

## Mission Statement

It is the mission of Sea Turtle Conservancy to ensure the survival of sea turtles within the Caribbean, Atlantic and Pacific through research, education, training, advocacy and protection of the natural habitats upon which they depend.

Headquartered in Florida, the organization carries out worldwide programs to conserve and recover sea turtle populations through research, education, advocacy and protection of the natural habitats upon which depend upon.

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Logo development

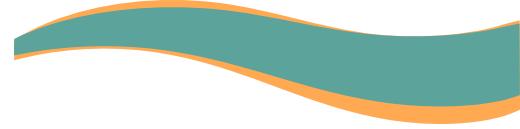
Logo



Sea  
Turtle  
Conservancy

02

change this typeface + treatment to



# Sea Turtle Conservancy

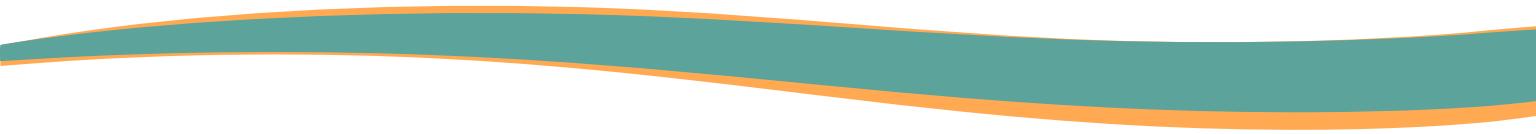
One color - Black

# Sea Turtle Conservancy

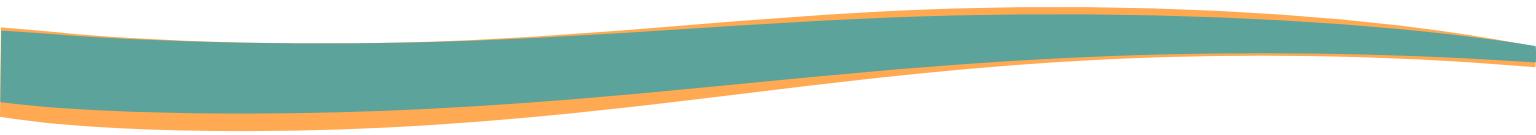
White on Black

# Sea Turtle Conservancy

One color - Green



# Sea Turtle Conservancy

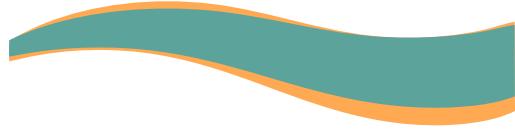


04

change this typeface + treatment to

## Logo developments

### Incorrect Use



Sea  
Turtle  
Conservancy

Sea  
Turtle  
Conservancy

Sea  
Turtle  
Conservancy

Sea  
Turtle  
Conservancy

### Sizing

Logotype should never appear smaller than 1 inch.

### Proportions

Keep logotype at orginal proportion. Do not stretch the width or height of logo alone

### Coloring

Keep coloring consistent with orginal color scheme. Do not alter colors or add opacity.

## Color palette

### Color description



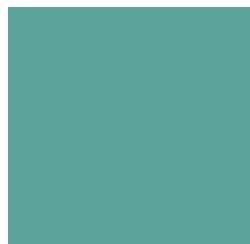
The color scheme used is meant to directly correspond with colors related to sea turtles and the ocean, while also remaining clear and concise throughout.

The use of the **turquoise green** is meant to symbolize the color of the sea turtles as well as the sea itself. The **orange** just so happened to be near the complimentary color of the green and also symbolizing the sand at the beach.



## Primary Colors

Pantone  
7473 U



For use in logo and type  
across the brand

## Secondary Colors

Pantone  
804 U

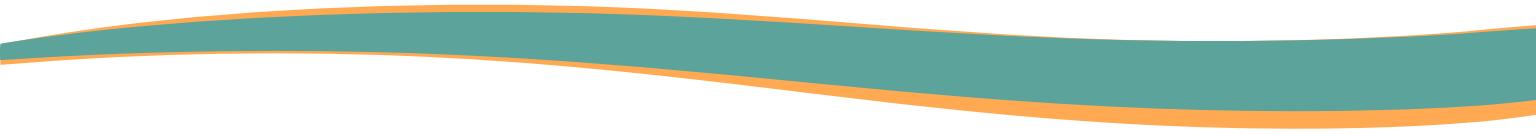


Used to complement the  
primary color in designs  
and for some type

Black



Used as black and  
lightened for watermark



# Sea Turtle Conservancy



## Kurale - regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Poiret One - regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## Raleway - regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0



# Laura Forte

President



Phone: 352-373-6441  
Fax: 352-375-2449



Laura@conserveturtles.org  
www.conserveturtles.org



4424 NW 13th St, Ste B-11  
Gainesville, FL 32609

# Peggy Cavanaugh

Environmental Activist



Phone: 352-373-6441  
Fax: 352-375-2449



Peggy@conserveturtles.org  
www.conserveturtles.org



4424 NW 13th St, Ste B-11  
Gainesville, FL 32609

The information side of the business card is sectioned off into two different parts, on the top resides the name and position of the person, in the largest font (Poiret One, 16pt and 14pt respectively) to make more of an impact. Underneath the wave lies the contact information of that person (Raleway, 7pt). The front side of the card is reserved for the logo of the company. The watermark used throughout the designs also appears in the top right corner of both sides of the card providing a level of balance within the design.

# Sea Turtle Conservancy



Date

name  
company name  
address name  
city state zip

dear

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Closing

Name  
Title

Sea Turtle Conservancy  
4424 NW 13th St, Suite B-11  
Gainesville, FL 32609

stc@conservturtles.org  
conservturtles.org



Date

name  
company name  
address name  
city state zip

dear

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Closing

Name  
Title

Sea Turtle Conservancy  
4424 NW 13th St. Suite B-11  
Gainesville, FL 32609

stc@conserveturtles.org  
conserveturtles.org



Sea Turtle Conservancy  
4424 NW 13th St. Suite B-11  
Gainesville, FL 32609

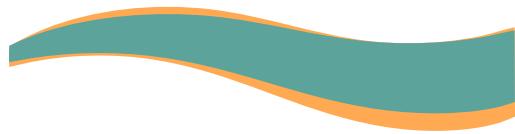
Ryan Kadlick  
1 Old Ferry Road  
Bristol, RI 02809

The top of the letterhead will include the logo indented on the left complimented by the turtle watermark creeping in from the right corner.

The bottom of the letterhead incorporates the green and orange wave seen throughout the system and adds the return address as well as email address to each bump of the wave.

12 point, Raleway used throughout





## Business Cards

14/16 pt card stock  
100 lb cover

## Letterhead

24 lb bond  
60 lb text

## Brochure

32 lb bond  
80 text



#### Apply for an Apprenticeship

Research Assistantship (RA) positions are voluntary ( unpaid) and selected RAs are expected to plan and finance their own travel to and from Bocas del Toro, Panama.

Good knowledge of Spanish and English is required. Applicants with: 1) education in biology or related fields, 2) previous fieldwork with sea turtles, and 3) experience working/living in multicultural environments in isolated locations for extended periods will be most competitive for these positions. Availability for the entirety of one specified time interval for the BINMP program (27 April through 31 July or 25 July through 2 November) is preferred.

#### Our History

The Sea Turtle Conservancy is the world's oldest sea turtle research and conservation group. An international nonprofit 501(c)(3) organization, Sea Turtle Conservancy was founded in 1969 by world-renowned sea turtle expert Dr. Archie Carr to save sea turtles from eminent extinction through rigorous science-based conservation.

Over the course of nearly 60 years, Sea Turtle Conservancy's research programs have yielded much of what is now known about sea turtles and the threats they face, and the organization is applying this knowledge to carry out the world's most successful sea turtle protection and recovery programs.



#### Join STC for our 4th Annual Sea Turtle Expedition to Cuba!

From July 1st – July 8th, 2018 you can join some of STC's sea turtle experts and take part in green sea turtle conservation efforts, all while experiencing the beautiful culture and landscape of Cuba.

Deadline to register is March 28th.

For questions or any further information, contact Lisa Palomo-Graubard at 800-451-7111 x339 or lisag@holbrooktravel.com

#### Contact Us

4424 NW 15th St, Ste B-11  
Gainesville, FL 32609  
Phone: 352-373-6441  
Fax: 352-375-8449  
Email: [enq@conserveturtles.org](mailto:enq@conserveturtles.org)

#### Our Mission

It is the mission of Sea Turtle Conservancy to ensure the survival of sea turtles within the Caribbean, Atlantic and Pacific through research, education, training, advocacy and protection of the natural habitats upon which they depend.

Headquartered in Florida, the organization carries out worldwide programs to conserve and recover sea turtle populations through research, education, advocacy and protection of the natural habitats upon which depend upon.

#### Why care about Sea Turtles?

Sea turtles, especially green sea turtles, are one of the very few animals to eat sea grass. Like normal lawn grass, sea grass needs to be cut short to be healthy and help it grow across the sea floor rather than just growing longer grass blades. Sea turtles and manatees act as grazing animals that cut the grass short and help maintain the health of the sea grass beds. Over the past decades, there has been a decline in sea grass beds. This decline may be linked to the lower numbers of sea turtles.

#### Get Involved

- Make a difference for sea turtles by visiting Sea Turtle Conservancy's website at [www.conserveturtles.org](http://www.conserveturtles.org) to learn ways you can get involved!
- Become a member of the oldest sea turtle conservation group and receive a free sea turtle adoption with a donation of \$50 or more.
- Sign up for Sea Turtle Conservancy's free E-newsletter and Action Alerts to keep updated on key issues affecting turtles.
- Participate in an award-winning Eco-Volunteer Program and help monitor sea turtle nesting at STC's research station in Tortuguero, Costa Rica.
- Get active on your favorite social networking websites by joining Sea Turtle Conservancy on Facebook, Twitter and Instagram.
- Throw a sea turtle-themed House Party to raise awareness and support for sea turtles.
- Add the GoodSearch Toolbar to your internet browser and shop at Amazon Smile to raise money for turtles.
- Make a donation today!

Follow Us on Facebook,  
Instagram, and Twitter!  
[@conserveturtles](https://www.instagram.com/conserveturtles)

"For most of the wild things on Earth,  
the future must depend on  
the conscience of mankind."  
- Dr. Archie Carr

## Fonts

### Outside Cover/Back

Header:

14pt Kurale

Subheading:

11pt Kurale

Body (top):

10pt Raleway

Body (bottom):

9pt Raleway

### Inside

Header:

14pt Kurale

Body:

10pt Raleway

Body (bullets):

9pt Raleway

Pullquotes:

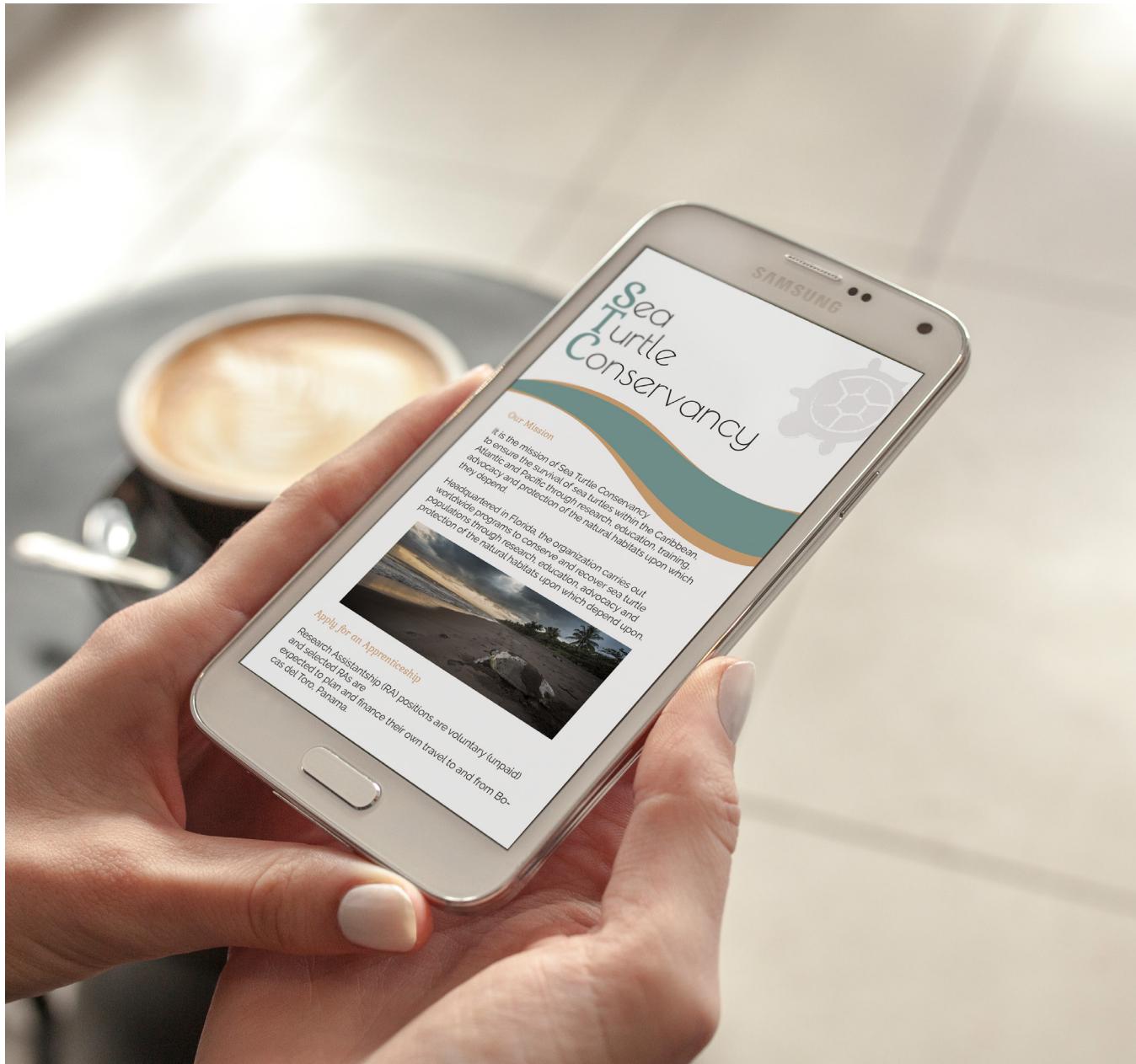
12pt Raleway

This brochure was created on a letter size, basic tri-fold style design. The cover is meant to remain simple and highlight the main aspects brought across all designs for the brand: the logo, watermark, and wave. The wave is used as a separator for information as well as an image showcase. The turquoise is still used in the wave, but to make up for the lack of orange it is used for the headers and pullquotes. All images used are directly related to sea turtles.

The use of images going futher should reflect on what you see here. Most images used should be taken by the Sea Turtle Conservancy, if not be directly related to sea turtles and/or the rescue process of sea turtles.









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Header:

Kurale 26pt

Body:

Raleway 24pt

Quotes:

Raleway 25pt