Artist Boat
Brand Guidelines

The Artist Boat brand is the essence of who we are and the foundation of all of our communications.

The brand provides a basis and measure for everything we do.

Artist Boat Mission

Artist Boat is a 501(c)(3) whose mission is to promote awareness and preservation of coastal margins and the marine environment through the disciplines of the sciences and the arts.
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ARTIST BOAT BRAND GUIDELINES

INTRODUCTION: Artist Boat’s brand encompasses all that it is to all of its audiences, including what it stands for, what it does, how it looks and what people think when they hear the words “Artist Boat.”

Founded in 2003, Artist Boat has expanded its vision and services over the years. With a new logo and ever-expanding programming, Artist Boat is a major force in coastal conservation and environmental awareness. This refreshed brand reflects the full scope of Artist Boat’s regional importance, reach, impact and vision. It also will contribute to the organization’s future success.

The best brands are grounded in truth, evoke emotion, engage employees and stakeholders, and distinguish the organization from the competition.

First and foremost, the Artist Boat staff and board should know, understand, believe in and share the brand. Consistent use of this brand language will strengthen Artist Boat’s brand identity (what people think when they hear “Artist Boat”). This brand language will be the foundation for all Artist Boat written and verbal communications from staff, board and volunteers, as well as in all marketing. This would include grants, written plans, annual reports, social media posts, the website, advertising and press releases.

As examples of use:

- **Signature statement** – A brief, inspiring statement about Artist Boat. Could be used with the logo in advertising, the website, social media, e-blasts, etc.

- **Purpose and brand promise** – A brief description of who we are and what our audiences can expect of us. Also, our mission in a more conversational tone. This will be broadly used to communicate both verbally and in writing what Artist Boat is about. When someone asks you “What is Artist Boat?” this is what you can say. This also can be used in writing, i.e. at the bottom of all email signatures.
What “Brand” Means (continued)

- **Vision** - Where we’re going - our ultimate goal.
- **Mission** - Our formal, legal description of what we do in the language of our peers. Typically this would be used in grant applications, formal conference presentations, IRS documents, etc.
- **Goals** - A more detailed description of the brand promise and purpose. What Artist Boat wants to accomplish. Can be used in written and verbal communications as appropriate.
- **Messages** - Select appropriate messages for various audiences and purposes. Messages can be expanded as needed and/or combined with goals. These can be the foundation of all communications.
ARTIST BOAT BRAND ELEMENTS:

- **Purpose and Brand Promise** - We protect our Gulf Coast through land conservation and fun, educational, inspiring adventures that spark creativity, awareness and action.

- **Signature Statement** - Inspiration and education through unique coastal experiences

- **Vision (The end state)** - Everyone who experiences our Gulf Coast values and protects its natural beauty

- **Mission Statement** - Artist Boat is a 501(c)(3) whose mission is to promote awareness and preservation of coastal margins and the marine environment through the disciplines of the sciences and the arts.

- **Goals (What we want to achieve?)**
  - Connect people to Gulf Coast environments through mind-opening experiences
  - Expand engagement in existing programming to inform and inspire more people of all ages to appreciate and protect the Texas Gulf Coast
  - Educate and inspire people to action to preserve and protect coastal and marine habitats
  - Preserve and restore 1,400 contiguous acres from beach to bay with the Coastal Heritage Preserve on West Galveston Island
  - Establish the first nationally significant environmental education center on the Gulf Coast. Programs to include kayaking and hiking adventures, science and art labs, overnight camping, service learning and high-level engagement

- **Messages**
  - Artist Boat is the leader in conservation and restoration efforts on Galveston Island with a goal to preserve 1,400 acres.
Artist Boat is a leader in environmental education with a vision to establish a nationally significant Artist Boat Gulf Coast Environmental Education Center.

- Artist Boat is a leader in outdoor educational experiences for small groups led by scientists and artists.
- Artist Boat is a regional leader in public eco-art to inspire people to conserve our Gulf Coast.
- Artist Boat uses eco-art as a tool to engage K-gray learners in understanding coastal protection issues.
- You can help protect our beautiful Gulf Coast - and Artist Boat's naturalists can show you how.
- Come with us to visit awe-inspiring places and experience nature in a creative, new way.
- The coast is unique, beautiful and alive. Artist Boat experiences inspire individuals to take action to protect our precious coast.

**Branding Objectives - Concrete steps with measurable outcomes**

- To strongly brand Artist Boat as a coastal steward and a leader in coastal education, preservation and experiences
- To have participants engage in multiple programs
- To increase participation in existing programs
- To consistently brand all Artist Boat programs
- To deliver consistent brand messaging and look and feel
- To reach a regional donor base with compelling brand messaging to increase Artist Boat’s development capacity

**Audiences**

- Artist Boat employees
- Artist Boat Board
- Donors
- Grantors
- Volunteers
- Educators
- Students of all ages
- Media
- Tourism and conservation partners
- Local, state and federal agencies
• Visitors of all ages to the upper Texas Gulf Coast
• ~6 million people in Galveston, Harris, Brazoria, Liberty and Chambers counties
• Elected officials
• Artists
• Scientists
• Coastal Heritage Preserve neighbors

• **Look and Feel/Imagery**
  • Artist Boat should be strongly branded in all channels with consistent look and feel
  • Logo - Consistent use as outlined in the brand assets guidelines
  • Name - The Artist Boat name should to be incorporated into all program names in headlines and first reference in text (i.e. Artist Boat Bucket Brigade, Artist Boat Project S.I.T., Artist Boat Coastal Heritage Preserve)
  • Photos - High-quality images that reflect key themes (beautiful vistas, nature, wildlife, people in small groups engaged in Artist Boat outdoor and art activities, nature-inspired artwork). Avoid poor-quality images when possible, particularly in print pieces and on the website. Select and use a few iconic images across channels (website, Facebook header, print, advertising).
  • Design - Follow the agreed-upon design guidelines for use of fonts, colors, logo, photos, etc. Create and use templates where possible to strongly brand flyers, posters, e-blasts and other staff-produced materials for consistent quality and ease of use.

• **Channels** – Leverage messaging and imagery across all appropriate channels for greatest impact and efficiency. The marketing plan will include suggested guidelines for leveraging across channels. Examples include
  • Website
  • Emails/e-blast
  • Newsletter
  • Brochures
  • Paid advertising
  • Earned media (press releases, media coverage)
  • Video
• Social media (Facebook, Facebook Live, Instagram, Twitter, LinkedIn)
• Online banner ads
• Galveston.com
• Signage
• PowerPoint presentations
• Direct mail
• Flyers
Visual Guidelines

The Artist Boat logo guidelines on the following pages are intended to help you project a professional image of our organization and programs through all of our literature and presentations.

Follow these guidelines to protect the integrity of Artist Boat’s brand so our communications convey a consistent message.

The Artist Boat logo is an essential part of any layout. It should be a focal point of the design—not necessarily large, but an important element occupying its own prominent space.

To help accomplish that, the logo should be surrounded on all sides by a safe zone so text and other graphic elements will not compete with the logo.

As a guideline, the safe zone should be approximately equal to the width of the word “Boat” in the logo:
Logo Variations

The Artist Boat logo should not be altered in any way. Nor should other graphic elements be used in conjunction with the logo or communications.

Exception: Donor or grantor logos may be shown in communications related to projects they support.

The logo variations on this page should be sufficient to meet any need, including full color, Web design, solid black, one color and reversed.

One-color logos should be printed in PMS 314 blue or solid black.

Full-color logo:
The Artist Boat logo uses three colors, blue, yellow and orange, plus a gradient of yellow and orange. The rays of the sun are solid white, not transparent.

One-color logo:
When a one-color logo is needed, it should be in black or PMS 314, the same blue used in the logo blue.

Solid black logo:
The solid black logo should only be used when color is not available.

Reverse logo:
A reverse logo should be printed in white over the background color of the item on which it is printed.

Gradient logo:
A gradient one-color logo may be used in one-color print communications.

Name only version:
The name portion of the logo may be used in color, black or reversed in some situations when space is severely limited.
Primary Colors

Artist Boat’s primary colors match the colors in the logo.

Colors are identified by the Pantone® number as well as by the CMYK, RGB and Web conversion formulas.

The logo may not appear in any colors other than those shown on this page. To do so would damage the visual impact of Artist Boat’s identity.

Tints of primary colors may be used depending on the design of the specific piece.

White is considered a primary color, not simply as “empty space.”

PMS 314
RGB 0-127-163
CMYK 100-22-0-36
WEB #007fa3

PMS 107
RGB 251-225-34
CMYK 0-0-92-0
WEB #fbe122

PMS 138
RGB 222-124-0
CMYK 0-52-100-0
WEB #de7c00

RGB 255-255-255
CMYK 0-0-0-0
WEB #FFFFFF

PMS 107 & 138
RGB (combine codes above)
CMYK (combine codes above)
WEB (combine codes above)
Secondary Colors

Secondary colors were chosen to complement the primary colors. Use of any other colors may distract from the brand.

Secondary colors can be useful tools in association with specific programs. For example, communications focused on Artist Boat Kayak Adventures might use Navy Blue as a secondary color, while Violet might help identify Artist Boat Project S.I.T.
Artist Boat Coastal Heritage Preserve Signage Colors

A separate palette of colors has been created for signage at the Artist Boat Coastal Heritage Preserve.

These are to be used in signage only. Artist Boat branded colors will be used in all other branded materials.

Artist Boat Coastal Heritage Preserve Signage Colors

- **PMS 476**
  - RGB: 78-54-41
  - CMYK: 30-71-75-81
  - WEB: #4e3629

- **PMS 141**
  - RGB: 242-199-92
  - CMYK: 0-16-65-0
  - WEB: #f2c75c

- **PMS 158**
  - RGB: 232-119-34
  - CMYK: 0-62-95-0
  - WEB: #e87722

- **PMS 485**
  - RGB: 218-41-28
  - CMYK: 0-95-100-0
  - WEB: #da291c

- **PMS 110**
  - RGB: 218-170-0
  - CMYK: 2-22-100-8
  - WEB: #daaa00
Signage at the Artist Boat Coastal Heritage Preserve follows a standardized format unique to the preserve. Pictorial and informational signs are used in tandem throughout the preserve; gate and property identity signs identify funding sources and coordinating agencies and organizations.
A wide range of color backgrounds and imagery may be used with the logo. To ensure the visual impact and legibility of the logo, adequate contrast must exist between the logo and the background.
Logo Sizing

The logos at right indicate the smallest versions allowable. The logo should not be reduced smaller than shown.

Letterhead and business cards: 1.25 inches wide.

Large promotional items (hats and shirts, for example): 1.5 inches wide minimum.

Print advertising and collateral: 1 inch wide minimum.

There may be some cases in which there is not enough room for the entire logo. In those limited situations the name portion of the logo may be the only option.
What Not to Do

Here are some examples of unacceptable uses of the Artist Boat logo.

Don’t change the colors
Don’t screen the colors
Don’t rearrange the logo elements
Don’t use logo elements by themselves*

Don’t use backgrounds that diminish the logo’s legibility

Don’t combine the Artist Boat logo with any other logo or symbol. Always use the safe zone around the logo.

*EXCEPTION: There may be some cases, such as imprinting in writing pens, in which there is not enough room for the entire logo. In those limited situations the name portion of the logo may be the only option, printed in white, black or a single solid Artist Boat primary color.

NOTE: Artist Boat has only one official logo. New logos should not be created to identify individual programs, activities or projects.
**Content**

The Artist Boat name should be incorporated into all program names in headlines and first reference in text (i.e. Artist Boat Bucket Brigade, Artist Boat Project S.I.T., Artist Boat Coastal Heritage Preserve).

Consult the messages on pages 4 & 5 of this guide. These messages need not be duplicated word-for-word, but one or more of them should be conveyed in every communication.

**Examples:**

- Artist Boat Bucket Brigade
- Artist Boat Eco-Art Adventures
- Artist Boat Kayak Adventures
- Artist Boat Coastal Heritage Preserve

**Name:**

The legal name of the organization is “The Artist Boat, Inc.” However, in normal use for correspondence and marketing communications, use simply “Artist Boat.”
**Photography Guidelines**

Ideal photographs evoke emotion. Photos should contain images of people engaged with staff members in Artist Boat activities, or wildlife, plant life or habitat.

Care should be taken to select an iconic photograph for each program/activity, and use that image in every communication about that program/activity. One or more secondary images may be used from time to time, but the main image should be constant.

Be aware of sensitive issues when selecting photographs. For example, avoid using images that show or may be construed as showing disrespect for wildlife or the environment, such as the use of pesticides or the mishandling of animals.

Photos on this page are examples of Artist Boat staff engaged with program participants.

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**Photo specifications**

Photos should be 300-dpi resolution or higher at an enlargement of 5 by 7 inches (larger for billboard designs).

For both reproduction quality and legal/copyright reasons, never copy images from websites.

Photos should be bright and colorful, corrected for color and saturation.
Photography Guidelines

Photos on this page are examples of images inspiring participation in Artist Boat programs.
Design Templates

The sample ads on this page can be used as a design guide. When beginning a project, consult the branding messages on pages 4 & 5 of this guide. These messages need not be duplicated word-for-word, but one or more of them should be conveyed in every communication.
Typography

Avenir Next and Georgia have been selected for use in Artist Boat printed communications such as ads, flyers, signs and promotional items.

Avenir Next is the primary typeface family; Georgia is secondary.

For Web applications, PT Sans is a suitable substitute for Avenir Next.

For general correspondence such as letters or grant applications, use Times New Roman for the body copy.

Avoid using italic fonts in the Avenir Next family.

Though spacing between lines is somewhat flexible, a good rule of thumb is to specify spacing 2 points larger than the point size of the type.

Keeping columns of type between 40 and 50 characters wide optimizes readability.

Avenir Next

Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Ultra Light: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Demi Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heavy: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia

Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

General Typography Guidelines:

Headlines: Avenir bold, initial caps on all words except prepositions and conjunctions.

Subheads: Avenir bold or demibold, sentence case (initial caps on first words only).

Body text: Avenir medium, generally no larger than 10/14 pt., flush left, ragged right.

Generally avoid all-caps.

Avoid Avenir italics unless called for in circumstances such as titles and boat names.
Collateral Materials

To be effective, the brand look must be applied across all Artist Boat communications.

Layout: Clean and simple; good use of white space, imagery and color blocks.

One of the Artist Boat primary or secondary colors and an iconic photo should be selected and used in all collateral materials for each program.
Inspiration and education through unique coastal experiences

Artist Boat Board Members and Crew Members are the frontline of brand protection and Artist Board’s heart. All should know, understand, believe in and share the brand.

Consistent and proper use of the brand will strengthen Artist Boat’s brand identity (what people think when they hear “Artist Boat”).