



ALLIANCE DU BASSIN VERSANT
PETITCODIAC
WATERSHED ALLIANCE

Brand Book

2015

Welcome!

The Petitcodiac Watershed Alliance is a registered charity bringing local science and education to the Petitcodiac and Memramcook River watersheds in southeastern New Brunswick. We focus on woods, water, wildlife, and the intimate connection that they share with society. Work consists of riparian restoration, water quality, and species-at-risk monitoring.

We believe that a strong sense of self is important, and we must thoroughly know ourselves before we can start changing the world. This Brand Book should communicate our truth, inspire creative solutions to complex environmental problems, and explain why we love what we do.

Any questions can be emailed to contact@petitcodiacwatershed.org.

Our Vision –

Bringing relevant, interesting, local science to the masses

The Petitcodiac Watershed Alliance is unique in its ability to marry rigorous local science with practical application. We strive to rise above the “ivory tower” and make our work as transparent and accessible as possible for all. This is why we bring science to your screens, news channels, farmers markets, schools, community events, and more. We make our science highly visible and hard working for our community and local environment.

Our Mission –

To restore and protect the ecological services that our watershed provides to the community by fostering awareness of the importance of water quality and habitat sustainability into the future.

Our Values –

Scientific Rigour, Credibility, Creativity,
Excellence, Passion, Collaboration

Our Personality –

Adaptable, Capable, Cooperative, Enthusiastic,
Knowledgeable, Productive, Optimistic

Brand Tone

First and foremost, we want to be considered the leading source of local science contributing to action-based and positive environmental change in the Petitcodiac and Memramcook River watersheds. We are an optimistic, apolitical, non-confrontational organization that lets the science speak for itself. We want people to connect to grassroots efforts that result in tangible benefits for the unique mosaic of ecosystems that make up our watershed.

We want people to connect with our work, and that means clear messaging and demographic-specific language. Final project reports will use formal scientific language, while social media summaries will be upbeat and casual (with proper spelling, punctuation, and grammar).

Logo



The brand logo is a water drop with the veins of a watershed running through it. Encircling it is two semi-circles which represent the nurturing community that cares for it.

Colours

The colours we chose are bright and happy. These colours will be found on any branding materials. When colour is not an option (e.g. black and white), a white or black cut out of the logo will be employed.

Primary:

| | | | |
|----------|--------------------|--------------------------|----------------------------|
| Lavender | HEX #6D6DB1 | RGB 109, 109, 177 | CMYK 64, 61, 1, 0 |
| Lime | HEX #B2C135 | RGB 178, 193, 53 | CMYK 35, 10, 100, 0 |

Secondary:

| | | | |
|--------|--------------------|------------------------|----------------------------|
| Violet | HEX #282D8F | RGB 40, 45, 143 | CMYK 100, 98, 6, 1 |
| Brown | HEX #6C5E46 | RGB 108, 94, 70 | CMYK 50, 52, 72, 29 |



Typography

Titles: GungSuh

Body: Times New Roman

Our primary font is Times New Roman for the body of text. Times New Roman is a common font used in scientific writing because it is easy to read and looks professional. Our primary font for titles is Lexia, but this font is largely unavailable, so instead we use GungSuh because the characters are similar and readily available as a default font on most computers.

We prefer serif fonts because they are easy to read, and best for online materials read using a screen. Ensure you are consistent with your font use throughout whatever document you are working on.

Tone of Voice

When writing for the Petitcodiac Watershed Alliance for social media, a report, or other, it is critically important that the organization consistently maintains the same tone of voice. Our *general brand voice* is friendly, knowledgeable, fact-based, and straightforward. Never use colloquial acronyms (LOL, etc.), and reserve the use of slang for fun, attention-grabbing social media posts. The general brand voice should be a tone that you would use to explain your science to an interested friend.

The brand voice changes slightly for scientific reports, and limits the use of jargon to technical components of a paper (henceforth called the *scientific brand voice*). Executive summaries must follow the general brand voice. See the Writing Guide below for tips.

Writing Guide

1. Always fact-check

Our organization prides itself on accuracy. Before putting a statistic or fact on any outreach material, ensure you've received it from a trustworthy source. Nothing kills credibility like a faulty fact. We're a recognized authority on the health of the Petitcodiac River watershed, so please don't spoil our reputation by spreading misinformation.

2. Express your passion

We want people to know how much we care about our work, so feel free to let that shine through in your writing. Use empowering words that inspire action from our community.

3. Focus on clarity

The people reading your message may have no background on the subject at all. Ensure that you're writing with your audience in mind. While using social media, make sure the text is written in plain language that is accessible to a wide audience. In the technical section of your scientific reports, be concise and use field-specific wording. In the executive summary of your scientific reports, write for the general public who may simply be interested in skimming the project results.

4. Short and sweet

People are busy and want the main message of what you're trying to say. Take some time to develop an "elevator pitch" for your message- a 15-30 second blurb that summarizes what you're trying to communicate. This is harder than most people think, but makes a big difference when we only have a short time to share important information with the public. Wasting time with endless ramblings makes your work seem uninspired and boring (the opposite

of passion). See this link for guidance: <http://www.adweek.com/adfreak/infographic-ideal-length-everything-online-tweets-youtube-videos-160972>

5. Always remember the “the”

It’s the Petitcodiac Watershed Alliance, so don’t forget when you use “the” in front of the PWA acronym. PWA did this, PWA did that just doesn’t sound right. The PWA is a registered charity doing lots of great things for the local environment.

6. Avoid hurtful words

This may seem obvious, but avoid words that are politically incorrect such as crazy, psychotic, retarded, gay, etc. These words are hurtful to some people, and we want to express our compassion for the community at every interaction.

7. Never get political

We are not a political group, and thus do not have stances on political issues. There are issues you may feel strongly about as an individual, but the PWA is not the platform upon which to voice them. We provide scientific facts for decision makers and no more. General interpretation of facts is okay.

8. Use “critical habitat” carefully

Critical habitat is a listing that government agencies use to determine areas of greater concern to species-at-risk. Using this term loosely is not consistent with the actual definition.

9. Choose positivity

The environmental field is known for being a “Debbie Downer”. Instead of making our community depressed, choose to empower them with practical solutions that will have a positive effect on behaviour. The PWA is the upbeat, smart, and optimistic voice that makes people believe that, together, we can make a difference.

10. Be timely

All of our messages should feel like they are fresh off the press. Don’t delay on posting images or stories. Ensure accuracy, and make it relevant (e.g. posting a story about storm water management on the 4th straight day of rainfall).

11. Consistency

If we say we will post a vlog every Tuesday, make sure things fall into place so that will happen. If we want the public to trust us, we have to give them a reason to at every opportunity.

12. Be grateful

When we’re talking about our members, sponsors, and volunteers, make sure your heartfelt gratitude and respect shows. They not only make our work possible, but they help make it outstanding.

Questions?

Please feel free to send any questions to Christine at info@petitcodiacwatershed.org,

or in person at 236 St. George Street

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