

Friends of Casco Bay Branding Guide

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This document is meant to guide how we present our organization to the world and communicate who we are and what we stand for. Our goal is to represent ourselves as a reliable, grounded, and credible organization by being consistent in our messaging, purpose, and adherence to the brand. This guide helps create consistency. We highlight the characteristics and values that make Friends of Casco Bay unique. This guide is a living document, and we will adapt it over time as appropriate.

Our mission

Friends of Casco Bay's mission is to improve and protect the environmental health of Casco Bay.

About Friends of Casco Bay

Friends of Casco Bay is a science-based, community-oriented, environmental nonprofit organization that has worked for over 30 years to improve and protect the environmental health of Casco Bay. We meet our mission through monitoring the health of the water quality in the Bay, engaging our community in what we are seeing, and advocating for changes that will benefit the health of the Bay. Our work is guided by science, the regulatory environment, common decency, and passion for protecting our coastal waters. We are home to the Casco BAYKEEPER®, our lead advocate who acts as the eyes, ears, and voice of Casco Bay. We use our Baykeeper boat, the *Research Vessel Joseph E. Payne*, to collect data, to investigate pollution, and as an educational platform. We are a founding member of WATERKEEPER® Alliance, a network of more than 300 independent organizations working to protect waters around the world.

Scientific data collected by our professional staff, along with observations collected by a network of volunteers, inform our work. Thanks to our efforts, industrial pollution has decreased, municipalities are working to reduce sewage and stormwater pollution, and the Bay has been designated a No Discharge Area making it one of the most protected water bodies in the country.

A board of 15 directors oversees the work of Friends of Casco Bay. More than 2,400 households and donors support our organization. More than 500 volunteers assist us in our efforts. We are known as an exceptional place to work, and staff longevity is exceptionally high. We currently have eight full-time employees and one seasonal staff member. We balance our ability to leverage collaborative efforts, funds, and volunteers, with the capacity and capabilities of staff — a talented team, each passionate about our mission.

We work to improve and protect the health of this special place for everyone. We are committed to creating a culture and practices that [integrate diversity, equity, and inclusion into our work](#).

Our vision

Our vision for Friends of Casco Bay is to facilitate a greater awareness in our community that clean marine water in Casco Bay is essential habitat and is fundamental to the quality of life in the Casco Bay region. The Bay is a source of inspiration and is an economic engine in our region. As threats from the impacts of climate change increase, Friends is tracking how water conditions in the Bay are changing, and we are communicating that to the public in ways that build awareness and engagement. More of our vision can be seen in our [strategic plan](#).

Friends of Casco Bay's personality and brand

Our founders chose the name *FRIENDS* of Casco Bay with purposeful intent. Friends of Casco Bay is a community of people who care about this special place.

We are passionate about the Bay, and we share that passion with others.

We are all about clean water. We recognize that much of our community depends on clean marine water, just as the many flora and fauna of the Bay do. We are fierce about defending clean water. We value our partners and are pragmatic when speaking with the opposition. We are curious, always learning, and committed to improvement.

We are **interdisciplinary**: we are **science-based, understand the law**, and recognize that protecting the health of the Bay begins with **working with the community**. We are as likely to organize a panel of scientists to discuss ocean chemistry as we are to organize a welcoming, social, cocktail house party. We are viewed by our community as trustworthy and transparent.

We are **on the water**. Our iconic Baykeeper boat and our pumpout vessel are easily recognized by the community. Being on the water helps us better serve the health of the Bay.

We recognize that **a strong local economy** is vital to our community's ability to better steward the Bay. We value the working waterfront.

We **value our credibility**.

We conduct our work with **integrity, common decency, respect, and humility**.

Casco Bay belongs to everyone. Our communications should make people feel welcome to our work. We want the Bay to be accessible to community members and our work equally accessible. Our audiences should easily imagine themselves as volunteers or donors or partners in our efforts.

As a **WATERKEEPER®** Alliance organization, we employ dual branding in our logo: Friends of Casco Bay harkens to our community-based culture, and Casco **BAYKEEPER®** calls attention to our Waterkeeper affiliation and to our role as the eyes, ears, and voice of the Bay.

What makes us different from other environmental organizations

- We are place-based and community-oriented: we are passionate about this special Bay.
- We are interdisciplinary: our work involves science, advocacy, and community engagement.
- We are on the water and use our small fleet of boats in numerous ways to protect the health of the Bay: research, data collection, investigating pollution, public relations platforms, and direct pollution reduction through our vessel pumpout program.
- We are home to the Casco Baykeeper, our lead advocate and the voice of the Bay.
- We are collaborative and “work-with;” we are not about shame and blame.

For more on how we work see [The “Work With” Approach](#), [Progress May Be Incremental](#), and [Protecting Our Brand at Friends of Casco Bay](#).

Friends of Casco Bay's Logos

We adopted the current version of our logo in 2014, based on a social media profile image made for us by designer Kristen Stetson.

Our logo:

- shows water as habitat, representing our *raison d'être*,
- is evocative of the roundness of the earth, of water droplets, and of the sky and the oceans,
- maintains organizational continuity by using elements of our previous logos, and

- is designed to give us flexibility while maintaining image continuity.

The circle and the Friends of Casco Bay/Casco Baykeeper text can be positioned in different ways depending upon the overall media and documents/materials on which the logo will be used. See below for our official examples of these.

Most of Friends of Casco Bay logos can be found on the server at **F:\Data\Logos**
Some can be found at: **F:\Data\Branding\Items that get printed at the print shop Letterhead, envelopes and more**

There are many variations below, and this is not an exhaustive list, as EPS files cannot be included in this document. EPS files are higher quality and are used for printing buttons, magnets, magnifiers, stickers, garments, etc.

In web and basic print, PNG is the preferred file for images with font because it keeps the font legible and it retains a transparent background.

Full color logos



F:\Data\Logos\Friends of Casco Bay Logo\Friends of Casco Bay's Current Logo(2014)\FOCB 4C process LOGO\FOCB 4C process LOGO\FOCB logo_FINAL_cmyk

This is our official logo and is used most commonly in web and print design.

- letterhead
- envelopes
- business cards
- website
- emails
- social media images
- PowerPoint slides



Friends of Casco Bay
Casco BAYKEEPER

F:\Data\Logos\Friends of Casco Bay Logo\Friends of Casco Bay's Current Logo(2014)\Friends of Casco Bay Square Logo

There are a few variations of the square logo



Friends of Casco Bay
Casco BAYKEEPER
cascobay.org

This one includes the website.



F:\Data\Logos\Friends of Casco Bay Logo\Friends of Casco Bay's Current Logo(2014)\FOCB 4C process LOGO\FOCB 4C process LOGO\FOCB logo_FINAL_cmyk_circle

The circle version is commonly used for social media



F:\Data\Logos\Friends of Casco Bay Logo\30th Anniversary\30th Anniversary Logo FINAL

This logo temporarily replaced our official logo to celebrate our 30th Anniversary and was used in 2019/2020. This was used at the top of letterhead, in social media posts, PowerPoints, etc

On our website:



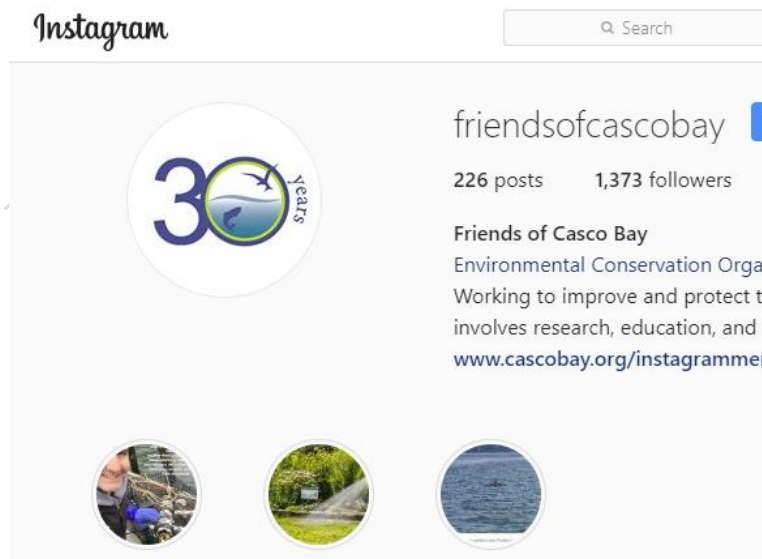
Casco Bay▼ Our Work▼ How to Help▼ About Us▼



F:\Data\Branding\Items that get printed at the print shop Letterhead, envelopes and more\30th Logo for social media

This logo was a temporary one to celebrate our 30th anniversary, for social media profile images. It was also used for buttons. For examples, see below screenshots of our Instagram and Facebook.

Instagram





One Color 662u logo



F:\Data\Logos\Friends of Casco Bay Logo\Friends of Casco Bay's Current Logo(2014)\FOCB 01 color logo\FOCB 01 color logo\FOCB logo_FINAL_1color



F:\Data\Logos\Friends of Casco Bay Logo\Friends of Casco Bay's Current Logo(2014)\FOCB 01 color logo\FOCB 01 color logo\FOCB logo_FINAL_1color_FOCB&BK_662U

Our one color 662U scale logo is used predominantly in print material. It can be found on envelopes (#10, #9, remittance), annual fund slips, half sheet notes (as seen below), and any other print material where our color logo is not necessary. We prefer to use 662U as opposed to black because it is one of our brand colors and because it is softer, visually.



43 Locust Drive, South Portland, ME 04106 • (207) 799-8574 • cascobay.org
 Improving and protecting the environmental health of Casco Bay

Greyscale logo



F:\Data\Logos\Friends of Casco Bay Logo\Friends of Casco Bay's Current Logo(2014)\FOCB greyscale logo\FOCB greyscale logo\FOCB logo_FINAL_greyscale



F:\Data\Logos\Friends of Casco Bay Logo\Friends of Casco Bay's Current Logo(2014)\FOCB greyscale logo\FOCB greyscale logo\FOCB logo_FINAL_greyscale_FOCB&BK_black

This logo is used in documents printed in black and white, such as the staff profiles document. It is also used for some items that are sent to the printer. Usually, if a design file uses the greyscale logo, we have the printer print it in 662U. (Board and staff profiles are found here: F:\Data\Annually Updated Documents) Screenshot example below:

Meet the Staff of Friends of Casco Bay



Cathy L. Ramsdell, CPA, CGMA • Executive Director

As a Certified Public Accountant, consultant, and ecologist, Cathy brings an unusual breadth and depth of professional experiences to her work at Friends. She has served nonprofits, businesses, boards, and leaders in a wide variety of executive, financial, scientific, behavioral, board, and operational roles. Prior to joining Friends of Casco Bay as Executive Director in 2003, Cathy's consulting practice helped executive directors, business owners, and family foundations with financial, professional and organizational development. She did five-year stints in both business and in public accounting. Her earliest work in evolutionary behavior and conservation ecology took her from the Bering Strait in Alaska studying seabird populations for the U.S. government, to barrier islands in Georgia working with loggerhead sea turtles, and around the Gulf of Maine spotting whales.



Ivy Frignoca • Casco BAYKEEPER*

As Casco Baykeeper, Ivy is the chief advocate for Casco Bay. In speaking passionately on behalf of the Bay, she is able to draw on her experiences.

White logo

Versions of the white logo are least likely to be used. We try to use our color logo whenever possible. A white logo would be used over a dark background, such as a colorful photo for a display where our color logo would be difficult to read. Below is a screenshot of two versions of Illustrator files.



F:\Data\Logos\Friends of Casco Bay Logo\Friends of Casco Bay's Current Logo(2014)\FOCB white logo

Fonts & Letterhead Margins

Fonts

Times New Roman is Friends of Casco Bay's official text for paragraph text. In our logo, Times New Roman is the basis for the font in which "Friends of Casco Bay" is written.

We often use Google Docs for internal work. We cannot print or distribute public facing documents directly from Google Docs due to the lack of font options and our need to use the specific fonts described below.

As a Waterkeeper Alliance organization, we are licensed to use "Casco Baykeeper" so we are responsible for protecting "the mark," and there are specific rules we need to follow.

Casco **BAYKEEPER**

Casco – Arial, generally, we make this a point or 1.5 points smaller than other text

BAYKEEPER® – TheSerifSemi B6 SemiBold, all caps, generally we make it one point smaller than other text, always with ® at end in Times New Roman, usually point 8 (but relative to the Baykeeper font)

WATERKEEPER® Alliance

WATERKEEPER® - Same as Baykeeper, TheSerifSemi B6 SemiBold

Alliance – The Sans Semi Light Plain, often two points smaller than other text

The rules for protecting the Baykeeper/Waterkeeper mark include:

- The waterbody place-name (in our case, "Casco Bay"), must be written in a san serif font.
- The "Keeper" (Baykeeper, Waterkeeper, Riverkeeper, etc.) name must be written in TheSerifSemi B6 SemiBold.
- The only colors these can be written in are our dark blue color, black, or white.
- These rules apply the first time that the mark is used on a document. After that, the words can be written in whatever fonts the document uses.

[Please see Waterkeeper Alliance branding guide for more details.](#)

Other common fonts Friends of Casco Bay uses:

- Times New Roman for the body of text
- Calibri or Candara for headers and captions
- Minion Pro
- Myriad Pro

Board Letterhead Margins

Top: 1.3 (this is true for non-board letterhead, too)

Bottom: .8 (this is true for non-board letterhead, too)

Left: .5

Right: 2

Colors

Friends of Casco Bay uses a 4-color pallet as the basis for many of our design works. Our logo uses three of these colors. The fourth color (dark green) is often used for additional design elements.

Dark Blue

Pantone: 662 U
RGB: 66, 83, 144

CMYK: 100, 70, 0, 0
HEX/HTML: #425390



Light Blue

Pantone: 314 U
RGB: 0, 125, 153
CMYK: 100, 13, 13, 23
HEX/HTML: 007D99



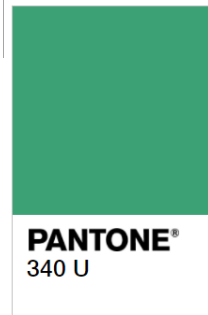
Bright green

Pantone: 381 U
RGB: 186, 215, 57
CMYK: 22, 0, 97, 0
HEX/HTML: BAD739



Dark green: (not in logo,
just our pallet)

Pantone: 340 U
RGB: 0, 158, 119
CMYK: 94, 0, 74, 0
HEX/HTML: 009E77



Photos and Videos

Taking photos for Friends of Casco Bay

Our photos should focus on people and community. When showing photos or images of our work, we strive to show the human element: boaters, swimmers, lobstermen, clammers, and people enjoying the waters we are working to protect. We aim to show the diversity of people who interact with and enjoy this special place.

For photos, focus on faces, (not bottoms!--a lot of our staff and volunteer work involves bending over, and many photos are unusable due to a lack of focus on faces!). Human interaction with the Bay is preferable to lovely scenery without a single person in it. A photo is most effective when we can see the eyes of every person in the photo; we do not want sunglasses in our photos.

Specific tips for event photography

We often submit event photos to the Scene & Heard section of the *Maine Sunday Telegram/Portland Press Herald*, which has specific requirements, which are good to abide by even for our own purposes!

1. Photo subjects should be looking at the camera and smiling. We do not accept action shots.
2. We ask that beverages be held out of sight.
3. We ask that sunglasses be removed.
4. If guests are seated at a table, please ask them to stand before taking their picture.
5. Each person in the picture must be identified from left to right.
6. Include the name and date of the party.
7. Photos from the same event should not feature any particular guest more than once.
8. Due to space constraints, only photos with five or fewer people will be accepted.
9. Photos should be sized no smaller than 200 dpi.
10. No later than one week after the party, attach all photos, captions and related information to one email and send to Scene and Heard. See <https://www.pressherald.com/scene-heard/> for instructions.

Recording Video

Orientation Matters

While we naturally hold our phones vertically, most of the platforms we use to share video are horizontally-oriented. This includes YouTube, our Website, and Facebook. For this reason, it is usually best to record video in the horizontal orientation.

When recording, if filmed in a horizontal format with plenty of room for cropping on the sides, footage may be cropped and edited to create a second vertical format.

Instagram and Facebook stories are the platforms we use on occasion that work vertically.

Audio Matters

As we learned from working with Knack Factory for a week in 2019, to create [Working with you to Keep Casco Bay Blue](#), the audio has to be good. If it is not, it will be distracting and the visuals will not compensate. By recording audio separately for videos, we can produce a higher quality end result.

Basic Script Template

There is a basic four step process to creating a quick video script. [We have a Google Doc for this template.](#)

Language & Copy

Our Tone

We translate science, policy, and the law into everyday language that community members can relate to. We are accurate, not hyperbolic. We are credible. We are solution-oriented. We are optimistic. We are not about shame and blame.

Friends of Casco Bay Style Manual and Preferred Wording

We are Friends of Casco Bay. Not The Friends of Casco Bay. Not FOCB. We do refer to ourselves as “Friends” in less formal contexts.

We use the Gregg Manual as the basis for our style guide.

Data: data are always plural. [We are science based.] We pronounce data as day-ta, and not dat-ta.

Bay: When referring to Casco Bay, we always capitalize the B: “The Bay is changing quickly.” When referring to different parts of the Bay, “eastern” and “western” are always lowercase (ex. “eastern Casco Bay”).

Casco Bay encompasses 14 coastal communities.

Casco **BAYKEEPER**®: The first time “Casco Baykeeper” is used in a document, Casco is to be written in title case in Arial font and Baykeeper is to be written in all caps in “The Serif Semi Bold” font.

Celsius: Being science based, we present temperature in Celsius first.

Clam flat: two words

Continuous Monitoring Stations: When referring to our Continuous Monitoring Stations, any communication should first use the complete phrase “Continuous Monitoring Station(s).” Following references do not require the whole phrase to be used, and can be referred to as “stations” (no capitalization necessary). When referring to individual stations, we differentiate by naming their location (examples: “our Yarmouth station,” “the Harpswell station,” or “our station in Portland Harbor.”).

Friends: Our members, donors, and volunteers are *Friends* of the Bay [italics are preferred].

Mudflat: one word

Nearshore: one word

R/V Joseph E. Payne: the official name of our Baykeeper boat, written in italics

Staff: If the collective noun (staff) is acting as a single unit, use the singular verb: “The staff is very efficient.” If the collective noun is meant to highlight the actions of discrete individuals who are all doing different things, use the plural verb: “The staff are working on many projects for the holiday party.” We generally do not capitalize “staff,” “board,” or “volunteer,” but it is context-specific.

Storm drain: two words

Stormwater: one word

Shoreline: one word

Storyteller and storytelling: one word

Tide water: two words

Waterbody: one word, as is waterbodies

Salt marsh: two words

Preferred phrasing

- “address” vs. “solve” – it is unlikely we are truly solving any problem, but we are often addressing impacts and addressing problems and threats
- “will” preferred over “must”
- “track” preferred over “monitor” when not referencing scientific monitoring
- “skepticism” over “rejection/reject”
- “could” over “would”
- be very careful when using absolutes, there is rarely a case to use them: never, always, forever, absolutely, only, unanimous, all, every, none, no, not, must
- “seems” over “is/are”
- “protect the health of the Bay” over “protect the Bay” (just protecting the Bay may make people think of badges and guns)
- avoid using the word “politics” as people infer this word means Democrats vs. Republicans
- remove “also” in most cases as it is just an extra unnecessary word
- We try to be clear when we are referencing data vs. observations, though both are vital underpinnings of our work.
- We employ the use of hedging when appropriate: may, might, “we help to. . .”
- “Nitrogen pollution” over “nutrient pollution.” Scientific writing usually refers to “nutrient pollution” as this process involves nitrogen and phosphorous. However, for coastal waterbodies like Casco Bay the influence of phosphorous is negligible and vast majority of nutrient pollution is caused by nitrogen. The word “nutrient” is also connoted as being a good thing, making “nutrient pollution” a confusing term.

Citations

We want to use citations whenever possible, using primary sources, scientific reports and journal articles, quoted sources, and references to regulatory rules and laws.

Footnotes and endnotes are keyed by number to a word, phrase, or sentence in the text. Both footnotes and endnotes are acceptable. In proposals, letters, and policy papers, we often use footnotes over endnotes so readers do not have to go to the end of the document to see our notes. We use endnotes on our web pages (which, essentially, are footnotes if you consider a web page one big, long page!). Text notes appear parenthetically at the desired point of reference right in the text itself and provide an abbreviated source reference; text notes, then, must be accompanied by a bibliography. On our website (and electronic documents), we can also use hyperlinks to direct readers to sources, keeping in mind that those may someday become broken links.

Citations should follow the following format:

1. Author, “Title of Article,” underlined name of book title/journal/magazine/newspaper, publisher (if book), date, page.

Please see *Gregg Reference Manual* chapter 15 for specific citation examples.

Friends of Casco Bay slogans

Casco Bay belongs to all of us.

Casco Bay belongs to everyone.

It takes a community to protect the Bay.

Seize the Bay! [or sometimes, “Seas the Bay!”]

Keep Casco Bay blue.

Working with you to keep Casco Bay blue

The eyes, ears, and voice of Casco Bay [especially when talking about the Casco Baykeeper]

Casco Bay is changing and changing quickly.

BayScaping: growing green lawns that keep Casco Bay blue

We share stories

From: [Andy Goodman](#)

Storytelling is the single most powerful communications tool you have available, bar none. But many good causes tend to have problems telling good stories even though people have been communicating through stories for thousands of years. So, what makes narrative so powerful?

Stories help us remember. When you have facts you want people to remember, it's much more likely they will be remembered if you contain those facts within a story.

Stories influence how we decide. In 1990 a study was done on how people on juries came to conclusions. According to the study, most construct a story based on the facts offered in the case. Then they compared the stories they constructed with the stories the lawyers presented. The jurist would side with whomever's story matched their own the closest.

Stories are linked with our sense of generosity. Studies also show that donors tend to give twice as much when presented with a story about an affected individual as opposed to reading huge abstract numbers of the overall scope of a problem.

Hopefully, you realize your organization should be telling stories. So how do you write one? What is the structure of a well-told story? Earliest myths and fables gave us the basic classic story structure. First off, who's it about? You need a **Protagonist**. Your organization is NOT the protagonist. It is always a person. We need someone to relate to. Then you need an **Inciting Incident**. Something must happen that kicks the story into motion. Then there is a **Goal**. Someone wants something. But there has to be a **Barrier** that keeps the hero from getting to the goal right away or else it's not very compelling. Finally, we have the **Resolution**. Did our hero win or lose?

To make sure you cover all of the basics of story structure here are the beginnings of 7 sentences that can help:

1. Once upon a time... (This starts the story off and introduces our protagonist)
2. And every day... (This will set up how life was before the Inciting Incident)
3. Until one day... (This begins the action of the story with the Inciting Incident and the Goal)
4. And because of this... (This introduces the barriers or obstacles the protagonist faces)
5. And because of this... (There could be several barriers)
6. Until finally...(This ends the story with the Resolution)

You have the basic components of a good story, so what kinds of stories should you tell?

There are 6 categories of stories that your organization should be telling.

- The Nature of Our Challenge Story. Why do people need your services? What are you trying to do?

- How We Started Story. This is your cause's creation story. Why was your organization founded?
- The Emblematic Success Stories. Show how you made a difference and did it in a way that is unique to your organization.
- The Performance Stories. Share stories about your volunteers and staff. Show them living your core values.
- Striving to Improve Stories. You won't always be successful. Explain how you learn from your mistakes.
- Where We Are Going Stories. What will your community look like if you continue your services? What will it look like if you can't? Create a picture of what the future will look like.

You should tell stories for everything you do - fundraising, advocacy, recruiting and public relations. Make sure everyone on staff knows these stories and can pull them out whenever necessary. Sensitize your people to look out for good stories and find a way to collect them. In the long run, if you can tell stories that other people remember and retell then you have the world's oldest form of social media working for you.

Advice from [Water Words that Work](#)

Begin With Behavior ([see more about this here](#))

As you prepare to do some environmental writing for everyday citizens, pause first to envision success. In your mind, envision the day after your audience read or heard your words – and you have successfully inspired, outraged, touched, or otherwise moved them to act. What are they doing? If you can't come up with any way for them to make a difference, they won't come up with one, either. If you can't narrow down a list of options to the single best place to start, they won't be able to, either.

Key messaging strategies:

- Show how solutions tackle diverse community priorities all at once
- Local success stories should be central to our toxic runoff messages.
- Name the real problem: pollution
- Name names--keep it local and concrete.
- Talk win-win solutions.
- Make the human connection.
- Avoid insider jargon and acronyms.
- Stand strong for polluter accountability.

Words With Documented Shortcomings

Term	Issue	Try Substituting...
Alternative Energy		Clean and safe energy
Biodiversity	Many don't understand this term	Extinction, wildlife
Water Quality	May think of safety of drinking water	Clean Water
Conservation easement	Many don't understand this term. For rural residents, the term calls to mind power lines, gas pipelines, and other annoying intrusions	Voluntary land preservation agreement
Endangered Species	Upon hearing this word, your friends love you more — and your foes hate you more	wildlife, animals
Infrastructure	Not widely recognized	Clean water investments, pollution control investments

Landscape	<u>This term evokes images of landscaping or groundskeeping — pretty, but not natural.</u>	Natural areas
Land use planning	<u>“...vague yet ominous sounding.” Belden Russonello Stewart</u>	Planning ahead, balancing development and....
Nonpoint source pollution	<u>Very few people have any idea what this term means.</u>	Polluted runoff
Open space	<u>This term evokes the image of land that will be developed soon, possibly even a blighted or vacant lot that SHOULD be developed soon.</u>	Natural area
Recreation	<u>The public does not accept recreation as a big economic force, the term has overtones of fun and triviality.</u>	Family activities

Website Design

We use WordPress to create our website and manage the content on it. WordPress uses themes to create the look and structure of the website. There is a parent theme and a child theme. The latter allows us to customize things while still allowing the parent theme to be updated for security and features. Additional customizations can be chosen, such as fonts, colors, and much more. These selections are important to carrying our brand through to our website.

Theme: Make By [The Theme Foundry](#), using the Make (child theme)

Font: Noto Sans, Size: 18, Line Height:1.6,

Button Font: Noto Sans, Bold, Size: 20, Line Height:1.6

Headings: Noto Serif, various sizes, 1.3 line height.

Colors: Hex described above, with the addition of a very light blue, #d7e4ed, which was need for design purposes.

Preventing Bad Presentations and Trainings

When creating presentations, review [Andy Goodman’s guidance here.](#)

When creating a training (even long presentations), review the [Beyond Bad Training by Andy Robinson](#) folder. Sarah Lyman attended this training and can provide some support/clarification.

File version naming convention

We aim to use the following convention for naming versions of different documents:

[doc name] - [V##] to [who]

[doc name] is a short but descriptive name of the piece

[V##] is the version, and are always two digits.

[who] is the person reviewing the document or who is responsible for it.

Examples:

Friends of Casco Bay Branding Guide - V01

Friends of Casco Bay Branding Guide - V02 to Sara

Friends of Casco Bay Branding Guide - V03 to Cathy

Friends of Casco Bay Branding Guide - V04 to Printer

And there is no final. Don't put final on any file name. Putting final acts like a curse and ordains an extra version.

In Google docs, versions are embedded.