



Maine Audubon Brand Identity Guide

Updated: August 2018

Overview

“Brand” is a unique word. Thanks to its roots in advertising and its frequent overuse, it can be a mildly obnoxious one -- but it represents a very real and important thing. For Maine Audubon, that thing is **how our organization is perceived by its many audiences**. Our brand is what people feel when they think of us.

We want that feeling to be positive, and to be informed by our goals and values. There are certain things we can do to help ensure that this is the case.

That’s the purpose of this guide: to serve as a roadmap and a resource, providing direction on how best to represent Maine Audubon consistently and effectively across channels, in order to firmly establish and strengthen our brand in the public’s mind.

Regardless of our job title, we all have a role to play in this work. Everyone within Maine Audubon is a communicator on behalf of the organization, and an ambassador for our brand. If you have any questions about this guide or how best to communicate on behalf of Maine Audubon, please contact the Communications team.

Our Brand

A naturalist helps you experience nature and teaches you to understand it, value it, and steward it responsibly. Through our conservation projects, educational programming, and advocacy initiatives, that is the role Maine Audubon plays every day for the people of Maine.

Tracing our roots back to 1843, Maine Audubon serves as the state’s longest-standing, leading voice on issues of wildlife conservation. We are known for being **knowledgeable, measured, effective,** and **genuine**. These are the pillars of our brand; everything we do as an organization should support and reinforce them, and nothing we do should undermine them.

Knowledgeable: First and foremost, Maine Audubon is a science-based organization. We have broad expertise in the field of wildlife and habitat conservation, and we make sharing that expertise a top priority.

Measured: We work actively on behalf of wildlife in Maine, but our approach is civil and pragmatic. We work with partners across the ideological spectrum and are open to responsible solutions wherever they may be found.

Effective: Maine Audubon has a clear history of getting things done. We do this through tireless dedication to our issues, collaborative strategic partnerships, and new and innovative approaches to our work.

Genuine: We are not slick. As “Maine’s Naturalist,” we are at home outdoors. We are focused and straightforward, unpretentious without being unsophisticated. We are always down-to-earth.

When you’re communicating on behalf of Maine Audubon, you’re representing the organization and our brand. Every interaction with the public – whether in person, in print, online, or through the press – is an opportunity to strengthen our reputation and enhance the way we are perceived by our audiences.

The stronger our brand, the more successful we can be on behalf of Maine’s wildlife.

Language

In written communication, Maine Audubon generally adheres to the guidelines of the AP Stylebook. One exception is the the Oxford comma, which we use because we are not monsters.

When referring to the organization, we always use “Maine Audubon.” We neither add “Society” (except for tax purposes), nor drop “Maine” (to avoid confusion with the national Audubon organization, with whom we have a collaborative but independent relationship).

Mission: Maine Audubon works to conserve Maine’s wildlife and wildlife habitat by engaging people of all ages in education, conservation, and action.

Boilerplate: Maine Audubon is building a community of people who understand that when Maine’s wildlife thrives, Maine thrives. Since 1843, we have been connecting people to nature through a science-based approach to conservation, education, and advocacy. The state’s largest wildlife conservation organization, Maine Audubon has seven chapters, eight wildlife sanctuaries, 10,000 members, and serves over 50,000 people annually.

Key words and phrases

Wildlife
Habitat
Science-based
Citizen science
Stewardship
Education
Conservation
Advocacy
Maine's Naturalist
People for wildlife
When Maine's Wildlife Thrives, Maine Thrives

Capitalization of animal names

In general, when writing about a specific animal species, Maine Audubon capitalizes common names. So, we might refer to a loon on a lake, or a Common Loon on a lake; toads singing in the pond, or American Toads singing in the pond; trout passing through a culvert, or Brook Trout passing through a culvert.

When referencing species common names, we rely on the following guides:

- Birds: [American Ornithological Society](#)
- Fish: [American Fisheries Society](#)
- Mammals: [American Society of Mammalogists](#)
- Insects: [Entomological Society of America](#)

Formatting dates and times

In the interested of consistency, please display start/end times in public materials this way:

- 10–11 am (*NOT 10:00 - 11:00 AM*)
- 10 am–1:30 pm (*NOT 10 a.m. - 1:30 p.m.*)

When typing dates, do not include “th” (so, it’s July 5, not July 5th).

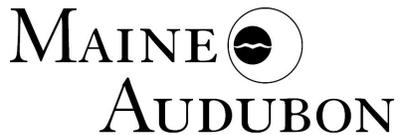
The Logomark

The Maine Audubon logomark is the organization’s calling card. The concentric circle logo portion is iconic and extremely recognizable within the state. The logomark is flexible and can be can be represented in a stacked or a horizontal format. (The text is black; color values are described in the “Color” section below.)





The logomark may also be represented as all white on dark backgrounds, or all black on light backgrounds.



There should always be sufficient space around the logomark (a minimum of 1/2" is ideal). The logomark may be placed atop an image or design as long as it remains easily visible and does not get lost in the background.

Please do not...

...change the font or design:



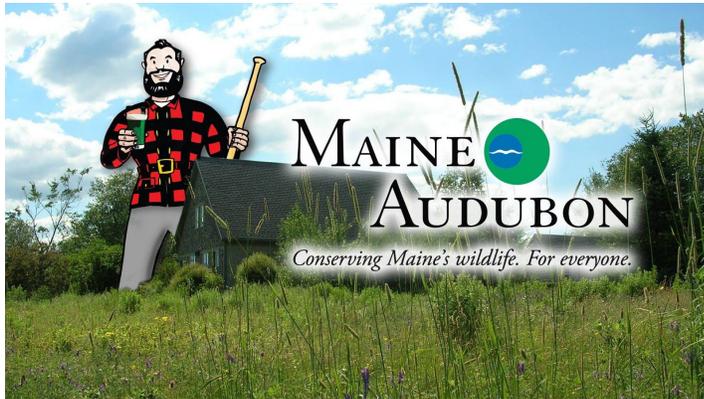
...stretch, manipulate, or distort the proportions:



...alternate the colors or change the color scheme from anything other than the brand standards palette:



...use an unclear or distracting background:



Co-branding

Sometimes Maine Audubon will co-brand with entities within our brand universe, such as sanctuaries or the Nature Store. To do this, the logo portion of the logomark is placed alongside the name of the site or facility. Font must be the same (Garamond) as used in the logo, but using traditional upper and lower case lettering rather than the logomark's small caps.

 Nature Store

 Borestone Mountain
Audubon Sanctuary

Typefaces

Maine Audubon uses two primary fonts in official communications: Garamond (serif) and Gill Sans (sans serif).

Garamond is a well-established old-style serif typeface designed in the 16th century. It is the typeface used in the Maine Audubon logomark, and as the main body text in *Habitat*, the magazine of Maine Audubon.

The quick brown fox jumps over the lazy dog

Gill Sans is a “humanist” sans serif typeface designed by Eric Gill and released in 1928 by Monotype.

The quick brown fox jumps over the lazy dog

On occasion, decorative fonts like **Spring** or **Spumoni** may be used in specific designed pieces. For standard, undesigned communications or longer technical documents where the primary fonts are unavailable or impracticable, alternative common typefaces like **Arial** and **Times New Roman** may be used.

Colors

Our palette is derived from the most prominent colors in Maine’s natural settings: greens, blues, and browns. For occasional accent, red, yellow, and orange may be used. We avoid the use of colors not typically found in nature in Maine, such as magenta and neon anything.

The official colors of Maine Audubon are the green and blue within the circular logo portion of the logomark. For the blue inner circle, we use PMS 300 (c100 m43 y0 k0; r0 g122 b194; Hex# 0079c2), and for the green outer circle we use PMS 354 (c91 m0 y83 k0; r0 g171 b102; Hex# 00ab66). The inner flowing shape is white.





Images

When using images of wildlife and nature in our communications, be sure any species featured are identified correctly and are not an invasive species or one not found in Maine.

Using images of people interacting with wildlife is a great way to underscore our focus on connecting people to nature -- but it is important that the interaction shown demonstrate the sort of careful and responsible approach to wildlife we espouse in our classes and programs.

When accessing [Maine Audubon's image library](#), please remember to:

- Check with Communications before sharing images with external organizations.
- Ensure any images used publicly are credited to Maine Audubon.

When uploading images to the web, please always be sure the "Alt-text" field is populated with a description of the image. Among other things, this is important for ensuring our website is accessible for users with visual impairments.

Email

Email from our Maine Audubon accounts is professional correspondence. While Gmail allows us to use a variety of colors and fonts, it's worth keeping in mind that some colors and fonts can be difficult to read. Emails should be written in black text.

To be useful and consistent, email signatures should only include pertinent information and should use simple formatting and styles that will render well in any email client on any device. Here is an example of a recommended email signature format (adjust the fields as you see fit):

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John James Audubon
Assistant Director of Birding
Maine Audubon
207.781.2330
207.555.1234 (cell)
maineaudubon.org

Follow [these instructions to edit or create your signature.](#)

Signage

Guidance to come.