



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.

Table Of Contents Style Guide Template 2018

2 **Logo Development**
Color, Black/White, Improper use

6 **Color Representation**
Color Swatches

9 **Typefaces**

11 **Letterhead and Envelope**
Text and spacing

13 **Business Card**
Text and spacing

15 **Paper Stock**

17 **Brochure**
Text and spacing

19 **Images**
Color and content

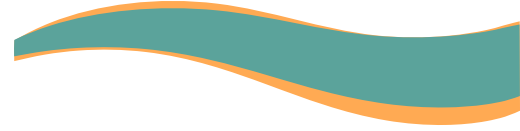
21 **Mobile Newsletter**
Text and spacing

Logo development

Logo



Sea Turtle Conservancy



Sea
Turtle
Conservancy

One color - Black

Sea
Turtle
Conservancy

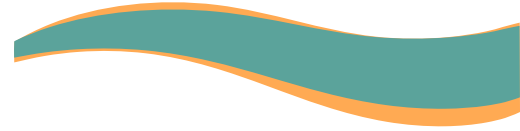
White on Black

Sea
Turtle
Conservancy

One color - Green



Sea
Turtle
Conservancy



Sizing

Logotype should never appear smaller than 1 inch.

Sea
Turtle
Conservancy

Proportions

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

Sea
Turtle
Conservancy

Coloring

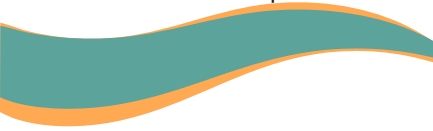
Keep coloring consistent with original color scheme. Do not alter colors or add opacity.

Sea
Turtle
Conservancy

Sea
Turtle
Conservancy

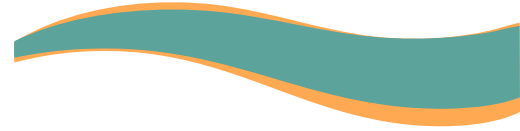
Color palette

Color description



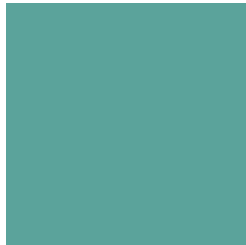
The color scheme used is meant to directly correspond with colors related to sea turtles and the ocean, while also remaining clear and concise throughout.

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

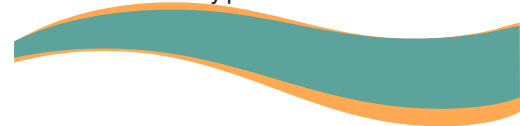
Black



Used as black and
lightened for watermark



Sea
Turtle
Conservancy



Kurale - regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Raleway - regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Poiret One - regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890



10
change this typeface + treatment to

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Closing

Name
Title

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


stc@conserveturtles.org
conserveturtles.org



Date

name
company name
address name
city state zip

dear

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Closing

Name
Title

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

stc@conserveturtles.org
conserveturtles.org

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



Ryan Kadlick
1 Old Ferry Road
Bristol, RI 02809

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



14
change this typeface + treatment to

Business Cards

14/16 pt card stock
100 lb cover

Letterhead

24 lb bond
60 lb text

Brochure

32 lb bond
80 text



Sea Turtle Conservancy

Apply for an Apprenticeship

Research Assistantship (RA) positions are voluntary (unpaid) and selected RA's are expected to plan and manage their own travel to and from sites, out of town, in some cases.

Good knowledge of Spanish and English is required. Applicants with a background in biology or related fields, an interest in working with sea turtles, and an extended period of available time for the RA position are preferred. Availability for the RA position is required from 27 April through 25 July through a 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 1983 by scientist Archie Carr in the spirit of Archie Carr to save sea turtles from imminent extinction through rigorous scientific based conservation.

Over the course of nearly 40 years, Sea Turtle Conservancy's research programs have yielded more 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 22 - July 28th, 2018 you can join some of STC's sea turtle conservation experts and the amazing sea turtle conservationists of Cuba to see the amazing landscape of Cuba.

Deadline to register is March 28th. For questions or any further information, contact Lisa Palmer, lpalmer@stc.org or 800-861-7121 x339 or lpalmer@stc.org

Contact Us

4844 NW 13th St, Ste B-11
Ft. Lauderdale, FL 33309
Phone: 954-371-4444
Fax: 954-371-2440
Email: stc@seaturtleconservancy.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.

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 constantly cut short to be healthy and help it grow across the sea blades. Sea turtles and manatees eat sea grass and help maintain the health of the sea grass beds. Over the last 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 website at www.seaturtleconservancy.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 help us update on key issues affecting turtle.
- Participate in an award-winning Eco-Volunteer program and help monitor sea turtles in Costa Rica.
- Get active on your favorite social networking website 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 stop at Amazon.com to raise money for turtles.
- Make a donation today!

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

Follow Us on Facebook, Instagram, and Twitter!

@seaturtleconservancy



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 1979 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 Palmosa-Grauard at 800-451-7111 x139 or lisa@holbrooktravel.com

Contact Us

4634 NW 13th St, Ste B-11
Gainesville, FL 32609
Phone: 352-373-5441
Fax: 352-373-2449
Email: stc@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 constantly cut short to be healthy and help it grow across the sea floor rather than just getting 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 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 \$30 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!

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

Follow Us on Facebook, Instagram, and Twitter!

@conserveturtles

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.

Images

Restrictions

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.







20
change this typeface + treatment to

Sea Turtle Conservancy



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.



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 Ro-

Fonts

Header:

Kurale 26pt

Body:

Raleway 24pt

Quotes:

Raleway 25pt