

Introducing the new Ocean Wise



1. What is the “new” Ocean Wise?

Ocean Wise is now the name of a global conservation organization that is based at the Vancouver Aquarium. Its four key pillars are: Engagement (such as the Ocean Wise seafood program), Aquarium Management (such as Vancouver Aquarium), Education, and Research.

Our mission is to inspire the global community to become Ocean Wise by increasing its understanding, wonder, appreciation and stewardship for our oceans.

The new website we’ve launched, ocean.org, will become a storytelling hub that transcends borders. Now, more than ever, it’s crucial to share what is happening to our oceans; overfishing, climate change, urban development and pollution are all contributing to an upset in the natural balance. The new Ocean Wise is poised to take that on, through our stories, through education and through direct action and engagement.

2. Why is the Vancouver Aquarium changing its name to Ocean Wise?

The name Ocean Wise, as a result of our efforts to grow and your unwavering support and passion, has become synonymous with being just that: wise about our oceans.

So when the Vancouver Aquarium was deciding on what to call this new, global conservation initiative focused on an international audience of ocean and nature lovers, Ocean Wise was a natural choice.

Our name is the shortest expression of our story and we hope you’ll join us in embracing our new name. We feel it fits perfectly (especially since we’ve tried it on for size already with our sustainable seafood program).

3. How does this impact Ocean Wise seafood partners?

The main difference is the new logo and symbol. We’ve changed the primary program logo and the Ocean Wise symbol. Our new logo has a similar look and feel to the old one but is now round. More is explained in our brand guidelines [here](#).

The other change is on menus. There is a new symbol that goes beside menu items, and a different, more succinct legend that goes at the bottom.

4. Do I need to change my menus or signs right away?

Our hope is that partners will start using the new logo and symbol as soon as possible. For partners that print daily menus, that could be relatively soon. For others who change their menus quarterly or have more point of sale materials, we understand that may take a few months to change out.

We will be sending you new “Proud Partner” decals for your door or window, so please put it up as soon as it arrives.

5. How does this change my relationship with Ocean Wise?

It doesn't. You still have the same Ocean Wise team as you always did and we are here to support you in any way possible. Our partners are what has helped this program be as successful as it has been and we want to ensure this transition is as easy as possible for you.

The program's mandate remains the same: to encourage people to make choices that are ocean-friendly, ensuring the health of our oceans for generations to come.

6. How does this impact my partner fees?

Your annual partner fees will remain the same. You can make your cheques out to Ocean Wise Conservation Association.

7. What kind of assistance can I get from Ocean Wise staff to make these changes?

As always, Ocean Wise staff is here to ensure that any of your marketing or branding questions are answered in a timely manner. We will review your new materials and proofs within 48 hours. If you need assistance when reviewing the brand guidelines, please don't hesitate to call us.

8. What does this mean for the existing Ocean Wise seafood program, won't it be confusing?

As with any organizational rebrand, there's going to be a transition period. We recognize that, but we also recognize there is a huge opportunity for the term “Ocean Wise” to take on a greater meaning. We expect to get questions, and you likely will too. The key is that this is an evolution, and while the principles and program will essentially stay the same, it will now be part of something bigger—a global Ocean Wise movement that touches on all threats facing our oceans.

9. What other changes are coming?

We hope that over time the program will expand to include other lifestyle categories. For now, we're focusing on what we know best: seafood. Our long-term goal is to encourage consumers to live an Ocean Wise life, where all choices they make help ensure healthy oceans for generations to come.

10. What are the new social media handles and website for Ocean Wise seafood?

- www.facebook.com/oceanwiselife
- Twitter: @oceanwiselife
- Instagram: @oceanwiselife
- #OceanWiseSeafood
- www.ocean.org/seafood

If you currently follow Ocean Wise on any of these platforms, you will automatically be transferred over to follow @oceanwiselife.

11. Where do I get more information?

The Ocean Wise teams in Vancouver and Toronto are here for your questions. Please email your account representative or seafood@ocean.org with any and all questions you have. Or check out our [Partner Resources](#) page for updated materials.