

MANOMET BRAND GUIDELINES

About Us

HISTORY

Manomet began more than 50 years ago as a bird banding station in Plymouth, Massachusetts, and was founded by a passionate naturalist named Kathleen “Betty” Anderson who had a deep interest in birds. Her goal was to provide a site for long-term studies of birds and other aspects of southeastern Massachusetts’ natural history and ecology. Manomet’s banding lab was the first of its kind on the east coast of North America and marked the beginning of our legacy in long-term monitoring research and environmental education.

Since then, Manomet has grown to become a world-renowned leader in shorebird conservation, species recovery strategies, and habitat management of working lands and seas. From the north slope of Alaska to the southern tip of Argentina, Manomet’s staff look for high-impact opportunities to make our world a more resilient place. Diversity, equity, inclusion, and justice, climate resilience, and science are at the core of Manomet’s work.

MISSION

Manomet uses science and collaboration to improve the health of flyways, coastal ecosystems, and working lands and seas.

VISION

Manomet envisions a world where ecosystems and human communities thrive together.

We work locally to create global impacts.

Manomet’s scientists live where they work. Our experts are embedded in their communities, where they build on their local knowledge and forge partnerships with stakeholders, whether they be community organizations, businesses, farmers, or fishers.

We apply science in all that we do.

Manomet values research and monitoring to inform management decisions on the ground. There has never been a greater need to monitor changes in our natural world and apply this information to understand where to target our efforts and which management strategies are most effective.

We develop partnerships to influence and scale.

Manomet works in partnership to influence and scale our work. We collaborate with producers, businesses, communities, government, and nongovernment organizations to provide scientific expertise to achieve impact. We often serve a role as facilitator and help identify threats, bring science to stakeholders, and navigate management decisions to benefit nature and people.

Core Values

Lead with excellence.

We pursue excellence in everything we do and commit to precision, partnership and continuous improvement. We will lead by example and hold ourselves to the highest quality of work.

Uphold scientific rigor.

We conduct and apply scientific research with integrity, making our findings reliable and readily available to propel informed decisions and influential action.

Create equity.

We pledge that Manomet and our programs remain committed to diversity, equity, inclusion, and justice for the success of our team, our partners, and the communities in which we work.

Work boldly.

We relentlessly seek solutions to reach our shared goals and use creativity, curiosity, and passion to pursue our mission.

Commit to accountability.

We commit to open communication and transparency to each other and our partners worldwide; and assume responsibility for the actions and decisions we make.

Collaborate with all.

We thrive by working as a team, recognizing diverse perspectives and skillsets; dedicating support to each other and our partners, and leading with trust and mutual respect.

Stay focused.

We commit to staying focused on our goals to achieve our mission, while ensuring that we remain flexible and able to adapt to an ever-evolving day-to-day environment.

Nurture wholeness.

We value each team member for their whole self, encouraging emotional, intellectual and physical wellness, and supporting balance in all that we do.

Elevator Pitch

Manomet is a science-driven conservation organization with deep roots in bird banding. We have teams across the Western Hemisphere focused on improving the health of flyways and ecosystems challenged by climate change and human activities. Our goal is to reverse the decline of shorebirds, promote coastal resilience, and educate and empower the next generation of conservationists.

Pillars of Work

REVERSE THE DECLINE OF SHOREBIRDS

Manomet collaborates with partners to reverse the decline of shorebirds and safeguard the health of birds and the habitat they rely on across the Western Hemisphere. We scale the impact of this work by partnering with organizations to expand on-the-ground site conservation in critical avian nesting, stop-over, and wintering habitats.

PROMOTE COASTAL RESILIENCY

Manomet works to identify the threats to coastal ecosystems that people and wildlife experience. We conduct extensive monitoring and promote biodiversity, productivity, and resilience in collaboration with community partners. We equip decision-makers with scientific data to mitigate and adapt to the effects of climate change, to strengthen these landscapes for the wildlife and people that rely on them.

EDUCATE & EMPOWER THE NEXT GENERATION OF CONSERVATIONISTS

Manomet empowers students, teachers, and community members as scientists and environmental stewards by putting tools and resources into their hands and connecting them to locally important conservation issues. Diversity, equity, inclusion, and justice are at the core of Manomet's education initiatives.

Key Audiences & Calls-to-Action

MANOMET BRAND GUIDELINES / 061824

Manomet's varied audiences require tailored calls to action. Following are the calls to actions for each audience that can be paired with Manomet's core messages.

KEY AUDIENCE	CALL-TO-ACTION
Donors (current donor base, does not include prospects)	Support us, bring your network in, become an ambassador and know that you are making a positive difference.
Funding Agencies	Invest in Manomet with confidence to meet your own goals and requirements.
Researchers/Universities	Join Manomet's commitment to open science and access research that informs inclusive practices to improve the scientific process.
Program Clients/Partners/Community Stakeholders	Collaborate, implement solutions, support efforts, provide testimonials, take advantage of sponsorship opportunities.
Educators & Students	Leverage the valuable training and resources Manomet offers to the next generation of conservationists. Help ensure underrepresented communities have equal opportunities to access, learn from, and engage with nature.
Staff & Board	Be a Manomet ambassador. Learn about Manomet's diverse portfolio of work and become well-versed in the mission and vision. Share stories, images, and videos to reinforce the powerful impact of the organization. Bring in your network and know that you are making a positive difference.
General Public — All Ages & Backgrounds	We welcome you to join us for an event or program — online, on campus, or at a partner site - to learn more about birds, fish, and the environment we all share.

VISUAL GUIDELINES

LOGO – PALETTE – TYPOGRAPHY – PHOTO/VIDEO

Primary Logo

The Manomet logo, launched in spring of 2024, references the harmonious relationship between birds, land, and fish, symbolizing the interconnectedness of ecosystems and the energy they collectively generate.

The blues and greens in our logo evoke a sense of both harmony and vitality. The shades of blue symbolize serenity, depth, and the interconnectedness of oceans and skies. Meanwhile, the greens represent growth, renewal, and the abundant life found in flourishing ecosystems. Together, these colors infuse our logo with a vibrant energy, embodying our organization's mission.

The circular design of the logo serves as a powerful representation of interconnectedness and unity, echoing the shape of the globe itself. It embodies the idea that actions and impacts transcend borders, emphasizing our strengths in fostering collaboration across cultures and continents. The circular motif conveys a sense of continuity and cyclical renewal, mirroring the rhythms of nature.

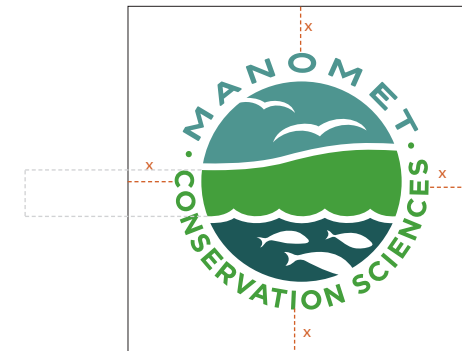


PRIMARY LOGO



CLEAR SPACE

X=Height of the left
side of the middle layer



Secondary Logo

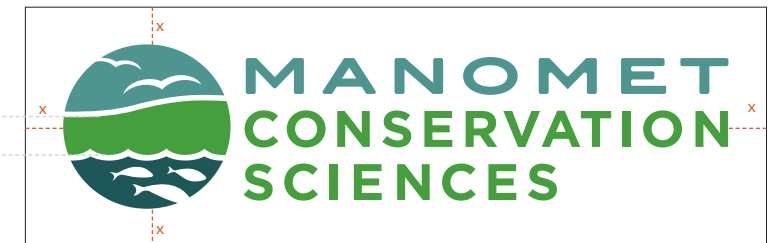
There are some instances when the primary circular logo will not work in a design because of space concerns. In that case, you may use the secondary logo, which is horizontal.

SECONDARY LOGO



CLEAR SPACE

X=Height of the left
side of the middle layer



One Color Logo

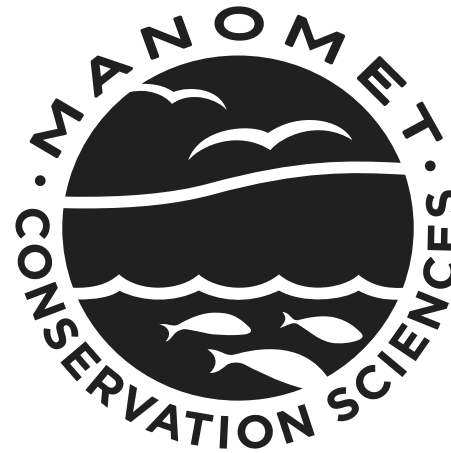
In situations where color is unavailable, a black and white logo version is available.

The logo should always be easily readable.

In addition, a white reverse logo can be used in situations where there is sufficient contrast, such as a black background, color background or some imagery.

Again, the logo should always be easily readable.

B&W LOGO



REVERSE LOGO



Color Palette

(PRIMARY)

The primary brand color “SKY” serves as the foundational pillar of our brand identity, embodying its essence and commanding attention with authority and purpose. It, along with the bright green of “HILLS” and the deeper green of “WATER,” should be prominently featured across all brand assets.

Conversely, the secondary colors on the following page complement the primary hues, enriching the brand palette with depth and versatility. While not as dominant, they play a vital role in providing visual interest and flexibility in design applications, ensuring cohesion and harmony across various contexts.

In summary, the primary palette represents the cornerstone of our brand’s visual identity, while the secondary palette offers nuanced support, collectively reinforcing the brand’s presence and impact.

	PANTONE	CMYK	RGB	HEX
SKY	562U	47.65, 0, 3.36, 41.57	78, 149, 144	#4E9590
HILLS	362U	57.86, 0, 55.97, 37.65	67, 159, 70	#439F46
WATER	330U	66.67, 0, 1.15, 65.88	9, 87, 86	#1D5756

Color Palette

(SECONDARY)

MANOMET BRAND GUIDELINES / 061824

PANTONE	CMYK	RGB	HEX
562U	47.65, 0, 3.36, 41.57	78, 149, 144	#4E9590
362U	57.86, 0, 55.97, 37.65	67, 159, 70	#439F46
330U	66.67, 0, 1.15, 65.88	9, 87, 86	#1D5756
COOL GRAY 11	0, 2, 0, 68	113, 112, 115	#717073
1525U	0, 56.13, 100, 16.86	212, 93, 0	#D45D00
012U	0, 12.99, 100, 0.39	254, 221, 0	#FEDD00

Typography

The Lato font family has a variety of font weights to suit almost any situation. It can be used for body copy and subheads, and bold to add emphasis.

Merriweather is a highly readable serif font available in a full set of weights and styles—light, normal, bold and ultra-bold—all with matching italics. It makes a bold statement when used as a headline. It is a good choice for shorter blocks of text like call outs, quotes, and introductions.

Both fonts are available as free Google Font downloads.

Contact Erin Sheehan at esheehan@manomet.org or Jeanne O'Rourke at jorourke@manomet.org for instructions on downloading Lato and Merriweather to your computer.

LATO

This Is a Headline

BOLD / 34PT / BLUE

Subhead Example One *BOLD / 16 PT / GRAY OR BLUE*

SUBHEAD EXAMPLE TWO *BLACK (FONT WEIGHT) / 12-14 PT / GRAY OR BLUE*

Body copy. Aenean sit amet euismod massa, eget ornare turpis. Suspendisse pellentesque massa quis ipsum volutpat rutrum. Integer eget egestas dui, eu aliquam arcu. Mauris ultrices ut felis non efficitur.

REGULAR / 10-12PT / GRAY

MERRIWEATHER

This Is a Headline

BOLD / 42PT / GRAY OR BLUE

Subhead Example One *BOLD / 18 PT / GRAY OR BLUE*

Body copy. Aenean sit amet euismod massa, eget ornare turpis. Suspendisse pellentesque massa quis ipsum volutpat rutrum. Integer eget egestas dui, eu aliquam arcu. Mauris ultrices ut felis non efficitur.

REGULAR / 10-12PT / GRAY

VISUAL GUIDELINES

Leveraging strong visuals (photo & video) is a powerful way to reinforce Manomet's mission and positive impact. Use this section for guidance when composing your own photos/videos, as well as recommendations to achieve high-quality images that can be used in print and digital formats.

Visuals in the Field

BIRDS, WILDLIFE & PEOPLE

Wildlife photography evokes an emotional connection to the natural world and can be used as an effective tool to communicate, educate, or elicit a response to your cause. At Manomet, we believe people and wildlife can thrive together, so photographing birds and other focal wildlife species while they use working landscapes can help drive this message, especially when paired with relevant stories or campaigns.

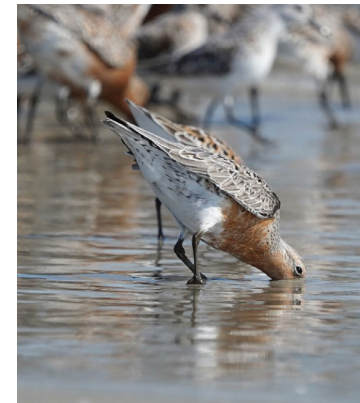
When composing wildlife photos, always keep the subject in frame and avoid cropping out parts of the head or body. Images of wildlife interacting with their environment are best, as we strive to reinforce the message that resilient and healthy habitats are a critical part of a sustainable world.

Science and monitoring are core to Manomet's work, and photo and video of staff in action is a great way of sharing this with our audience. When photographing birds in the hand, use the [North American Banding Council Photographic Guidelines](#) to ensure you are being responsible and ethical.

When showcasing "bird in the hand photos" from the banding lab, the marcom team will use the following (or similar) language:

PLEASE NOTE: In the lab, banders use specially-designed pliers to carefully close the appropriate-sized band around the bird's tarsus, then determine the age and sex of the bird, measure the wing length, quantify fat, weigh the bird, and release it. The banding process is quick: it usually takes less than a minute for each bird! All banding marking and sampling is being conducted under a federally authorized Bird Banding Permit issued by the U.S. Geological Survey's BBL.

When sharing photos, please ensure that the photo is not watermarked, and the photographer name is listed in the file name of the photo.



Visuals with Minors

IMPORTANT CONSIDERATION & CONSENT

A powerful way to illustrate the impact of Manomet's work is showing how we invest in the next generation and work with younger wildlife enthusiasts. With that, it is important that additional precautions are made when capturing footage (photo & video) of minors (i.e. those under the age of 18).

When possible, consider taking photos of minors from the side or back profile that will likely make their full identity unrecognizable. Long shots can also hide identity, taking photos/video from the back of the event/outdoor space. Examples of footage that can be taken without compromising the child's identity include getting a close-up of a child's hands pointing to nature, side profiles of them looking to the sky, using binoculars, etc.

Photographs/videos of children should try to include a wide range of types of children, and not show them in breach of rules, safety or disrespecting nature.

When taking direct photos/videos of a minor that clearly show their identity, it is vital to get parental/guardian consent using Manomet's MINOR Photo/Video Release Form. Have the parents/legal guardians complete a waiver stating that they understand the purpose and uses of the images/video and give consent for the use of their youth's image.

**Please note: even with parental/guardian consent, Manomet's policy is not to use the full names of children in captions.*



Tips for Quality Images

Below are a few tips to keep in mind when taking photos and videos to make sure that quality is maintained.

1. **Frame it up.** It's all about the "rule of thirds" when it comes to framing a photo. Be aware of your composition and organize the frame of your image into thirds, both horizontally and vertically. Also, when using the digital camera on your smartphone, turn it horizontal to capture the most impact and generate a larger video frame.
2. **Focus on one subject versus trying to capture a big group of activity.** No need to fill the entire frame with that subject either. It's more visually interesting to have negative space around the focal point, helping focus the eye's attention. Negative space can include a large expanse of open sky, an empty field, or water.
3. **Use natural light to your benefit.** It's best when the natural light is at your back, which means it is illuminating the subject in front of you. Another option when the lighting is good, is to use your device's "portrait mode" feature, which simulates the shallow depth of field found in photos shot on professional cameras.
4. **Take a moment to stabilize yourself.** Try to hold steady to capture footage and ensure that the visual is clear. If you find it challenging to steady your hands, consider using a simple portable tripod.
5. **Avoid relying too much on the digital zoom of your smartphone/camera.** While it can be tempting to zoom in across the field or over the water, zooming in before you take the picture/video will only result in a grainy image. You can take the photo from a default distance and crop it later so that quality is not compromised.
6. **Capture it as it comes.** When photographing people, try to capture the candid moments
7. **A note on photo resolution:** The best resolution for printing photos is 300 DPI, although 200 or 100 DPI can be ok for the website/digital uses. Keep in mind that a lower resolution means fewer details, and less ability to enlarge the photo without it becoming blurry. Likewise, higher resolution image sizes mean more detail.
8. **Please include the photographer name** in the file name of the photo in order that we give credit properly. For all Manomet staff, the photo credit style is as follows: Photo: Manomet/B.Winn

Example: a horizontal photo using the "rule of thirds" with one subject and negative space.

