

Introducing our Refreshed LNRP Logo



In advance of the celebration of its upcoming 20th anniversary in 2023, Lakeshore Natural Resource Partnership (LNRP) established a goal of reviewing its existing logo mark and evaluating the merits of a potential full rebrand. With generous funding from the Brico Fund, LNRP engaged the dynamic team of Vagabond Creative Studio.

After conducting ideation sessions and evaluating stakeholder input, the Vagabond Creative Team and the LNRP Communications Team determined the LNRP brand is strong and on-point, meaning a *rebrand* would not be necessary. The logo, however, would benefit from a contemporary *refresh* to bring it forward and modernize it.

In addition to an evaluation of the current LNRP logo, established in 2010, as part of this process we also explored the option of incorporating a tagline. We are grateful to all of our partners and stakeholders who shared valuable feedback during this process. We are thrilled to unveil our refreshed logo for you!

TAGLINE. Stakeholders shared input regarding terms that resonated in conveying the mission of LNRP in a simple and straightforward manner. It was decided that 3 bullets nicely sum up and provide insight:

Conservation • Collaboration • Community.

The tagline is worked into the wave pattern of the logo so that, in all applications of the logo, even without explanation, the logo speaks the mission of the organization.

IMAGES. Influenced by the original logo, the new logo incorporates the image of waves and a rising sun. It further acknowledges that the Lakeshore is not only water, but also wetlands and farmlands. The grasses represent life and the importance of Lakeshore health to the life that depends upon it. The rising sun is a symbol of hope and reminder that each new day there is an opportunity for conservation, collaboration and community. The image of soil and wetlands overlap to provide a symbolic representation of “collaboration”. The grasses represent the communities that live along the lakeshore and depend upon its health for their own survival.

COLORS. Bold colors were chosen to stand out and pop off a page or screen. The four colors relate to the mission of LNRP: blue for water, brown for land, green for flora and the hopeful yellow of the rising sun.



THE FONT was chosen for its bold, simple, sans serif face and ease of readability. Particularly when applied in a small situation (i.e. social media avatar), the defining LNRP is recognizable.



LNRP Logo: Collective Brand Equity

COLLABORATION. The logo lends itself well to versions specific to designations, such as Partner or Friend for building collective brand equity. Friends, Partners and the like can showcase the affiliate logo on their websites and promotional materials to promote their special relationship with LNRP. This collaborative branding fosters consistency in applying, utilizing, and deploying the LNRP Brand.



SWAG SAMPLES. How the logo might appear on merch and in the wild! Our logo is our flag. It represents us. And, when we use it the right way, people can spot us at a glance. Not only does it look good on items large and small, there is an all-black version and an all-white version for use in all applications.



From the **LEDGE**
to the **LAKE SHORE**

