

BRAND BOOK



BRANDING STRATEGY



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

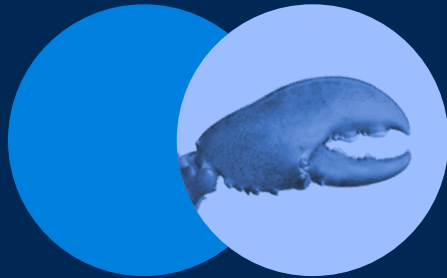
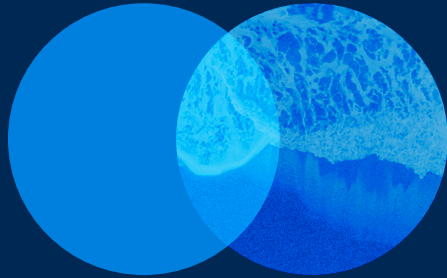
- Educate citizens about the source of debris in Texas beaches
- Raise public awareness and call volunteers to action
- Call volunteers to action and assist their efforts
- Generate public support for state, national and international action to clean up coastal waters.



Direction

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





Brand Personality



Conscious

- Transparent layouts
- Organic elements
- Subtle combinations



Optimistic

- Vibrant hues
- Crisp edges
- Solid contrasts



Adaptable

- Intuitive design
- Simplistic aesthetic
- User-oriented presentation

Signature Palette

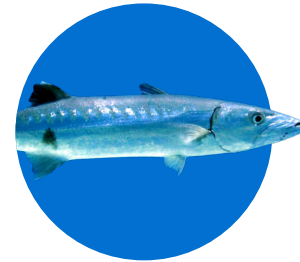


Primary Colors

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



BULL SHARK NAVY
RGB: 0:40:86



BARRACUDA BLUE
RGB: 0:112:218

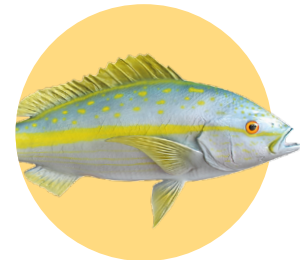


Secondary Colors

- Used for accents and supplementary design elements



STRIPED BASS STEEL
RGB: 165:199:255



YELLOWTAIL DAFFODIL
RGB: 255:227:137

Proxima Nova

Better Beaches **Better Beaches**
Better Beaches Better Beaches
Better Beaches **Better Beaches**

Proxima Nova

Better Beaches **Better Beaches**
Better Beaches Better Beaches
Better Beaches **Better Beaches**

Proxima Nova

Better Beaches **Better Beaches**
Better Beaches Better Beaches
Better Beaches **Better Beaches**

Proxima Nova

Better Beaches **Better Beaches**
Better Beaches Better Beaches
Better Beaches **Better Beaches**

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

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Ńń	Oo	Pp	Qq
Rr	Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz
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





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
- Convenient 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

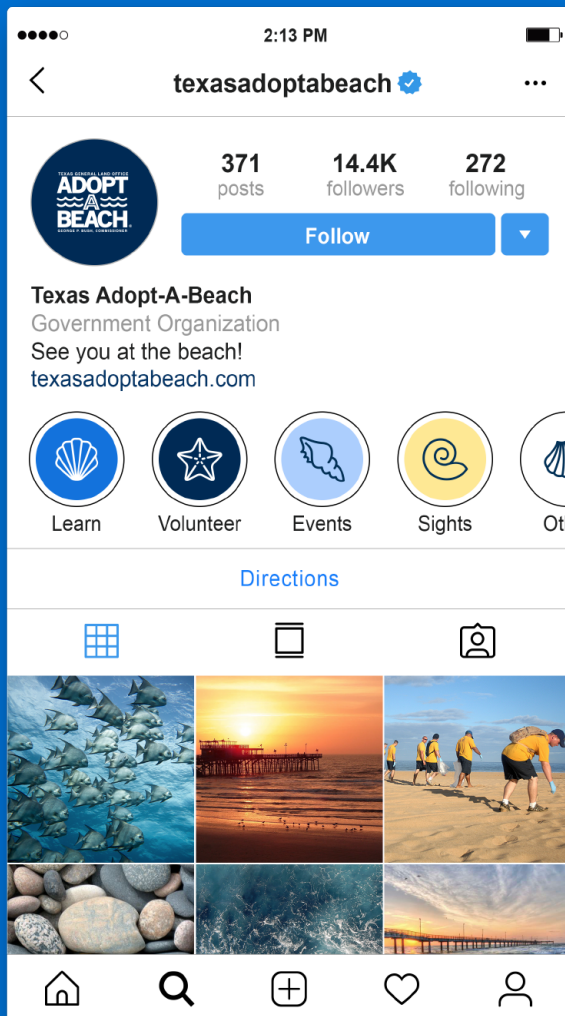
As an optimstic brand, Adopt-A-Beach's pressence should seek to earn the loyalty of its audience, especially those who volunteer and make the initiative a success. A sense of enthusiasm should remain persistent before, during and after each campaign and event. The brand must always present itself with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



Adaptable

A versatile brand personality is crucial for any non-profit organization, and Adopt-A-Beach's brand must always be prepared for any unforeseen 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 contributors 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



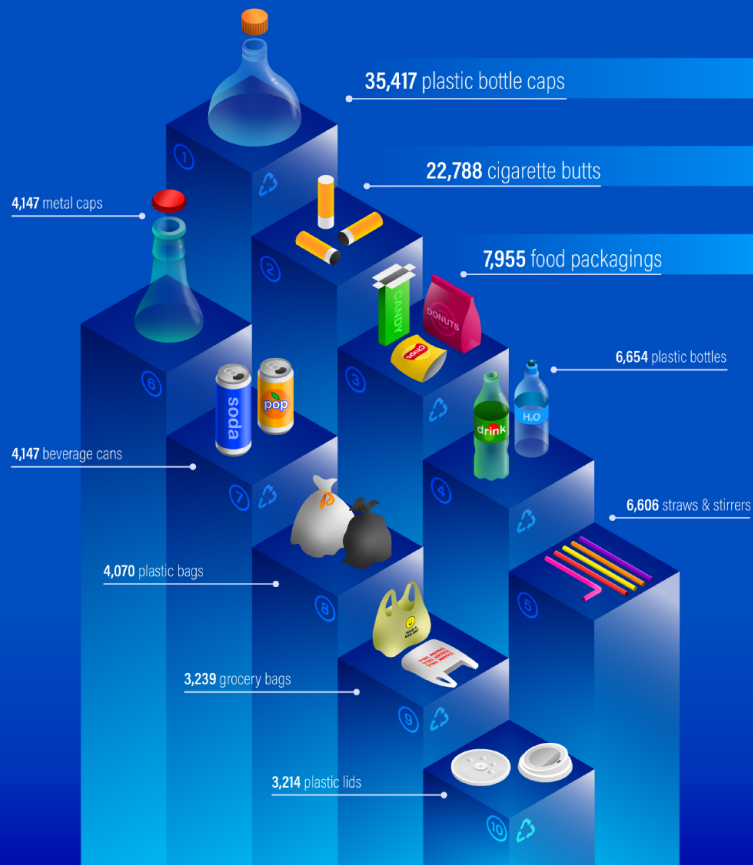
Adaptable

- Bold messages
- Minimalistic visuals
- Design-oriented graphics



THE TOP 10 TRASH

ITEMS CLEANED UP ON TEXAS BEACHES

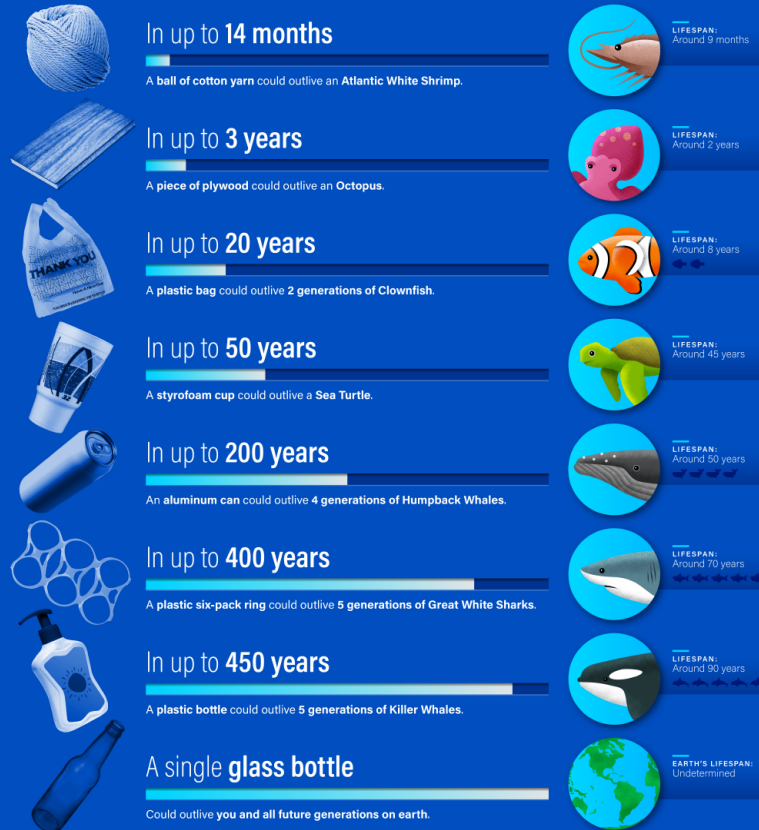


FOR MORE INFORMATION OR TO VOLUNTEER:
1-877-TXCOAST • TEXASADOPTABEACH.ORG



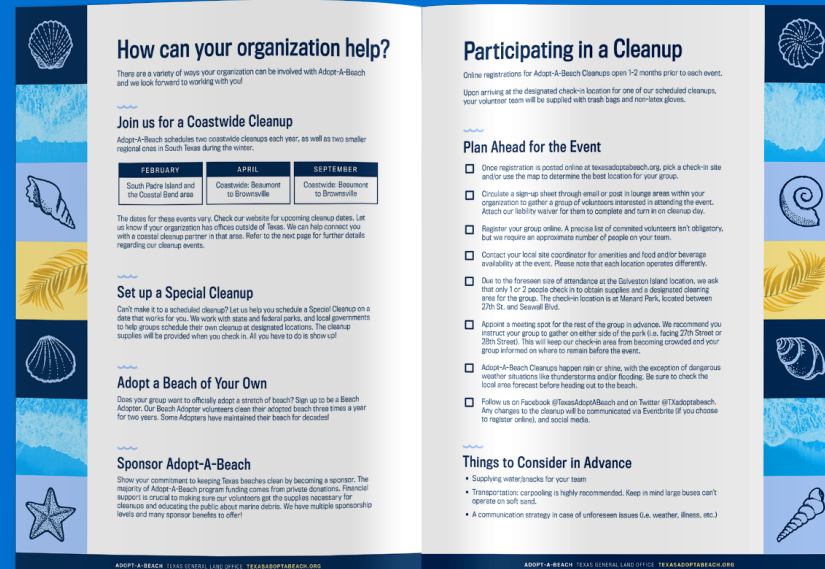
THE OCEAN

OUTLIVED BY TRASH

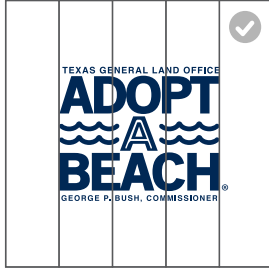


FOR MORE INFORMATION OR TO VOLUNTEER:
1-877-TXCOAST • TEXASADOPTABEACH.ORG

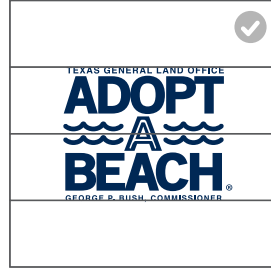




Logotype Usage Worksheet



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



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



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.



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



Fill logo with primary colors only.



Do not remove elements from the logo.



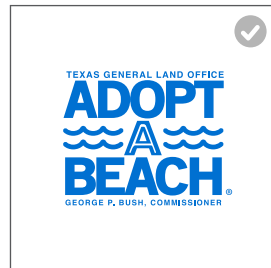
Do not add elements to the logo.



Do not outline logo.



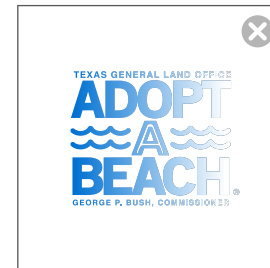
The logo should only be contrasted with brand colors when placed on a shape.



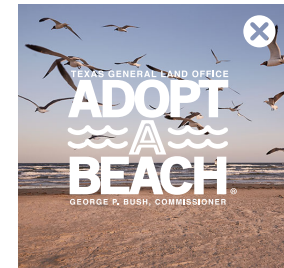
Fill logo with primary colors only.



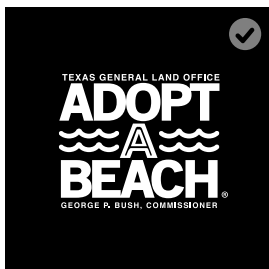
Do not emboss or use 3-D effects with the logo on still compositions.



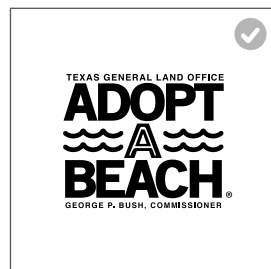
Do not fill logo with gradients.



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



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



Fill logo with black for B&W prints only.



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