

# TRASH SHOULDN'T SPLASH



trashshouldntsplash.org  
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## COMMUNICATION MATERIALS

Logos | Printable Campaign Materials | Website & Social Media



Artwork created by Falmouth High School student Jonah Ether



@trashshouldntsplash

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## DESIGNING A LOGO

In designing the name of our campaign, we aimed to keep it short (2-3 words), alliterative and rhyming so that it would be catchy and easy to remember. The trash displays some of the common single-use plastic items found in beach cleanups, while the whale tail in the foreground inspires positive thoughts about the ocean. We did not want the logo to be just a gloomy reminder of trash. The logo presents the problem and hopefully inspires the viewer to take action by invoking positive emotions about the ocean.

In hindsight, we would not have chosen a logo with an apostrophe, as this has made hashtags and URLs somewhat challenging.

You may choose to use our logo, or reference our guidelines for creating your own that better fits your audience.

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*Trash Shouldn't Splash* gratefully acknowledges Skye Moret ([www.skyemoret.com](http://www.skyemoret.com)) for her in-kind services in helping us design the campaign logo, including font and color elements.



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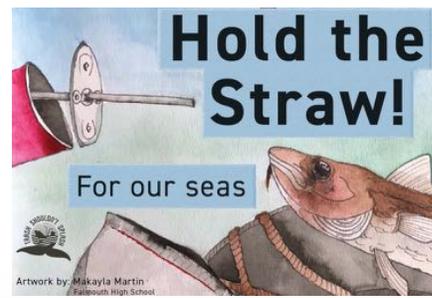




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## PRINTABLE CAMPAIGN MATERIALS

To download and use our printable logos, signage, postcards, and business cards, please visit the "Printable Campaign Materials" tab at [trashshouldntsplash.com/printable-campaign-materials](http://trashshouldntsplash.com/printable-campaign-materials).



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## WEBSITE & SOCIAL MEDIA

### Goals

*Trash Shouldn't Splash* is building a team of problem solvers who care about ocean health and decreasing waste. Our strength is in our dialogue between businesses, students, consumers, and researchers. To reach a broader audience, connect with our partners, and keep updated with news regarding marine debris, we created a website and an Instagram account. We focused on striking a balance between manageability and necessity; we did not want to keep up with more than two or three digital spaces, but wanted to make sure that Trash Shouldn't Splash was available across multiple platforms. This allows different audiences to connect with the campaign and to participate in more than one way.

### Website | [trashshouldntsplash.org](http://trashshouldntsplash.org)

The main goal of [trashshouldntsplash.org](http://trashshouldntsplash.org) is to distribute the toolkit and provide a comprehensive platform that individuals can access to implement marine debris reduction programs in their own communities. New *Trash Shouldn't Splash* programs may refer their partners to the original website if they do not wish to build their own website.

### Instagram | [@trashshouldntsplash](https://www.instagram.com/trashshouldntsplash)

We use Instagram mainly to engage with the community of Woods Hole and our partners. We use our social media presence to post about important local events, news, new partners, and behaviors we want to promote. Instagram was intended to target businesses and younger residents, in particular, with a focus on local events and positive behaviors.

We always use the hashtag [#trashshouldntsplash](https://www.instagram.com/hashtag/trashshouldntsplash) on both Instagram and Twitter in the hopes of branding our message and creating a digital community. When forming a chapter of *Trash Shouldn't Splash*, we encourage you to create Instagram accounts with usernames that include *Trash Shouldn't Splash* and to use the hashtag, [#trashshouldntsplash](https://www.instagram.com/hashtag/trashshouldntsplash).

*Trash Shouldn't Splash originated at an educational institution and, as such, does not endorse specific policy agendas (for example, product bans) in printed materials or on social media. This avoids unproductive confrontation and promotes partnerships and participation with people of all backgrounds.*



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