

Cascade Pacific

Initial Visual System

Annual Planning Meeting
January 18, 2007

Cascade Pacific

1 Energy

2 Food

3 Jobs

4 Land

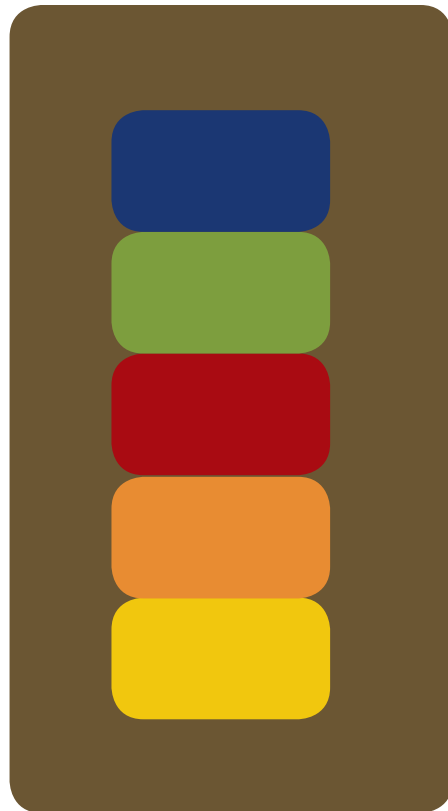
5 Water

The Idea

This all ties back to the earth,
the horizon, the ground.
It's about people coming
together for specific reasons,
seeking action.

The Individual Matters

Tell me a story—let me know
why I care and how you'll
take care of those needs.



Color Palette



Blueberry :: Water



Greenbean :: Land



Pomegranate :: Jobs



Carrot :: Food

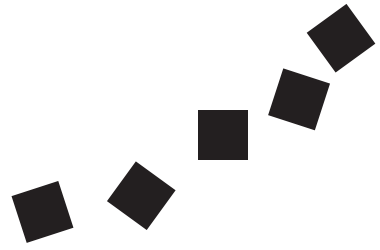


Lemon :: Energy

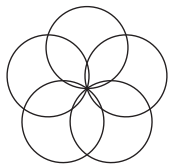
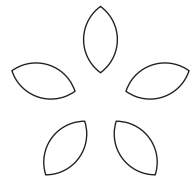


Logo + Wordmark





Logo Process

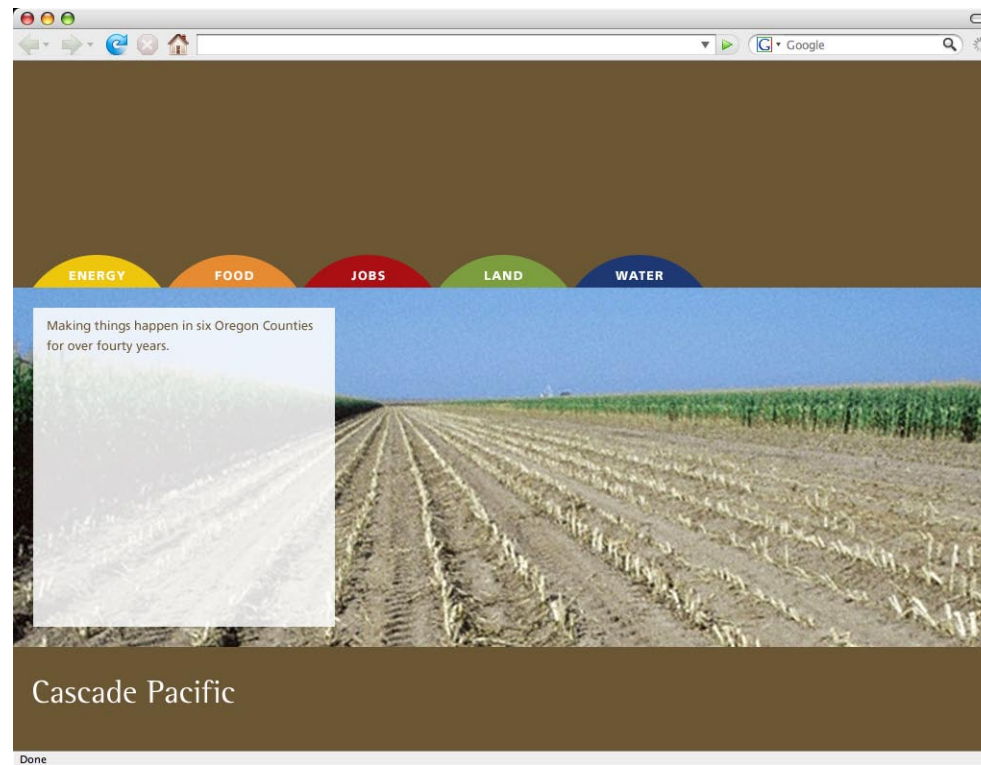


Typography

The Alsea Watershed Council is newly independent from the Mid-Coast and is seeking recognition from Benton and Lincoln County Commissioners. The Alsea basin is the focus of many restoration efforts, the predominant one now being the Alsea Stewardship Group. Cascade Pacific has a great track record with the Forest Service and the Siuslaw Stewardship Group, and is helping with the formation of the Alsea Stewardship Group, of which the AWC is an integral part. The Alsea is also going to be a focal geographic area of a restoration partnership between the Forest Service, US Fish & Wildlife, and possibly NOAA & OWEB.

Frutiger, 1968

Highly readable with warmth
and subtlety.



Website

The visual system can gracefully work across all media types.

I, we, you

Sorry, please, thank you

Yes, no

Now, then, later

Must, should, could, can, will

Might, possibly, may

Tone Of Voice

The tone of voice sets a standard for communication; how do you address your audience? How does your audience perceive you? Why does your audience believe you?



photography



Show resources in a manner that is wholly about people; there is evidence of their connection to the land. This reinforces why they care.

