



INTERNATIONAL ALLIANCE TO  
COMBAT OCEAN ACIDIFICATION

# BRAND & COMMUNICATIONS GUIDELINES



Global problems like ocean acidification have  
**local impacts that require unique actions.**

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SECTION 1

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DEFINING  
OUR BRAND



# ABOUT THE ALLIANCE

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The International Alliance to Combat Ocean Acidification (OA Alliance) brings together governments and organizations from across the globe dedicated to taking urgent action to protect coastal communities and livelihoods from the threat of ocean acidification and other climate- ocean impacts.

The OA Alliance was launched at the 2016 Our Ocean Conference by four subnational governments in direct response to some of the first observed impacts of ocean acidification on oyster hatchery production across the North American West Coast during the mid-2000s.

More than 120 members across 22 countries represent a diversity of national, state, municipal, and sovereign tribal, indigenous, and First Nation governments along with many dedicated affiliate partners like NGOs, seafood industry leaders, and local academia.

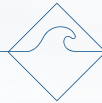
Together, OA Alliance members are:

- Elevating urgency and ambition for climate action.
- Integrating ocean actions across climate commitments and frameworks.
- Translating knowledge into policy actions and investments.



## **VISION**

To increase ambition for climate action and ensure resilience of marine ecosystems and coastal communities.



## **MISSION**

Transform planning and response to climate-ocean change.

# BRAND VALUES

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## **AMBITIOUS:**

OA Alliance members commit to aggressive climate action; achieving ambitious emission reductions targets is the most important step in turning the tide of climate impacts on our ocean.

## **PROACTIVE:**

We don't know everything, but we know enough to act. Facilitated through the OA Alliance, national, subnational, regional and tribal governments are proactively responding to the impacts of ocean acidification as they create OA Action Plans that promote climate-ocean solutions and advance knowledge into action.

## **INTEGRATIVE:**

National, subnational and tribal leaders are integrating OA and other climate-ocean actions as part of their climate change commitments, policies, communications and investments.

## **CROSS BOUNDARY AND MULTI-SECTORAL:**

OA is a global problem with local impacts. The OA Alliance is helping to drive connection and alignment across climate, ocean and biodiversity commitments by providing global context for the implementation of local actions and policies.

## **COLLABORATIVE:**

We leverage member-to-member information sharing by providing access to toolkits and workshops, scientific information and synthesis, and examples of OA mitigation and adaptation strategies at local and regional scales.

## **INCLUSIVE:**

The OA Alliance would not be possible without the passion, expertise and commitment of all our members and partners. Throughout its work, the OA Alliance strives to ensure all knowledge, leadership and priorities are reflected across ocean and coastal climate change response strategies, including consideration of Tribal treaty rights, responsibilities, diversity, equity, and inclusivity.

## **IMPACTFUL:**

OA Alliance members are demonstrating the types of actions required to deliver on ambitious high-level commitments made through platforms like the UN 2030 Sustainable Development Agenda, UNFCCC, Convention on Biological Biodiversity, Our Ocean Conferences, and other fora.

# HOW TO USE OUR NAME

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The OA Alliance's full name is:

**INTERNATIONAL ALLIANCE TO COMBAT  
OCEAN ACIDIFICATION**

However, we do have some alternative uses. Please only use these following versions:

- ✔ **International Alliance to Combat Ocean Acidification**
- ✔ **OA Alliance**
- ✔ **OAA**

Never use:

- ✘ **International Alliance To Combat OA**
- ✘ **IACOA**
- ✘ **Alliance for OA**

# VOICE AND TONE

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The voice and tone of the OA Alliance plays an essential role in our work, helping to motivate and drive solutions while increasing ambition for climate action. Our tone of voice must maintain the following characteristics throughout:

- **Positive**
- **Proactive**
- **Inspiring**
- **Knowledgeable**
- **Trusted**
- **Supportive**
- **Informative**
- **Collaborative**
- **Inclusive**



## KEY TERMINOLOGY:

- Climate Ocean Action
- Climate Ocean Change
- Knowledge to Action
- Science for Decision Making
- Science for Management
- Coastal Communities
- Human Impacts of Climate Change
- Understanding Ocean Change and Response
- Building Resilience of Marine Ecosystems and Communities
- Global Problem with Local Impact
- Global Context for Local Action



## KEY PHRASES:

These phrases help us express what we stand for and why we do what we do. You will find them throughout our communications channels and we encourage you to use them when referring to the OA Alliance's work.

- Global problems like ocean acidification have **local impacts that require unique actions**.
- **OAA is thinking globally, acting locally.**
- The OA Alliance is **providing global context for local actions** that help governments and communities understand and respond to climate-ocean change.
- **Ocean and climate are intrinsically linked** -The ocean is a major driver and amplifier to our climate system and, at the same time, the ocean is impacted by changes to our climate.
- **Communities are already experiencing negative impacts of climate change on marine species and ecosystems around the world.** From fishing to tourism to aquaculture, climate change is impacting marine jobs, livelihoods, cultural traditions and food security.
- OA Alliance members commit to **aggressive climate action**; achieving ambitious emission reductions targets is the most important step in turning the tide of climate impacts on our ocean.
- **The OA Alliance helps decision-makers** better understand climate impacts to marine resources and implement actions that increase biodiversity, adaptive capacity and resiliency.
- **OA Alliance members take action** to support food security and sovereignty, increase resilience of marine ecosystems and build a sustainable ocean economy in the face of future change.
- **OA Alliance members are leading discussions across climate and ocean platforms**, ensuring that climate and ocean commitments, policies and communications accurately reflect their interdependence.
- **By integrating OA science, management and investments**, OA Alliance members are demonstrating the types of actions required to deliver on ambitious high-level commitments.
- **International and multi-government commitments to addressing climate change and sustainable development** play an important role in stimulating collective action.
- Together, OA Alliance members are **calling for emissions reductions and ocean actions under international climate frameworks** like the United Nations Convention on Climate Change (UNFCCC) and the United Nations Sustainable Development Goals (UN SDG) 13 and 14.

# DESCRIBING THE ALLIANCE

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Describing the OA Alliance and the work that we do can be complicated. To keep it clear and concise, here we provide three ways of describing the OA Alliance, depending on your audience and how in depth you want to go:

## THE OA ALLIANCE IN <150 WORDS:

The International Alliance to Combat Ocean Acidification (OA Alliance) brings together governments and organizations from across the globe dedicated to taking urgent action to protect coastal communities and livelihoods from the threat of ocean acidification and other climate- ocean impacts.

Together, OA Alliance members are:

- Elevating urgency and ambition for climate action.
- Integrating ocean across climate commitments and frameworks.
- Translating knowledge into policy actions and investments.

Facilitated through the OA Alliance, national, subnational, regional and tribal governments are proactively responding to the impacts of ocean acidification as they create OA Action Plans to effectively promote solutions and advance knowledge into action.

The OA Alliance includes over 120 members across 22 countries. Together, we are increasing ambition for climate action and transforming planning and response to climate-ocean change.

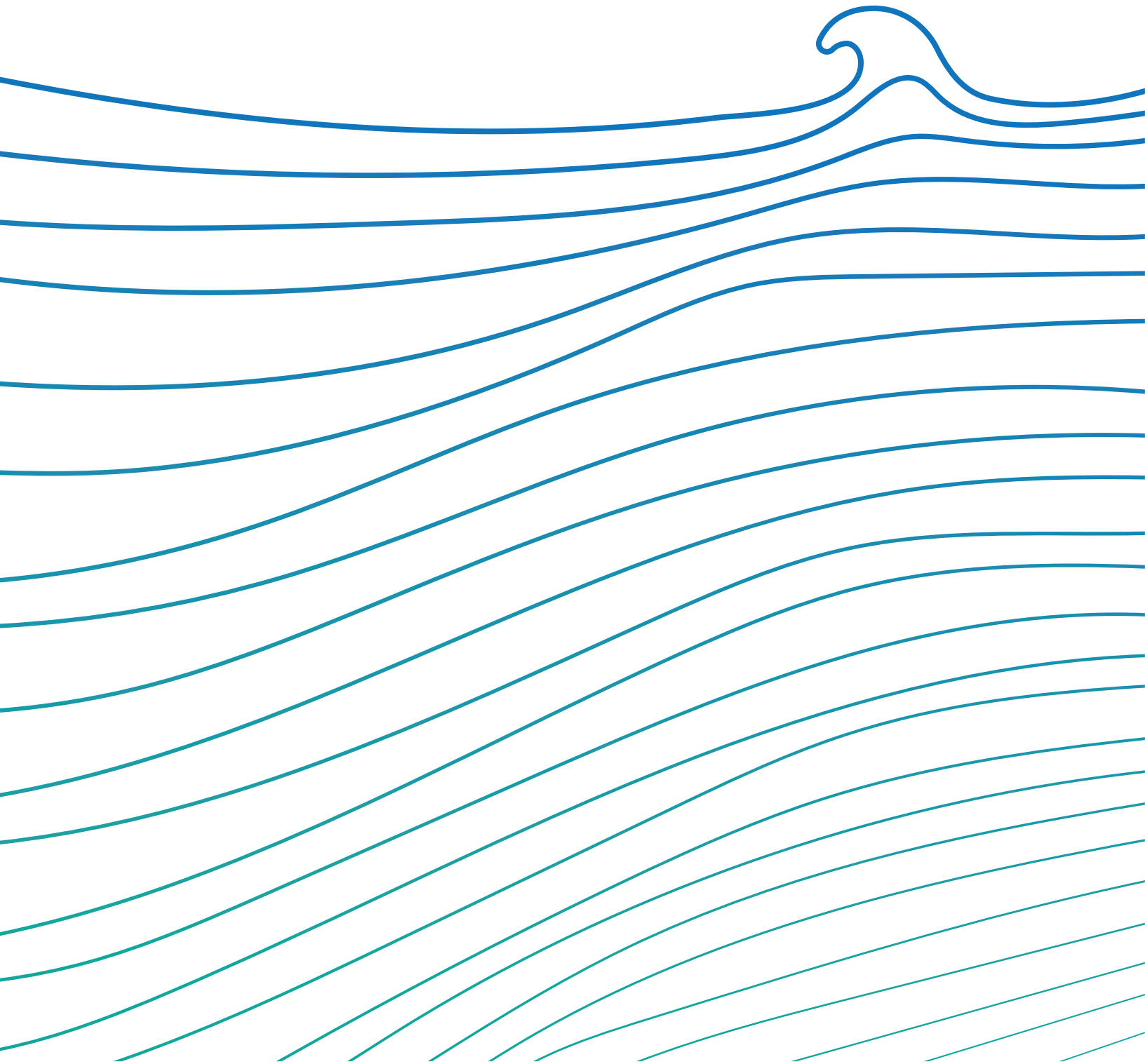
## THE OA ALLIANCE IN <100 WORDS:

The International Alliance to Combat Ocean Acidification (OA Alliance) brings together governments and organizations from across the globe dedicated to taking urgent action to protect coastal communities and livelihoods from the threat of ocean acidification and other climate-ocean impacts.

The OA Alliance includes over 120 members across 22 countries representing a diversity of national, state, municipal, and sovereign tribal, indigenous, and First Nation governments along with many dedicated affiliate partners like NGOs, seafood industry leaders, and local academia.

## THE OA ALLIANCE IN <50 WORDS:

The OA Alliance includes over 120 members across 22 countries. Together, we are increasing ambition for climate action and transforming planning and response to climate-ocean change.



SECTION 2

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DESIGN  
ELEMENTS

# LOGO

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## INTERNATIONAL ALLIANCE TO COMBAT OCEAN ACIDIFICATION

**The logo of the OA Alliance is the single most representative element of the brand.**

The logo is constructed with a combination of a wordmark and a monogram. The Monogram is focused on the combination and stylization of the initials of 'Ocean' and 'Acidification'. The 'A' has been edited to include a wave, a single very clear and representative element of the ocean. Together, with the use of color, it concentrates the OA's mission in one single element.

To clearly evoke the ocean, blue was chosen as the main color throughout the brand. Accompanied with the gradient, crucial element inspired on how we represent acidity versus alkalinity in the pH Scale. Ocean acidification affects the pH of the water, we want to represent in the logotype the slightly alkaline state the ocean should maintain for its survival.



# LOGO USAGE

Please follow this guide as an example for its use:

## USES:

The logo has two different variations, a horizontal and vertical version that are of equal significance. Their use is defined by the format of its application.



INTERNATIONAL ALLIANCE TO  
COMBAT OCEAN ACIDIFICATION

HORIZONTAL



INTERNATIONAL ALLIANCE TO  
COMBAT OCEAN ACIDIFICATION

VERTICAL



**OA ALLIANCE MONOGRAM:** the monogram should only be used in materials of the Alliance, social media, posters, etc. under the brand's umbrella. On external materials only use the full version with the wordmark.

## COLOR:



INTERNATIONAL ALLIANCE TO  
COMBAT OCEAN ACIDIFICATION

**FULL COLOR:** this version of the logo contains the brands primary colors. The gradient in the 'A' is used throughout the brand in other applications.



INTERNATIONAL ALLIANCE TO  
COMBAT OCEAN ACIDIFICATION

**MONOCHROME:** : this version was created for cases when the background that gives low contrast with the full color version of the logo. Only use it in white.

## CLEARSPACE AND SIZING:



**CLEARSPACE:** the clearspace around the logo is equal to the cap height of the A of 'ALLIANCE'.



**SCALE:** Our logo is designed to scale to small sizes on print and screen.

- Horizontal version smallest size: 300px/ 2 inches wide
- Vertical version smallest size: 200 px/ 1 inch height

## LOGO MISUSE:



**DO NOT CROP THE LOGO**



**DO NOT USE DROPSHADOW OR ANY OTHER EFFECT**



**DO NOT ALTER THE TRANSPARENCY OR COLORS OF THE LOGO**



**DO NOT CHANGE ANY ELEMENTS IN THE DESIGN**



**DO NOT DISTORT THE LOGO**

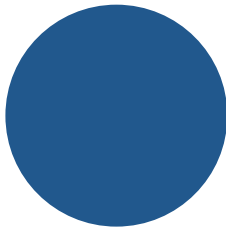
# COLOR PALETTE

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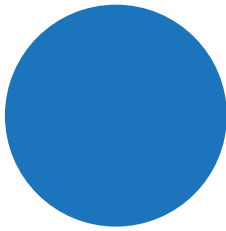
As mentioned before the OA's color palette is directly influenced by the Alliance's work. Aiming to represent the ocean and the ideal status of alkalinity that it should have. One of the main impacts of ocean acidification is of course affecting this ideal state, reason why it is represented visually on the logo and the materials.

## PRIMARY COLORS:

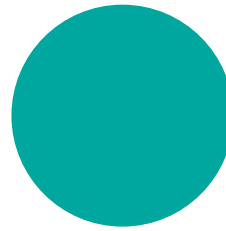
These colors were chosen to inspire trust and to evoke the ocean to everyone who interacts with the brand. Reminding what we work for, a well-balanced ocean that can provide and sustain life around it.



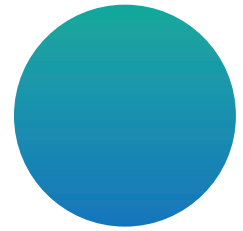
**OA Dark Blue:**  
C93 M70 Y20 K5  
R33 G88 B141  
#21588d



**OA Light Blue:**  
C85 M50 Y0 KO  
R27 G117 B188  
#1b75bc



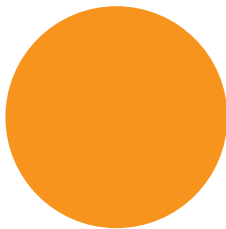
**OA Turquoise:**  
C80 M10 Y 45 KO  
RO G167 B158  
#00a79e



**OA Gradient:**  
Created by a combination of the OA Light blue and the OA Turquoise.

## SECONDARY COLORS:

The secondary colors aim to create contrast and facilitate the use of the primary colors on different applications. The OA Orange is a complementary color of the blue hues used as primary. It's used in materials to highlight sections and at the same time to evoke the excess heat and CO<sub>2</sub> the ocean is absorbing. A gentle reminder within the brand, of the many impacts to our oceans from climate related activities.



**OA Orange:**  
C0 M50 Y100 K0  
R247 G148 B29  
#f7941d



**OA Ocean White:**  
C7 M0 Y0 K0  
R233 G247 B254  
#e9f7fe

Also, a transparency or lighter versions of the primary colors are used to help in legibility on different applications. When working on more complex materials, such as the 'What Can Local Governments do?' infographic, additional colors are used. However, these are kept under the same hues as the official OA colors and are used only for secondary elements, the main look and feel of the material is always defined by the official colors.

# TYPOGRAPHY

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## PRIMARY FONT:

The OA Alliance's primary font is **Brandon Grotesque**, which can be used in all its versions. It is a very clean and modern font. It is used for both print and digital assets.

	Thin	<i>Thin</i>
	Light	<i>Light</i>
Brandon Grotesque	Regular	<i>Regular</i>
	Medium	<i>Medium</i>
	<b>Bold</b>	<b><i>Bold</i></b>
	<b>Black</b>	<b><i>Black</i></b>

## SECONDARY FONT:

Century Gothic is the secondary font, used to create the OA monogram. Use only its Bold version.

**Century Gothic      Bold**

## USES:

As the primary font **Brandon Grotesque** is the font used throughout all elements of the brand, its readability makes it easy to use as part of the body of text of printed and digital materials.

When used for headings use all caps, it can be used on its own or combined with Century Gothic:

**OA ALLIANCE**  
INTERNATIONAL ALLIANCE TO COMBAT OCEAN ACIDIFICATION

### OA ACTION PLAN GETTING STARTED

The OA Alliance calls for the creation of **OA ACTION PLANS** which describe the actions members will take (or are taking) to better understand and respond to the threat of ocean acidification and other climate-ocean impacts within their regions.

**Not all OA Action plans will have the same framework or structure, as there is no "one-size fits all."** Some may create a stand-alone OA Action Plan; incorporate OA actions into existing climate action plans, ocean and coastal policies; or add an OA focus into national adaptation and resiliency strategies.

**STEP 1**  
Identify local resources and concerns  
Economy, Ecosystem, Species, Culture & Tradition

**STEP 2**

- Are there entities or departments working on OA in your region?
- Choose vehicle for OA efforts  
Existing climate, ocean or coastal plan?    New OA Action Plan?
- Map partners and build a coalition to help draft

**STEP 3**  
Begin outlining the existing or future actions you might include:

- Mitigate causes
- Assess vulnerabilities
- Identify local research & monitoring gaps
- Build adaptation & resilience
- Educate public & other departments

**STEP 4**  
What other entities can you work with to help implement the plan?

- Coordinate with other governments as a region
- Continue to engage public, local policy makers, impacted industries and community stakeholders
- Collaborate with other networks to advance monitoring and science

**STEP 5**  
Implement, help fund and update as needed to ensure adaptive management

**OA ACTION PLANS SHOULD HELP ANSWER THE FOLLOWING QUESTIONS:**

- 1) What species, economies, communities and cultures are currently or may be impacted by OA in my region?
- 2) Are there steps that my government/ organization can take to raise awareness?
- 3) Is there anything that my government can do now that will make a difference?
- 4) How should my government prioritize actions that maximize our resources?
- 5) How does OA fit into existing management frameworks?
- 6) How does action on OA support existing high-level multilateral commitments?

See examples at [www.OAalliance.org](http://www.OAalliance.org)





# ICONS AND ILLUSTRATIONS

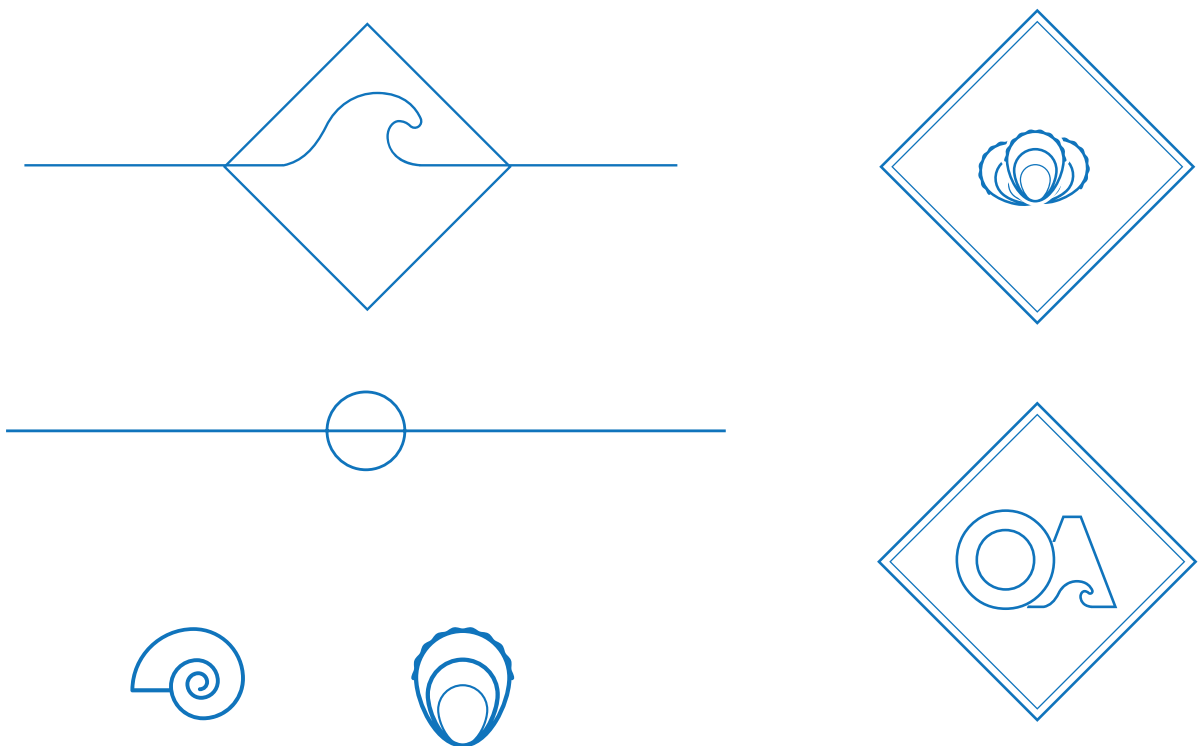
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The OA Alliance's brand is very clean and modern; it relies on specific elements to make it unique.

A group of icons are used in both print and web assets, these icons are selected marine elements that are closely related or affected by ocean acidification. These are:

- The wave: used in the OA monogram, can also be used as divider, or as a texture when placed with the lines below it to represent the heat absorbed by the oceans due to climate change.
- Mussel and shell: also used as a divider and in infographics. Shells are affected by acidification because of their calcium carbonate structures.

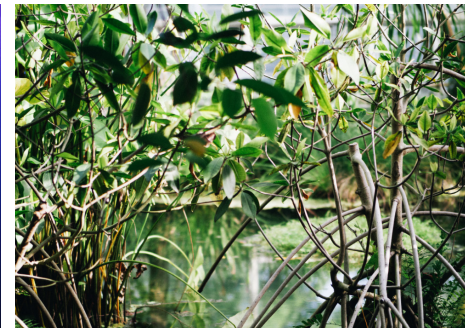
These icons are accompanied with various geometric shapes such as lines, circles, diamonds to evoke that clean, modern, and simple style of the brand. Ocean acidification is already a complex issue to communicate, so all illustrations used throughout are kept as simple and streamlined as possible.



# PHOTOGRAPHY

We want the OA Alliance to help people understand the relationship between thriving ocean resources and thriving human communities and cultures. We want to depict humans engaging with coastal and ocean resources—whether in the context of abundant fisheries and aquaculture, food security, local and regional economies, tourism, cultural practices and traditions or larger ecosystem health. Images for the OA Alliance should always attempt to depict the significance of marine and coastal resources to humans (local to global scales.)

- Coastal Communities
- Ocean and Coastline
- Coastal Economies
- Coral; Crustaceans; Lobster; Shrimp; Krill; Crab; Mussels; Oysters; Urchins; Abalone; Shell
- Seagrass; Kelp; Mangroves; Salt Marsh
- Fishing
- Aquaculture
- Harvesting
- People and Marine Resources











# APPLICATION

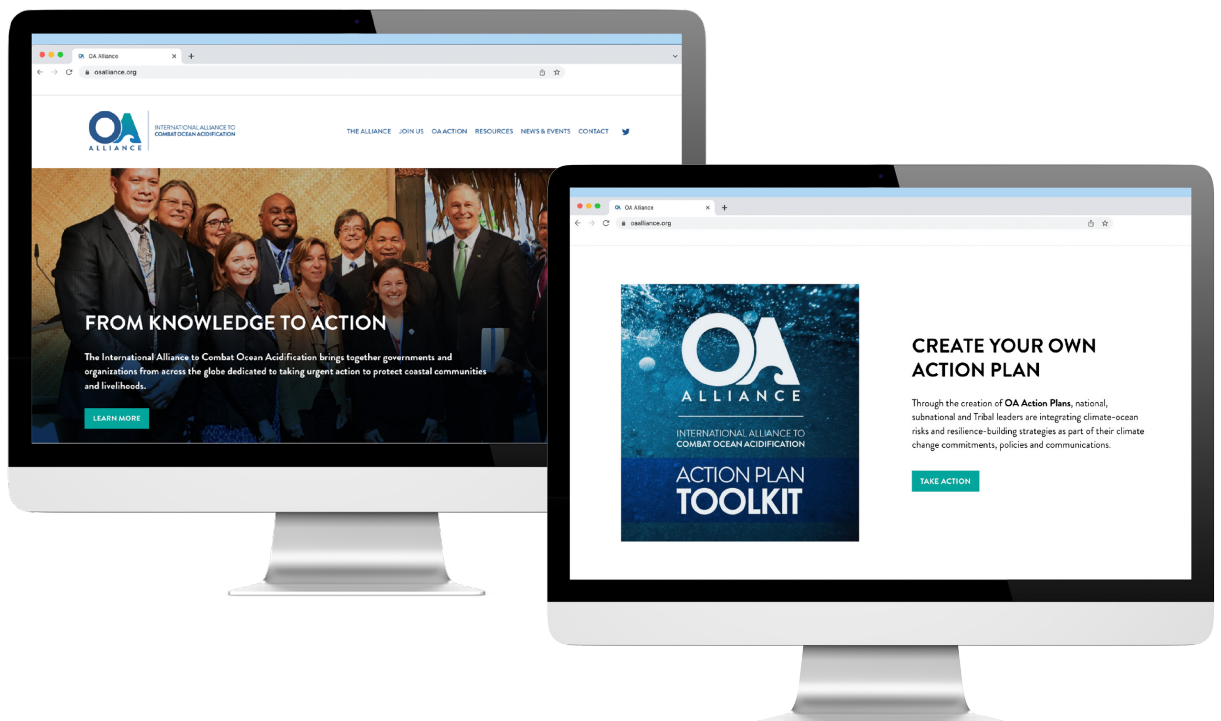
## WEBSITE

With a good balance between blocks of color, photography, and illustrations the OA website embodies the brand. Using the official brand's color palette and typography it is a clear representation of how the OA wants to be perceived by the public.

Each page contains a header image, which follows the brand photography guidelines. Trying to provide context to the issue at hand and some visuals for the user experience.

The OA Turquoise is used for buttons and hyperlinks. For sections with large amounts of text, white is used as background color to ensure legibility, the text and headings are displayed in black. The background also alternates with the OA Dark Blue and Ocean White, to highlight certain sections.

The footer remains constant throughout the website with the OA Dark Blue as background and divided in three sections one for hyperlinks and copyright, second for newsletter subscription and the third for the OA's Twitter account.





# INFOGRAPHICS AND POSTERS

Support materials are used to help the OA Alliance better communicate about OA Action. Materials are also created to help members do the work required to be part of the Alliance.

The main difference between an infographic and a poster is that an infographic compresses a big amount of information and makes it manageable. Infographics help us consume information in new, more dynamic ways, which promotes greater insight and understanding. A poster usually has one main message to communicate and is not as complex.

## Infographics:

The OA Alliance’s infographics incorporate the brand’s typography, color palette and illustration style as a base for the design. However, in some cases other complementary colors and illustrations are included to communicate the message clearly. When this is done, the colors are kept within the same hues and the illustrations suggest minimum complexity to portray the message in a clear way. This also supports the brand’s clean and modern style.

The included text is essential for communicating the message, so when creating the composition, it is essential to have this in mind. Making sure that is legible and that it flows in the correct way and in accordance with the illustrations around it.

**OA ALLIANCE**  
INTERNATIONAL ALLIANCE TO COMBAT OCEAN ACIDIFICATION

## WHAT CAN LOCAL GOVERNMENTS DO TO ADDRESS OCEAN AND COASTAL ACIDIFICATION?

**COASTAL COMMUNITIES ARE AT THE FOREFRONT OF CLIMATE AND OCEAN CHANGE, AS THEY MUST ABSORB AND PREPARE FOR ADVERSE IMPACTS INCLUDING:**

- OCEAN ACIDIFICATION
- MARINE HEAT WAVES
- HARMFUL ALGAL BLOOMS
- CORAL BLEACHING
- SEA-LEVEL RISE
- WARMING & HYPOXIA
- INTENSE STORMS

**TOGETHER, THESE IMPACTS ARE DISPLACING PEOPLE, DAMAGING COASTAL COMMUNITIES AND HABITAT, DECREASING FOOD SECURITY AND IMPACTING JOBS.**

Reducing carbon emissions and advancing sequestration initiatives will help limit the main driver of ocean acidification.

**Additionally, local actions to reduce stressors can increase the resilience of marine species and ecosystems and yield co-beneficial outcomes.**

Local efforts to address climate change traditionally focus on the transportation, building, waste, and energy sectors.

Advancing these efforts and incorporating OA and ocean change as part of existing policies, programs and commitments can produce a more accurate assessment of climate risk and increase strategies that build resilience.

### TAKING ACTION

<p><b>Reduce Emissions:</b></p> <ul style="list-style-type: none"> <li>Climate Action Plans</li> <li>Renewables</li> <li>Shore-Side Power at Ports</li> <li>Alternative Transportation Strategies</li> </ul>	<p><b>Manage Co-Stressors:</b></p> <ul style="list-style-type: none"> <li>Wastewater Treatment</li> <li>Stormwater Runoff and Rain Gardens</li> <li>Low Impact Development</li> <li>Agricultural Pollution</li> <li>Erosion and freshwater surges</li> <li>Overfishing</li> </ul>
<p><b>Protect and Increase Habitat:</b></p> <ul style="list-style-type: none"> <li>Marine Protected Areas</li> <li>Improve Water Quality</li> <li>Wetland Creation</li> <li>Kelp, Coral, Seagrass &amp; Mangrove Restoration</li> <li>Oyster Restoration</li> </ul>	<p><b>Invest, Partner and Educate:</b></p> <ul style="list-style-type: none"> <li>Form or join monitoring networks</li> <li>Partner with other governments</li> <li>Partner with local academia and community groups</li> <li>Support pilot projects</li> <li>Educate public and other departments</li> </ul>

Learn more at [www.oaalliance.org](http://www.oaalliance.org)

## Posters:

A poster design incorporates more of the OA Alliance's brand color palette and keeps illustrations to a minimum. A poster may use fine details here and there to provide a bit more context to what's being communicated. However, these designs concentrate more on the text and less on illustration.

**OA ALLIANCE** | INTERNATIONAL ALLIANCE TO COMBAT OCEAN ACIDIFICATION

### WHAT DO POLICY MAKERS NEED TO KNOW ABOUT OCEAN ACIDIFICATION?

ACTION SUPPORTS EXISTING PRIORITIES:	ACTION CAN BE TAKEN NOW TO:	ACTION SUPPORTS HIGH-LEVEL COMMITMENTS:
<ul style="list-style-type: none"><li>Strong ocean economy</li><li>Jobs and livelihoods</li><li>Food security and Sovereignty</li><li>Ecosystem services</li><li>Resilient aquaculture and fisheries</li><li>Ocean and land management</li><li>Marine protected areas</li><li>Sustainable tourism</li><li>Climate mitigation and adaptation</li></ul>	<ul style="list-style-type: none"><li>Understand local trends</li><li>Assess local risks and vulnerabilities</li><li>Reduce local stressors (nutrient inputs, habitat loss, overfishing, etc.)</li><li>Explore nature-based solutions</li><li>Increase adaptive potential</li><li>Prioritize investments and leverage co-benefits</li><li>Reduce carbon emissions and explore carbon offset mechanisms</li></ul>	<ul style="list-style-type: none"><li>UN Sustainable Development Goals 13 and 14</li><li>UNFCCC Mitigation and Adaptation</li><li>Convention on Biological Diversity</li><li>Blue Economy Commitments</li><li>UN Convention on the Law of the Sea</li><li>Commonwealth Blue Charter</li><li>Climate Action Plans and Resilience Strategies</li><li>Regional Collaborations</li></ul>

### WHO IS CONSIDERED AN OA POLICY MAKER?

<ul style="list-style-type: none"><li>• <b>Ministers, ambassadors, executives, legislators, Tribal leaders and councils</b> can set priorities and bring attention to key issues.</li><li>• <b>Agency heads, department leads, policy officers and advisors for climate, environment, ocean, marine affairs, finance, energy and agriculture</b> can help identify programs that are most relevant to OA action across government.</li><li>• <b>Managers of fisheries, aquaculture, clean water and air, coral reef or marine ecosystems</b> can help explore mitigation, adaptation and resilience strategies.</li></ul>	<ul style="list-style-type: none"><li>• <b>Regional governance councils</b> can help monitor and coordinate responses to impacts of ocean change and identify and engage stakeholders.</li><li>• <b>Local government authorities and community leaders</b> can help deploy pilot programs in targeted areas.</li><li>• <b>Financial institutions, private investors, and insurance companies</b> can provide funding for OA projects, invest in natural capital and help protect against risk.</li></ul> 
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**BY TAKING ACTIONS NOW, WE CAN IMPROVE MANAGEMENT RESPONSES, MAXIMIZE RESOURCES AND ACHIEVE RESILIENCE**

Learn more about national, regional and local OA Action Plans:  
[www.OAalliance.org](http://www.OAalliance.org) | [twitter.com/OA\\_Alliance](https://twitter.com/OA_Alliance)

## SOCIAL MEDIA

The OA's primary social media channel is Twitter. Being such a fast paced channel with roughly 187 million daily active users, Twitter dictates that content should be relevant, interesting and it should stand out from the rest. To achieve this, striking photography and illustrations are used in the creation of visuals to accompany written content.

Two main templates have been created to support visuals for posts:

Template one: Engages photography as the primary background, from ocean textures to striking photos that capture the user's attention.

Template two: Engages the OA Alliance brand color palette and unique brand illustrations. In this template, more text can be included across the image which underscores the message being portrayed.

These templates can be adapted or even combined when it comes to creating images for events, special releases, etc. The imagery created for social media aims to advance OA Alliance's social media strategic plan: to promote the work of the OA Alliance by sharing examples of OA action and demonstrating the leadership of members.







INTERNATIONAL ALLIANCE TO  
COMBAT OCEAN ACIDIFICATION

## Join Us Next Month

### UN Decade of Ocean Science Satellite Activity: Policy & Management for Addressing Climate- Ocean Change

The OA Alliance is part of two UN Decade endorsed programs: "[Understanding and Addressing Ocean Acidification and Changing Ocean Conditions Through the Development of OA Action Plans](#)," project ID 8 and "[Ocean Acidification Research for Sustainability \(OARS\)](#)," project ID 219.

Partners across the OARS UN Decade Program aim to expand OA monitoring and research that help decision-makers better understand climate impacts to marine resources and explore local actions that increase resilience.

Join the OA Alliance and The Ocean Foundation for an overview of our unique obligations within the OARS program: (1) identifying evidence and information needs for OA mitigation and adaptation; and (2) strengthening feedback loops that promote application of OA knowledge by policy makers and end-users.

[Register Here](#)

March 2022

10

7:00am PST  
3:00pm EST  
4:00pm CET

Register to this webinar  
by following this link

REGISTER

## NEWSLETTER

The newsletter is used to engage members and keep partners informed about new products, case studies or activities happening across the network, report out from past events or share information about upcoming events.

To promote continuity and build brand awareness, the OA Alliance style, illustrations and brand colors are used throughout. Color schemes are employed as follows:

- Main banner applies "OA Ocean White" to provide more prominence to the logo.
- Headers apply "OA Dark Blue."
- Buttons or hyperlinks apply "OA Turquoise" as is consistent with the website.
- Spacers or break lines apply "OA Shell, Mussel or Wave" illustrations and are used to mark the end of a section.
- Color can be used as background on primary text or to highlight specific sections to ensure they stand out.

## 2021 Progress Report



The [2021 Progress Report](#) details major accomplishments, actions and programmatic strategies that supported members in advancing climate-ocean leadership and achieving objectives of the OA Alliance.

Thank you for being part of this community; we are grateful for such a committed network of experts, partners, and leaders.

[Read Our 2021 Progress Report](#)

All newsletters close with the same footer introduced by the "OA Waved Texture," an inspirational message or CTA highlighted in "OA Orange," followed by contact information.

The font used on the newsletter is **Open Sans**, as Brandon Grotesque is not supported by the platform used by the Alliance. It was selected due to its similarity to the official brand font.

Think Globally, Act Locally.

The OA Alliance is promoting solutions  
and advancing knowledge into action.

Thank you for being a part of this community!

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## PRIMARY DOCUMENTS

In a very same way as the website, primary documents of the OA Alliance, such as the Action Plan Toolkit and the Annual Reports, rely on a good balance and combination of blocks of color, photography, and illustrations to embody the brand.


Section dividers are often delineated using a big block of color, with either the “OA Dark blue” or “OA Light blue.” The “OA Turquoise” color is used in the same way as on the website, in lines under headers or to focus the attention on a particular element.

Headings should be in all Capital letters. To make a primary document more dynamic, usually the design has a variety of thickness on the font for headings; between regular, medium and bold.

The content is the focus of primary documents, so legibility is key. All design elements complementing the text are positioned in a way that are not disturbing it. If an image has too much texture, for example, it is usually overlaid with a block of color with opacity to make sure the text is legible.



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**CONTENT**

Ocean acidification is a direct result of human-caused carbon dioxide emissions and is altering the chemical balance of seawater that marine life depends upon for survival.


- WHAT IS OCEAN ACIDIFICATION (OA)? **1**
- ABOUT US **2**
- A CALL TO ACTION **3**
- INTEGRATING OCEAN INTO CLIMATE COMMITMENTS **4**
- WHAT IS AN OA ACTION PLAN? **5**
- GETTING STARTED - OA ACTION PLAN TOOLKIT **6**
- HAVING AN IMPACT **7**

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*"The OA Alliance Toolkit is helping us to address this challenging subject, by providing a framework which can be used to assess existing ocean acidification work programmes against. During our OA Action Planning workshop with policymakers, scientists and other stakeholders, the toolkit helped us to highlight areas that we are already advancing, as well as areas that could benefit most from further development."*

Tim Riding, Senior Analyst, Ministry for the Environment, New Zealand



*"Changing ocean conditions, including ocean acidification, threatens our culture and way of life. Fishing is key to the Makah, since time immemorial the Makah people, our culture, and ceremonies have been dependent on resources from the ocean. The Makah Tribe is developing an action plan to address these threats to protect Makah's treaty reserved rights."*

Chairman John Ideo, Sr. of the Makah Tribe

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**ACTION #1**


**REDUCE ATMOSPHERIC EMISSIONS OF CO<sub>2</sub>, THE NUMBER ONE CAUSE OF OCEAN ACIDIFICATION**

Dramatically reducing carbon dioxide emissions is the most important action to mitigate ocean acidification.

- Support policies, plans and commitments that seek to reduce anthropogenic carbon emissions and greenhouse gas emissions.
- Support policies that mandate 100% clean electricity, improve efficiency of buildings, and advance electrification of the transportation sector from cars to marine shipping.
- Support commitments and investments in renewable energy sources from solar to offshore wind.
- Implement and advocate for initiatives creating climate smart communities (using greener power, waste reduction, and increased recycling, etc.).
- Engage leaders and policy makers to act as ambassadors to elevate urgency and ambition for climate action by highlighting impacts to ocean resources, ecosystems and communities.
- Integrate ocean into climate commitments, policies and multi-governmental frameworks.
- Work with international, national, regional and local partners to advocate for a comprehensive strategy to reduce anthropogenic carbon emissions and greenhouse gas emissions.

**EXAMPLES FROM MEMBERS:**

- State of New York has passed the most ambitious climate commitment in the country to achieve carbon-free electricity by 2040 and a net-zero carbon economy by 2050. They have also created a state task force looking at the impacts of OA on local water bodies.
- The City of Vancouver has adopted the Greenest City 2020 Action Plan, which sets out targets and strategies to reduce carbon emissions through our energy supply, building codes, transportation sectors and even through nature-based solutions like increasing canopy cover.
- Part of Seattle is incorporating blue carbon pilot project as part of their mitigation strategy to achieve their goal of becoming carbon neutral by 2050.
- The State of Maine has formed a Climate Council that will take up OA recommendations and actions within its "Coastal and Marine Working Group." The Climate Council is charged with producing a final report that will outline strategies to meet the state's greenhouse gas emissions reduction targets, including a goal 45% greenhouse gas emissions reduction below 1990 levels by 2030 and at least 80% by 2050.
- The Swedish Agency for Marine and Water Management has prepared a report examining "Swedish efforts to address ocean acidification, including links to climate change," which states that substantial emissions reductions in line with the Paris agreement will benefit the mitigation of both climate change and ocean acidification and calls for an upscaling of ambition in line with the Paris agreement and SDG 13.



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An underwater photograph showing the surface of the water with ripples and light reflections. Below the surface, several small fish are visible swimming in the water. The overall color palette is shades of blue and teal.

# SPECIAL THANKS

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Finally, the success of the OA Alliance is brought about by the commitment of members. The OA Alliance's work would not be possible without the passion, expertise, and commitment of all our members and partners.





INTERNATIONAL ALLIANCE TO  
COMBAT OCEAN ACIDIFICATION

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