



BAY OF GREEN BAY

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ABOUT

RESEARCH

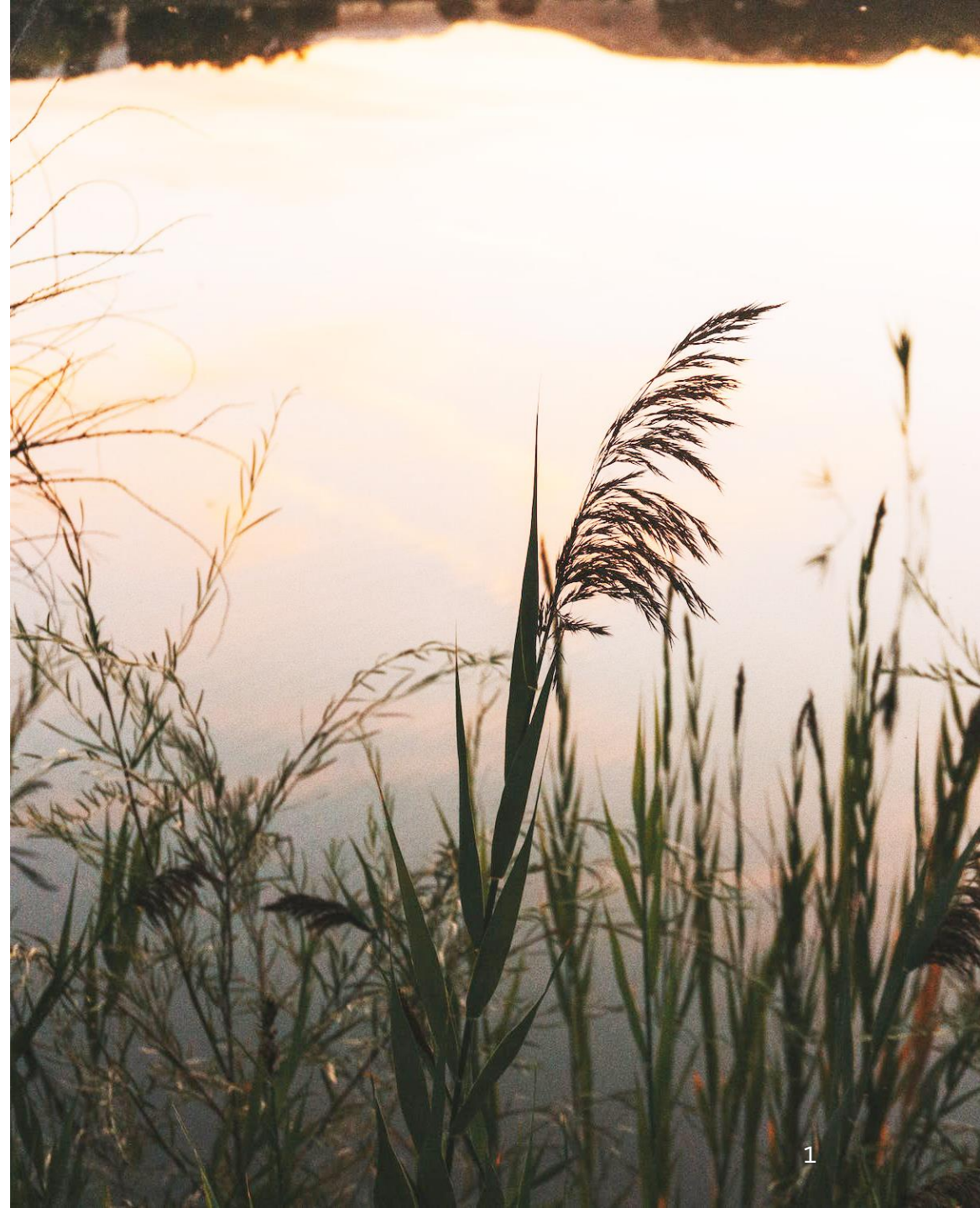
PLACE-BASED

EDUCATION

TECH-FORWARD

STEWARDSHIP

HOLISTIC





MISSION

“To practice and promote stewardship of coasts and estuaries through innovative research, education, and training using a place-based system of protected areas.”

VISION

“Offering a coordinating force to manage, restore, and protect the Green Bay ecosystem, with a programmatic focus on **four sectors: research, education, stewardship, and training.**”

THE NATIONAL ESTUARINE RESEARCH RESERVE BAY OF GREEN BAY REPRESENTS

STEWARDSHIP:

- The **hand symbolizes** care and responsibility, two aspects that are crucial to stewardship.
- A **Lake/Bay symbol** is a reminder of how important it is to take care of our natural resources for future generations.
- The **Bird symbol** represents ecosystem health, since they are often observed in their natural habitats.
- The **Cattail** symbolizes an essential part of our wetland ecosystems.

EDUCATION:

- The **logo** is a natural resource that can provide a rich learning environment for students especially NERR target audience of K-12.



BAY OF GREEN BAY

THE NATIONAL ESTUARINE RESEARCH RESERVE BAY OF GREEN BAY REPRESENTS CONTINUED....

MONITORING: The Lake/Bay symbol indicates environmental health, as changes in water quality, biodiversity, and fish populations can show broader changes in the ecosystem.

TRAINING: Hands, birds, water, and cattails are all examples of training to educate people about the importance of environmental conservation.

RESEARCH: The logo indicates scientific research better understand how our natural resources function and how we can protect them.



LOGO

LOGO ON BACKGROUND



LOGO TYPE ON BACKGROUND



Our logo design is very dynamic and versatile as it can be used in a variety of ways. It can be displayed as is or as a stand-alone symbol or typography, depending on your necessities. The logo also works well with colored backgrounds to add more interest as well.

PLACE-BASED



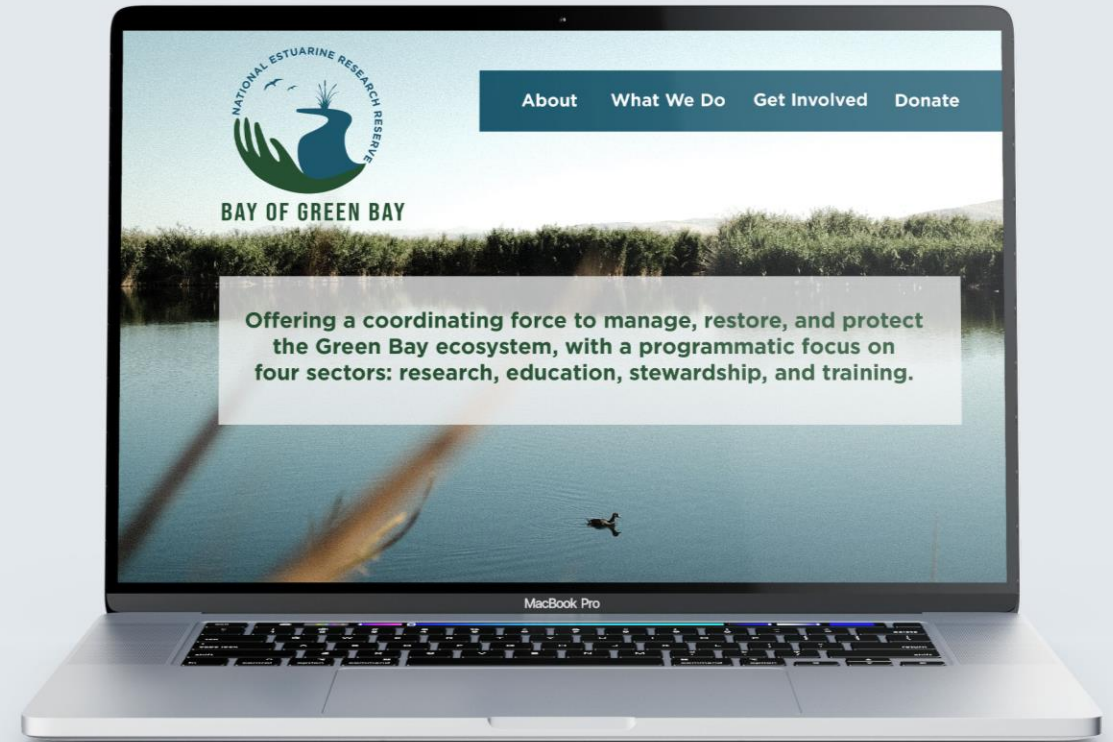
COLLABORATIVE



RESTORATIVE



HOLISTIC & EDUCATIONAL





The Bay of Green Bay NERR billboard raises awareness for community stakeholders or potential donors and communicates being place-based.

EXAMPLES OF GIVEAWAYS





BAY OF GREEN BAY

