



The Cousteau Society is the organization founded by iconic sea explorer and documentarian Jacques Cousteau. Although once very prevalent, The Cousteau Society no longer holds the same cultural relevance as it once did.

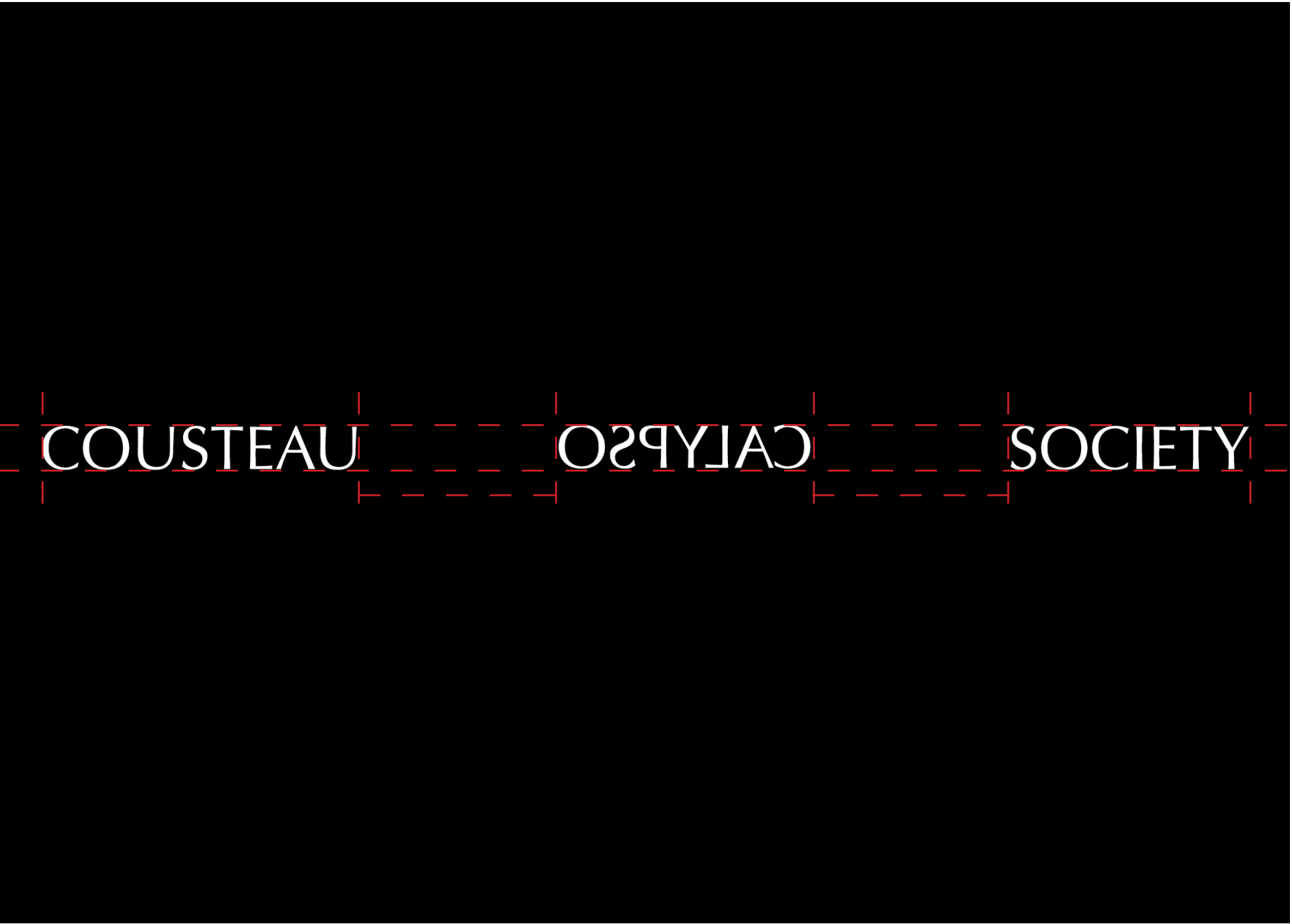
As a way to reinvigorate spirit and enthusiasm into the organization, a conceptual rebranding was executed to experiment how the iconic organization could reconnect with a modern generation.



The core identity of the organization lies with its founder. As The Cousteau Society developed and changed with the new generation, the connection to their founder became less central since his death in 1997. A mission statement was created for the rebranding to centralize the goal of the project.

“Connecting an icon with a modern generation through a new visual identity.”



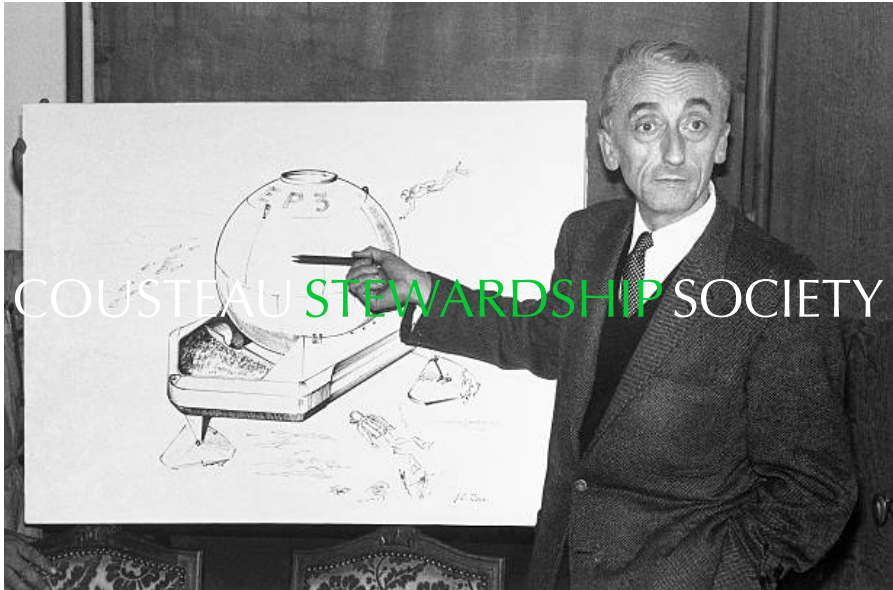


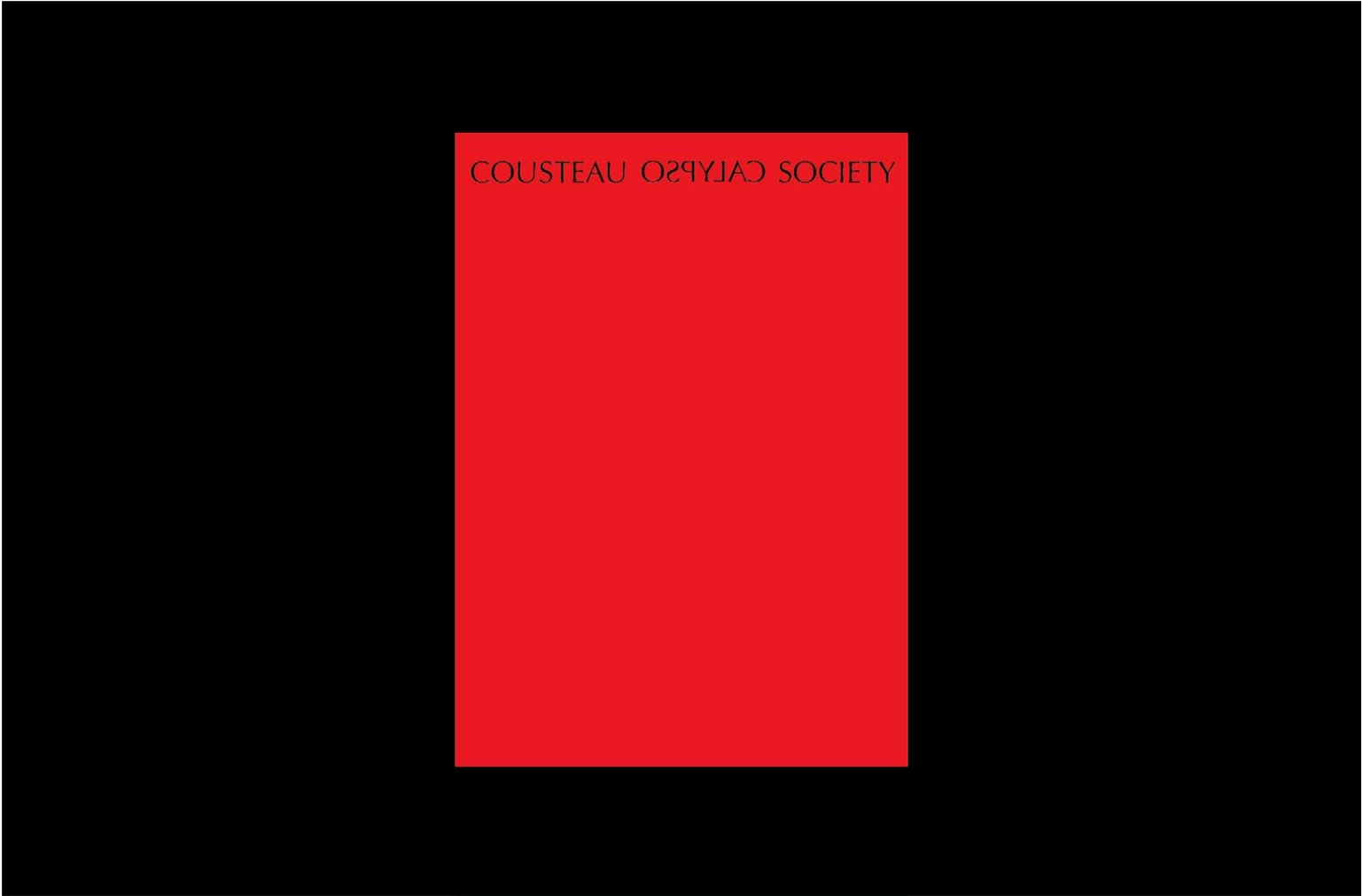


Six central touchstones were created to represent the core values of the organization.

Touchstones: Innovation
Exploration
Stewardship
Legacy
Heritage
Preservation

The new logotype system allows the organization to seamlessly change between touchstones in a cohesive yet distinctive way.





A conceptual brand book was created to help present and organize the new visual identity.

