

Gulf of Maine Council on the Marine Environment

Publications Protocol • April 8, 2008

All publications and other external communications and educational materials produced or sponsored by the Gulf of Maine Council on the Marine Environment (GOMC) or either of its US or Canadian Gulf of Maine Associations must adhere to this protocol. It has been developed to ensure consistency in presentation and organizational identity of quality documents that are professional in both content and appearance. This protocol does not apply to recipients of GOMC grants; however, grant recipients do need to credit the “Gulf of Maine Council on the Marine Environment” for funding.

GOMC LOGO

- All materials must display the official GOMC logo.
- The logo can be downloaded from the GOMC website (www.gulfofmaine.org/logo) and is available in green/blue and grayscale.



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- Size and placement of the logo shall be established by the project manager.
- When appropriate, logos of other sponsoring/contributing agencies or organizations should be included. This decision is to be made by the project manager.

MISSION STATEMENT

- All materials shall include the GOMC mission statement.
"The Gulf of Maine Council on the Marine Environment was established in 1989 by the Governments of Nova Scotia, New Brunswick, Maine, New Hampshire, and Massachusetts to foster cooperative actions within the Gulf watershed. Its mission is to maintain and enhance environmental quality in the Gulf of Maine to allow for sustainable resource use by existing and future generations."
- It should be prominent and located near the GOMC logo.
- The project manager will establish the text option and its placement. The guidelines listed below should be followed.
 - Recommended font style and size are Veranda (Microsoft Verdana) 8 points or larger.
 - Text should stand alone – it should not be integrated with other text in a paragraph.
 - It should NOT go in a preface, acknowledgements, or footnote.
 - Inside title page of a multiple-page report is recommended.
 - Anywhere on a fact sheet or short document, as determined by the layout person, as long as it is prominent and near the logo.

FUNDING STATEMENT

- All materials must include the following text:
"This (publication) was made possible through the support of the Gulf of Maine Council on the Marine Environment and a grant from (the agencies that provided funding)."

CREDITS

- All materials must acknowledge authors, editors, researchers, photographers, and artists.

DATE

- All materials must include the month and year of publication. For workshop or conference reports and proceedings, this is the date that the publication was finished and made available. The date when the workshop or conference was held should go in the preface, executive summary, or introduction. If there are deemed to be valid reasons, an exemption from this requirement may be provided by the project manager.

EDITORIAL REVIEW

- Project managers are required to develop a review plan and coordinate participation as outlined below by the respective Committee or Subcommittee, Secretariat Team, US or Canadian Gulf of Maine Association, and Outreach Committee.
 - Technical review by Committee or Subcommittee.
 - Secretariat Team review of statements or conclusions with possible policy implications. Secretariat Team may seek guidance from the Working Group or Council.
 - US or Canadian Gulf of Maine Association review of funding statement to ensure that all funding agencies have been appropriately credited.
 - Outreach Committee review of logo, mission statement, credits, and date.
- Committee or Subcommittee co-chairs must inform Secretariat Team when review has been completed.
- Secretariat Team acknowledges completion of review process and notifies the Working Group and Council.

DISTRIBUTION

- Project proposal must contain a distribution plan with associated funding requirements, which must be approved by the Working Group.
- Print copies of all materials should be distributed to the following:
 - US and Canadian Gulf of Maine Associations (two copies each),
 - GOMC Central Registry, Maine State Planning Office (one copy),
 - US National Library, <http://www.loc.gov/index.html> (one copy), and
 - Canadian National Library, <http://www.collectionscanada.gc.ca/index.html> (one copy).

ELECTRONIC ACCESS

- All materials must be produced in a format that is compatible with the GOMC website.
- Documents should be either in HTML or Adobe PDF format.
- Images should be in JPG or GIF format.
- Databases and spreadsheets should be in MS Excel, MS Access, or tab-delimited ASCII format.
- Production costs to meet this requirement should be included in the distribution plan.

ISBN USE

- GOMC will provide ISBNs for approved publications of 4 or more pages.
- ISBNs may not be used for pamphlets, brochures, or white papers.