



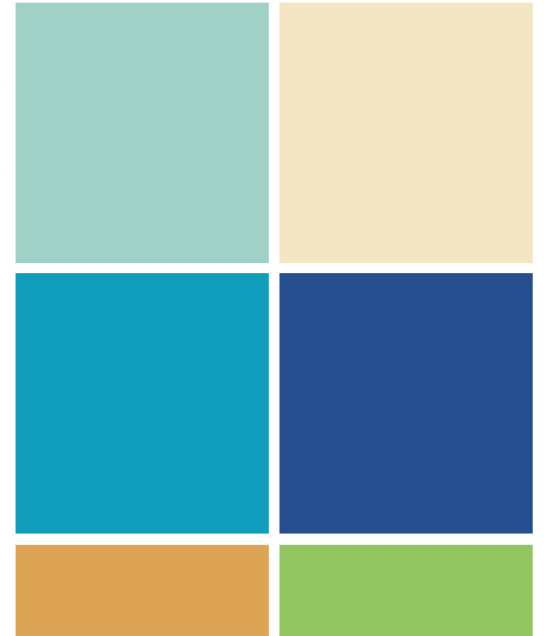
BACK CREEK
Conservancy

BRAND GUIDELINES



BACK CREEK
Conservancy

**SPEAK
FOR
THE
CREEK**



Our mission

The Back Creek Conservancy improves, conserves, and speaks for Annapolis's Back Creek and its watershed, to make it a healthier place to live, work, and play in harmony with nature.



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MISSION

The Back Creek Conservancy improves, conserves, and speaks for Annapolis's Back Creek and its watershed, to make it a healthier place to live, work, and play in harmony with nature.

VISION

By 2025, the Back Creek Conservancy envisions a creek we can swim in without fear of illness; a thriving creek with fish, crabs, aquatic vegetation, and other wildlife; a creek where neighbors, marine professionals, and recreational boaters work together for improved water quality; a creek that is resilient to the impacts of climate change; and a creek that makes us proud to be part of America's Sailing Capital.

VALUES

- We do science-based conservation within the framework of the Chesapeake Bay Program.
- We are proactive, inclusive and collaborative in addressing the challenges of the creek and its watershed and welcome all water lovers to participate.
- We implement best management practices in a transparent manner for all of our work, including for volunteer monitoring and citizen science activities.
- We are the voice for the creek and share as much information as we know about water quality in the creek and how to protect and conserve it.
- We embrace a partnership approach by engaging with similar organizations and stakeholders and involving the community in the stewardship of Back Creek.

TAGLINE: Speak for the Creek

Horizontal

 **SPEAK FOR THE CREEK**

Typeface: Fat Frank Heavy | Color: Winter Aqua | “FOR THE” 80% in font size | Crab graphic color: Summer Aqua

Square

**SPEAK
FOR
THE
CREEK**



Typeface: Fat Frank Heavy | Color: Winter Aqua | “FOR THE” 91% in font size | Crab graphic color: Summer Aqua

2.1

LOGO - Horizontal logo - this is the standard logo to be used on white to light backgrounds.



MINIMUM WIDTH: 1.25" / 31.75 mm / 7.6 p / 90 px



2.2

LOGO - Stacked - to be used only in vertical spaces on white to light backgrounds.



MINIMUM WIDTH: 1" / 25.4 mm / 6 p / 72 px



BOXED LOGO - Horizontal boxed logo - this is the standard logo to be used on dark backgrounds.



BOXED LOGO - To be used on dark backgrounds and photos



LOGO DOWNLOADS (to come)

COLORS

The primary brand colors are based on the 4 logo graphic colors, along with 5 complimentary accent colors.



PRIMARY COLORS



WINTER AQUA

#009abf / PANTONE 7703

R 0 C 82
G 154 M 21
B 191 Y 17
K 0



SUMMER AQUA

#9ed5cb / PANTONE 565

R 158 C 38
G 213 M 1
B 203 Y 24
K 0



NAVY

#0194f90 / PANTONE 7686

R 25 C 98
G 79 M 77
B 144 Y 14
K 2



SUNSET

#0eba65e / PANTONE 7411

R 235 C 6
G 166 M 39
B 94 Y 71
K 0

COMPLIMENTARY ACCENT COLORS



GRASS

#a3d55f / PANTONE 367

R 163 C 40
G 213 M 0
B 95 Y 81
K 0



BEACH

#f3dbb3 / PANTONE 7506

R 243 C 4
G 219 M 13
B 179 Y 32
K 0



FOREST

#006938 / PANTONE 350

R 0 C 90
G 105 M 33
B 56 Y 99
K 25



FOOTPRINTS

#63656a / PANTONE COOL GRAY 10

R 99 C 62
G 101 M 53
B 106 Y 47
K 19

This is the color used for body copy/text.
Avoid using 100%K for text. This can be
substituted with **75K** for text



50% SUMMER AQUA

#cfe0d8 / PANTONE 621

R 207 C 18
G 224 M 4
B 216 Y 15
K 0

This color is used as a background color

4.1

TYPOGRAPHY | digital fonts

Main font: Open Sans

Main font color: #6d6d6d

4.2

TYPOGRAPHY | base print fonts

The Helvetica Neue family is used as a base font in the following weights:

Helvetica Neue Light

Speak for the Creek

Helvetica Neue Light Italic

Speak for the Creek

Helvetica Neue Regular

Speak for the Creek

tracking -5 for 12pt and larger

Helvetica Neue Italic

Speak for the Creek

tracking -5 for 12pt and larger

Helvetica Neue Bold

Speak for the Creek

tracking -10 for 12pt and larger

Helvetica Neue Bold Italic

Speak for the Creek

tracking -10 for 12pt and larger

TYPOGRAPHY | accent print fonts

These fonts are to be used as accent fonts, not body text:

Helvetica Neue Ultra Light	Speak for the Creek	to be used no smaller than 24 pts tracking -3, additional tracking for larger point sizes
Helvetica Neue Ultra Light Italic	<i>Speak for the Creek</i>	to be used no smaller than 24 pts no tracking
Helvetica Neue Thin	Speak for the Creek	to be used no smaller than 24 pts tracking -5, additional tracking for larger point sizes
Helvetica Neue Thin Italic	<i>Speak for the Creek</i>	to be used no smaller than 24 pts no tracking
Fat Frank Heavy	Speak for the Creek	tracking -10 for 20pt and larger

PHOTOGRAPHY | inspirational

Prominent use of scenic photography throughout all media depicting a harmony of industry, recreation and nature.



PHOTOGRAPHY | call to action

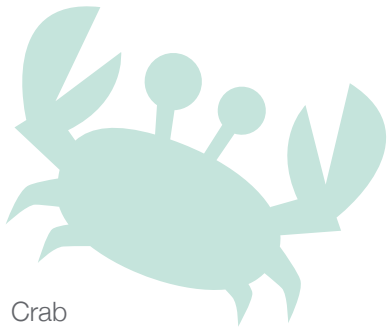
5.2

Use of photography depicting environmental issues, community involvement, and worker satisfaction.

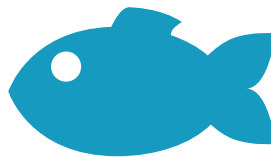


GRAPHIC ELEMENTS

Graphic elements are stylized images, typically of science and nature. Branded colors. No gradations, no shadows. They can be used as partial images and reversed to white.



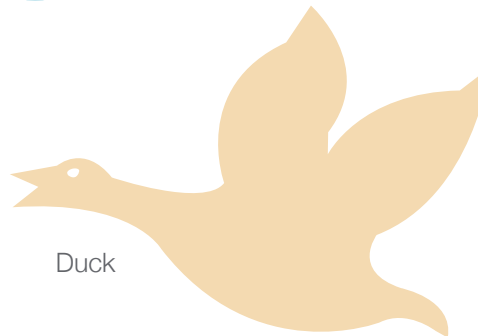
Crab



Fish



Shrimp



Duck



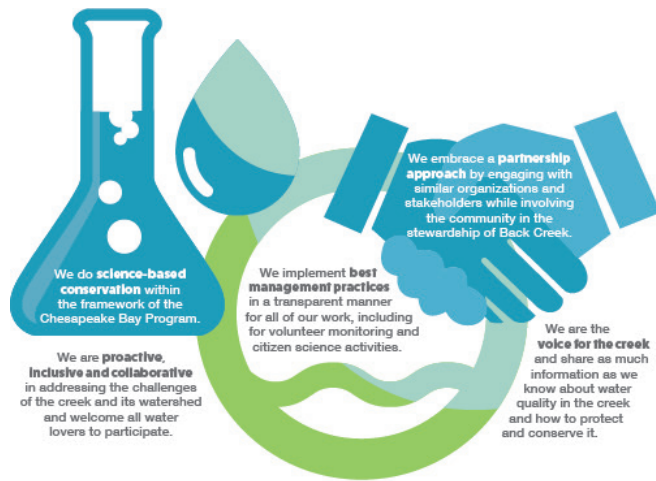
Waves



Sea grass

INFOGRAPHICS

Using the same guidelines as the graphic elements, combine words and visuals to best depict your message.



The use of dotted rules (Japanese dots) in branded colors is used as a graphic element.

The use of organic shapes is prevalent in the infographics

SHORT TERM GOALS	ACTION PLAN
1 Monitoring: Establish a citizen science water quality monitoring program and communicate the results.	<ul style="list-style-type: none"> Establish volunteer monitoring committee Recruit train monitoring volunteers Select monitoring sites and establish schedule Establish QA/QC standards Schedule training program • Begin monitoring Test mobile apps for data collection and reporting Participate in Chesapeake Monitoring Cooperative
2 Watershed Action Plan: Develop a Plan, in partnership with the Center for Watershed Protection, to inform the City of Annapolis's Watershed Implementation Plan.	Develop a Watershed Action Plan, in partnership with the Center for Watershed Protection, to inform the City of Annapolis's Watershed Implementation Plan.
3 Stewardship: Engage citizens and stakeholders in watershed stewardship activities.	<ul style="list-style-type: none"> Organize clean-up events Convene stakeholder groups Technology demonstrations: Trash picker upper ROV Develop weather, water temperature, dissolved oxygen streaming data for website
4 External Relations and Partnership: Forge partnerships and collaborate with other organizations.	Communicate about Conservancy's activities through: <ul style="list-style-type: none"> Website/Blog Social Media Targeted email marketing
5 Fundraising/Friendraising: Establish a fundraising program and secure funding.	<ul style="list-style-type: none"> Displays, logo merchandising, presentation kits Board giving Annual giving, establish levels, acknowledgments, campaign calendar Corporate giving and sponsorships Grants • Events
6 Organizational Capacity: Build and strengthen the Conservancy's organizational capacity.	<ul style="list-style-type: none"> Create an operational office/lab Develop an internship program Establish roles, responsibilities and committees
7 Speak for the Creek: Establish the Back Creek Conservancy as the authoritative and credible voice and source of knowledge for the creek.	<ul style="list-style-type: none"> Give press interviews and provide information for media stories/articles. Develop position statements and participate in relevant meetings/fora.



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