

The Cousteau Society, founded by the iconic sea explorer Jacques Cousteau, is an organization that is rooted in exploration and preservation of marine life.

For this project, the problem I was trying to solve, was how to reinvigorate spirit and community engagement into the organization. Through research into the organization, I came to the conclusion that their branding and overall visual identity were affecting the overall interest and community engagement with the organization.

The idea was to *re-connect* and icon to the modern generation through a new visual identity that was modern, sleek and reflected the organization's heritage. I first began looking internally as to what attracted me to the organization and then conceptualized a new identity and brand positioning around that.

As a solution, I created a brand book, logotype system, and overall revamp of the visual identity. The reason for the brand book was to create a piece of reference material that could be constantly revisited to realign the objective and visual strategy of the organization. Secondly, the logotype system was created to be flexible and dynamic so that it could function across the different avenues the organization was participating in. Those being: innovation, exploration, stewardship, legacy, heritage, and preservation. Lastly, the new visual identity was important as it reintroduced the organization to the public. The result was a bold, modern and sleek identity that can be reflected across many different avenues and cultural channels.

Personally, this project was interesting because it allowed me to reimagine something that is near and dear to my heart. I think the project overall was successful in creating a bold and unique visual identity and revamping the organization, however, if I do think there are some areas that were missed. As I continue working on the project I aim to put a bigger emphasis on the digital aspect of the identity and also draw a closer relation to the climate crisis. I think the biggest potential of The Cousteau Society in today's culture is to be a leader in the preservation and advocacy of our planet and the species inhabiting it.