

## PRIMARY LOGOS

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## MARKS

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### ICON



### WORDMARK

**OSPREY**  
INITIATIVE

*The Osprey Initiative logos, icon, and wordmark can only be used in the colors of true black or white. No variations of color are acceptable.*

## TERMINOLOGY

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Osprey Initiative is the owner and creator of the patented Litter Gitter, a small stream litter collection device used to intercept floating litter from stormwater runoff. When referencing the devices, the proper name "Litter Gitter" should be used. In second use or description, the following terms are acceptable: trash trap, litter trap, litter collection device.

## BRAND HASHTAGS

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When using hashtags in posts depicting Osprey Initiative or Osprey devices, competitor product names should not be used. The following hashtags refer to the Osprey products, brand, and mission:

*#LitterGitter    #OspreyInitiative    #TrashTrap    #CleanWaters    #Watershed*  
*#Recycle    #Sustainable    #HealthyRivers    #LitterFree    #Community*