



Ocean  
Week  
Canada

EVENT HOST

# BRAND KIT

EVENT TIPS AND GUIDELINES, COLOUR PALETTES,  
SOCIAL POSTS, LOGOS, AND MORE!





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# ABOUT OCEAN WEEK CANADA

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Ocean Week Canada is an annual national celebration of ocean events, learning, and engagement.

The Canadian Ocean Literacy Coalition coordinates a multi-partner, collaborative program of national events and activities held during the week of World Ocean Day (June 8th). Community-scale events taking place across the country are also amplified and supported through the Ocean Week Canada website and the network of partner communications.

## **Our vision:**

We work together, from coast to coast to coast, to engage Canadians in ocean learning, celebration, and action. We recognize the important role the ocean plays in our everyday lives and the lives of future generations.



# ABOUT THE OCEAN WEEK HUBS

The idea and momentum to launch a national Ocean Week celebration was inspired by learning from the amazing efforts of Oceans Week Halifax, co-founded by Monica Phung and Alexandra Vance in 2016. OWHFX grew to 40 events in 2019. Other cities were taking note. In 2020, Semaine des Océans QC was launched by Organisation Bleue with events taking place in Montreal and along the St. Lawrence. Ocean Week Victoria was also launched in 2020.

In spring of 2021 COLC convened a team with representatives from across the country to co-design an Ocean Week Canada pilot. That June, 22 virtual (due to pandemic) events took place, attended by over 20,000 people, and viewed by over 100,000 post-event. From there, COLC spearheaded a \$2.3M grant to formally launch Ocean Week Canada in 2022. The initiative exploded with over 100 events and more than 675,000 people participating across Canada. These regional hubs are featured as foundational anchors for Ocean Week Canada, with the aim to establish more regional hubs throughout the Ocean Decade.

## National Coordinator



**Ocean  
Week  
Canada**



**Ottawa  
regional hub**



**Vancouver  
regional hub**



**St. John's  
regional hub**

**Semaine  
de l'océan**

**Québec  
provincial hub**



**OCEAN WEEK  
VICTORIA**

**Victoria  
regional hub**



**Halifax  
regional hub**

# LANGUAGE IS IMPORTANT!

## Why Ocean Week Canada and not Oceans Week Canada?

The use of "Ocean Week Canada" instead of "Oceans Week Canada" is based on the fact that there is only one interconnected global ocean, despite the different names given to its basins.

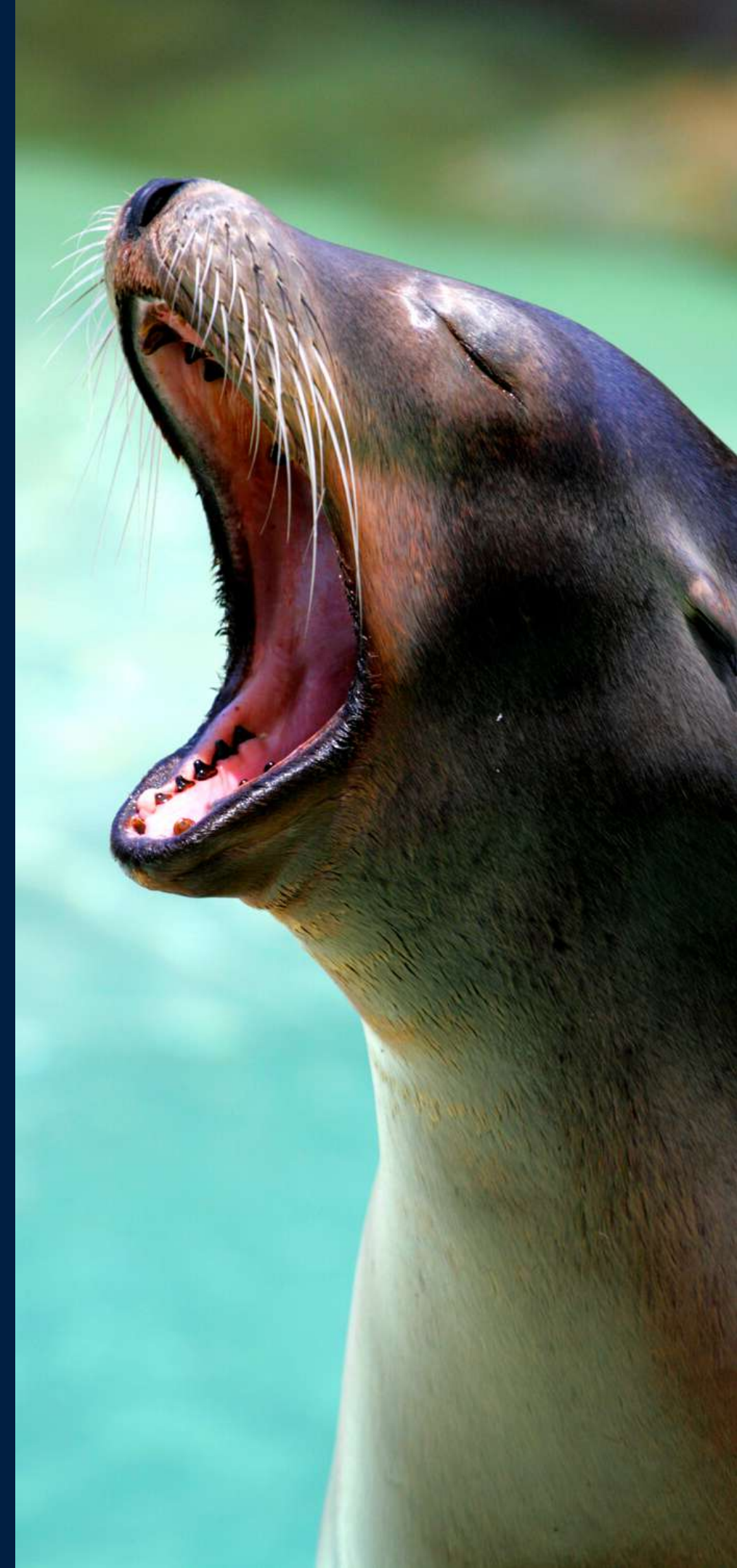
By using the singular form of "ocean", it emphasizes the interconnectedness of this essential resource and helps people focus on the linkages between marine (and freshwater) ecosystems and the impact of human activities. We become more aware of how our local choices and decisions have global impacts.

This approach encourages people to take action to protect and preserve the ocean as a shared resource for all living things.

We encourage all event hosts and local hubs to use the singular of 'ocean' for all World Ocean Day and Ocean Week Canada celebrations.

**OCEANS**

**OCEAN**





# THEMES

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## Diversity, Equity, Access, Inclusion

A commitment to diversity, equity, access, and inclusion should be central to all events and communications

## Support for Indigenous leadership

Events should strive to raise awareness of and support for Indigenous leadership in land-water-ocean conservation

## Multi-sector participation

Engagement from each of these sectors is encouraged: NGO & Foundations; Education & Youth; Arts & Culture; Government; Businesses; Media; Community; Academia

## Youth engagement

Events should amplify and advance youth engagement in event preparation and participation

## Freshwater connection

Freshwater communities and watersheds are connected to the ocean and that connection should be promoted

## Language inclusivity

Event hosts are encouraged to offer programming with dual language facilitation (French and English) and Indigenous languages

# VALUES

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Collaboration



Respect



Diversity



Inclusivity



Optimism



Creativity



Trust

# KEY MESSAGES

## Ocean Week Canada key messages:

- The ocean is vital to all life on earth, no matter where you live
- Marine biodiversity is essential for a healthy ocean and must be protected through conservation efforts and sustainable development practices
- The ocean provides many benefits, including food, transportation, and recreation, and we must ensure that our activities do not harm its health and sustainability
- Indigenous knowledge and leadership play a critical role in protecting and preserving the ocean
- We must prioritize ocean conservation in our policies and decisions to ensure a sustainable future
- Everyone has a role to play in protecting the ocean

## This year's UN World Ocean Day theme is: Planet Ocean: The Tides Are Changing

The ocean covers the majority of the earth, but only a small portion of its waters has been explored. Despite humanity's utter reliance on it, and compared to the breadth and depth of what it gives us, the ocean receives only a fragment of our attention and resources in return.

### But tides are changing.

To celebrate the United Nations World Ocean Day 2023 theme, Planet Ocean, the United Nations is joining forces with decision makers, scientists, private sector executives, civil society representatives, Indigenous communities, celebrities, youth activists, and more to put the ocean first.



# REGISTERING YOUR EVENT

To register your event on the Ocean Week Canada website, visit the 'register your event' page [here](#).

## Step 1:

Sign up for the Event Portal. After you submit the registration form, you will receive an invite to access your new account in the Event Portal.

## Step 2:

Login into your new account and add the information about your event. When you are finished, publish your event, making it live on the Ocean Week Canada website!

## Step 3:

Stay in the loop! Once your event is published you will receive updates as part of the Ocean Week Canada event host crew!

## Benefits to listing your event:

When your event is approved, it will be added to the Events Calendar and Map on the Ocean Week Canada website! Join with hundreds of other organizations coordinating celebrations, activities, and actions.

## Details needed to list your event:

- Event title and description
- Event time and date
- Link to a website or social media page for your event or group
- Uploading a(n) image(s) for your event
- Your contact information
- City where event is happening (can be Canada-Wide or virtual)
- Address (Used to list your event on our map. Virtual events will not appear on the map)
- Also select...
  - Format, Category, Region, Audience, Accessibility, Local Hub

Is your event happening in one of the regional hubs? Be sure to select the correct hub (if any) when uploading your event to the Event Portal.



# EVENT TIPS

- **Keep it positive and solutions-focused** with ways for everyone to get involved
- **Define your event goals:** Before planning anything, define what you want to achieve with your Ocean Week event. Determine what message you want to convey, and what type of impact you hope to make.
- **Include youth** (teens and young adults) in a variety of ways, such as having them help plan activities or including youth-oriented educational activities
- **Engage your participants by using educational materials** found on OWC website Incorporate an action-oriented activity that makes a direct impact
- **Partner with other organizations** in your community, including indigenous-led organizations, youth-oriented organizations, schools, your local aquarium or park, or other like-minded businesses
- **Promote your event:** Use social media and other channels to promote your event and encourage people to attend. Consider reaching out to local media outlets to help spread the word
- **Take photographs and share them** on social media and with the Ocean Week Canada team to further amplify your efforts
- **Use the Ocean Week Canada logo** to connect your community efforts to the united national efforts and list your event so we can share your activities on the Ocean Week Canada Calendar and map
- **Make it inclusive:** Ensure that your event is inclusive and accessible to everyone. Consider providing accommodations for people with accessibility needs and making your event welcoming to people from diverse backgrounds.
- **Leave a lasting impact:** Consider ways to make a lasting impact beyond the event. This could include encouraging attendees to take action on ocean conservation issues, and following up with attendees with more information and ways to connect
- **Have fun and be engaging:** Remember that your event is not just about sharing information but also about inspiring and engaging your audience. Use interactive activities, engaging visuals, and compelling storytelling to make your event memorable and impactful.

# LOGO

[DOWNLOAD THE  
LOGO PACK](#)

**Ocean  
Week  
Canada**



**Semaine  
de l'océan  
Canada**



**Ocean  
Week  
Canada**



**Semaine  
de l'océan  
Canada**

## LOGO VARIATIONS :



## Use the official 'Ocean Week Canada event badge'

Once your event has been accepted and published on [oceanweekcan.ca](https://oceanweekcan.ca), please use the official logo on your site with the following language:

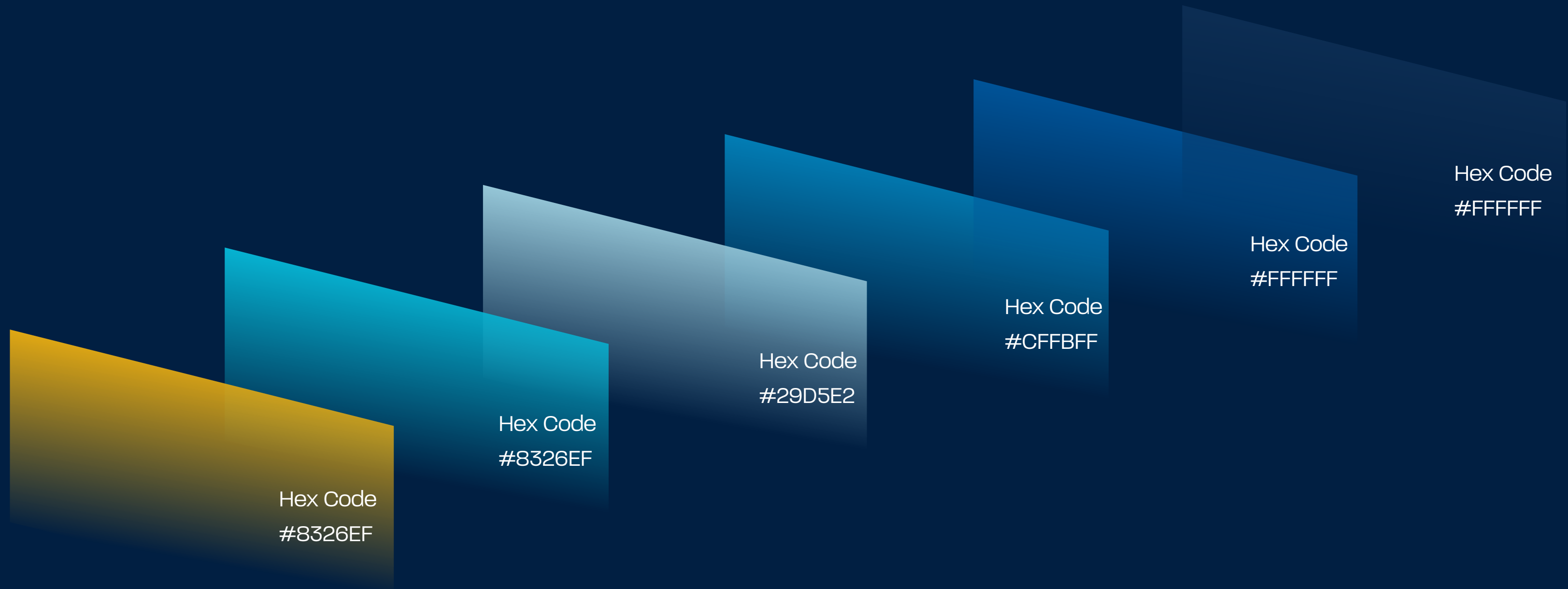


"This event is part of the official Ocean Week Canada program"



# COLOUR PALETTE

[DOWNLOAD THE  
FULL BRAND GUIDE](#)



# FONT

[DOWNLOAD THE  
FONT PACK](#)

## Headings

PARALUCENT - HEAVY OR BOLD

## Subheadings

PARALUCENT - DEMIBOLD OR MEDIUM

## Paragraph

PARALUCENT - LIGHT OR EXTRALIGHT

### Paralucent- Heavy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### Paralucent- DemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### Paralucent- Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### Paralucent- Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### Paralucent- Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

### Paralucent- ExtraLight

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0



# SOCIAL MEDIA

**DOWNLOAD THE  
SOCIAL MEDIA PACK**



## 1. Follow Ocean Week Canada on social:



[Facebook](#) (@OceanWeekCan)



[Twitter](#) (@OceanWeekCan)



[Instagram](#) (@OceanWeek\_Canada)

## 2. Use the following hashtags:

#OceanWeekCan #OWC2023  
#SemaineDelOcean #SDO2023

## 3. Tag Ocean Week Canada on social platforms

# SOCIAL MEDIA

**DOWNLOAD THE**  
**SOCIAL MEDIA PACK**

## Sample posts:

From coast to coast to coast, we are a country of water, stories, and innovation.

Engage in #OWC events near you and together, let's share stories that inspire action and strengthens an ocean culture across Canada. Learn more at [oceanweekcan.ca](https://oceanweekcan.ca).

Big coastline, big water, big responsibility — Ocean Week Canada celebrates the ocean and waterways that connect us all.  
Join this national celebration. Visit [oceanweekcan.ca](https://oceanweekcan.ca) to learn more!

#DYK that Canada has the longest coastline of any country?

Explore the Ocean Week Canada calendar of events to find ocean activities happening this summer near you!

Engage in Ocean Week Canada events from coast to coast to coast. Find an event near you, or promote your own event or initiative!  
Together, we can inspire action and strengthens an ocean culture across Canada. Learn more at [oceanweekcan.ca](https://oceanweekcan.ca).

Dive into Ocean Week Canada and all the ocean education resources created for you and your students!  
Check out the Learning Hub for Toolkits, video collections, giant floor map, and ways to take action.



# RESOURCE PAGE

**DOWNLOAD THE  
LOGO PACK**

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FULL BRAND GUIDE**

**DOWNLOAD THE  
FONT PACK**

**DOWNLOAD THE  
SOCIAL MEDIA PACK**

**For questions:**

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REGENERATING THE  
OCEAN FOR PEOPLE  
AND PLANET.

