**Organization**

The non-profit organization I selected for this assignment is the Environmental Defense Fund (EDF). This is a United States-based non-profit that advocates for climate change solutions, including market-based solutions and ecosystem restoration. As such, I expect a lot of “green” to be a part of the map design.

**Colour Palette**

I used the following two pictures to get a wide variety of colours, since the initial logo only gave me a limited number of options. Since I wanted the “purpose” of this map to show all the EDF offices nationally, I thought it would be best to have a variety of colour options to style this map appropriately.

Logo, company name

Description automatically generatedChart, bar chart

Description automatically generated

Since the blues in these two palettes are quite deep, and intense, I had adjusted one of the blues for a lighter blue that could be used as water on the basemap. This adjustment is shown below and was done using the Adobe Colour tool.

Graphical user interface

Description automatically generated

**Design Decisions**

Using Google’s Map Styling Wizard, I selected the “Retro” theme as my base. I thought that this option gave me the distinct colour choices that I was looking for this base map. The following table shows the different design choices changed for this base map.

|  |  |  |
| --- | --- | --- |
| **Feature Type** | **Element Type** | **Color Hex Code** |
| All | Geometry | #DCE8AC (Caper Green) |
|  | Labels / Text Fill | #0C4C94 (Torea Bay Blue) |
|  | Labels / Text Outline | #E8EEEE (Porcelain White) |
| Administrative | Geometry / Stroke | #6D6F72 (Nevada Gray) |
| Land Parcel | All | #6CC4B4 (Downy Blue) |
|  | Geometry / Stroke | #6D6F72 (Nevada Gray) |
|  | Labels / Text Fill | #6D6F72 (Nevada Gray) |
| Natural | Geometry | #DCE8AC (Caper Green) |
| Points of Interest | Geometry | #DFD2AE (default) |
|  | Labels / Text Fill | #93817C (default) |
| Park | Geometry / Fill | #BAD252 (Turmeric Green) |
|  | Labels / Text Fill | #BAD252 (Turmeric Green) |
| Road | Geometry | #E8EEEE (Porcelain White) |
| Highway | Geometry | #126C99 (Matisse Blue) |
|  | Geometry / Stroke | #126C99 (Matisse Blue) |
| Controlled Access | Geometry | #126C99 (Matisse Blue) |
|  | Geometry / Stroke | #126C99 (Matisse Blue) |
| Arterial | Geometry | #FDFCF8 (default) |
| Local | Labels / Text Fill | #806B63 (default) |
| Line | Geometry | #DFD2AE (default) |
|  | Labels / Text Fill | #8F7D77 (default) |
|  | Labels / Text Outline | #EBE3CD (default) |
| Station | Geometry | #DFD2AE (default) |
| Water | Geometry / Fill | #C6E7FF (Light Blue) |
|  | Labels / Text Fill | #6D6F72 (Nevada Gray) |

As mentioned earlier, a light blue was used for the water, otherwise a darker blue was too dominant and harsh on the eyes. Some of the elements were kept at the default colour because they didn’t have a large impact on the extents that I was looking while developing this map.

Initially, I converted all roads to Matisse (#126C99), but after zooming in, seeing all roads in these colour crowded the map and made it very difficult to read. The “Road” geometry was then changed to Porcelain (#E8EEEE). The Nevada gray (#6D6F72) was a great colour to generally use for text fill.

I tried to keep the overall land, and parks as a type of green, as indicated by the “Natural” geometry which was given the Caper colour (#DCE8AC). The “Park” geometry was given a more intense Turmeric colour (#BAD252). These two colour truly showed the greens of the EDF organization, and with the blues represented by the highways, and ocean, all the colour profiles are represented quite well.

**Map Screenshots**

Map

Description automatically generated

Map

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