

BRANDING STRATEGY

TEXAS GENERAL LAND OFFICE ADOPT ADOPT BEACH GEORGE P. BUSH, COMMISSIONER



The Adopt-A-Beach Brand

Brand Background

Established in 1986 by the Texas General Land Office, Adopt-A-Beach is an all-volunteer state effort dedicated to preserving and protecting Texas beaches. The program's success is due to the generous efforts of dedicated volunteer county coordinators, coastal community leaders, sponsors and citizens. Strong support from the private sector helps carry the brand's message to Texan citizens all across the state.

Brand Mission

- Educate citizens about the source of debris in Texas beaches
- Raise public awareness and call volunteers to action
- Call volunteers to action and assist their efforts
- Generate public support for state, national and international action to clean up coastal waters.

Direction

- George P. Bush, Chariman: Adopt-A-Beach
- Texas General Land Office: Office of Communications







Brand Personality

Conscious

• Transparent layouts

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- Organic elements
- Subtle combinations

Optimistic

• Vibrant hues

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Crisp edges

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Solid contrasts

Adaptable

- Intuitive design
- Simplistic aesthetic
- User-oriented presentation



Signature Palette

Primary Colors

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- Dominant in layout compositions
- Used in contrasts with wordmark logo



BULL SHARK NAVY RGB: 0:40:86

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BARRACUDA BLUE RGB: 0:112:218

Secondary Colors

• Used for accents and supplementary design elements



STRIPED BASS STEEL RGB: 165:199:255



YELLOWTAIL DAFFODIL RGB: 255:227:137

Proxima Nova

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Typography

The Proxima Nova Family

- A modern Sans Serif font that brings elegance and simplicity to the brand's identity
- Versatility allows for convenient matching with different combinations and fonts
- Wide array of variations: ranging from Narrow to Wide
- Available through Adobe Typekit by Font Bureau

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Aã	Jj	Kk	LI	Mm	Nn	Ññ	00	Рр	Qq
Δa	Rr	Ss	Tt	Uu	Vv	Ww	Хх	Yy	Zz
NU	01	02	03	04	05	06	07	08	09

The Wave Accent

- A subtle accent divider for typographic elements
- Used to contrast titles and subtitles with paragraphs
- Available in four different weights

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Illustrations

General Guidelines

• Must present clean and sharp edges

- Must present crisp contrast between art and background
- May present an organic and (or) modern aesthetic
- Colored illustrations should use vibrant tones
- Circular bodies are highly encouraged
- Grainy/sand texture overlays are highly encouraged



**Refer to adaptations at the end of document for reference



Web Iconography

General Guidelines

- 2-point stroke icons
- Convinient SVG rendering for web and social media
- Clear readability as main priority
- May only be contrasted with solid backgrounds
- Stroke should be white when contrasted with primary colors
- Stroke should be Bullshark blue when contrasted with secondary colors
- Edges and curves must be rounded
- Curvilinear forms are highly encouraged
- Placement on circular bodies is highly encouraged





Brand Pressence

Conscious

As a conscious brand, Adopt-A-Beach should have a responsive concern for the audience's needs at all times. The brand pressence should honor the signature identity while remaining consistent with current social trends and happenings. Campaign initiatives must always strive to live outside the box and stand out in all forms of communication and public relations.

Optimistic

As an optimstic brand, Adopt-A-Beach's pressence should seek to earn the loyalty of its audience, especially those who volunteer and make the initiative a success. A sense of enthusiasm should remain persistent before, during and after each campaign and event. The brand must always present itself with open arms to its prospective and active contributers.

Adaptable

A versatile brand personality is crucial for any non-profit organization, and Adopt-A-Beach's brand must always be prepared for any unforseen circumstance. Transparency and attention to detail are key elements to the brand's pressence: online and physical. The brand should strive make volunteers and active contributers feel empowered and capacitated to achieve their endeavors prior to each campaign.



Brand Voice

Conscious

- Educational content
- Thought-provoking visuals
- Motivational calls to action

Optimistic

- Foments audience with pride
- Builds loyal heritage
- Enthusiastic future outlook

Adaptable

- Bold messages
- Minimalistic visuals
- Design-oriented graphics











THE TOP 10 TRASH











How can your organization help? There are a variety of ways your organization can be involved with Adopt-A-Beach and we look forward to working with you!

Join us for a Coastwide Cleanup Adopt-A-Beach schedules two coastwide cleanups each year, as well as two smaller regional ones in South Texas during the winter.

FEBRUARY APRIL SEPTEMBER South Padre Island and the Cosstal Band area to Brownsville a ba

The dates for these events vary. Check car website for upcoming cleanup dates. Let us know if your organization has offices outside of Texas. We can help connect you with a cossist cleanup partner in that area. Refer to the next page for further datals regarding our cleanup events.

Can't make it to a scheduled cleanup? Let us help you schedule a Special Cleanup on a date that works for you. We work with state and federal parks, and local governments to help srouge schedule that you on cleanup at cleagingtened locations. The cleanup supplies will be provided when you check in. Al you have to do is show up!

Set up a Special Cleanup



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Adopt a Beach of Your Own Does your group want to officially adopt a stretch of beach? Sign up to be a Beach Adoptor. Our Beach Adopter volunteers clean their adopted beach three times a year for two years. Some Adopters have maintained their beach for decodes!

Sponsor Adopt-A-Beach

Show your commitment to keying Reas baches clean by become a sponsor. The majority of Adopt-A-Besch program funding comes from private donations. Financial support is circular to naking save our voltenters git the supplementation and educating the public adord many sponsor benefits and donation that the don't. We have multiple sponsorchip helds and many sponsor benefits and don't.

ADOPT-A-BEACH TEXAS GENERAL LAND OFFICE TEXASABOPTABEACH.ORD

Participating in a Cleanup

Online registrations for Adopt-A-Beach Cleanups open 1-2 m Upon arriving at the designated check-in location for one of our scheduled cleanups, your volunteer team will be supplied with trash bags and non-latex gloves.

Plan Ahead for the Event

Once registration is posted online at texasadoptablech.org, pick a check-in site and/or use the map to determine the best location for your group.

- Circulate a sign-up sheet through email or post in lounge areas within your organization to gather a group of volunteers interested in attending the event. Attech our liability waiver for them to complete and turn in on cleanup day.
- Register your group online. A precise list of committed volunteers isn't obligatory, but we require an approximate number of people on your team. Contact your local site coordinator for amerities and food and/or beverage availability at the event. Please note that each location operates differently.
- Due to the foreseen size of attendance at the Galveston Island location, we ask that only 1 or 2 pacele check in to obtain supplies and a designated clearing area for the group. The check-in location is at Menard Park, located between 27h St, and Seewall BHA.
- Appoint a meeting used route the rest of the group in advance. We recommend you instruct your group to gather on either side of the park (a, facher 27th Smeet or 28th Smeet). This will keep our checkin area from becoming crowded and your group informed on where to remain before the event.



Actor 4-Reach Cleanup happen rain or shine, with the exception of dangarous workfor situations like intrudentarian and of hodding. Be sure to chard the local rain forecast before heading out to the beach.
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Things to Consider in Advance

Supplying water/inscles for your team
Transportation: carpooling is highly recommended. Keep in mind large buses cen't
orrare on soft send.
A communication strategy in case of unforeseen issues (i.e. weather, illness, etc.)

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Logotype Usage Worksheet



Center logo to square plane and allow a 1:5 space on each vertical side.



The logo should be contrasted with a solid background to allow readability.



The logo should only be contrasted with brand colors when placed on a shape.



Black contrasts are only permitted in B&W print and video compositions.



Center logo to square plane and allow a 1:4 space on each horizontal side.



Fill logo with primary colors only.



Fill logo with primary colors only.



Fill logo with black for B&W prints only.



Do not fill logo with secondary colors.



Do not alter the orientation of the logo.



Do not distort the dimensions of the logo due to improper scaling.



Do not outline logo.



Do not place logo on a distracting background or distort readability.





Do not emboss or use 3-D effects with the logo on still compositions.



Do not fill logo with gradients.

Do not add elements to the logo.



Adopt-A-Beach is a brand by the Texas General Land Office, directed by George P. Bush, Commissioner 1700 Congress Ave. - Austin, TX 78701 texasadoptabeach.org

Updated June, 2020 under the direction of Karina Erickson, Communications Director