



CHESAPEAKE BAY FOUNDATION

REBRAND

table of contents

A landscape photograph of a wetland. In the foreground, there are tall, golden-brown grasses. A body of water in the middle ground reflects the sky and the trees in the background. The trees are silhouetted against a light, hazy sky. The overall scene is peaceful and natural.

1. **story**
 - mission
 - scope
 - voice
 - messaging
 - imagery
2. **deliverables**
 - logo
 - fonts
 - colors
 - images
3. **campaign**
 - story
 - signage
 - merchandise

mission

Founded in 1967, the Chesapeake Bay Foundation (CBF) is the largest independent conservation organization dedicated solely to saving the Bay.

Serving as a watchdog, we fight for effective, science-based solutions to the pollution degrading the Chesapeake Bay and its rivers and streams. Our motto, "Save the Bay," is a regional rallying cry for pollution reduction throughout the Chesapeake's six-state, 64,000-square-mile watershed, which is home to more than 18 million people and 3,000 species of plants and animals.

With offices in Maryland, Virginia, Pennsylvania, and the District of Columbia and 15 field centers, CBF leads the way in restoring the Bay and its rivers and streams. For more than 50 years, we have created broad understanding of the Bay's poor health, engaged public leaders in making commitments to restore the Chesapeake, and fought successfully to create a new approach to cleanup that features real accountability—the Chesapeake Clean Water Blueprint.

scope of work

Week 4

Presentation of scope of work

Week 5

Presentation of Logomark - 2nd Round

Week 6

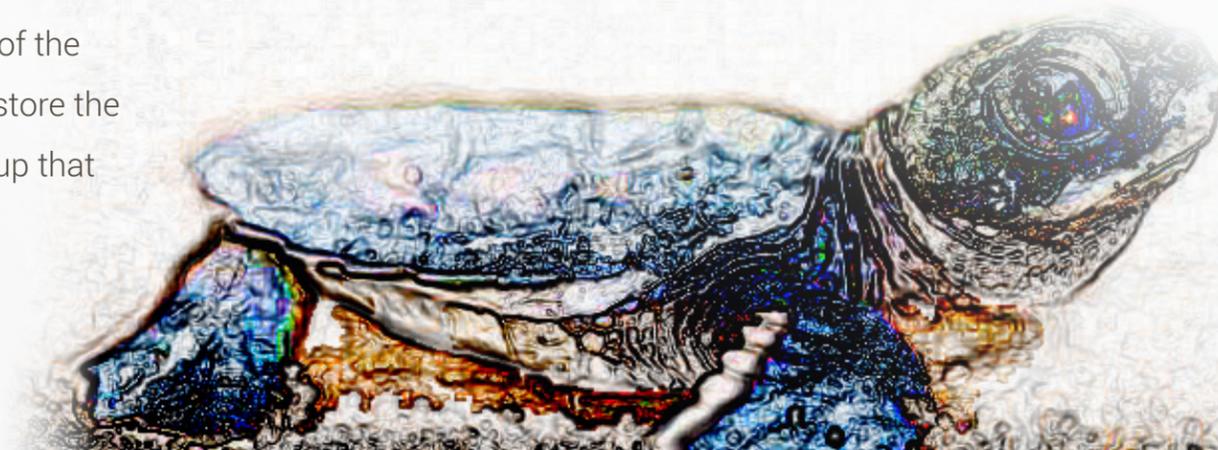
Presentation of final scope of work - logo and campaign

Week 7

Critique of final and review

Re-brand the Chesapeake Bay Foundation with a refreshed logomark as well as create a comprehensive graphic identity system.

- logomark
- Signage, "causes"
- Campaign posters
- Promotional Item



voice

whimsical.

simple.

engaging.

"You are too small, too tiny, too slow to make a dent. But turtle shuffled and she inched and she changed it dent by tiny dent."



whimsical

but deliberate

"Please do not rush me. The important things take time. They take everyone, they take everywhere, they take everyones-why."



simple

but elegant

Turtle was not discouraged. She spent a lifetime taking tiny steps, making tiny choices that made the biggest difference. The biggest hearts come in small packages, sometimes.



engaging

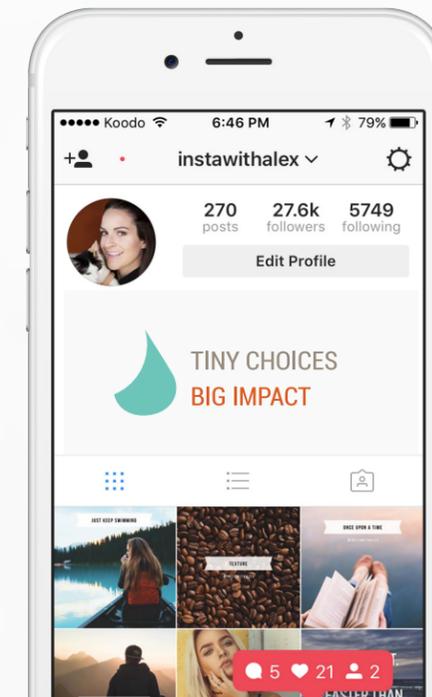
but educational

messaging

the **tiniest** choices
make the **biggest** impact.

it takes everyone,
everywhere ...
tell us how you started:

What does the Bay, its rivers and streams mean to you? What impact have the Bay and its local waters had on your life? We'd like to know.



green_projects_only **Following** ⌵ ⋮

118 posts 139 followers 314 following

Green Projects Na naszym blogu piszemy tylko o eko-scytujących zjawiskach, pomysłach, ideach i przedmiotach / www.green-projects.pl / Najnowszy wpis pod linkiem: www.green-projects.pl/2016/10/biodopady-innowacyjne-sposoby-przetwarzania



imagery



whimsical.
simple.
engaging.
elegant.

CBF's photography style is, above all, simple. We are engaging and whimsical in our use of imagery. We hope to use our visual elements to tell a story, specifically the story of the Chesapeake Bay, its inhabitants and its future. While this might come about through photography or through illustrative elements, every visual piece should be uncluttered and elegant.

We want to tell a story that a child would want to retell. We want to offer our goal visually in a way that is simple, beautiful and illustrates our dreams for the bay. Advocacy is key, education is paramount, but first comes our story, our choices.

CBF uses white space in its visual composition to frame the story and its characters. Color to emphasize the important things and typography to educate the reader.

In style, our imagery is:

- Illustrative
- Open
- Engaging
- Colorful
- Hopeful

We Avoid:

- Images used to alarm
- Negative images
- Images that do not show the Bay or its inhabitants
- Images that do not use color

logomark



The Chesapeake Bay Foundation Corporate Logo comprises four primary elements, the logo type, the logo acronym, the logo symbol, and the logo tag line. The logo type spells out the company acronym name. The full name of the logo is placed in the upper left hand. The logo was been granted many different representations to allow for flexibility in campaigns, social media, web presence educational materials and merchandise.

The logo has four main versions.

1. Standard logo with waterdrop
2. Logomark
3. Logomark with tag line
4. Tagline



Standard logo with waterdrop



It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



Computation

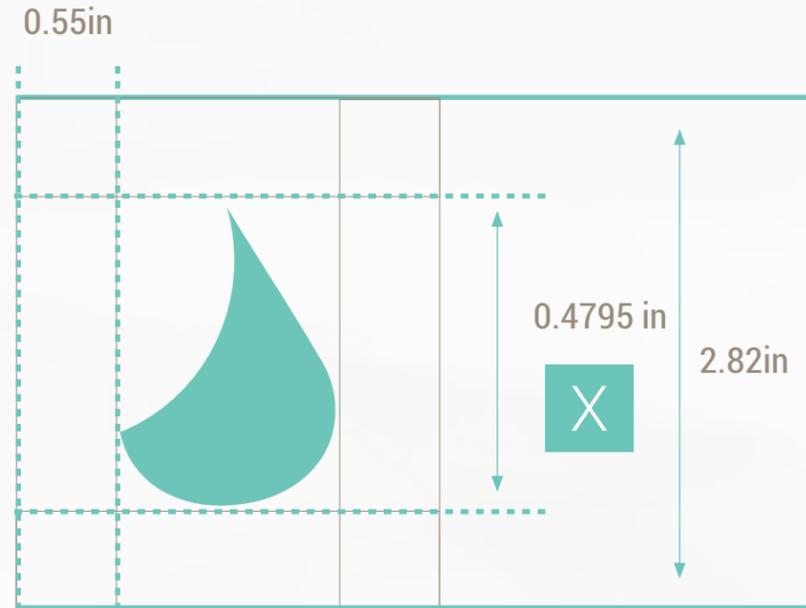
To work out the clear space take the width of the 'f' letter form in the CBF logo and use this measurement in width and height. This measurement is **.55 inches**.

Minimum Logo Size

Minimum Size: 1.75 inches High



Logomark: Waterdrop



Whenever you use the waterdrop it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone

Minimum logomark Size

Minimum Size: **.25 inches** High

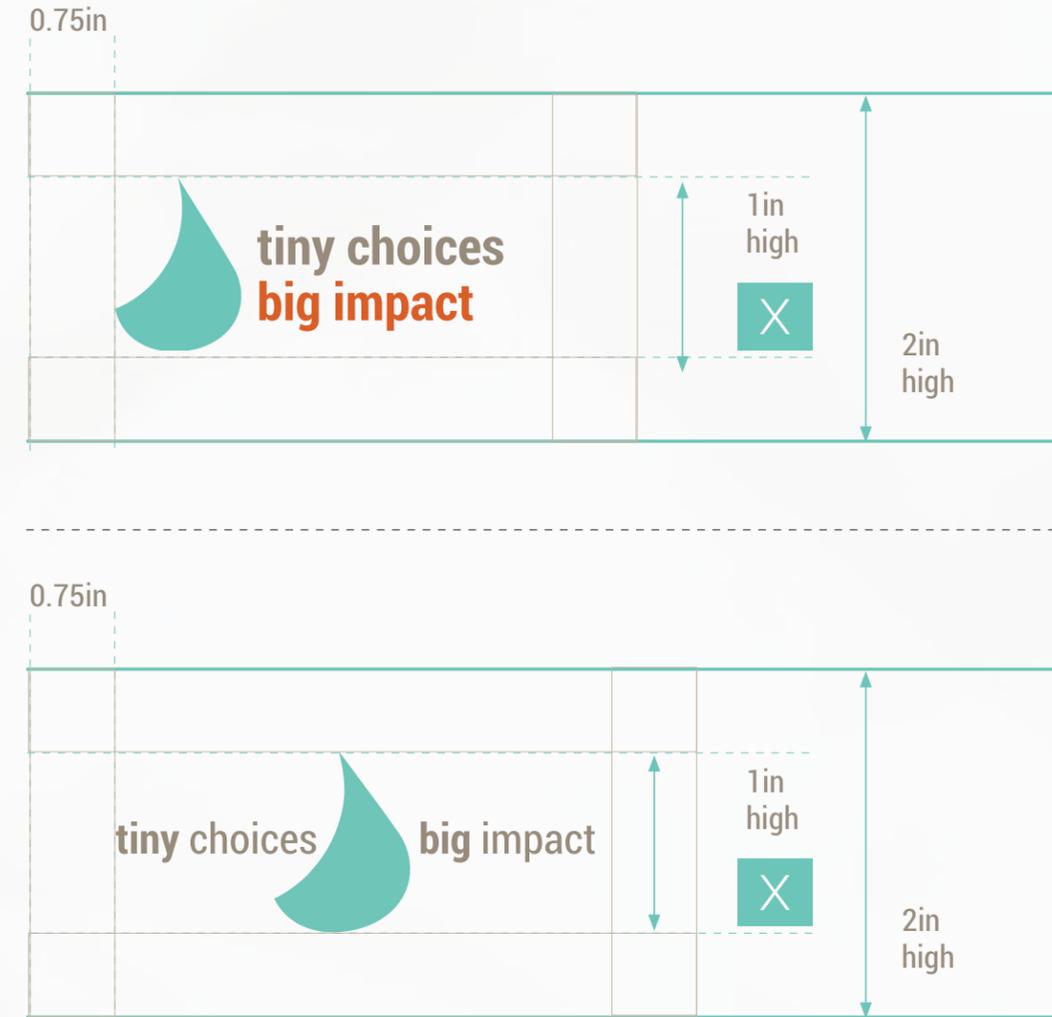


0.55in

Computation

To work out the clear space take the width of the 'f' letter form in the CBF logo and use this measurement in width and height. This measurement is **.55 inches**.

Logomark with Tagline



Computation

To work out the clear space take the width of the 'line height' in the CBF tagline and use this measurement in width and height. This measurement is **.75 inches**.

Minimum logomark Size

Minimum Size: **2 inches** wide



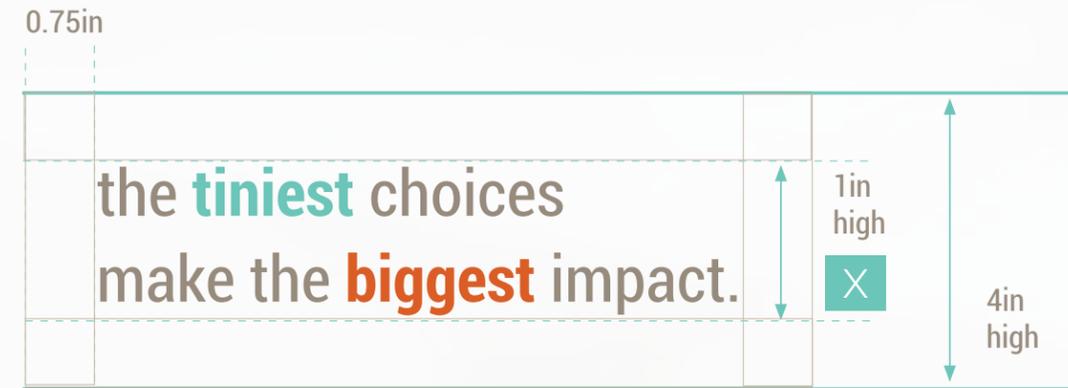
Minimum logomark Size

Minimum Size: **2 inches** wide



Tagline

the **tiniest** choices make the **biggest** impact.  0.75in high

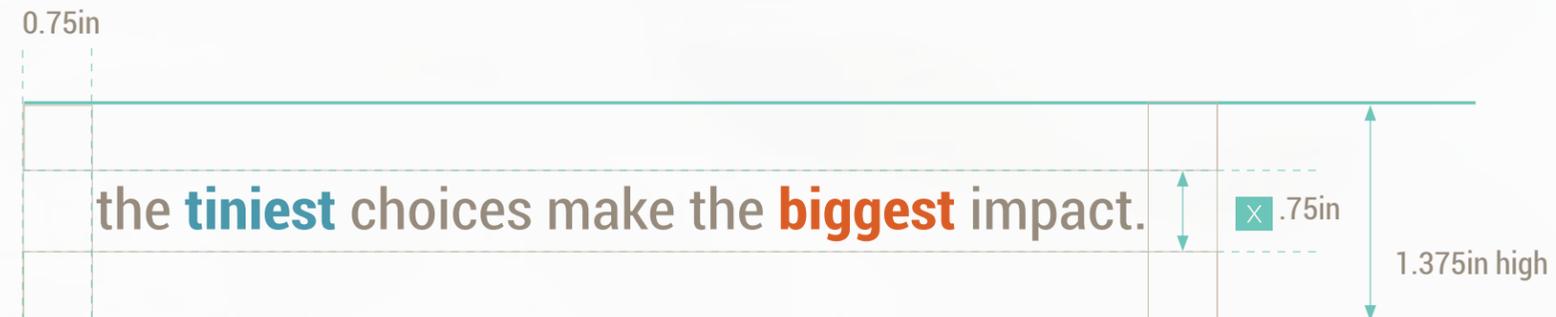


Computation

To work out the clear space take the width of the 'line height' in the CBF tagline and use this measurement in width and height. This measurement is **.75 inches**.

Minimum tagline Size

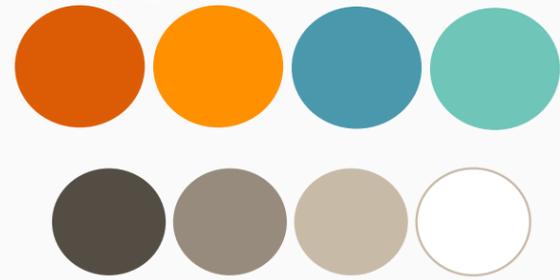
Minimum Size: **.25 inches** High



THIS PAGE LEFT INTENTIONALLY BLANK

colors

neutrals



Primary

CMYK: C9 | M77 | Y100 | K1
RGB: R220 | G92 | B5
WEB: #dc5c05



Red:
Creates a positive feeling. Optimum color for maintaining attention. Encourages creativity.

CMYK: C9 | M0 | Y52 | K0
RGB: R255 | G144 | B0
WEB: #ff9000



Orange:
Increases alertness.

CMYK: C0 | M0 | Y0 | K0
RGB: R255 | G255 | B255
WEB: #ffffff



White:
Suggests simplicity and purity.

CMYK: C71 | M27 | Y27 | K0
RGB: R76 | G152 | B172
WEB: #4b97ac



Accent Colors

Teal:
Can help with decision making as it provides aid for clear and concise thinking.

CMYK: C55 | M1 | Y33 | K0
RGB: R110 | G197 | B184
WEB: #63c5b8



Turquoise:
Refreshing, feminine, calming, sophisticated, energy, wisdom, serenity, wholeness, creativity, emotional balance, good luck, spiritual grounding, friendship, love, joy, tranquility, patience, intuition, and loyalty.

CMYK: C42 | M40 | Y49 | K57
RGB: R83 | G77 | B68
WEB: #534d44



Taupe 3:
Strength, solidity, maturity, credibility, stability, simplicity, comfort, quality, harmony, outdoors, reliability, endurance, hearth, home and earth.

CMYK: C42 | M40 | Y49 | K5
RGB: R151 | G139 | B125
WEB: #978b7d



Taupe 2:
Increases alertness.

CMYK: C23 | M23 | Y33 | K0
RGB: R199 | G186 | B167
WEB: #c7baa7



Taupe 1:
Suggests simplicity and purity.

fonts

Sample

Aleo is a contemporary typeface designed as the slab serif. Aleo has semi-rounded details and a sleek structure, giving it a strong personality while still keeping readability high. The family comprises six styles: three weights (light, regular and bold) with corresponding true italics.

Aleo

Aleo Light | Aa Bb Cc

Aleo Light

Aleo Regular | Aa Bb Cc

Aleo Regular

Aleo Bold | Aa Bb Cc

Aleo Bold

Sample

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settle in to their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Roboto

Roboto Thin | Aa Bb Cc

Roboto Thin

Roboto Light | Aa Bb Cc

Roboto Light

Roboto Regular | Aa Bb Cc

Roboto Regular

Roboto Bold | Aa Bb Cc

Roboto Bold



CHESAPEAKE BAY FOUNDATION