




































LAKE STEWARDS OF MAINE

Visual Design Guideline

COLOUR PALETTE

WHITES	BLACKS	GREENS	PURPLES	BLUE-PURPLES	BLUES
 #FCFDFD	 #5D6065	 #C3FDEF	 #ECEDFF	 #C9D3FE	 #80A9EC
 #F5F8FD	 #40444B	 #87E2CD	 #D1D4F2	 #A4B3F0	 #5D89D0
 #EEF4FD	 #2B303A	 #56C5AA	 #BCC0E8	 #7E8FD7	 #3B68B0
 #E8F0FC	 #1D2431	 #22A183	 #959ACF	 #4E62B7	 #1A458B
 #DCE7F8	 #000D23	 #000D23	 #6D73B5	 #374A9A	 #002664
ACCENT RED	ACCENT YELLOW	ACCENT KHAKI			
 #D6032D	 #FDE94F	 #FFCB78			

The colour palette is inspired from the existing logo of the non profit, the flag of the state of Maine and the scenic beauty around the lakes of Maine.

Usage: Use the primary colours for text and header text on websites, newsletters and other branding assets. Use accent colours to retouch visual assets, error states and highlighting useful content on the website.

ICON SET



WATER QUALITY



NO INVASIVE
AQUATIC SPECIES



WATERSHED SURVEY



JOIN/VOLUNTEER



SEARCH ICON



DONATION ICON



REPORT BUG/ISSUE

The icon set incorporates the colour palette created. The emphasis on blues and blue-purples is to ensure tie-in between the cause of LSM. any further icons developed or created should align with this minimalist style and blue colour palette.

Usage: As needed for representation.

TYPEFACES

TITLE TEXT ALTERNATE CINZEL

TITLE TEXT TRAJAN PRO

SECTION HEADER TEXT TRAJAN PRO

Body Text Merriweather Sans

Menu Items Merriweather Sans

The typefaces are created keeping in mind existing text styles and standard font pairings. For website usage and development an alternate text style is proposed.

Usage: Use the header typeface for any header copy on websites, newsletters, social media post, etc. Use 'Cinzel' since it is a web compatible font to ensure that it works on all web browsers. If not, font files can be found attached [here](#).

All body copy should be Merriweather Sans. Preferably use weights 300, **400** for normal text and **500**, **700** for bold text.

LOGOS

The original circular and horizontal logos have been used as basis for other iterations of the logo.

Usage: As needed for representation. Preferably with solid colour backgrounds to ensure readability of text.



LOGOS



These are different iterations of the original circular logo that can be used for branding and identity.

Usage: As needed for representation. Dark coloured versions can be used with lighter nab bar or a light image background. White coloured version would ideally be used for darker backgrounds or images or even as a navbar overlay.

LOGOS : HORIZONTAL



These logos were based on the original horizontal logos. Can be used as overlays on splash/header images and for any other branding asset where it does not hide the image content entirely.

Usage: Use the white logo with darker images and backgrounds with necessary drop shadow for emphasis and ease of readability. Use the blue purple coloured logo with lighter backgrounds and lighter drop shadow colour for added emphasis.



LOGOS : OTHER INITIATIVES



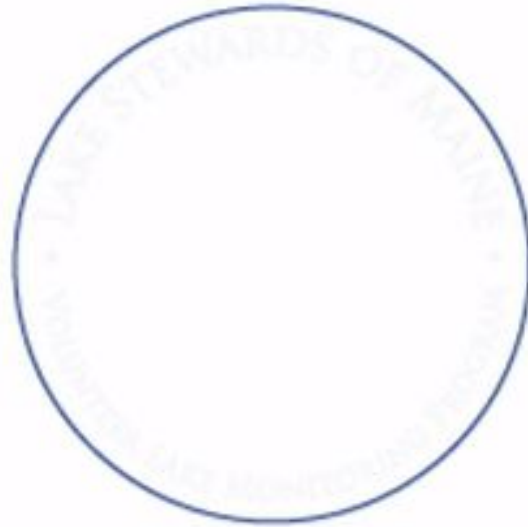
The original circular and horizontal logos have been used as basis for these images for consistency and readability.

Usage: As needed for representation. Preferably with solid colour backgrounds for ease of readability.

LOGOS : INTERACTIVE

The original circular and horizontal logos have been used as basis for this interactive logo.

Usage: As needed for representation. Preferably with solid colour backgrounds as loader screen animations or as splash image on websites.



WEBSITE CONCEPT : SUMMER



Use warm tone images to give off more of that summer vibe as well as emphasise on the summer activities that occur at the lake.

OUR MISSION

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Suggestion: With the text colour as well using warmer tones of black.



MONITORING

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Suggestion: Adjust temperature and add tints of warmer colours to reflect the current season.



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ACTIVITIES & EVENTS



Complete website snapshot

WEBSITE CONCEPT : WINTER



Use cool tone images to give off more of that winter vibe as well as emphasise on the winter events that may occur at the lake.

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Suggestion: With the text colour as well using cooler tones of black.



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Suggestion: Adjust temperature and add tints of cooler colours to reflect the current season.



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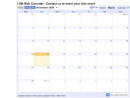


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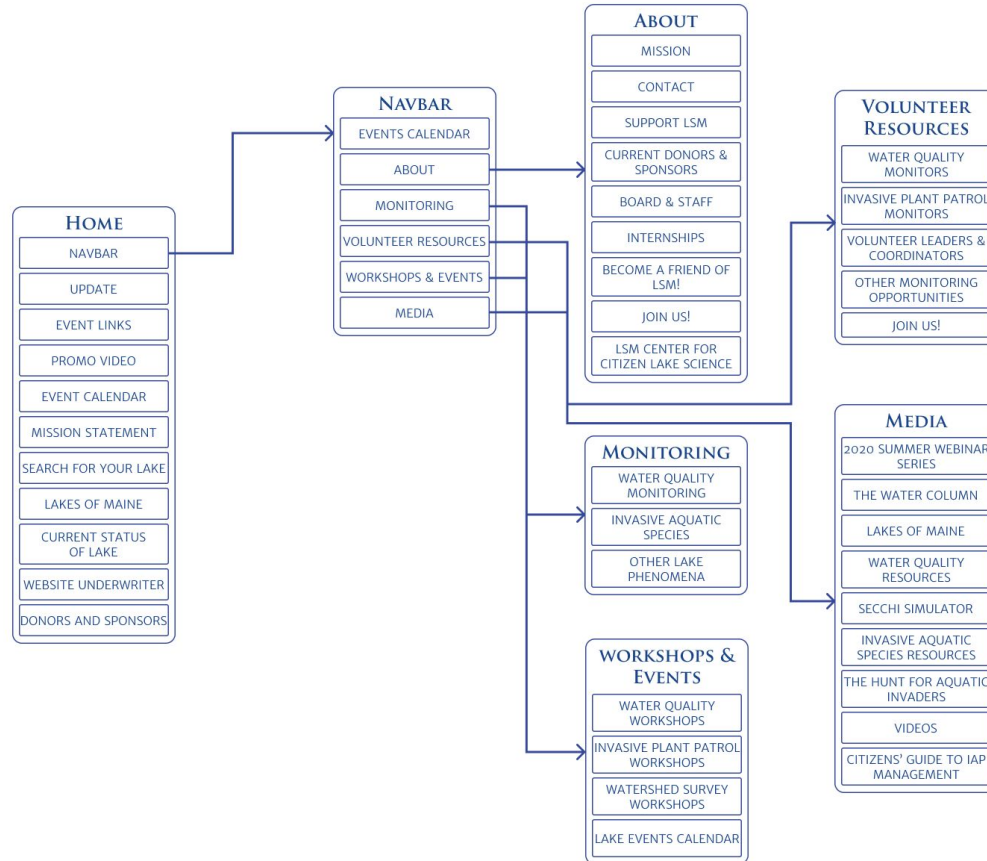


ACTIVITIES & EVENTS



Complete website snapshot

WEBSITE ARCHITECTURE : CURRENT



WEBSITE ARCHITECTURE : FUTURE STATE

- Collating the drop downs
 - Combining dropdowns within dropdowns to allow ease of navigation
 - Reducing the content on the main website and add to external resources
- Prefacing with the mission followed by current initiatives and then ways to engage on the home page
- Separate pages for about, events, initiatives(dropdown), resources and donate to the org(CTA)