepts and provides the links to these critical files that, together, serve as the complete Guidebook. You will need a good internet connection. We recommend that you download each file and save it to your computer or a USB drive so that you do not have to download it again each time you use this document.

The Guidebook is a living document and will be updated from time to time as more information becomes available and as we go through the transition period.

Special thanks are due to V/C Mary Paige Abbott, R/C Paul Mermelstein, Stf/C Glen Sherman, Stf/C Shirley Heald, P/R/C John Malatak, and HQ Marketing Director Tammy Brown for the creation of the America's Boating Club brand, logo, tagline, and marketing strategy.

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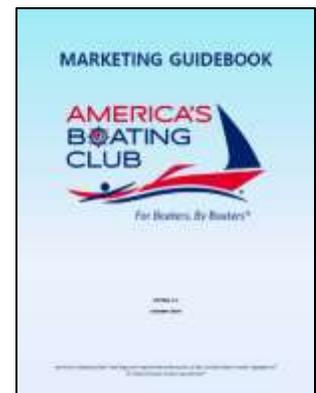
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### 1. How to Use This Guidebook

This Guidebook contains a great deal of information, ideas, suggestions, and material. It will take some time to review and digest it all. Do it in stages and share it with others to help integrate the information with your squadron, district, or national outreach and marketing programs.

1. First read all of the guidebook text for a comprehensive overview.
2. Download, review, and understand the PowerPoint presentation in [Section 5](#). This presentation will be useful when discussing these concepts with the ExCom and squadron members.
3. Download the promotional videos and additional PowerPoint presentations and save them to your computer or USB drive, as you get to them. Become familiar with them for discussion with other members.
4. Share this Guidebook among ExCom officers and review the material in the PowerPoint presentation mentioned above.
5. Publicize the America's Boating Club concept and marketing philosophy within your squadron.
  - ◆ Use the article in Section 5 as a starting point for your newsletter.
  - ◆ Present the material in the PowerPoint file and accompanying script to your members.
6. Discuss how your squadron can leverage the new concept and reinvigorate your marketing activities. See [Section 3](#) to help you begin.



### 2. Why Change?

Times have changed. Many organizations, including the United States Power Squadrons, have had difficulty in attracting members who are interested in joining their organization and participating in traditional ways of previous generations. Today's boaters are more diverse, with different interests, and with less time devoted to boating activities. Families seem to be busier, technology has changed entertainment and learning, the economic downturn a few years ago has had a lasting impact, introductory boating courses can be found for free on the internet, and traditional baby-boomer boaters are aging out.

The recognition of our name is not as pervasive among today's boaters as it once was. Many boaters have not heard of the United States Power Squadrons or they get us mixed up with other organizations. This situation has been exacerbated by leaving each squadron to develop its own marketing approach and image. Consequently, squadrons do not appear to belong to the same organization. Now, however, with a new national marketing strategy and advertising campaign, squadrons can better leverage the strength of the national image along with their local flavor and identity.

Additionally, we have ourselves continued to promote an image of a 100 year old, somewhat stodgy organization focused on boating safety and education. Today of course, most boaters believe that they can learn what they need online or through experience, and do not consider themselves unsafe boaters. Furthermore, technology now handles many tasks that formerly relied on boat operational knowledge. This produces a somewhat false sense of security and a feeling that knowledge is less important. While our educational programs are superb and excel at building knowledge and skill, our traditional promotional image is not working.

Our name, the *United States Power Squadrons*, does not resonate with the public. What does a “squadron” mean? What does “power” mean? Nowhere does it imply that we are a boating organization.

Consequently, we need to update our image in order to appeal to today’s boaters. It must identify who we are, and why someone should be interested.

Today’s boaters are different from traditional members.

- Many have smaller boats, often less than 26 feet LOA, and on a trailer. Many boat on rivers and lakes and are not interested in learning piloting and navigation. Instead, they enjoy water sports, fishing, and hunting.
- Today’s boaters fit boating into their lifestyle, but it may not be a primary focus. They have busy lives, and often have older children at home.
- Although some have mid-sized boats and go out in navigable waters, the number of younger boaters is less than those that are/were in the baby-boomer and older generations. That may change over time, but there is no guarantee that smaller boaters will upsize later on. We must reach them where they are currently.



We need to attend to all kinds of boaters including both our current type of member and future members across all kinds of boating venues. **Our target market segments and audiences are discussed in more detail in the PowerPoint presentation referenced in Section 5. Please download.**

We know from our growing squadrons, and from extensive market analysis by USPS and the boating industry, that our growth path must involve fun, action, togetherness, and a dynamic learning experience, both formally and informally. We have now developed an image that shows we are active, vibrant, and relevant to today’s boaters.

We are a boating organization first and foremost. We support our members with interesting learning experiences. In short, “we boat together, learn together, and help each other and the boating community”. This is identical to our triad of education, fraternity, and civic service, but with more

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modern language and a more direct statement of the benefits of our organization. Additionally, we are a welcoming and inclusive organization. We want everyone to feel comfortable.

Since announcing America's Boating Club at the 2017 Annual Meeting in Orlando, there has been tremendous support and enthusiasm for the new marketing name and logo. The name is exactly what we are: a boating organization. It allows for explanation of all that we do, from education, to fun, to service.



The logo is modern, and includes elements of power, sail and paddle craft. It shows fluidity, movement, and water. It demonstrates action and is forward looking.

Now, we need to leverage this image. Note that an image is not just a logo and tagline. Our image must be reflected in everything we do including boating with friends, dynamic learning experiences, helping other boaters, and enjoying the boating lifestyle together. As one squadron put it: “**Let’s live the logo**”.

### 3. Let’s Get Started

Rebranding and rethinking our marketing approach can be challenging. However, just like many organizations and businesses, we must adapt our image to meet the needs of the marketplace.

#### 3.1 Organization

At the national level, the Marketing Committee (MARCOM) is a separate committee under the Vice Commander and National Executive Officer. MARCOM’s role is to establish marketing strategy, messaging, imaging, branding, and other aspects of our marketing approach to promote membership and education. Other committees such as Public Affairs, Membership, Squadron Development, Communications, the Educational Department and others also are involved in outreach to the boating community, either directly or through assisting squadrons.

At the squadron level, it may be different. Typically, there is no separate Marketing committee. Most squadrons have a PRO for public relations, a Membership chair and an SEO, but not a cohesive and comprehensive marketing team. Consequently, these positions should be supplemented with interested members and ExCom officers.

**Recommendation:** Depending upon your needs, talent pool, time, and local culture, you may assemble an ad hoc marketing steering committee to serve as an overall guide or coordinator of your various outreach and promotional activities. It should have EXCOM support and direct participation including the Commander and/or Executive Officer and SEO, Public Relations Officer, and Membership chair. Some squadrons have already done this or something similar in order to synergize their marketing efforts. Suggested steps are found in the next section.

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### 3.2 Recommended Steps

Examine the following steps and apply them to your squadron's or district's assessment to update your marketing and promotion efforts:

- Determine how the squadron/district “lives the logo” by providing on-the-water boating activities and additional social events, a range of educational opportunities, and service to the boating community. What needs to be improved and enhanced?
  - ◆ Are you emphasizing on-the-water activities such as raft ups, cruises, fishing tournaments, water skiing, and other water sports?
  - ◆ Do you conduct a sufficient number of public educational events such as America's Boating Course and seminars?
  - ◆ Are you conducting VSEs, participating in Coop Charting, and other public service activities visible to area boaters?
  - ◆ Are you promoting these activities through advertising, signage, articles in regional boating publications, boating-related calendars, etc.?
  - ◆ Is the website up to date, with educational and social events highlighted? Are there enough entries to attract attention?
  - ◆ Is there an *active* Facebook page with frequent posts?
  - ◆ Are members welcoming, friendly, informal, and accommodating to everyone?
- Decide on local branding and naming, as suggested in this Guidebook in Section 4. In addition, a sample of how you might use your burgee and the new logo are included.
- Ensure your website reflects the new branding approach, messaging, and look & feel of America's Boating Club. Make sure it is up to date and shows all upcoming events and educational opportunities. Provide contacts. Show pictures of the desired demographic you want to attract, not just current members. Ensure the wording and presentation reflects the informal and fun aspect of squadron life, in addition to educational benefits. Avoid formality and a focus on the past.
- Review and update all squadron brochures, PowerPoint presentations, and other materials to reflect the new branding approach. Materials and examples are provided in the Guidebook.
- Create a viable and sustainable marketing strategy that works for your squadron. You will need volunteer resources and perhaps a budget. Develop a systemic approach that includes boat shows and other public events, public education such as America's Boating Course and seminars, advertising and publishing articles in local/regional boating publications, and public speaking engagements. More ideas and suggestions are available in Section 7.

One size does not fit all, of course. But squadrons face similar challenges and can use many of the concepts in this Guidebook. Please review the material and discuss it in detail so you can adapt these ideas to revitalize your marketing program.

## 4. Rebranding Approach

So how do we transition from where we are to where we need to be, to market ourselves more dynamically?

### 4.1 National Branding

We have migrated to the America's Boating Club brand for marketing purposes using the new name and logo. The official name, United States Power Squadrons and the ship's wheel logo, may be used for official organizational purposes. Some examples of new branding may be found via Section 5 and in the Brand Specifications section at the end of this document.

### 4.2 Squadron and District Branding

Beginning in 2020, squadrons and districts should obtain approval from their respective District and register the DBA (Doing Business As) with their state(s) to use the America's Boating Club logo along with their burgee for public marketing purposes. Two examples are shown below. Note the registration and trademarks embedded in the graphic. Also note there are two options, using "of", or not. There is no legal issue using "America's Boating Club® of ..." vs. "America's Boating Club® - squadron name", it's purely a matter of taste.



**Remember, officially we are still the United States Power Squadrons, but we are also America's Boating Club for public marketing purposes.**

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### 4.3 Use of the America's Boating Club Logos and Brand Name

The logos, brand name, and tagline are free for use by squadrons subject to certain restrictions.

These logos are protected with a copyright and trademark, as are the name "America's Boating Club" and the tagline "For Boaters, By Boaters". The logos include the graphic of the boats along with the name "America's Boating Club". Some versions of the logos also include "For Boaters, By Boaters". All versions and components are included in the copyright and trademark protection.

Squadrons, Districts, and our partners should refer to our organization as America's Boating Club®, and if further clarification is needed the sentence "Americas Boating Club® is a registered trademark of United States Power Squadrons, Inc®." may be added. Never refer to the organization as "formerly United States Power Squadrons".

USPS grants a general, revocable, nonexclusive license to its districts and squadrons to use trademarks and logos belonging to USPS in connection with USPS, district, and squadron activities, publicity and promotion as long as they adhere to the Brand Standards Specifications in this Guidebook, and other documentation as appropriate. Squadrons and districts may not alter USPS logos in any way or use them in ways that are contrary to those prescribed by USPS.

Consequently, please observe and adhere to these important requirements:

- **The logos must be used in their entirety, with no modifications, deletions, or additions and must include the embedded registration symbols** (these are included in the logo; you don't need to do anything to include them).
- The logos may be used near a local burgee or other graphic, but may not be modified to include that graphic.
- In text, the name "America's Boating Club" must have a Registration mark (the letter "R" in a circle, in superscript ®) immediately after the name, and preceding any local identifier. This is required the first time it is used.
- In text, the tagline "For Boaters, By Boaters" must also must have a Registration mark (the letter "R" in a circle, in superscript ®) immediately after the name. This applies to the first time it is used.
- The bottom of the poster, webpage, or other document must include the words "America's Boating Club® is a registered trademark of the United States Power Squadrons®". If creating a multipage brochure or other document, it may appear only once near the beginning, such as on the bottom of the first page or the first inside page.

Examples of appropriate and inappropriate use of branding and logos:



Figure 1 Appropriate use of branding. Inclusion of burgee is optional



Figure 2 Not as strong an identity and may be confused with other local boating clubs and yacht clubs. This can dilute your local brand and muddle your marketing identity.



Figure 3 Never modify these logos in any way. The included trademarks, colors, shapes, layout, text, fonts, and other parameters are trademarked by the United States Power Squadrons and squadrons and districts are granted their use as is without change

#### 4.4 Selecting a Squadron or District Brand Name

As mentioned, the OFFICIAL name of the organization remains United States Power Squadrons. Similarly, the official name of your district and squadron should not change.

However, a TRADE NAME is a name under which you can do business legally and it can be used for marketing purposes. There are no hard rules on selecting a trade name but there are a few principles to consider:

- Do not have to change the official name of the squadron. Consequently, contracts, tax forms, and uses which require the incorporated name do not need to be modified.
- You may select a trade name or business alias to promote squadron activities, courses, and membership in addition to the official corporate name. More on this in the next subsection.
- Leveraging the name “America’s Boating Club” along with a local name is a solid branding approach. Linking to a national brand while including local identity and flavor is a strong combination.

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- Selecting a name with only part of the national brand (such as XXXX Boating Club), is not as strong an identity and may be confused with other local boating clubs and yacht clubs. This can dilute your local brand and muddle your marketing identity.
- Do not use abbreviated forms such as “ABClub”, these are not protected by trademark laws and will weaken the national branding approach.

**Recommendation:** Use “America’s Boating Club” along with a local name. In the example above, the Rockville Sail and Power Squadron can market itself as “America’s Boating Club® of Rockville”, with or without the “of”. There is no legal issue using “America’s Boating Club® of ...” vs. “America’s Boating Club® - squadron name”, it’s purely a matter of taste. This leverages the national name and includes the locality. Note that the words “power” and “squadron” are not used in this example.

**Recommendation:** The location name used in association with America’s Boating Club® should not be too broad, for example Capital City Sail and Power Squadron to a DBA of America’s Boating Club® of Central State. The DBA should parallel or be the same as the squadron’s legal name, America’s Boating Club® of Capital City (or America’s Boating Club® Capital City).

### 4.5 Registering Your Squadron Trade Name with the State

Any District wishing to utilize a "DBA/AKA" or other such designation to their legal/official name shall submit that change to the Board of Directors for approval. Any Squadron wishing to utilize a “DBA/AKA” or other such designation to their legal/official name must submit that change to their respective District Council if applicable, or to the District Conference for approval.

Once approved, your squadron should register in the state in which it is incorporated. In some states, you must also register in your county. Your state’s website will tell you. Start by doing a web search for “DBA” and the name of your state. While each state’s procedure is slightly different, it seems to be an easy process and can be done online in a few minutes. You may need your squadrons tax ID number (not all states require this), as well as its address, formal name, requested trade names, and business description.

Most states charge \$25 to \$30 to register a trade name. Some counties charge more.

One pre-requisite is to research any similar names to avoid potential conflicts.

### 4.6 Timeline

The national organization is transitioning to the new identity currently, and so are many squadrons and districts. Squadrons may need more time to update their materials and website, of course, but many squadrons are excited to get started. If your Squadron has not done so already, it is recommended that your squadron obtain approval from your District for a DBA, register with the state (or states) you are incorporated in, and begin using the America’s Boating Club branding for all public marketing efforts. Use of the ship’s wheel logo should be reserved for official correspondence and contracts.

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### 5. Discuss This With Your Members

Some of the foregoing, and more, is contained in a Power Point presentation that you can deliver and discuss with your members. We've included detailed instructions and a suggested script that you can use as a guide.

After you download and review both the slides and script, we would be happy to address any questions. Download by clicking on the images that follow.



***Save to your computer and/or USB drive to avoid downloading each time.***

Also, there is a great newsletter article by Stf/C Eileen Rickard that presents the overall impact at the local level. Download and use it with your squadron to help members understand what is, and is not, affected at this time. It is in MS Word and you may modify it as necessary. Click the image on the right.



## 6. Access New Logos and Marketing Materials

Here is a brief summary of items that have been updated and are available for download at this time. Click on the images.

### 6.1 Approved Logos and Brand Standards

The approved logos are available by clicking the images or on the Marketing Committee webpage on [www.usps.org](http://www.usps.org).

- **America's Boating Club logos** – Click on the image at right to access the approved logos webpage. There are four (4) versions including:
  - ◆ Rectangular
  - ◆ Rectangular, with the tagline “For Boaters, By Boaters®”
  - ◆ Horizontal banner-type logo
  - ◆ Horizontal banner-type with tagline



Each logo is available in several graphics file formats including png and vector files.

- **Brand Standards Manual** – The Manual is now incorporated in this Guidebook as Section 8. Principles on layout and logo usage, specifications for colors, suggestions for application to marketing materials and stationery, social media, and so on are included.

### 6.2 Marketing Materials

Promotional materials including a tri-fold brochure, Power Point slide presentation, and promotional videos are available in this section.

- **America's Boating Club Tri-fold Brochure** – The revised brochure may be downloaded for printing locally and used at any squadron event, boat shows, public boating education session, or anywhere else where you want to recruit students and members. The brochure briefly describes our organization and benefits of membership, and stresses education by listing courses and seminars. These brochures may also be ordered from [US Power Squadrons® Headquarters](http://US Power Squadrons® Headquarters) at a cost of \$0.25 each



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- **America's Boating Club Education Brochure** – This trifold brochure emphasizes the educational offerings and benefits that we provide. Use this brochure along with the above-mentioned trifold at boat shows, public educational events, and other interactions with the public.

These brochures may also be ordered from [US Power Squadrons® Headquarters](#) at a cost of \$0.25 each



- **America's Boating Club Intro Slides** – Like the trifold brochure, these few slides encapsulate the benefits of membership and list courses and seminars. These slides are simple to present and should be a key component of any public boating education session, public seminars, boat shows, and other times you interface with the public.



- **Elevator Speech** – In response to demand, we suggest a few words that may be used to very briefly describe who we are. The message and the words are consistent with the intent of the America's Boating Club marketing philosophy. Remember, we get only a few seconds of attention. Use this or something like it in your own words to start a conversation:

*“America's Boating Club is a nation-wide boating organization. We learn together, boat together, and help each other and other boaters on the water and on land. Our members learn boating skills, engage with boating friends, and connect with the boating community.”*

- **Promotional videos** – We have an excellent selection of America's Boating Club promotional videos, developed by P/D/C Marty Lafferty, creator of the USPS Digital Media Library videos on America's Boating Channel. These are excellent videos to use at all public encounters such as boat shows, public education events, dinner meetings and so on. They can be embedded in squadron websites, and posted on squadron Facebook pages. The 30- and 60-second spots can be provided to local broadcast television stations and cable systems to telecast as public service announcements. There is a selection of lengths ranging from 30 seconds to 10 minutes, and

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some focus on specific demographic markets. The following links will allow you to download individual videos or all at one time:

1. "This Is United States Power Squadrons®" (Full-Length) [Download](#) / [Stream](#)
2. "This Is United States Power Squadrons®" (0:30 Version) [Download](#) / [Stream](#)
3. "For Boaters, By Boaters®" (Full-Length) [Download](#) / [Stream](#)
4. "For Boaters, By Boaters®" (0:30 Version) [Download](#) / [Stream](#)
5. "We Are America's Boating Club®" (Full-Length) [Download](#) / [Stream](#)
6. "We Are America's Boating Club®" (0:30 Version) [Download](#) / [Stream](#)
7. "Join USPS America's Boating Club®" (0:60 Spot) [Download](#) / [Stream](#)
8. Promo Package Compilation (Videos Play Continuously) [Download](#)

Here's a link to the download folder [USPS AMERICA'S BOATING CLUB® Promotional Videos Package](#) containing all the videos.

- **Power Point Template** – For creating new Power Point presentations showing national branding, you can use this template for consistent branding. Squadrons can add a combined national and squadron logo as described elsewhere in this document.



## 7. Marketing Techniques and Ideas

Based upon material we have presented at national and district meetings previously, we developed several Power Point presentations that should help squadrons and districts in their marketing efforts. We have heard positive feedback from squadron and district leaders that they have used parts or all of these approaches in boat shows, overall marketing strategies, promotion of educational programs, and so on. Please review this material with your members and see if they are useful to you. Click the images to the right to download the files and save it to your computer.

- **Recruiting and Salesmanship, Boat Shows, VSCs, & Public Education** – The information in this presentation addresses the need to continue to “sell” to current members as well as approaches to use in boat shows, public educational events, Vessel Safety Checks, and more. Every member can be an effective salesperson for your squadron with these tips of the marketing trade. (added Feb 2020)



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- **The A.R.T. of Building Your Squadron** – This PowerPoint presentation contains many ideas for promoting your squadron. Note that while it was created prior to the advent of America’s Boating Club, and some of the graphics may be outdated, the contents are still quite useful. Topics include techniques and ideas for publicizing your squadron events and educational opportunities, as well as a focus on member recruitment.
- **Marketing Works** – This presentation uses a whimsical manufacturing metaphor to demonstrate a way of thinking about marketing your squadron. It provides a conceptual model, marketing and PR context, helpful ideas and hints and overviews existing resources for you to access.
- **Proven Marketing** – This is a very practical and understandable program of techniques to “fill the seats” at public boating education sessions, and an opportunity to recruit new members. It was created by P/D/C Susan Ryan and has worked well for several squadrons in the Northeast, and has consistently drawn over 40 students to public boating courses. This program can be replicated anywhere. It takes effort, all marketing does, but these techniques are very manageable.



## 8. Brand Standards Specifications

### Introduction

This brand specifications documentation is designed to help us all tell our story in a clear and consistent manner. Our brand is a valuable asset, requiring proper care and management. Consistency and accuracy in the way our brand is expressed and reproduced will build brand strength and increase brand awareness and recognition. Otherwise, we risk brand dilution and often confusion among members and nonmembers. Please follow the guidelines outlined here to the best of your ability.

The national brand (United States Power Squadrons<sup>®</sup>, America's Boating Club<sup>®</sup> or both if co-branded) is always the master brand. The national logo should always be the prominent brand on brochures, apparel, signage, newsletters, business cards, websites, etc. Your Squadron logo is the secondary brand and should not compete with the national brand at any time.

### Guiding Principals

There are two kinds of names referenced here: a legal name and a trade name. The legal name of the national organization is the United States Power Squadrons<sup>®</sup>. The national trade name is America's Boating Club<sup>®</sup>. Similarly, your squadron name is most likely XXXX Sail and Power Squadron. You can also have a trade name such as America's Boating Club of XXXX. To establish a trade name, refer to the America's Boating Club Marketing Guidebook on how to register and use a "Doing Business As" (DBA) with your state.

There is no need to change your squadron's legal name. In fact, since you also would have to change any contracts, IRS filings, and other official documents, we recommend against changing the legal name. Instead, use the trade name for all marketing and branding activities. It's simple, easy to do, and legal if you register with the state in which you conduct business (most likely the state in which your squadron is incorporated).

Be sure to include a copyright statement with the national name on all reproduced national materials, and with the squadron name on all original squadron produced materials, like newsletters. It should be in the format of: © 20XX United States Power Squadrons<sup>®</sup>.

### Logos

Always use only the approved logos available from the national Marketing webpage, found at <https://www.usps.org/index.php/departments/12000/12400/2015-06-10-17-32-13>. These approved logos contain the appropriate registration and trademark symbols. All other logos are obsolete and should not be used.

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There are two sizes, wide and rectangular. Each of these comes with and without the embedded tagline. All are permissible to use.

WITH TAGLINE:



WITHOUT TAGLINE:



**The traditional ship's wheel logo has been de-emphasized for public marketing. This logo should be used only for official purposes, such as on contracts and similar documents.**



Never modify these logos in any way. The included trademarks, colors, shapes, layout, text, fonts, and other parameters are trademarked by the United States Power Squadrons and squadrons and districts are granted their use as is without change. This is a key part of any organization's branding strategy, and in our case, serves to protect both the national and local groups.

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### Tagline

The only approved tagline is *For Boaters, By Boaters*<sup>®</sup>. All other taglines are obsolete and should not be used. For example, we have discontinued use of *Come for the Boating Education ... Stay for the Friends*.

Also note, *America's Boating Club* is not a tagline. It is the national brand.

### Trademarks and Registration Marks

When using America's Boating Club<sup>®</sup> in regular text, as we are here, always include the little R or registration mark<sup>®</sup> for the first time you use it. It is not necessary to repeat it each time but it does not hurt if you do. The same is true for the tagline *For Boaters, By Boaters*<sup>®</sup>.

### Copyright Statement

Whenever the America's Boating Club brand is used, be sure to include the following trademark statement at the bottom of any published materials: "America's Boating Club<sup>®</sup> and logo are trademarks of the United States Power Squadrons<sup>®</sup>." (Omit the quotes).

### USPS Triangle

The USPS Triangle is an outdated descriptive element, NOT a logo.

Additionally, the words in the triangle are archaic by today's standards. Instead, we cover the same conceptual territory with new action-oriented words: Learn, Engage, Connect. In our ads, websites, and elsewhere, we may say:

- LEARN Boating Skills
- ENGAGE with Boating Friends
- CONNECT with the Boating Community



### Dual Branding

At the end of 2019 use of the traditional ship's wheel logo was de-emphasized for public marketing. As squadrons and districts transition to America's Boating Club<sup>®</sup> branding they may use the traditional logo along with the new America's Boating Club logo. One way we suggest that approach is shown below:



However, given the timeline, squadrons are encouraged to avoid spending much time and/or money on this approach and instead are recommended to move to the new branding exclusively.

## Logo Standards

Never place any logo over all or part of other images/pictures. They should be over a solid white background that does not distract from the logo. Logos should be clearly visible.

The logo aspect ratio must always remain the same. Never reshape, break up, nor stretch the logo in any direction.

Do not use logos in 3D. Do not use shadows, bevels or in any way create an illusion of depth in any material produced. If a design doesn't seem to work any other way, it can be submitted to national MarCom for approval.

No colors other than those defined by these specifications should be used for the any approved logos.

On websites, printed material, advertisements, banners, and elsewhere other than clothing, the logo colors must be maintained and the logo should be on a white background. However, on certain clothing items, the prescribed color changes may be made. An example of an acceptable color change is if the logo is placed on a dark blue shirt, the surrounding letters on the blue on the ABC logo could then be reversed to white.

Browser safe colors are defined in the standard 256 color palette used by web browsers to display 8 bit images across supported platforms. In your HTML code, you do not use RGB triples, nor the "Ox" hexadecimal notation, but the "#" hexadecimal notation – so for example to get white use #FFFFFF.



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**228**  
**0**  
**43**

## Hex color #e4002b

Click the labels to copy the value onto the clipboard

RGB	228, 0, 43	CSS	rgb(228, 0, 43);
HSL	349, 100, 45	CSS	hsl(349, 100%, 45%);
HSB	349, 100, 89	Hex	#e4002b
CMYK	0, 100, 81, 11	Websafe	#cc0033

**1**  
**33**  
**105**

## RGB color (1, 33, 105)

Click the labels to copy the value to the clipboard

RGB	1, 33, 105	CSS	rgb(1, 33, 105);
HSL	222, 98, 21	CSS	hsl(222, 98%, 21%);
HSB	222, 99, 41	Hex	#012169
CMYK	99, 69, 0, 59	Websafe	#003366

PRINT PMS COLORS	
Royal Blue	2945M
Red	186M
White	
Black	
Gold	136C



**EMBROIDERY THREAD COLORS:**

**Robinson Anton:**

Royal Blue	2438
Red	9006
White	2297
Black	2296
Gold	2216

**Madeira:**

Royal Blue	1167
Red	1839
White	1001
Black	1000
Gold	1172

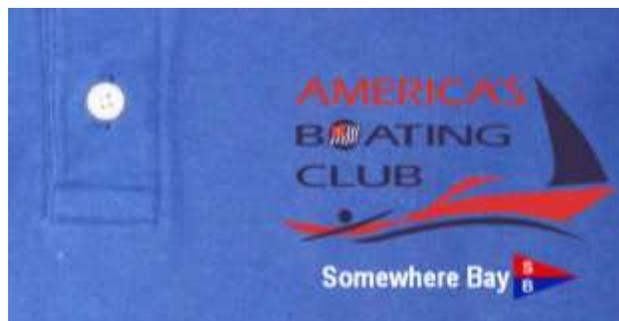
**Embroidery Design:**

Ship's Wheel Logo Size:	2.256"W x 2.374"H
Stitch Count:	7432

Logo Placement

All branded apparel should focus on the national logo, supplemented by the squadron identifier. Two possible layout options are:

- The first has the squadron name and burgee below the national logo on the front. The burgee is ¼ the height of the national logo.



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- The other option places the squadron name and burgee on the sleeve, bottom or back. This allows the burgee to be the same width as the national logo, but only the national logo is on the front.



### Business Cards

There is some flexibility in business cards, depending upon whether you represent a squadron, district, or national office.

This is a general business card for a squadron officer:



And another layout:



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Your contact information does not necessarily need to include your home address, but should include an email address and phone number.

You can also create your card using our design on VistaPrint at:

<https://americasboatingclub.go.customprintcenter.com/register>

### Stationery

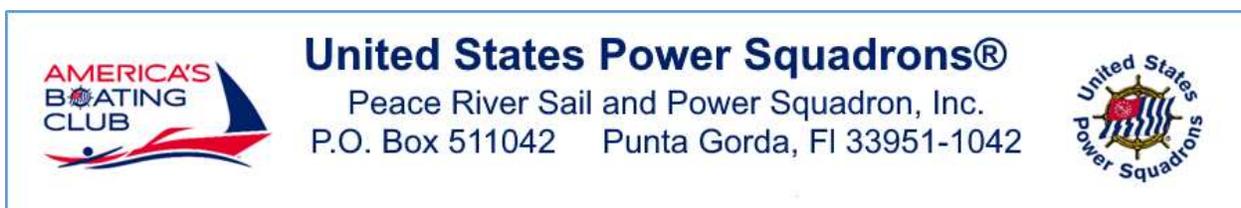
Once your squadron has received District approval for the DBA, and registered with the state(s), you may begin using the new branding on public stationery pages. The top of the stationery page should contain the “header” consisting of the America’s Boating Club logo and the squadron name. For example:



You can include an address at the top of the page just under the header, but if it looks cluttered another option is to put the address, phone, and email at the bottom of the page.

Nonetheless, at the bottom of the page, you should include the trademark statement “America’s Boating Club® is a registered trademark of the United States Power Squadrons®”.

Remember, for contracts and official correspondence, the legal name of your squadron has not changed and should be reflected on official letterhead stationery. An example:



### Websites

Specific criteria are published by the Communications Committee, based on the information in this manual. Basic branding concepts include:

- Use a header much like the one above offered for public stationery.
- Include the trademark statement at the bottom of the first page.
- Maintain consistency with the color specifications in this manual.

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- Do not alter the America's Boating Club logos in any way. Use them directly from your download from the Marketing Committee webpage. In some cases, you may need to modify your website to fit the aspect ratio of the approved logos; they may not be stretched in any direction.
- Try to base your design on the americasboatingclub.org website layout and colors, since this will promote a common identify and association with other squadrons and the national organization.

## Standard Squadron Site

As an option, enroll your squadron to use the Standard Squadron Site (or Standard District Site for districts) through the IT Committee. This is a convenient and functional way to keep your site up to date, and it's free. Also, as the Standard Squadron Site design evolves, your particular squadron site design will always be current.

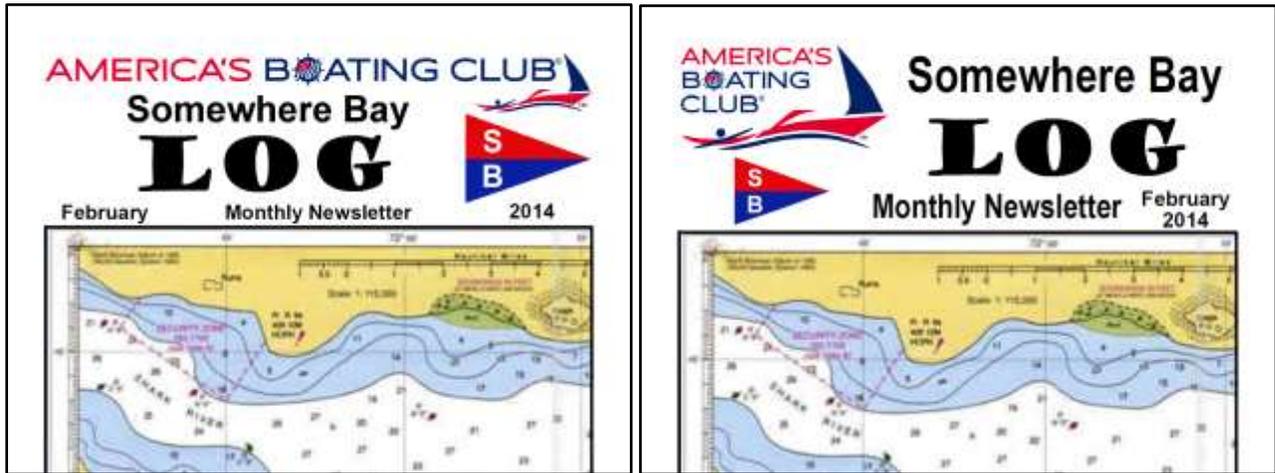
## Social Media

**Facebook:** The national name is dominant and the ABC logo is the dominant feature in the profile photo. The squadron burgee is smaller and lower. This format allows each squadron to be different, but all to be easily recognized as part of the national organization, even when the profile photo appears very small as it does beside a post on a time line. Include the tag line whenever possible.



## Newsletters

There are two recommended headers and layouts:



## Name Tags

Name tags should show America's Boating Club as well as your squadron or district identification. A white background provides a clean, easy to read foundation for the logos, squadron burgee, and black text. Examples are:



## Photography

Use of photography is important to the brand. Photographs communicate a message about our organization.

Always use high resolution photographs in your United States Power Squadrons® / America's Boating Club® materials. If the image is blurry, don't use it.

Only photos promoting safe boating practices should be used. If people or pets are out on the water without life jackets, don't use those photos.

The best photos demonstrate our technical knowledge, and also include people having fun!

Use extreme caution in using a photograph taken at an event associated with our organization, especially when nonmembers and children are included in the photos. Permission slips from parents are often required by nonprofits that involve minors.

## 9. Feedback, Questions, Suggestions

Thank you for your support of the America's Boating Club marketing initiative of the United States Power Squadrons. If you have any questions, suggestions, or feedback please let us know. Also, please tell us how you are doing and about any successes or challenges. Contact the Marketing Committee at <https://www.usps.org/index.php/index.php/departments/12000/12400>.