



# ANS BRAND BOOK



Created January 2016

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# Our Brand Promise

At the core of Audubon Naturalist Society are two pillars: Conservation and Education. This is why the organization was founded in 1897—then, to protect and study birds.

Early ANS members and supporters sought to educate children about the value of birds. These same pioneers also helped to push local laws that forbade bird destruction.

Although our interests in conserving and teaching about the natural world have broadened over the years—beyond just the birds—our programs and mission remain steeped in this proud heritage of Conservation and Education.

## Enjoy ⇨ Learn ⇨ Protect

Today, we see our work as a continuum of engagement. First, at the most basic level, we help get people outdoors, into nature and enjoying it. From these positive experiences our members, supporters, volunteers and program participants *want* to learn more. Through our classes and programs they are able to more deeply investigate the natural world and natural history. With this deeper understanding, our members are fired up (and so are we) to take actions to protect nature. Through our advocacy and stewardship efforts, we help point them in the direction of how they can make a difference for our local environment.

## What Sets Us Apart

ANS is uniquely positioned to deliver on this brand promise: Enjoy, Learn, Protect.

- Our sanctuaries at Woodend and Rust offer places to enjoy nature;
- We offer life-long learning opportunities through our Environmental Education programs for all ages (from the Nature Preschool to our Adult Programs);
- We're the local advocates keeping an eye on the streams and watersheds in the DC region calling for their protection and restoration, and we let our supporters know how they can get involved.

## Bottom Line on the Brand

A strong brand, consistently reinforces its promise to customers. It distinguishes us from the competition. A strong brand is grounded in values. It is consistently applied in colors, images, photography and written language. It speaks readily to its target market or audience.

Please use this Brand Book as you develop public outreach materials about ANS programs, events, activities or services to ensure you are consistently delivering on our brand promise.

# Our Brand Values

## **Education**

We offer people a place to take classes and participate in programs to learn more about the natural world. Our members, supporters and participants are life-long learners and so are we.

## **Preservation**

We believe in preserving nature and open space. The stewardship of Woodend Nature Sanctuary, our headquarters and nature hub, is at the heart of our preservation philosophy. Woodend is the region's backyard and we're proud to be its steward.

## **Conservation**

We advocate for the proper use of nature and teach communities to enjoy nature responsibly.

## **Diversity**

Nature is for everyone. It's a green thing! We actively reach out to all ages, races, cultures, physical ability and socio-economic levels with opportunities to enjoy, learn and protect nature.

## **Passion**

We're nature nerds and for our members, supporters, volunteers and program participants we provide the "nature-fix" they're looking for. We get people outdoors, connected to nature and having a lot of fun.

## **Leadership**

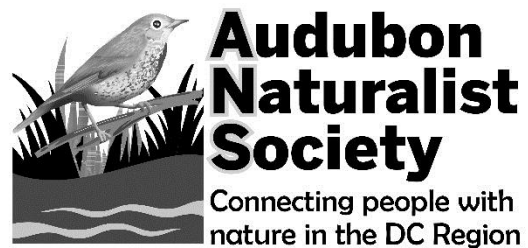
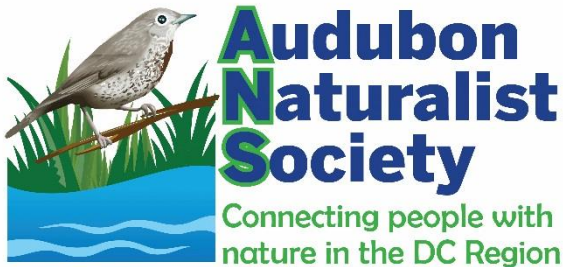
We are a respected and trusted leader in environmental education and our advocacy campaign leadership is continually called upon in the local environmental community.

## **Local-focus**

We're not your big national environmental guys. We're the guys in your backyard, concentrating our work in the DC metro region.

## Our Logo

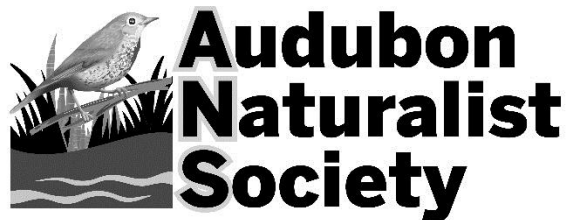
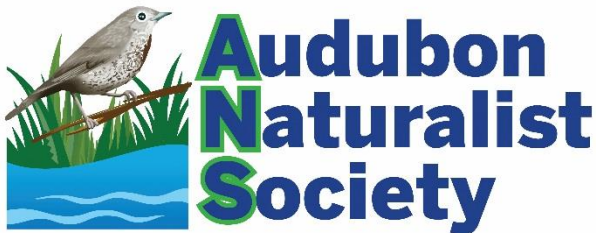
### Primary



File names: ANS clr tag, ANS bw tag

The logo of first resort. If space and design allow, use our primary logo with the tagline: Connecting people with nature in the DC Region. The tagline reinforces who we are for audiences unfamiliar with Audubon Naturalist Society.

### Option A



File names: ANS clr, ANS bw

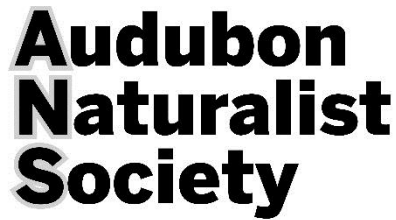
The second best logo option. Use this version of the logo, without the tagline:

- in pieces where a separate headline exists
- if you need to add information under the logo, such as our physical mailing or web address
- if you are creating a “locked up” version of the logo with another ANS Service

## Option B



**Audubon  
Naturalist  
Society**



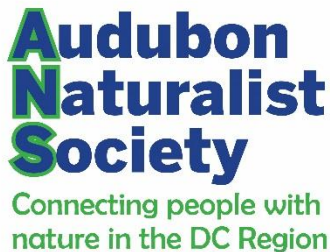
**Audubon  
Naturalist  
Society**

**File names: ANS clr words, ANS bw words**

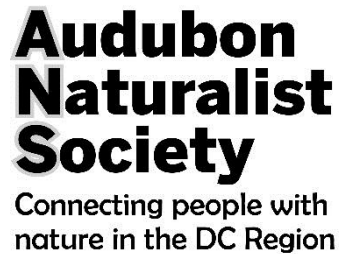
This version of the logo is useful, without the bird imagery or tagline:

- in pieces where another image might visually compete with the bird imagery
- when you need a two-color only option
- if you need to add information under the logo, such as our physical mailing or web address

## Option C



**Audubon  
Naturalist  
Society**  
Connecting people with  
nature in the DC Region



**Audubon  
Naturalist  
Society**  
Connecting people with  
nature in the DC Region

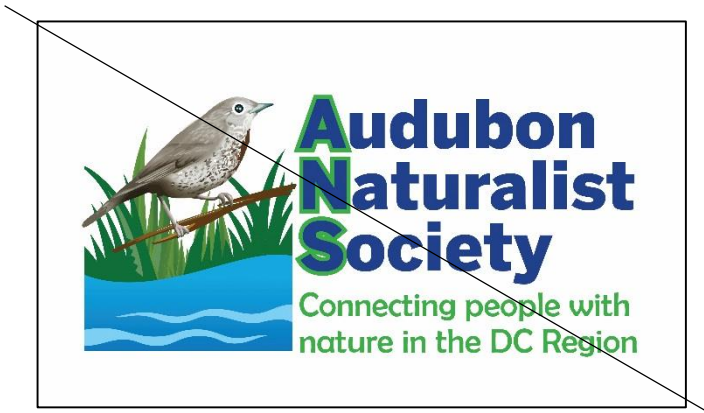
**File names: ANS clr words tag, ANS bw words tag**

This version, with the tagline but without the bird imagery might be used:

- when space and design allow; the tagline reinforces who we are for less familiar audiences
- in pieces where another image might visually compete with the bird imagery

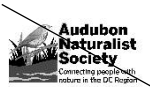
## Dos and Don'ts for Logo use

- Do place the logo in either one of three positions on the page: 1) top, center; 2) top, left; 3) bottom, left
- Do use the rebranded templates in developing materials.
- Do maintain space around the logo so other type and graphics do not distract or compete. Don't crop the natural white space around the image.
- Don't reproduce the logo with a border around it.

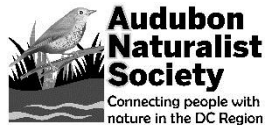


- Don't reproduce the logo smaller than 1" high.

**NO**



**YES**



- Don't reproduce the logo or place the logo on a colored background

**NO**



**YES**



- Don't allow type or other graphics to invade the logo.
- Never redraw or alter the logo.

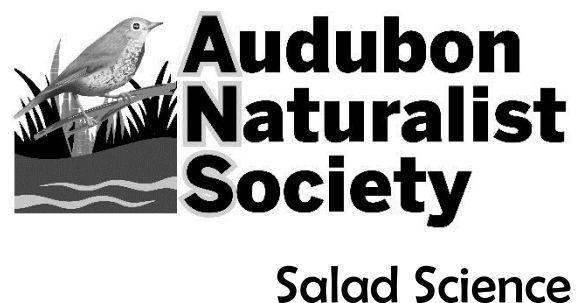
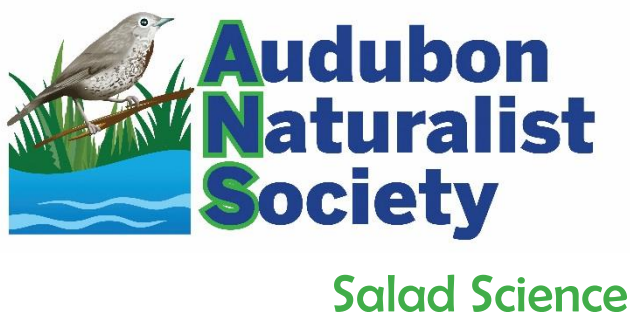
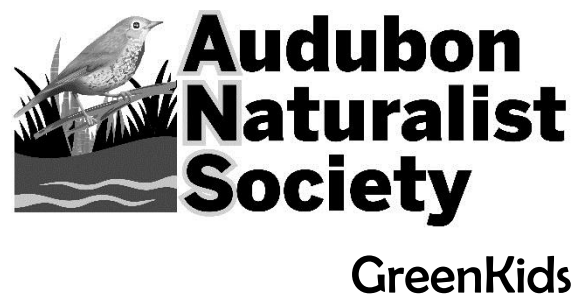
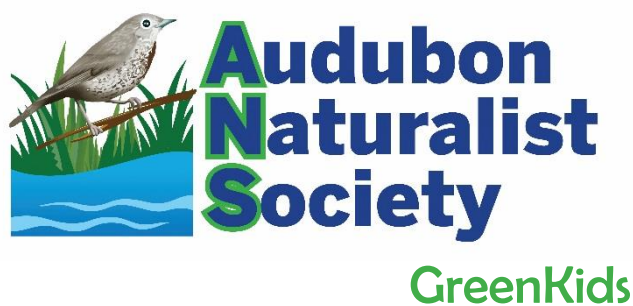
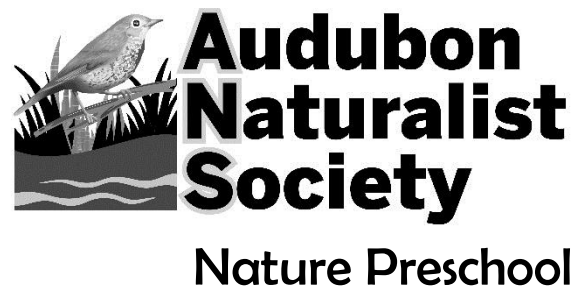
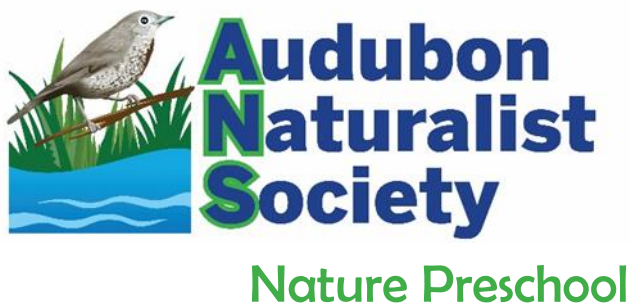
### Additional Logo Options

There is a horizontal version of the logo available and a stand alone bird, stream and land image. However, the stacked version of the logo (primary and options A, B, C noted previously) are the preferred use. The bird, stream and land imagery should appear most often with the Audubon Naturalist Society logo signature.

The horizontal version and stand alone bird, stream and land image can be used in certain instances. Please consult ANS Marketing and Communications prior to using these additional logo options.

### Using the Logo with other ANS Services

When using the logo with other ANS services keep the name of the service “locked up” with the logo without the tagline. The ANS service should be written in ANS Green, using our primary headline font, Berlin Sans FB Regular, 20 pt size. It is acceptable to use the black and white version of the logo without the tagline with other ANS services title written in black, Berlin Sans FB Regular, 20 pt size. The service name should be right aligned under the logo.

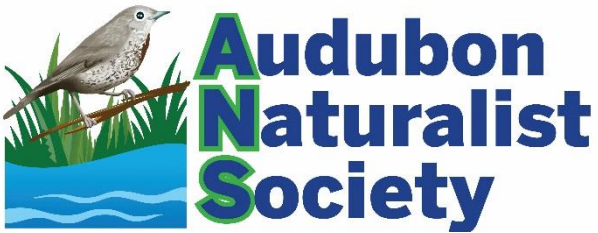




Nature Travel



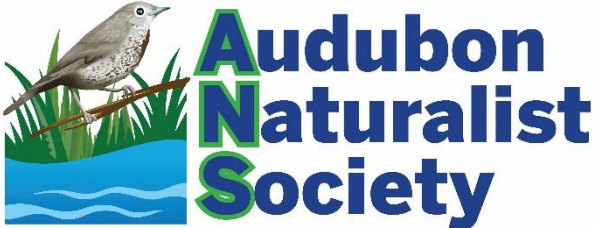
Nature Travel



Naturalist Shop



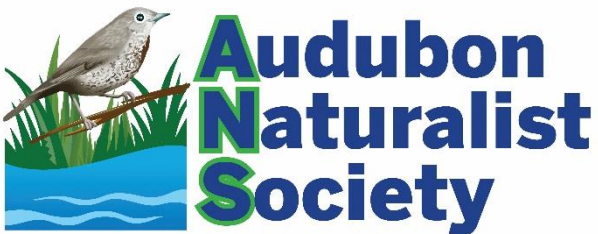
Naturalist Shop



Rust Nature Sanctuary



Rust Nature Sanctuary



Woodend Nature Sanctuary



Woodend Nature Sanctuary

# Our Color Palette

Our core colors are the ANS Green and the ANS Blue. Use the secondary Greens and Blues as accent colors, but use them sparingly. The neutrals can be used to soften accents.

## Primary Colors



<b>C</b>	75	<b>R</b>	65	<b>Hex Value</b>	<b>PMS/Pantone</b>
<b>M</b>	5	<b>G</b>	173	41AD49	355U
<b>Y</b>	100	<b>B</b>	73		
<b>K</b>	0				

ANS Green



<b>C</b>	100	<b>R</b>	37	<b>Hex Value</b>	<b>PMS/Pantone</b>
<b>M</b>	90	<b>G</b>	64	25408F	287U
<b>Y</b>	10	<b>B</b>	143		
<b>K</b>	0				

ANS Blue

## Secondary Colors

### Greens



	<b>CMYK</b>	<b>RGB</b>	<b>Hex Value</b>
<b>Sage Green</b>	34, 0, 57, 42	98, 148, 63	62943f
<b>Dark Green</b>	60, 0, 31, 73	28, 70, 48	1c4630

Sage Green

Dark Green

### Blues

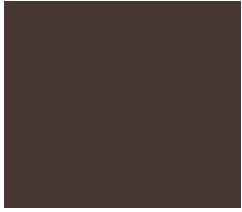


	<b>CMYK</b>	<b>RGB</b>	<b>Hex Value</b>
<b>Cool Light Blue</b>	48, 15, 0, 0	128, 209, 245	80d1f5
<b>Cyan</b>	92, 29, 0, 17	16, 150, 212	1096d4

Cool Light Blue

Cyan

*Neutrals*



Chocolate Brown



Taupe



Pale Gray

	<b>CMYK</b>	<b>RGB</b>	<b>Hex Value</b>
<b>Chocolate Brown</b>	0, 27, 32, 71	72, 54, 50	4a3632
<b>Taupe</b>	0, 13, 19, 43	146, 127, 118	927f76
<b>Pale Gray</b>	0, 75, 12, 37	161, 149, 142	a1958e

# Our Fonts

## **Print**

*Headline*

**Berlin Sans FB Regular**  
**Benton Sans Black**

*Body Copy*

**Calibri**

Headlines for printed pieces should be written in Berlin Sans FB Regular or Benton Sans Black. Do not bold either fonts.

Body copy for print pieces should be at least 12 pt font and written with Calibri. Calibri should also be used for everyday business correspondence.

## **Web**

**Verdana**

Body copy online (web pages, email marketing, eNewsletters, eAppeals, member emails, action alerts) should be written with Verdana, 12 pt font. Headlines should use ANS Green or ANS Blue (Hex Value colors for online). Rebranded web buttons (in NetCommunity) have been created in our secondary colors for use in email marketing, eNewsletters, eAppeals, and select mass member emails.

# Our Copy & Tone

What is Brand Tone of Voice? A brand's tone of voice is the type of words used, sentence construction and fluidity of language in its written materials.

## **“It’s not what you say; it’s how you say it.”**

A consistent brand tone is as vital to the expression of our brand identity as the consistent use and application of our logo. Brand tone of voice needs to be consistent whether in advertising copy, the “About Us” section on our website, or in our blog posts.

We want to sound:

- **Conversational and enthusiastic.** Our brand values diversity and passion. We want to speak to our key audiences in a way that respects their level of natural history knowledge and honors their passion for nature and the outdoors.
- **Knowledgeable and legitimate.** We’re leaders in environmental education and frequently called upon to lead local conservation advocacy fights. Our key audiences have to trust our expertise. They need to know we understand what we’re talking about and we are authentically engaged in relevant local issues in order to seek out our classes or programs or respond to our advocacy calls for action.
- **Motivational and inspiring.** Our region is busy. We’re in a bustling metropolitan area with plenty of things to do and a ton of competition. If we want to capture our audiences’ attention, we need to motivate them to take time out and take a class. We must inspire them to slow down and enjoy a Weekend Walk in Woods.

What NOT to do in expressing our brand’s tone:

- USE ALL CAPS – it’s the equivalent of shouting.
- Only sell/promote ANS’s programs and services. Remember our brand values education. It’s okay to share relevant information just for the love of learning.
- Overcomplicate an issue. If it’s tricky, use a different approach to conveying the information. Try creating a “How To Guide,” Checklist, 5 Simple Steps-type document.
- Include too much copy. We have a brand that lends itself to excellent visuals. Where possible, show; don’t tell.

# Our Key Audiences

In August 2011, ANS commissioned an Audience Research Findings report, which identified the following three target audiences for the organization:

## **Busy Believers**

This audience segment believes in the cause, but is short on time. They are interested in advocacy but want to know the outcomes. They may or may not have children at home (or find our children's programs appealing).

## **Farmer's Market Families**

These are families with children living in the home. They are looking for activities and want to buy local. They are active in other community groups. They might have an interest in our advocacy work, but would rather support it from a distance.

## **Gone Fishing/Hiking/Birding**

These are retirees or others with time to pursue their personal interests. They do not have children living in the home, but may be interested in what we are doing for the next generation of nature stewards. They are interested in adult programs, volunteering and appreciate advocacy and want to stay informed.

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## **Prospects**

Prospective ANS members, supporters, volunteers, program participants or advocates are recently retired. They may be newly relocated to the Bethesda/Chevy Chase area and find the convenience of classes at Woodend appealing. We also have opportunity to reach more nature-enthusiasts from culturally diverse backgrounds in the region.

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In preparing ANS branded materials, consider which target audience(s) your piece is intending to reach and craft copy and select images that speak to what you know about this key audience.

# Our Imagery & Photography

The images and photographs we use in our branded material should reflect our reflect brand values: Education, Preservation, Conservation, Diversity, Passion, Leadership, Local-focus.

Keep the following tips in mind when selecting images and photos to use in ANS branded materials:

- Whenever possible, use actual photos of ANS participants, events. Make sure proper permissions have been obtained prior to publishing photos.
- Do not purchase or use stock photography.
- Use life-like imagery, not clip art.
- Include nature shots (beautiful landscapes, close ups on flora, critters)
- If illustrated, use simple illustrations.
- Identify and include photos that show a diversity of people (age, culture, gender) in nature.
- Try to avoid photos of people indoors. Do show photos of people outdoors enjoying nature.
- Use photos of people in action, not posed.