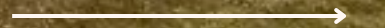




CONSERVATION MONTH MARKETING TOOLS



Conservation Month Branding Guide

MAIN LOGO



LOGO MARK



COLOUR PALETTE



R 91 G 111 B 128 #5B6F80 R 96 G 118 B 111 #60766F R 129 G 133 B 92 #81855C R 243 G 127 B 58 #C97F3A R 249 G 193 B 110 #F9C16E

FONTS

Open Sans Bold - Headings

Open Sans - Body Copy

Snell Roundhand - Accents

This font is not natively available in Canva. To add it to Canva, follow the steps below.

1. [Download Snell Roundhand](#)
2. From the homepage side panel, click Brand.
3. Click the Brand Kit tab. If you have multiple Brand Kits, select one to customize.
4. Under Brand fonts, click Upload a font.
5. Select the file to upload, and click Open. Only upload fonts that you're licensed to use. See section 4.2 of our Terms of Use for more details.
6. Confirm and wait for the upload to finish. If your font doesn't upload, check our article on Font upload errors.

If unable to use Snell Roundhand, these alternative accent fonts are available in Canva.

Pinyon Script - Accents (if unable to use Snell Roundhand)

Pinyon Script - Accents (if unable to use Snell Roundhand)

Conservation Month Branding Guide

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Conservation Month

Logos

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Print & Radio

Radio Ad Copy

Have you heard of conservation districts? Districts work to preserve Washington state's natural resources.

Our 45 conservation districts are locally-led and work to keep our water clean, our wildlife habitats healthy, and our local farmers and ranchers thriving.

Want to get involved? Vote in your local district election. Visit scc.wa.gov/vote to find out how you can cast your vote. Brought to you by the Washington State Conservation Commission.

Radio Ad - English
[Download](#)

Radio Ad - Spanish
[Download](#)

Print Ad Copy

Vote in Local Conservation District Elections!

Throughout Washington state, there are 45 conservation districts, or CDs, supporting communities with locally-led, voluntary assistance and funding to achieve on-the-ground conservation of natural resources. Whether you're a farmer hoping for a better crop this year, a homeowner looking to make the most of your property, or a community advocate wanting to decrease your environmental impact, your local CD is here to help.

Did you know each CD is governed by a board of five supervisors who are all local residents?

You can vote in your conservation district supervisor elections! Learn more by visiting **scc.wa.gov/vote**.

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Letter to the Editor Template

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Flyers

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What are CD's?



March is Conservation Month. Vote in Local Conservation District Elections!



We're Your Local Conservation District

Throughout Washington state there are 45 conservation districts, or CDs, supporting communities with locally led, voluntary assistance and funding to achieve on-the-ground conservation of natural resources. Whether it's improving soil health, preparing for natural disasters like wildfire, or planting hedgerows, we work with our community to prioritize local needs and help people connect to state and federal funding opportunities.



Districts are Led by Locals

Did you know each CD is governed by a board of five supervisors who are all local residents? You can vote in your CD supervisor elections! Visit scc.wa.gov/vote to find out which district you live in, how to get involved with local projects, and when your district holds its elections.



It's Time to Vote! We're Celebrating Conservation Month

Did you know that your conservation districts holds an election every year, and they want you to vote in it? Each CD is led by volunteer supervisors from your community who are elected and appointed, committed to protecting and preserving our state's natural resources through local conservation efforts. March is Conservation Month, focused on encouraging voter participation in local district elections.



Learn More and Vote

Visit scc.wa.gov/vote to learn more about your local conservation district and how you can get involved. Together, we're protecting our state's resources one farm, one habitat, and one project at a time.



[Download](#)



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Learn More and Vote

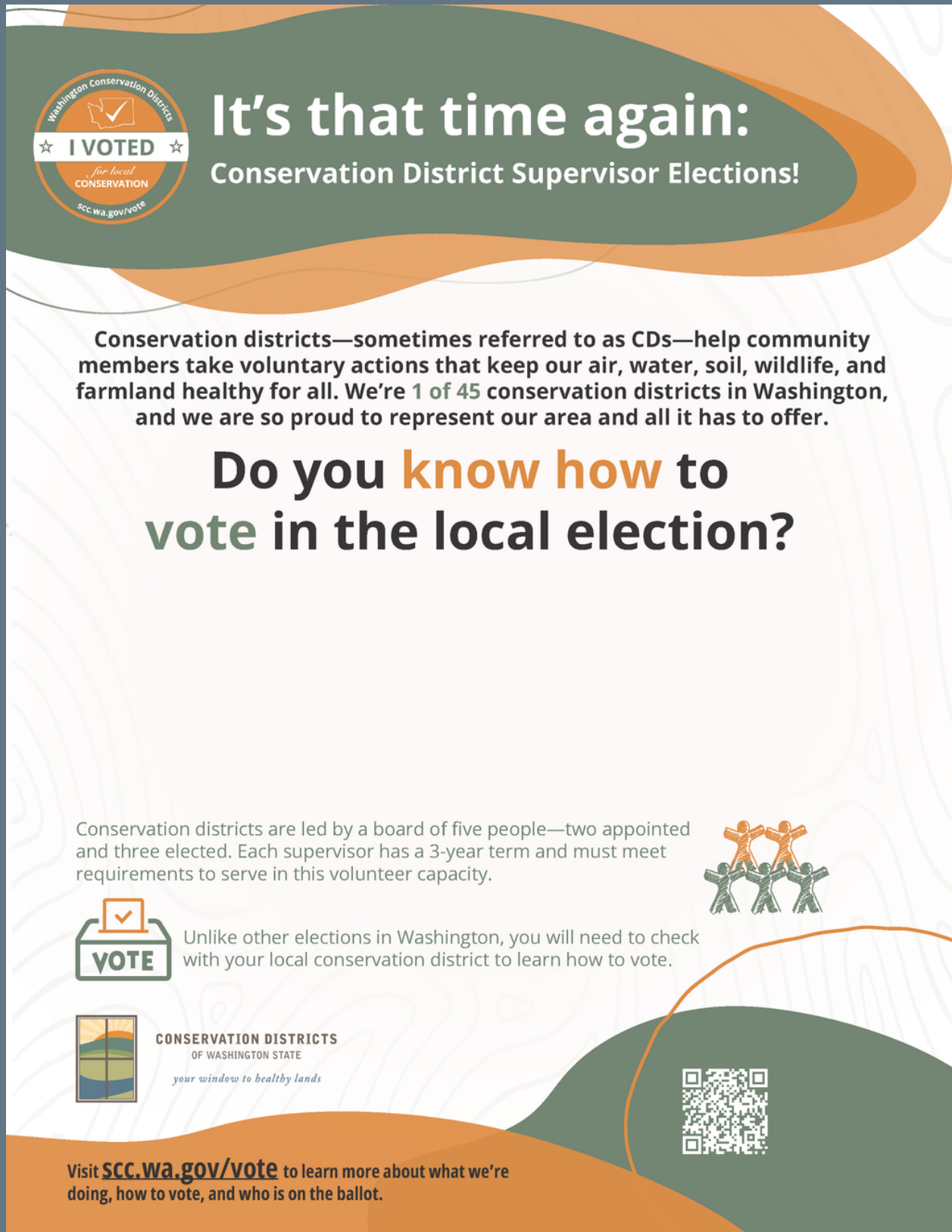
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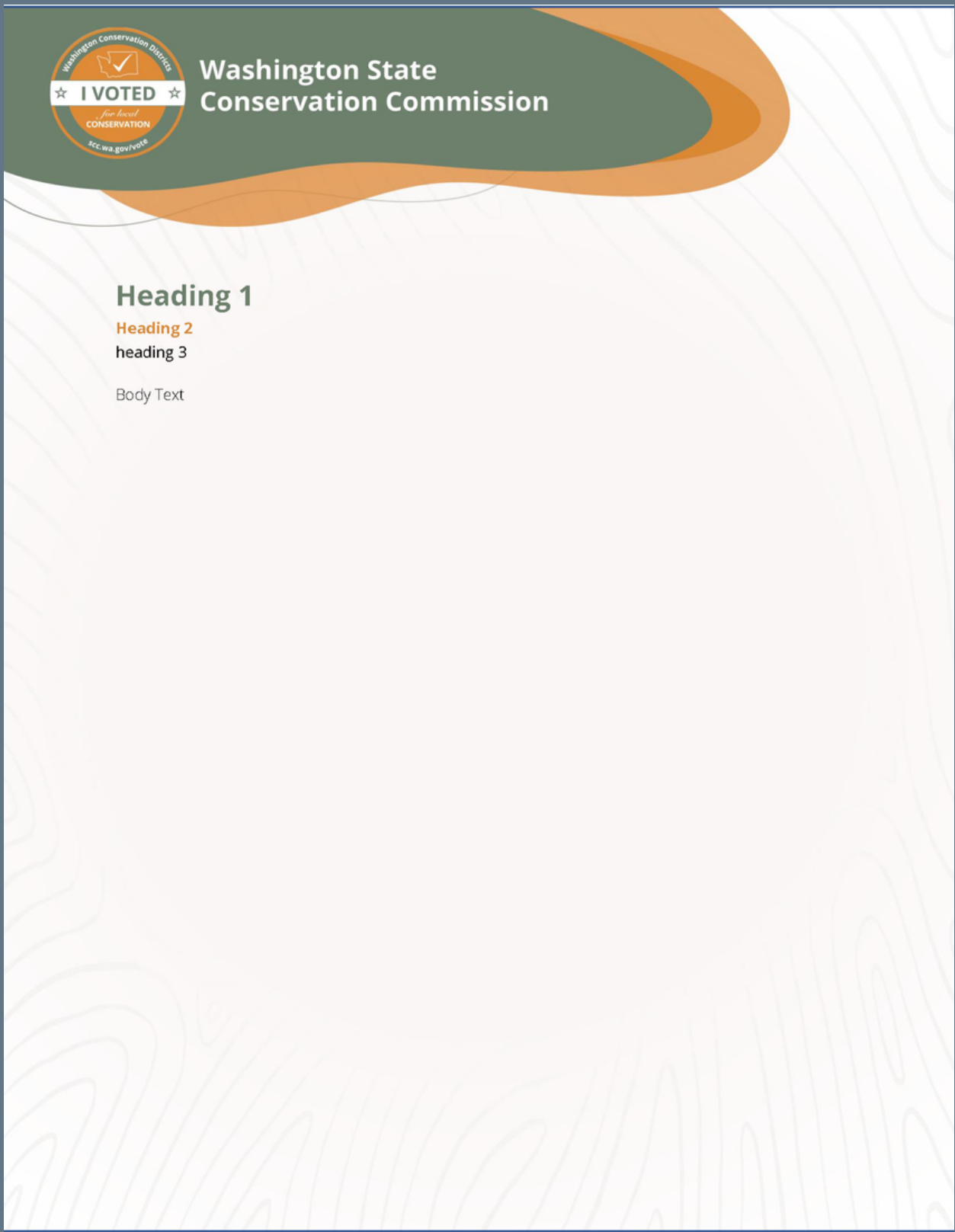
Visit scc.wa.gov/vote to learn more about what we're doing, how to vote, and who is on the ballot.

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Editable Flyer and Letterhead



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[Download](#)

We Speak Conservation



[Download business card](#)



[Download 1/8 page ad](#)

We Speak Conservation



This advertisement features a collage of four circular images at the top: a group of people holding a large inflatable whale, a group of people in a field holding yellow flags, a group of people in a field holding yellow flags, and a group of people in a field holding yellow flags. Below the images is the title "We Speak Conservation". The main text is in a green box with white text. At the bottom, there is a logo for "CONSERVATION DISTRICTS OF WASHINGTON STATE" with the tagline "your window to healthy lands" and a QR code.

 **I VOTED** for local CONSERVATION scc.wa.gov/vote

We Speak Conservation

Every Washingtonian lives in one of 45 conservation districts, but not many are aware of how much work those districts accomplish. Conservation districts, or CDs, focus on supporting local natural resource conservation and protection.

Whether you're a farmer hoping for a better crop this year, a homeowner looking to make the most of your property, or a community advocate wanting to decrease your environmental impact, your CD is here to help.

They work with the state to connect local communities to funding and expertise—whether you're a farmer, a homeowner, or a community steward. You can learn more about your local CD by visiting scc.wa.gov/vote.

 CONSERVATION DISTRICTS OF WASHINGTON STATE
your window to healthy lands



[Download 1/4 page ad](#)



This advertisement is similar to the 1/4 page ad but includes an additional paragraph about CD governance. It features the same collage of four circular images at the top. Below the images is the title "We Speak Conservation". The main text is in a green box with white text. At the bottom, there is a logo for "CONSERVATION DISTRICTS OF WASHINGTON STATE" with the tagline "your window to healthy lands" and a QR code.

 **I VOTED** for local CONSERVATION scc.wa.gov/vote

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Did you know each CD is governed by a board of five supervisors who are all local residents? You can vote in your CD supervisor elections! Learn more by visiting scc.wa.gov/vote.

 CONSERVATION DISTRICTS OF WASHINGTON STATE
your window to healthy lands



[Download 1/2 page ad](#)

Social Media

[Download All](#)



Washington State
Conservation Commission

CONSERVATION DISTRICT'S
CONSERVATION MONTH
Social Media Toolkit

This social media toolkit was created for Washington State Conservation Commission (SCC) and local conservation districts (CDs) to promote awareness on local CDs, how to vote, and what Conservation Month is.

Social Media Toolkit

[Download](#)

Facebook / Instagram Ads

Download

Getting involved in local conservation efforts starts with your conservation district.



Find your district and their opportunities at scc.wa.gov/vote.



Find your district and all the information you need right here.



Visit scc.wa.gov/vote today.



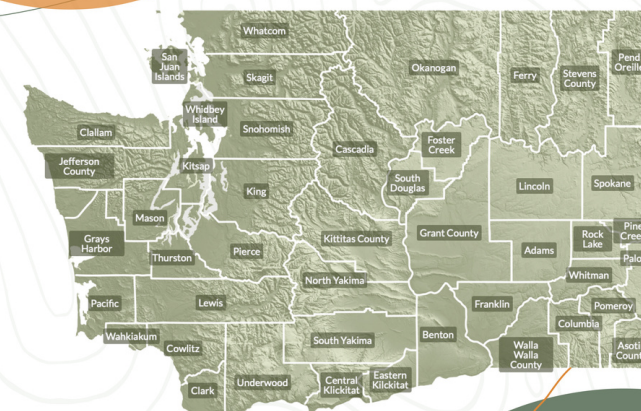
Learn more about your conservation district and how you can be involved in the work.



Visit scc.wa.gov/vote today.



Learn more about your conservation district.



Visit scc.wa.gov/vote to access your district's local page



LinkedIn Ads

Download

Learn more about your conservation district and how you can support their work.

Visit scc.wa.gov/vote today.



Connect with your conservation district today to find a new and local opportunity to give back.

Visit scc.wa.gov/vote to find your district and all the information you need to get started on what is hopefully your new connection to your community.



Find your district's contact information, projects, and how to get involved.

Visit scc.wa.gov/vote to connect with your district.



Visit scc.wa.gov/vote to:

- Find your conservation district
- Read community success stories
- Request your ballot
- And much more!



A wide-angle landscape photograph featuring a golden field in the foreground, a line of trees in the middle ground, and rolling hills under a vast, colorful sunset sky. The sun is a bright, glowing orb on the right side, casting a warm light across the scene. The text 'DOWNLOAD ALL ASSETS!' is superimposed in the center, underlined.

DOWNLOAD ALL ASSETS!

