Branding

When the project began, we laid out several early web pages using simple html editing tools. The work, done by geologists and botanists with no graphics training was simple and there was little coherence between pages other than a similar color scheme. As the website evolved from hand-authored individual pages for each photo pair, to the first iteration of the database-driven site, there remained little consideration for interface design or a coherent look and feel for the web site.

The second round of support for the program from the National Science Foundation provided the catalyst for revamping the web interface and began a process of unifying the look and feel of the web site. We engaged a local design firm with experience in web site creation to design a landing page as well as a detailed site map page. The design firm worked with us to create headers and footers that were installed on all of the site’s pages. The design process for all of these elements was iterative and involved multiple concept drafts traded back and for the between the designers and the project staff. Early on in this process, we settled on a look and feel for the web site including a consistent color palette and a feeling of antiquity for the design.

The color palette and graphical elements including the Landscape Change Program logo appear not only on the web site but also on a postcard we use for advertising. The cost for printing postcards has plummeted and so we distribute these cards freely at every event the program is part of.
The Landscape Change Program logo also appears on a poster that we distributed to all state offices, libraries, and schools.

By unifying the colors, themes and approaches between the website, posters and postcards, we have tried to create a recognizable and consistent look and feel for the program.