



**PENSACOLA
& PERDIDO BAYS
ESTUARY PROGRAM**

PROTECT WHAT MATTERS MOST.

FINAL REPORT 2021



DIALOGUE FINDINGS REPORT & BRAND PLATFORM

Presentation of Preliminary Findings
of Leadership & Stakeholder Dialogue

Brand Core Identity Platform	3
Brand Vision, Mission & Aspirational Reputation	10
Brand Narrative	12
Visual Brand Guidelines	13



BRAND CORE IDENTITY PLATFORM

CORE VALUES

As the moral compass of the organization, values live at the core of the organization's culture and direct the decisions and behaviors of its members which, in turn, influence the experience people have with the organization. The following core values were identified from answers provided to the questions relating to the Attractors, High Point Experience, Exemplars, and Three Wishes.

- **Creating Impact**
Strong desire to create a sustainable, meaningful impact for all living creatures affected by the ecosystem and working to find the balance between environmental and societal needs.
- **Proven Science**
Employing trusted, and reputable scientific processes to restore and maintain environmental quality.
- **Community Inclusion**
Working to ensure all voices and perspectives from the local community are included.
- **Mutual Health, Vitality & Collaboration**
Creating a network of collaborative partnerships across diverse groups, communities and public-private, and non-profit sectors to share resources and knowledge to serve a bigger purpose for the health and wellbeing for all.
- **Resiliency / Sustainability**
Possessing the fortitude to persevere in the face of mounting obstacles and challenging circumstances to overcome against the odds.

CORE STRENGTHS

Core strengths are characteristics the organization's leadership can build upon and leverage to achieve the next level of success, specifically retention and attraction strategies and communication messaging. The following core strengths were identified from answers provided to the questions relating to the Attractors, High Point Experience, and Aspirational Reputation Statement.

- **Foundation of Science**
Due diligence through the application of rigorous research, knowledge, and best practices in environmental and ecological science to guide decisions and policies.
- **Inclusive, Multi-Stakeholder Collaboration**
We bring diverse perspectives and people together to contribute to the process in a meaningful and impactful way.
- **Effective Resource Management**
Managing resources effectively and adequately to ensure adherence to the mission and vision of the organization.
- **Quality of Life**
Strong focus on quality-of-life measures that impact overall health, vitality, and well-being for all who call our area home (from residents, to businesses, to all living creatures in the habitat).
- **Non-Partisan**
The issue of protecting and preserving our natural resources goes beyond party affiliations to achieve innovative solutions that balance smart growth with conservation.

RELEVANCE

It is important to understand relevance as organizations begin speaking to their audiences. Understanding "why" your audiences should care about what you do will help to shape the key messages and approaches used to maximize engagement, awareness and advocacy of the organization's mission. This information was informed by responses provided to Quality of Life & Values and Stakeholder Motivations.

- Our natural resources are the reason we choose to move here, travel here, and continue to live here. It is our responsibility and duty to ensure future generations can benefit from the natural assets we enjoy now.
Why this matters: The world we hand off to our children is the legacy we will leave behind.
- We serve as a convener to ensure all voices are heard.
Why this matters: Everyone has a seat at the table. Everyone has a voice, and every voice matters.
- We employ rigorous, sound science to inform decisions and policies.
Why this matters: Non-partisan, unbiased solutions will be the only way we can create bridges across boundaries, generational and party lines.
- We are modeled after the success of national programs.
Why this matters: We aren't selling hot air, and we aren't starting from scratch with little or no experience. We are building on the achievements of many national programs to maximize our success and outcomes, and creating strong partnerships in the process.

PERSONALITY

Every person and every organization fit into an archetype: a common set of personas that communicate common personality traits, values, and behaviors. An organization's personality should be communicated through all visual and verbal communications. This information was informed by responses to the Personality question (i.e. "choose a vehicle"), and the Envisioning question from Leadership Dialogue.

Current Attributes

- People-Centric / Egalitarian/ Of the People, For all People / Human
 - Positive
 - Valuable partner
 - Unifiers
 - Non-Threatening and Do No Harm
 - Approachable
 - Welcoming, Inviting and Inclusive
- Hard Working
 - Versatile
 - Dependable
 - Reliable
 - "We can do it all"
- Future-Focused
 - Innovative
 - Forward-thinking
- Rigorous
 - Rational, Informative
 - Trustworthy
 - Objective, unbiased
- Natural

Desired Attributes

- More capacity - bring everyone together

Brand Archetype

- **Everyman:** Seeks connection, fellowship and harmony.
- **Sage:** Seeks knowledge, understanding and the truth.
- **Explorer:** Seeks freedom. Brave, adventurous and love a challenge.

BRAND PROMISE & POSITION

The brand promise is directly connected to the mission of the organization. It is a statement that positions the organization's identity in relation to what is perceived to be important to the marketplace. The following are informed by answers provided to the questions relating to Personality (Car), Relevancy, Envisioning and Aspirational Reputation.

- **Protecting what matters.**
- **A trusted source for protecting what matters.**

KEY BRAND MESSAGES

Brand messages inform communication. The following are pulled from the dialogue data as well as insights from researchers to craft varying degrees of storylines PPBEP should explore as it shapes its communications outreach. This information is gleaned from answers provided to Relevance, and Key Messages.

- Making a positive, measurable and lasting impact [on community/environment].
- A trusted source to improve the quality of life of all [for today and future generations.]
- Protecting quality of life for all.
- Safety. Solace. Sustainability.
- Renew. Recover. Reinvigorate.
- The water is a way of life... for all life.
- It is our duty to protect and preserve the quality-of-life of our people and environment.
- The ecosystem and economy are mutually dependent on each other.
- Preserving our experience of our natural wonders for future generations.
- We are a non-partisan organization whose mission is to help protect the things you love most about living, visiting, working and playing here.

AUDIENCES & TARGET MARKETS

The brand audience includes people who are already engaged in your organization (current customers and employees) as well as people not yet engaged (prospective customers and employees). Identifying audience segments and targets can help in shaping messaging that resonates with each distinctive group. The following audience segments are informed by answers provided to the questions relating to Relevancy.

Key Groupings:

- People (Florida and Alabama)
 - Locals (Residents & Citizens)
 - Communities
 - Tourists / Visitors
 - Relocators
 - Public Officials
 - Influential Decision-Makers
- For Profit Industry
 - Commercial Businesses
 - Industry (Manufacturing, Agriculture, Aquaculture, and other water-related industries, etc.)
 - Academic & Research Institutions
 - Utility Companies
 - Real Estate, Development & Construction
 - Landscaping & Pest Control
 - Tourism
- Non-Profit Organizations & Professionals Associations
 - Non-Profits & NGOs
 - Advocacy
 - Academic & Research Institutions
 - Chambers
- Government & Regulation (Local, State, Federal)
 - Governments (and Staff)
 - Municipalities (and Staff)
 - Regulatory Agencies (FDEP)
 - Elected/Appointment Public Officials, Policymakers & Politicians
 - Government-owned utilities
 - Code Enforcers
 - Military
 - HOAs
- Habitat
 - Plants
 - Animals

Psychological Motivators:

- **HIGH LEVEL: SECURITY, SAFETY, SOLACE, SURVIVAL, RESPONSIBILITY, SUSTAINABILITY.**
- For People: Maintain and sustain a quality of life that promotes overall physical, emotional and psychology health and wellbeing. Connect with people's sense of responsibility to improving their local environments.
- For Industry: Create a sense of security for the financial stability of a business, in a way that is responsible for preserving the vitality and beauty of our natural resources.
- For Non-Profit: Influence, protect and preserve the environment through education, resources, and influence policy changes.
- Government: Manage the long-term growth of our communities safely and responsibly.
- Habitat: Ensure the survivability of the ecosystem and all creatures within the habitat.

ASPIRATIONS & OPPORTUNITIES FOR IMPROVEMENT

The following are leadership aspirations and opportunities for improvement that can inform the development of areas of focus for strategic planning. The following aspirations are informed by answers provided to the questions relating to Exemplars, Three Wishes, Envisioning (Leadership).

In no particular order:

- **Community Outreach & Partner Network**

- Create highly engaging, participatory programs to garner community participation and support.
- Create stronger connections between multi-county, multi-state borders.
- Secure strong, active partnerships through a coalition of advocates that span government, business and other high-profile entities.
- Improve community outreach and education to raise awareness of organization, and its mission.

- **Program Development**

- Target one key impact area to focus efforts of the whole community (i.e. “Seagrass”)

- **Reporting**

- Establish a dashboard or report card (broad-based goals, objectives, KPIs) that are inclusive of stakeholders and provides a transparent view for community members to see results of the work in a way that is easily understood.

- **Operational**

- Secure funding
- Achieve NEP designation
- Achieve CCMP approval

- **Awareness Building**

- Improved social media presence.
- Development of an educational outreach plan that promotes online/digital/virtual presence and securing support from stakeholders across the service area (FL, AL).
- Create an educational campaign targeted to zip codes in Districts 1 & 5 that promote water body usage. (Note: Add Baldwin County)
- Create a “maintenance” campaign to reinforce established presence in zip codes in Districts 2, 3 and 4.
- Expand campaign messaging and community outreach to all service areas, including Okaloosa County, Santa Rosa, Escambia, and Baldwin.

MEASURES OF SUCCESS

The following measures of success were identified from answers provided to the Key Metrics questions in the Envisioning exercise.

This list is not exhaustive and only considers information shared from the dialogue sessions. Other information and data may need to be added to this list for a comprehensive list.

- **Achievement**

- CCMP Approval
- NEP Designation
- Delisting of impaired water bodies (numbers)
- A tally of the total number of people affected/engaged
- Increased seagrass/oyster habitat and aquaculture
- Size of Management conference

- **Awareness & Perception**

- Increased awareness of organization (via survey baselines and benchmarks; website hits, project funding applications, inquiries to organization)
- Change in Public Opinion about the organization or the issue of environmentalism (distrust and indifference could be included into the survey)
- Shift in perception of the issue and the value of the program and estuary.

- **Operational**

- Increased Funding to Organization, and by extension, increased funding of projects.
- Establishing a plan for managed, strategic growth

- **Partnerships**

- Identifying key, high-profile partnerships
- Increased engagement via committee membership numbers, surveys, diversity, attendance and consistency of partners
- Involvement of key partners: community leaders, elected officials, prominent science community and agencies, high-profile businesses and academic institutions.



BRAND VISION, MISSION & ASPIRATIONAL REPUTATION

The organization's vision, mission and aspirational reputational statements capture the themes uncovered throughout the various segments of the research (dialogue, surveys), specifically the leadership and organization's responses to questions regarding the Aspirational Reputation, Promise Statement, Hopes & Dreams, Exemplars and Identity Statements. This statement is a synthesis of what researchers heard from the collective analysis of data provided in the Leadership and Stakeholder dialogues, along with data from the customer experience and community perception survey.

VISION STATEMENT

The vision statement answers the question, "Where do we want to go?" This statement establishes how leadership defines the success of an organization. The vision statement should be bold, and serve as a combination of inspiration, aspiration and destination.

The Pensacola and Perdido Bays Estuary Program is a national leader and expert in estuarine science and rehabilitation/restoration. We have significantly improved the environmental quality of our watersheds through proactive education, partnerships, and funding of impactful water recovery and shoreline resilience projects. As a result of our work, we have sustained measurable and impactful positive change for our environment and community that has led to a significant increase in the health, wellbeing, and vitality of our communities.

MISSION STATEMENT

An effective mission statement is a written declaration of the organization's core purpose. It is intended to articulate what the organization does and delivers every day to achieve its vision.

Current:

To restore and protect the water quality and natural resources of the Pensacola and Perdido Bays and watersheds through partnerships, using a community-based, scientifically-sound approach to enhance resilience.

Adjusted:

Simple: Restore and protect the Pensacola and Perdido Bay watersheds through restoration, education, and unbiased monitoring of the health of our estuaries.

Detailed: Pensacola and Perdido Bays Estuary Program serves as a trusted source for residents, businesses, industry, and the community on issues relating to preserving, restoring, improving and maintaining the natural habitat and ecosystem of the bays, estuaries and watersheds of Pensacola and Perdido Bays. PPBEP strives to achieve a healthy and collaborative environment by:

1. Elevating and increasing the importance, awareness and understanding of environmental quality.
2. Employing rigorous, unbiased and scientifically sound science to inform and guide decisions, policies, and initiatives.
3. Funding programs and projects that protect the environment, increase ecological resilience
4. Build a network of inclusive, multi-stakeholder partnerships that takes into account factors affecting the environment, the economy, and the community-at-large for the benefit of improving the quality of life for all [living creatures].

ASPIRATIONAL REPUTATION STATEMENT

The aspirational reputation statement expresses how, over time, we want people to define our organization. It should be reflective of the vision and mission of the organization.

Our program has earned national recognition and a reputation as being a major contributor to estuary restoration. We are known locally, regionally, and nationally as a high impact program that has brought the community and its people together to protect, preserve its natural resources and assets, and in doing so, created significant measurable impact for its residents and wildlife. As a result of our commitment and efforts, we are sought out as an exemplar that others want to mirror.

BRAND NARRATIVE



**PENSACOLA
& PERDIDO BAYS
ESTUARY PROGRAM**

The brand narrative is a written story of what this organization represents. It is intended to be aspirational as well as motivational. This narrative may not exist for external audiences to view, but it should inspire the creative and communication materials to be developed. The goal of the narrative is to have people “lean in.”

“There once were men capable of inhabiting a river without disrupting the harmony of its life” – Aldo Leopold (1940)

Our connection to the water runs deep. It has served as a source of nurturing. Its bounty has fed and nourished all creatures big and small, generation after generation. We are inextricably linked to water... and since the industrial age, we have been its greatest threat. Now, not only do our lives rely on it, but so, too, do our livelihoods, and our quality of life.

As a result of human intervention, an explosive growth in business and industry, and the exponential increases in population, our waterways—once teeming with life—are being stressed by uncontrolled human development, runoff and pollution.

We believe it is our responsibility to preserve, protect and help to recover, renew and reinvigorate the beauty and bounty of our natural ecosystem: the Pensacola and Perdido Bay watersheds.

This is not merely an environmental issue. It is an ecological and economic issue that affects us all—from the wildlife to the fisherman, to the tourist, to the families that raise their children along the water. What is at stake is our health as a society. Our mental, psychological and physical well-being is on the line.

The beauty, scenery and natural resources of our waterways are the reason we choose to move here, travel here, do business here, and continue to

live here. It is our responsibility and duty to ensure future generations can benefit from the natural assets we enjoy now. We put into practice a strong desire to create a sustainable, meaningful impact for all living creatures affected by the ecosystem, working to find the balance between environmental and societal needs. Guided by proven scientific methods, we employ the best practices in environmental and ecological science to guide decisions and policies that affect our region.

We are Pensacola and Perdido Bays Estuary Program. We are a non-partisan group of active, engaged citizens who serve our communities through community outreach and partner network programs that engage government, businesses and residents in responsible ecological stewardship.

We work to provide a sense of safety, security and solace for all stakeholders who call the Pensacola and Perdido Bay communities home, whether for their families, their businesses or as a second home away from home.

We believe that it is up to the people to protect the things they enjoy: the natural wonder, mystery and renewing power of the water, the wildlife, and nature’s beauty.

Pensacola Bay Estuary Program

- Protecting what matters.
- A trusted source for protecting what matters.



PENSACOLA
& PERDIDO BAYS
ESTUARY PROGRAM

BRAND VISUAL GUIDELINES

Great brands are the result of aligning your story and customer perceptions with rich brand experiences that happen every day. Furthermore, it is important to have a clear and coherent brand visual to communicate your story clearly and effectively.

The purpose of the Brand Visual Guidelines is to establish rules for the consistent implementation of Pensacola & Perdido Bays Estuary Program's visual brand. These guidelines standardize name, logo and other elements such as color and types. It is important to send a consistent and controlled visual message of who we are, in order to present a strong, unified brand image and to reach our broader, strategic goal of an enduring brand reputation that builds marketshare.

Each and every one of us is responsible for protecting the organization's interests by preventing unauthorized or incorrect use of the Pensacola & Perdido Bays Estuary Program's visual brand.

The Logo	15
Logo on Background	16
Logo Restrictions	17
Brand Color Palette	18
Typography	19

THE LOGO

A visual brand; or logo; is comprised of two distinct elements: The logomark and the logotype.

The logomark is defined as the organization's symbol or icon. The logotype is the accompanying text. Together they form the company's visual brand; however, instances in which each element is used individually is an acceptable practice.



BRACKISH WATER

To represent the estuary system where salt and freshwater converge.



PELICAN

To represent the delicate affect the water has on the wildlife and ecosystem of the Pensacola & Perdido Bays area.



SHIELD*

To convey a commitment to protecting the estuary ecosystem.

*Not in the sense of enforcement

LOGO LOCKUPS



MAIN LOGO



HORIZONTAL LOGO



VERTICAL LOGO 1



VERTICAL LOGO 2

LOGO ON BACKGROUND



LOGO RESTRICTIONS

The following guidelines indicate improper use of the Pensacola & Perdido Bays Estuary Program's logo. To ensure a consistent visual brand across all elements, please refrain from the following.

×



PENSACOLA & PERDIDO BAYS
ESTUARY PROGRAM

REARRANGING COLORS

×



PENSACOLA & PERDIDO BAYS
ESTUARY PROGRAM

OUTLINE, STROKE, OR BOLDING

×



PENSACOLA & PERDIDO BAYS
ESTUARY PROGRAM

ROTATING

×



PENSACOLA & PERDIDO BAYS
ESTUARY PROGRAM

DO NOT USE WITHIN
A PATTERN OR ILLEGIBLE IMAGE.

×



PENSACOLA & PERDIDO BAYS
ESTUARY PROGRAM

STRETCHING / SQUEEZING

×



PENSACOLA & PERDIDO BAYS
ESTRUARY PROGRAM

UNAPPROVED FONT

BRAND COLOR PALETTE

A controlled brand color palette is an essential element in the visual guidelines that are necessary to deliver strong visual messages throughout the brand materials.

Using the listed brand color palette in a proper way will set up the right mood and expectation for Pensacola & Perdido Bays Estuary Program's brand. Its color palette consists of different usages of each color. See the following guidelines for detailed instructions on the right usage of brand colors.

IMPORTANT NOTES:

*USE LISTED CMYK VALUES FOR 4-COLOR DIGITAL PRINTING

*WHEN AVAILABLE, PLEASE MATCH THE COLORS TO THE ACCORDING PHYSICAL PANTONE SWATCHES.

PRINT

<p>DEEP OCEAN</p> <p>PMS 288 U/C C100 M80 Y26 K10</p>	<p>WAVE BLUE</p> <p>PMS 3005 U / 7691 C C87 M51 Y0 K0</p>	<p>SKY BLUE</p> <p>PMS 2190 U / 2191 C C69 M20 Y0 K0</p>
<p>SHORE TEAL</p> <p>PMS 7458 U / 7459 C C70 M16 Y19 K0</p>	<p>GREEN</p> <p>PMS 3258 U/C C69 M0 Y55 K0</p>	<p>BEACHGRASS GREEN</p> <p>PMS 578 U/C C35 M0 Y71 K0</p>
<p>BLACK</p> <p>C0 M0 Y0 K100 R0 G0 B0</p>	<p>WHITE</p> <p>C0 M0 Y0 K0 R255 G255 B255</p>	

SCREEN

<p>R10 G56 B120 HEX #0A3878</p>	<p>R8 G115 B186 HEX #0873BA</p>	<p>R13 G168 B245 HEX #0DA8F5</p>
<p>R61 G168 B194 HEX #3DA8C2</p>	<p>R0 G204 B153 HEX #00CC99</p>	<p>R173 G212 B117 HEX #ADD475</p>
<p>R0 G0 B0 HEX #000000</p>	<p>R255 G255 B255 HEX #FFFFFF</p>	

TYPOGRAPHY

Well-presented typography helps communicate your message quickly and clearly. It is important to follow guidelines to avoid confusion between different uses of typeface, and for easier understanding of your message.

Pensacola & Perdido Bays Estuary Program's typefaces are complementary to the overall brand. When applicable, the preferred font is Nunito Sans.

The Alternative / Web-Safe Fonts

Use Arial or Calibri as alternatives when the brand fonts are not available.

Arial	
Regular	Bold
<i>Italic</i>	<i>Bold Italic</i>

Calibri	
Light	Bold
Regular	<i>Bold Italic</i>
<i>Italic</i>	

Nunito Sans FREE GOOGLE FONT

Nunito Sans ExtraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans ExtraLight Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans ExtraBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nunito Sans Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VISUAL MOCKUP

