



EVENT HOST & PARTNER

# ONBOARDING PACKAGE

[oceanweek.ca](https://oceanweek.ca)





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OCEAN WEEK CANADA

# BACKGROUND

INFORMATION





Photo: Ocean Week Victoria

# ABOUT OCEAN WEEK CANADA

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

The Canadian Ocean Literacy Coalition coordinates hundreds of partners to lead community, regional, or national events and activities during the week of World Ocean Day (June 8th). Events taking place across the country are amplified and supported through the Ocean Week Canada website, media strategy, and partner team communications.

## Our vision:

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



# 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



# WORLD OCEAN(S) DAY: JUNE 8TH



## What's the difference between World Ocean Day and World Oceans Day?

**World Ocean Day**, initiated in 2002, is coordinated by The Ocean Project, a U.S.-based organization. It is aimed at supporting event organizers like aquariums, zoos, museums, and youth-focused groups. The Ocean Project's efforts aim to enhance global understanding of the ocean and its conservation and protection.

**World Oceans Day** was officially designated by the United Nations on June 8th in 2008, with Canada playing a leading role in its establishment. World Oceans Day serves as a global platform to raise public awareness about the essential role oceans play in our lives and the necessity of sustainable practices.



[worldoceanday.org](http://worldoceanday.org)



[unworldoceansday.org](http://unworldoceansday.org)

Both WODs originated from a proposal at the 1992 Earth Summit in Rio de Janeiro, led by Canada.

Ocean Week Canada actively collaborates with both initiatives. Ocean Week Canada promotes and uses 'Ocean' (#DropTheS). See slide 10 for more info.

# OCEAN WEEK CANADA REGIONAL HUBS

## What is a regional hub?

An Ocean Week Canada (OWC) Regional Hub represents a dynamic region in Canada, serving as a nexus for community engagement. Each hub is led by one or more dedicated organizations ('coordinators') that mobilize their community to host a large number of events during Ocean Week each year.

Regional Hub coordinators work closely with the Ocean Week Canada team to amplify Ocean Week's reach and impact, promoting the initiative through various channels and community networks. In doing so, these Regional Hubs contribute significantly to the success of OWC each year, uniting communities across the country.



### STAGE 3 - ESTABLISHED



OCEAN WEEK  
VICTORIA

COORDINATED BY:  
Ocean Week Victoria

Semaine  
de l'océan  
Québec

COORDINATED BY:  
Organisation Bleue



COORDINATED BY:  
Nova Scotia  
Underwater Council

### STAGE 2 - DEVELOPING

OCEAN  
WEEK  
VANCOUVER

OCEAN  
WEEK  
TORONTO

OCEAN  
WEEK  
OTTAWA

OCEAN  
WEEK  
ST. JOHN'S

### STAGE 1 - EMERGING

OCEAN  
WEEK  
WHITEHORSE

OCEAN  
WEEK  
EDMONTON

OCEAN  
WEEK  
IQALUIT



OCEAN WEEK CANADA

# MESSAGING

AND DEMOGRAPHIC





# KEY MESSAGES



## **OWC evergreen message:**

Ocean Week Canada is a public celebration of the ocean from coast to coast to coast. Building connections and catalyzing action for the ocean & climate: Big coastline. Big water. Big responsibility.



## **OWC 2024 campaign message:**

From ripples to waves: Your actions have an impact on the ocean, from local to global. It starts with just one drop. There is only one global ocean. [#DropTheS](#)

## **What do we want OWC participants to know?**

- The ocean is vital to all life on Earth
- Local waterways connect us all to the ocean and each other
- Marine biodiversity is essential for a healthy ocean and must be protected through conservation efforts and sustainable practices
- The ocean provides many benefits to our everyday lives (food, medicine, transportation, recreation, well-being, and more)
- Indigenous knowledge systems and leadership play a critical role in marine protection and conservation
- Everyone has a role to play in protecting the ocean. Our choices, habits, decisions, and actions matter.

# LANGUAGE USE

## Why Ocean Week Canada, 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 event hosts and partners to use the singular of 'ocean' for both World Ocean Day and Ocean Week Canada.**

~~OCEANS~~

OCEAN ✓

## Why don't we say 'our' ocean?

Referring to the ocean as "our" ocean can be problematic as it implies human ownership over a natural entity. Recognizing the ocean as a living ecosystem, with its own rights, is imperative. It is our collective responsibility to manage our behaviours in ways that are in the best interest of the ocean, which in turn will provide for humanity and all living beings for generations to come.

**We encourage event hosts and partners to avoid the use of the possessive 'our' when referring to the ocean/local waterways.**

~~OUR~~ OCEAN

THE OCEAN ✓



# TARGET DEMOGRAPHIC

A target demographic is a specific segment of the population identified as the intended audience for a product, service, or marketing campaign, characterized by shared attributes such as age, gender, income, education, or interests.

## Evergreen target demographic

The broad, evergreen (annual) target demographic for Ocean Week Canada is [intergenerational families across Canada](#), encompassing people of all ages and backgrounds united by a shared interest in the ocean (ocean life, ocean conservation, ocean livelihoods, ocean education, etc.).

## 2024 'challenge' target demographic

Each year we would like to target a new demographic that was underrepresented at previous Ocean Week Canada celebrations.

This year's challenge demographic for Ocean Week Canada is [high school-age students across Canada](#), aiming to foster early awareness and participation in ocean conservation efforts.





# HOW TO **REGISTER**

YOUR EVENT

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# REGISTERING YOUR EVENT

**DOWNLOAD THE EVENT  
PORTAL MANUAL**

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, sending it to the OWC team for approval. We will then make 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! It will be included in our national Ocean Week Canada promotion efforts. 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 also 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

**DOWNLOAD THE EVENT  
PORTAL MANUAL**

- **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 Canada 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, local aquariums or parks, and/or local 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 coordinated national celebration. 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 impact beyond your 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 motivating your audience. Use interactive activities, engaging visuals, and compelling storytelling to make your event memorable and impactful.



The background is a dark blue gradient with a faint, circular pattern of stylized fish swimming in a clockwise direction. A faint, light blue outline of the map of Canada is visible in the center, behind the text.

OCEAN WEEK CANADA

# BRANDING

KIT AND GUIDELINES



# LOGO

[DOWNLOAD THE  
LOGO PACK](#)

**Ocean  
Week  
Canada**



**Semaine  
de l'océan  
Canada**



**Ocean  
Week  
Canada**



**Semaine  
de l'océan  
Canada**

## LOGO VARIATIONS:



Black



White



Dark



Light

## 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"**



# LOGO USE

[DOWNLOAD THE  
LOGO PACK](#)

## Safety Zone

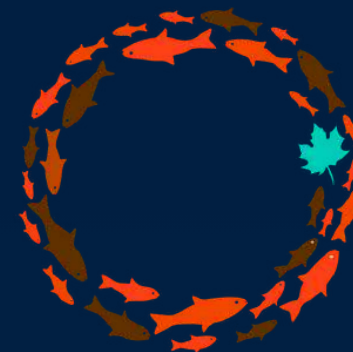
The "safety zone" is the minimum amount of space (or breathing room) required around the logo. This defines the minimum amount of room required between the logo and other type or graphic elements.



## Logo Dos and Don'ts

### Correct logo usage with examples

In order to maintain brand consistency, it is important to not alter the logo in any way. The logo should not be cropped, rotated, or flipped, nor should it be applied with effects or alternative colours.



DO NOT change  
the colour.



DO NOT crop  
the logo.



DO NOT add shadows  
or effects.



DO NOT rotate  
the logo.



DO NOT flip  
the logo.

# COLOUR PALETTE

[DOWNLOAD THE  
FULL BRAND GUIDE](#)

Hex Code  
#E2A914

Hex Code  
#07B4D3

Hex Code  
#97C8D9

Hex Code  
#037EB6

Hex Code  
#005499

Hex Code  
#0D2E54





# FONT

[DOWNLOAD THE  
FONT PACK](#)

## Headings

PARALUCENT - HEAVY OR BOLD

### 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- 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

## Subheadings

PARALUCENT - DEMIBOLD OR MEDIUM

### 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- 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

## Paragraph

PARALUCENT - LIGHT OR EXTRALIGHT

### 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- 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

**BUY OWC MERCH**

# MERCHANDISE

As an Ocean Week Canada partner and/or event host, you have the exclusive opportunity to order branded merchandise at a discounted rate. Our merchandise is locally sourced, using ocean-friendly materials, reflecting our commitment to sustainability. Orders are fulfilled by our partner, Water Rangers.

We look forward to see you sporting your OWC merch soon!

## Follow these steps to place your order:

1. **Visit the Website:** At this link you'll find a dedicated section for Ocean Week Canada merchandise.
2. **Choose Your Merch:** Select from t-shirts, sweatshirts, hats, tote bags, and our new 2024 special edition line (our 2024 line is available starting in March).
3. **Use Discount Code:** Enter OWCPARTNER2024 at checkout for a 35% discount (valid until April 30th).
4. **Place Your Order:** Fill in the required details and complete your purchase.

Our current selection includes t-shirts, sweatshirts, hats, and tote bags. Additionally, a special 2024 edition of t-shirts and hats will be available starting in March!



*\*please note that the merchandise store may migrate to the Ocean Week Canada site this year. But don't worry- your discount code will still work! Subscribe to the OWC newsletter to get notified of this change.*



OCEAN WEEK CANADA

# SOCIAL MEDIA

RULES OF ENGAGEMENT

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# SOCIAL MEDIA ACCOUNTS



## 1. Follow Ocean Week Canada on social:



[Facebook](#) (@OceanWeekCan)



[Twitter](#) (@OceanWeekCan)



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

## 2. Use the following hashtags:

#OceanWeekCanada

#SemaineDelOceanCanada

## 3. Tag Ocean Week Canada on social platforms



# RULES OF ENGAGEMENT

These guidelines are designed to ensure a unified and effective social media presence for Ocean Week Canada across all partner and host channels.

**1. Follow and Notification:** Once your event is uploaded (or before!), follow OWC on Instagram and Facebook. Upon following, you'll receive a notification to join our Broadcast Channel for updates.

**2. Join Broadcast Channel:** Click the invite notification, and in the chat window, select the blue 'Join' button to stay informed about OWC events and updates and to connect with other event hosts and partners. If you do not receive an invite, please send us a direct message and we will add you.

**3. Event Information Posts:** Draft posts with clear information about the event's name, date, time, location, type, delivery mode, etc.

**4. Branding Guidelines:** Use the provided OWC logo, fonts, and colour palette for consistency across all events. If you have your own brand guidelines, please simply include the OWC logo and indicate that your event is part of the national program!

**5. Language and Tone:** Adhere to the language guidelines in the onboarding package. Refer to Key Messages, Language Use, and Event Tips for more.

**6. Post Timing:** Ideally, post about events 3-4 days in advance with relevant links and a clear call-to-action.

**7. Tagging and Collaboration:** Tag OWC (@oceanweek\_\_canada / @oceanweekcan) and any regional hubs or partners involved in your event.

**8. Use of Hashtags:** Employ relevant hashtags (#OceanWeekCanada, #SemaineDelOceanCanada, #DropTheS, #OceanWeek←hub→, etc.) to enhance visibility and reach. This is VERY important to ensure that we are able to reshare your event and include its reach in our post-OWC reporting!

**9. Re-share and Re-post:** Amplify visibility by re-sharing and re-posting content shared by OWC and other event host/partner content that relates to your event(s) or those in your region.

**10. Engagement Tracking:** Monitor the engagement and performance of your posts to gauge impact. This information can be used in your post-event reporting.



OCEAN WEEK CANADA

# REPORTING

POST-EVENT

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# POST-EVENT REPORTING

Following the conclusion of Ocean Week Canada, event hosts play a crucial role in providing valuable insights and feedback to help shape future iterations of this national celebration.

Hosts will be invited to participate in a short survey that seeks to gather details about their individual event(s). The goal is to gather important information about their hosting experience, which in turn will be instrumental in enhancing the success and reach of Ocean Week Canada in the coming years.

The survey will touch upon various aspects of the event(s), such as the number of attendees and the demographic composition, overall success, challenges, and new/future opportunities. This information is vital in understanding the reach and impact of the event.

Feedback on the event hosts' experiences working with the Ocean Week Canada national coordinating team is also a component of the survey. Hosts are encouraged to share their thoughts on what worked well and areas where improvements can be made, including suggestions for future themes, resources needed, and/or additional supports to ensure successful events.

To express appreciation for the time and effort invested in both organizing your events and providing feedback, you will be automatically entered into a sponsored prize draw upon completion of the survey!

[Read previous years' reports](#)





# RESOURCE PAGE

[BUY OWC MERCH](#)

[DOWNLOAD THE EVENT  
PORTAL MANUAL](#)

[DOWNLOAD THE  
LOGO PACK](#)

[DOWNLOAD THE  
FULL BRAND GUIDE](#)

[DOWNLOAD THE  
FONT PACK](#)

For questions:

Meg Callon  
Communications & Design Lead,  
Canadian Ocean Literacy Coalition  
[meghan@colcoalition.ca](mailto:meghan@colcoalition.ca)

