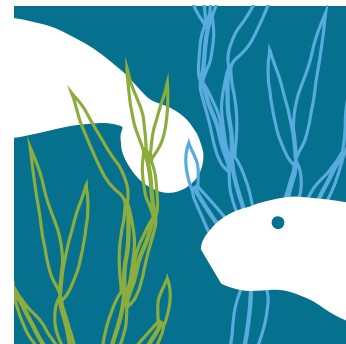


Brand Book

**Manatee
Center**

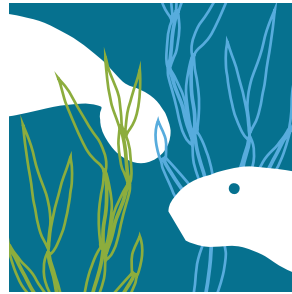


Manatee
Center

Logo

To build brand awareness, it is critical that the Manatee Center logo appear on every form of communication that comes from our program. This includes all marketing, promotional, advertising, educational and event-related print and digital communications, including email and other correspondence.

There are occasions when our full color logo is not applicable. Below are other ways to use our logo: as black and white, as one color (in one of the colors in our palette) or in white on a contrasting background. If used this way, there must be enough contrast to be readable. The logo should never be represented in any other formats.



Full Color



Black and White



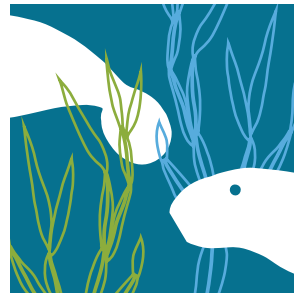
Reversing out of color



One Color

Logo With Taglines

The Manatee Center logo can stand alone or with the tagline in proximity as shown here. The tagline can also be used alone as a graphic element, and in different palette colors and orientation.



Manatee
Center

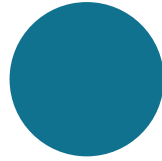
LEARN AT THE LAGOON

LEARN
AT THE
LAGOON

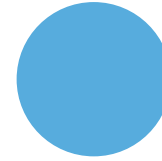
A stylized graphic of seagrass in shades of red and orange, positioned to the right of the tagline text.

Color Palette

Consistent use of color is critical in maintaining our brand. Any material created in-house should use only the following colors. Below each color are the various breakdowns to easily create these colors on our own, whether for web or print use.



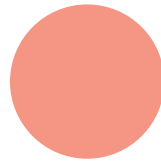
Teal
PMS 3145
C=93, M=45, Y=32, K=6
R=0, G=114, B=143
Hex=#00728f



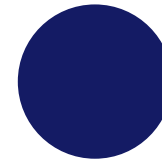
Light Blue
PMS 297
C=61, M=17, Y=2, K=0
R=88, G=172, B=219
Hex=#58acdb



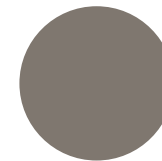
Green
PMS 376
C=51, M=16, Y=100, K=1
R=140, G=172, B=62
Hex=#8cac3e



Coral
PMS 170
C=0, M=51, Y=43, K=0
R=246, G=149, B=131
Hex=#f69583



Navy
PMS 2758
C=100, M=95, Y=5, K=39
R=25, G=29, B=99
Hex=#191d63



Gray
PMS 417
C=18, M=21, Y=27, K=47
R=127, G=119, B=112
Hex=#7f7770

Font Usage

We use specific brand fonts in all marketing materials, including email. These fonts offer several weights and specific examples are shown here to guide use and choices. Fonts can be used as both headline or copy weight. All fonts are available at fonts.google.com.

Urbanist

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Urbanist ExtraLight

Urbanist Medium Italic

Urbanist Thin

Urbanist Bold

Urbanist Thin Italic

Urbanist Black Italic

Merriweather

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Merriweather Light

Merriweather Bold

Merriweather Italic

Merriweather UltraBold Italic

Example:

Merriweather Bold

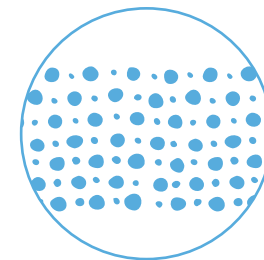
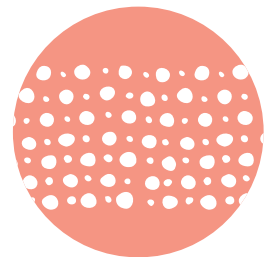
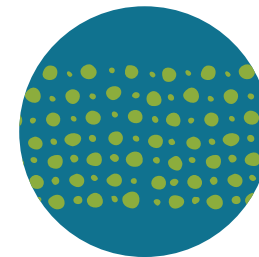
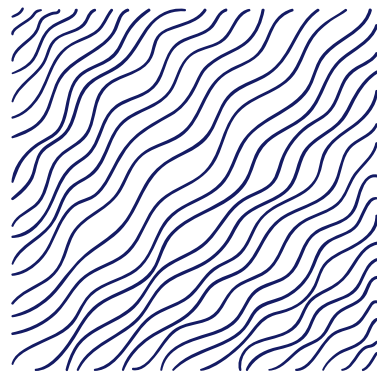
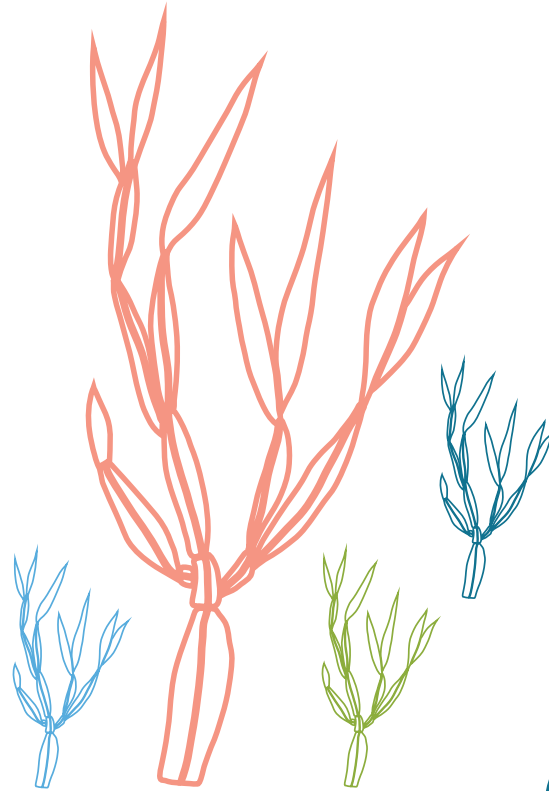
Welcome to the Manatee Center

The Manatee Center leads environmental education, tourism and conservation of the Indian River Lagoon through inspiring visitor experiences. Sharing scientific study of the Treasure Coast marine ecology, we are an inclusive space to enjoy, explore and advance environmental knowledge and advocacy together.

Urbanist Regular

Graphic Elements

This page shows the types of graphic elements used in our collateral pieces. Patterns and graphics can be used in any palette color.



Core Values

Core values and beliefs speak to our higher purpose and solidify the foundation of our organizational culture. It's important to express these beliefs often to strengthen our unique identity and build a community of belonging around shared values.

WE BELIEVE IN

Curiosity and Discovery

We welcome seekers and explorers to learn in blue-green wonder and listen to the lagoon.

Courageous Conservation

We raise up river warriors young and old, life-long keepers of our irreplaceable eco-system.

Interconnection

Nature forms us in diverse community, where all living things need one another to thrive.

Manatee Wisdom

These playful, gentle creatures reflect humanity at our best, inviting us to live in joy and harmony with the world.

Science and Stewardship

We are a center of environmental education and advocacy, furthering the knowledge and protection of local marine ecology.

Messaging

Our brand message conveys who we are and why we exist, inviting others to join and support our mission through a compelling vision for change. It's important to speak with clarity and consistency so our message is informative, moving and actionable. Use of our tagline, key words and phrases, and hashtags all support our greater messaging goals.

Tagline

Learn at the Lagoon

Our Mission

The Manatee Center fosters curiosity and discovery of our unique coastal ecology, where people gather to learn, commune, and conserve the beauty and wild wonder of the Indian River Lagoon.

Our Vision

Creating water-keepers everywhere who passionately protect the natural waterways and marine habitats all living things depend on.

Service Statement (Boilerplate)

The Manatee Center leads environmental education, tourism and conservation of the Indian River Lagoon through inspiring visitor experiences. Sharing scientific study of the Treasure Coast marine ecology, we are an inclusive space to enjoy, explore and advance environmental knowledge and advocacy together.

Creative Direction

- Listen to the Lagoon
- Healthy Lagoon / Healthy Manatees
- Manatees Teach Us

Hashtags

#ManateeCenter
#LearnAtTheLagoon
#HealthyLagoon
#KeepManateesHealthy
#LivingLagoon
#SeaGrassAndSeaCows
#ManaTeach
#LagoonCamp