



## New Jersey Clean Marina Initiative

### *Guidelines for the Use of the New Jersey Clean Marina Logo*

*Purpose:* The New Jersey Clean Marina Program certifies and promotes environmentally responsible boating facilities. It is a voluntary program that encourages the use of best management practices to minimize and, where possible, prevent harmful impacts to our natural resources from the maintenance and use of recreational boats. The Clean Marina logo acknowledges the efforts of organizations and individuals in meeting this challenge. It is also intended to inform those that recreate in and near our waterways that the marinas and boatyards displaying this logo have taken steps to protect New Jersey's water quality and natural resources. The following Guidelines are provided to ensure proper and consistent use of the logo.

*Use Statement:* The logo is intended for use by designated New Jersey Clean Marinas in a reasonable manner to market and promote your efforts to protect our natural resources. The logo is also intended for use by the New Jersey Department of Environmental Protection (NJDEP) to promote the Clean Marina Initiative.

#### *Use of the Logo by **Designated Clean Marinas:***

1. The logo may be placed on letterhead or envelopes for the purpose of communicating with customers, professional organizations, service contractors, etc.
2. The logo may be placed in brochures, fact/information sheets, pamphlets, etc., which may be placed in letters, on a public bulletin board, or other appropriate location.
3. The logo may be placed on the designated marina's web page.
4. The logo may be used in advertisements placed in magazines, trade journals, newspapers, or other appropriate communication media.
5. The logo may be placed on service or slip rental contracts.
6. The logo may be used on burgees, flags, temporary signs (*e.g.*, banners), and permanent signs posted at designated Clean Marina facilities.

*Uses of the logo that **are not** allowed:*

1. The logo may not be used for the purpose of generating income through the sale of retail or wholesale items.
2. The logo may not be used by trade or professional organizations except for the express purpose of promoting certified Clean Marinas or the Clean Marina Initiative in general.
3. Except with express permission from the State of New Jersey the logo may not be used by any entity, organization or individual not officially designated as a New Jersey Clean Marina.
4. Except for the State of New Jersey the logo may not be placed on any vessel or vehicle, stickers, articles of clothing, or other items not specifically referenced herein.