Communications Update

Megan Nagel North Atlantic LCC September 5, 2012

National Communications Update

- National LCC Workshop was successful, but highlighted the need for communications expertise nationally.
- Working with a small team on LCC/CSC national messaging, outreach and the website.
- Branding guide has been released, all new publications will include the new national logo.
- New bi-monthly national report and newsletter will be out soon.

Our Attributes

WHAT WE'RE ABOUT

Attributes our unique, values-based characteristics that encapsulate who we are and what we do. They give shape to our brand.

How to use them

Attributes and their accompanying descriptions make it easy to see the entire scope of our work at a glance. They can guide any type of outreach.

The attributes can inspire photos or colors we select. And the descriptions can be used in part or whole, or modified to use in outreach materials such as press releases, websites or blog posts.

DRAFT

We are **Encompassing**

- » Comprise a vast community of people and organizations
- » Transcend political and jurisdictional boundaries
- » Take on complex, multiple species associations and ecosystems
- » Build collective knowledge and understanding through best available science
- » Embrace a comprehensive landscapescale approach
- » Strength in numbers through a fabric of connected partnerships

We are **Dynamic**

- » Resilience of biological systems
- » Flexible approach accommodates multiple purposes
- » Diverse needs, situations, opportunities and partners
- » Responsive to new information and solutions

We are **Collaborative**

- » Connect for a common conservation vision
- » A forum for ideas and open dialog
- » Inclusive and diverse, working across programs and boundaries
- » Harness strength in numbers by developing a fabric of connected partnerships

We are **Empowering**

- » Create science, tools, information and dialog that enable better solutions
- » Support individual autonomy via a seamless network
- » Grounded in science
- » Take action
- » Create opportunities and empower learning and adaptation

Logo



The logo takes its inspiration from our four attributes, and suggests a fabric of landscapes as well as the connected nature of our independent partnerships. A fresh, hopeful color scheme reflects our vision.

How to use it

On this and the following pages is guidance on using the logo properly. Later, we'll have more information.

LCCs can continue to create and use their own identity. The network logo should appear with LCC logos showing that it is part of a larger network.

When the network website launches, LCCs will incorporate the network logo linking to the national site.

The logo, in print and web formats, will be available.

Main format



LANDSCAPE CONSERVATION COOPERATIVES

The logo is made up of the symbol and the typography. The relationship of the typography to the symbol should always stay the same.

Minimum size



The logo should appear no smaller than 1.25 inches wide in order to remain legible.

Alternate format



When space dictates, this alternate horizontal version can be used.

Clear space



To maintain clarity and integrity, the logo should be free of competing graphics and text. It must be surrounded on all sides by adequate space—the height of the typography

Fact Sheets, Publications, and Materials

Existing:

- Logos
- 2011 Annual Report
- 2011 Annual Report Executive Summary
- North Atlantic LCC Fact Sheet
- Northeast Region LCC and States Fact Sheet
- JVs/LCCs Fact Sheet
- National LCC Fact Sheet
- National LCC FAQs
- Congressional Packages

Planned:

- New Communications Strategy
- Others?

All are available on the North Atlantic LCC Website!



North Atlantic Landscape Conservation Cooperative

New Website Design

- Phase I Initial development includes redeisgned website, the ability to create groups and share information, and a platform for sharing data, documents, and research.
- Phase 2 Develop the Knowledge Management System with the results of the Information Management Assessment





Search



Participate in the North Atlantic LCC

Become a part of the North Atlantic Landscape Conservation Cooperative effort. With your help, together we can sustain the natural heritage of this area.

Brochures, Reports and Fact Sheets

- · Register to become a member
- · Share your photos
- · Share your documents or data



Videos and Webinars

News and Announcements

· Practice News Items Item... More

Upcoming Events

· Practice Event even... More

RECENT ACTIVITY

- · National Landscape Conservation Cooperatives Fact Sheet Fact sheet describing the network of National... More
- · North Atlantic Landscape Conservation Cooperative Fact Sheet Fact sheet describing the North Atlantic... More
- North Atlantic Landscape Conservation Cooperative (NALCC) Informatics Needs Assessment North Atlantic Landscape Conservation Cooperative (NALCC) Informatics Needs... More
- LCC Communications Plan Communications Goals: Develop effective communication products to enhance communications among... More
- Representative Species Summary The U.S. Fish and Wildlife Service recently completed a year-long effort to identify... More

USEFUL LINKS

FOLLOW US



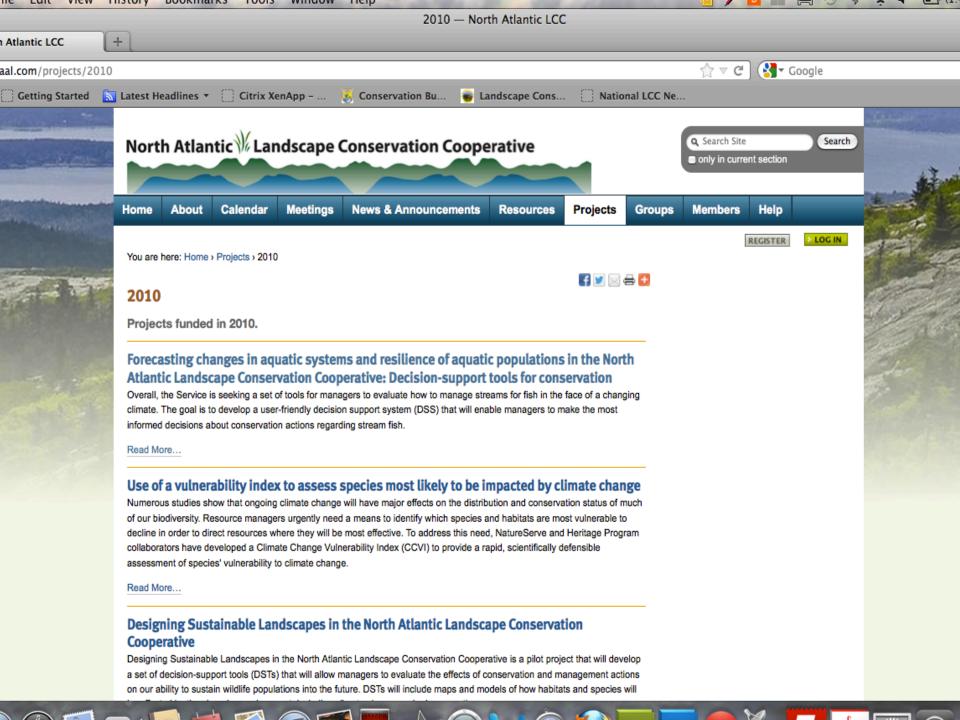


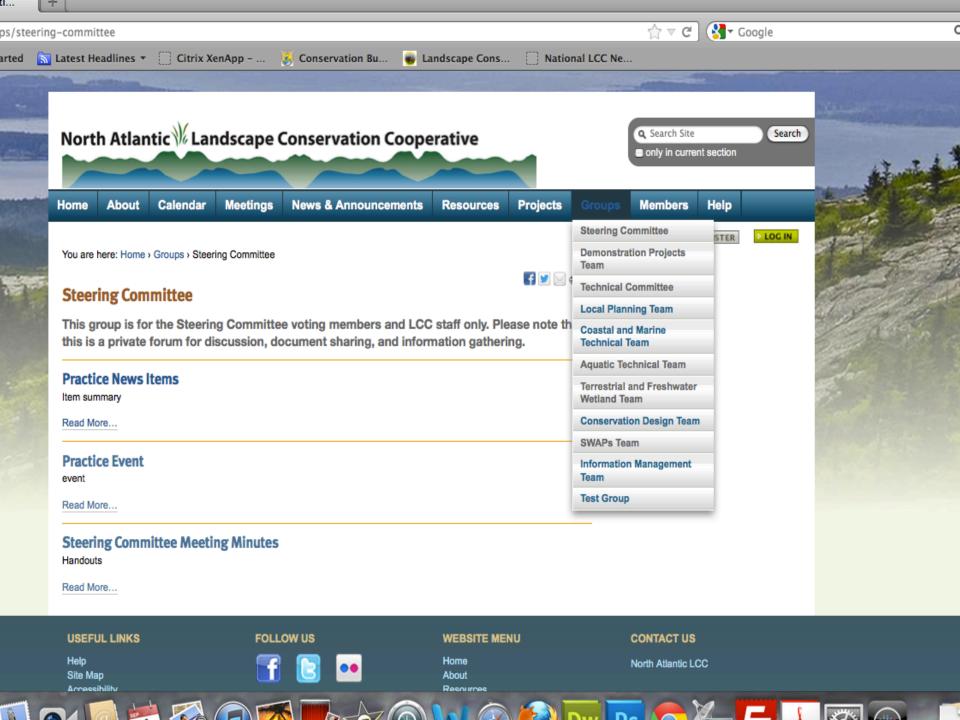
Projects

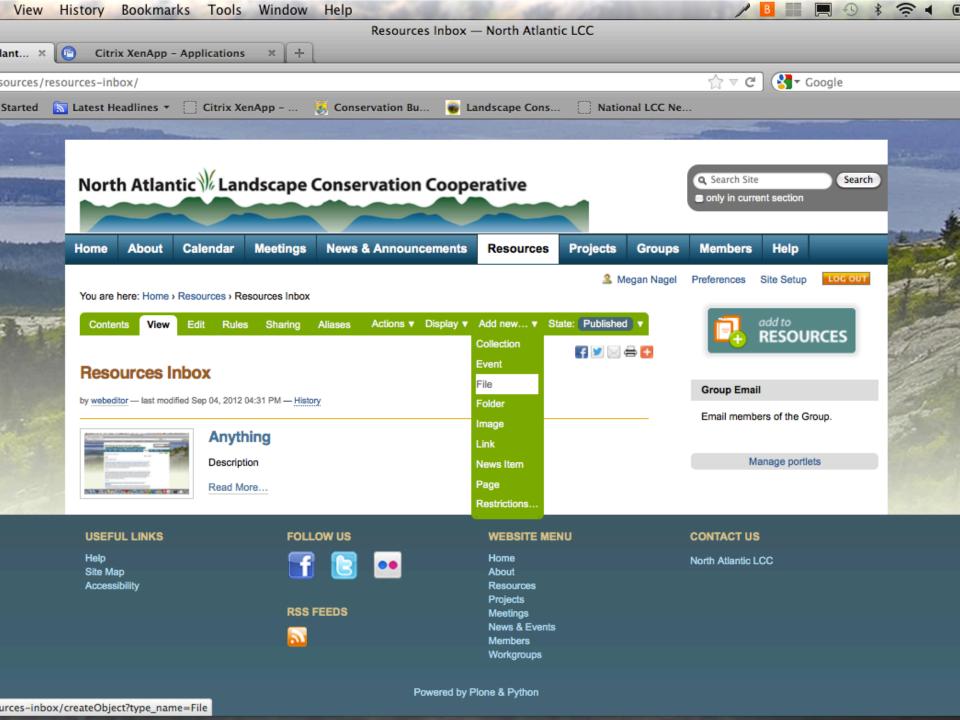
WEBSITE MENU

CONTACT US

North Atlantic LCC







The Year Ahead

- Website walk-through and training at the October 31st meeting, plus online tutorials.
- Update communications strategy to reflect our changing audience.
- Begin using Flickr and YouTube to manage photos and videos.
- Other thoughts?