

# MEMO

RE: Changes to usage and implementation of *Conserve Alabama*  
TO: All Districts  
FROM: Katy Sulhoff, SWCC and AACD Communications Director  
DATE: September 7, 2016

The *Conserve Alabama* campaign has enabled us to communicate a message of conservation in a way that is relatable to a larger population. Even to those outside our circle, that phrase -- *Conserve Alabama* -- piques interest and opens the door to a greater conversation about supporting conservation on private land which is, of course, our end game.

Since the launch of the campaign in March 2016, we've been very pleased with the response. New doors have opened and our message about conservation is reaching a new audience. But we want to ensure our message stays on point and does not create confusion about who we are. Along the way, we've learned how to better implement the campaign and identify the districts.

It's important to clarify what *Conserve Alabama* is and isn't:

- *Conserve Alabama* is a **marketing campaign** to promote Conservation Districts. (The cows are to Chick-Fil-A what *Conserve Alabama* is to Conservation Districts)
- *Conserve Alabama* **is not** our new name.
- The *Conserve Alabama* logo **is not** the new logo to identify the districts.

With that in mind, please note the following changes to the *Conserve Alabama* campaign:

- Effectively immediately, end the use of the *Conserve Alabama* district-specific logo (examples attached). All *Conserve Alabama* materials should relate to the statewide campaign rather than distinguishing between districts. You may continue using/wearing materials or apparel with the district-specific logo printed or embroidered that cannot be modified, but do not create more.
- Relating to the website:
  - o The URL is being updated to **ALconservationdistricts.gov**. This modified URL ensures we can maintain the same web address long term and it more accurately identifies our organization as a collection of Conservation Districts. [www.conservealabama.gov](http://www.conservealabama.gov) will redirect to the new web address through October 15.
  - o The SWCC logo will replace *Conserve Alabama* logo on the homepage.
  - o An added top level tab will be dedicated to *Conserve Alabama* to create more distinction between agency/district branding and the marketing campaign.

Thank you for your diligent efforts to implement the *Conserve Alabama* campaign and district branding. Please share this information with your offices and if you have any questions, please do not hesitate to contact me: 334-318-0977 or [katy.sulhoff@swcc.alabama.gov](mailto:katy.sulhoff@swcc.alabama.gov).

# CONSERVE ALABAMA & DISTRICT LOGO USAGE

Changes effective 9.7.16

District-specific *Conserve Alabama* logo - NO

*Conserve Alabama* logo - YES



District logo - YES



AUTAUGA  
COUNTY  
CONSERVATION  
DISTRICT

## LOGO TIP:

As a rule of thumb, if you're unsure which logo is appropriate for the application, use your district logo.