

**CVAP
(Clean Vessel Assistance Program)**

www.efc.ny.gov/CVAP

I&E (Information & Education)

**SYMBOL REPRODUCTION GUIDANCE
(Slogan – Logo)**

The following guidance is provided through the US Fish and Wildlife Service for use when using the universal pumpout symbol, pumpout slogan, and the Sport Fish Restoration logo for I&E purposes

This information is provided to you by the New York State Environmental Facilities Corporation (EFC) for use with the I&E program.

Pumpout Symbol:

The following specifications shall apply:

The symbol is black, the background is white, and the border is international orange. There is no standard for the black and white, but use black and white colors, not shades. The standards for the international orange color is as follows:

- For day boards (signs), use retroreflective international orange film.
- For paint, use international orange conforming to FED-STD 595B, chip number 12197 in daylight conditions.
- For inks, use Pantone Matching System color chart 179C. In order to ensure visibility after dark, use reflectorized film or paint, and/or artificial illumination.

The following rules govern the graphic reproduction of the symbol:

1. Do not use a smaller than legible symbol.
2. If you reduce or enlarge the symbol, maintain the same proportions.
3. Do not obscure the symbol by overprinting.
4. Do not place the symbol where it will be split by unlike backgrounds.
5. Do not place the symbol on a background that is highly textured or patterned.

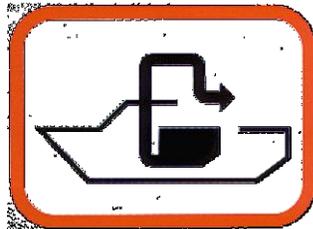
When appropriate for economical reasons, depict the symbol in one-color (black) with a white background, rather than two-color (international orange & black) with a white background.

Pumpout Slogan:

The pumpout slogan is as follows:

Keep Our Water Clean - Use Pumpouts

It is recommended to use the pumpout slogan according to US Fish and Wildlife Service specifications to help increase boater awareness of the need to use pumpout and dump stations to properly dispose of their boat sewage. Use the slogan in conjunction with the pumpout symbol, on educational/informational material, and for other uses as appropriate to advance the purposes of the Clean Vessel Act. The slogan is not copyrighted, and the Service encourages its appropriate use. Pumpout symbol:



Keep Our Water Clean - Use Pumpouts

All recipients identified in Sec. 85.11 should display the pumpout slogan on facilities, such as pumpout and portable toilet dump stations as appropriate, and on printed material or other visual representations relating to project accomplishments or education/information, and should encourage others to do so. Sub-recipients should display the slogan for purposes as stated above and should encourage others to do the same.

Concerns and Priorities:

For other products such as print and video public service announcements, brochures, etc., the placement of symbols, etc. depends on space availability. The following order of priority dictates the order of use under limited space conditions: 1) the pumpout symbol, 2) slogan, and 3) Sport Fish Restoration crediting logo. Add other information as appropriate. Use judgment when placing information on signs so as not to confuse the reader. Display the symbol, logo, slogan, and information signs in the appropriate locations. To reduce wind drag when bolting signs on pilings, it was found helpful in the Northeast to make signs taller than wider. Symbol or logo size may vary. However, if you reduce or enlarge the symbol, maintain the same proportions.

↙ EFC Logo

