



LANDMARK REBRAND:  
**GREEN LAKES STATE PARK**

 *gabrielle wagner*

Gabrielle Wagner • Collaboration by Hannah Nelson

# Analysis

Works Well:

Consistent information, tone is strongly conveyed, multiple platforms

Needs Improvement:

Key visual assets creation (logo, fonts, color palettes), and individual website creation





Welcome to Camp **RUN-A-MUK** USA!

INDOOR PLUMBING		CANOEING
STOCKED PANTRIES		TROUT FISHING
HOT WATER		SWIMMING
DRY CABINS		HIKING

*A good place to run wild!*

**CALL OF THE LOON**

LAKE RESORT

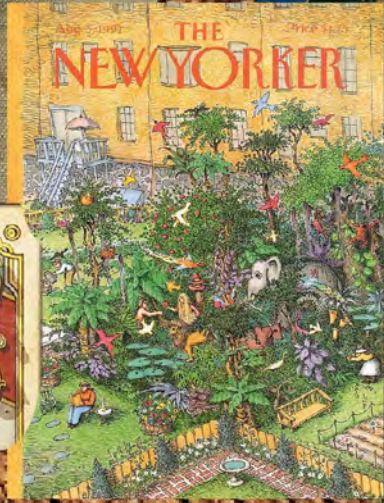
with

CLEAN WOOL BLANKETS  
DRY CABINS  
CANOES \$1/DAY

Bait & Tackle Available



**YELLOWSTONE**



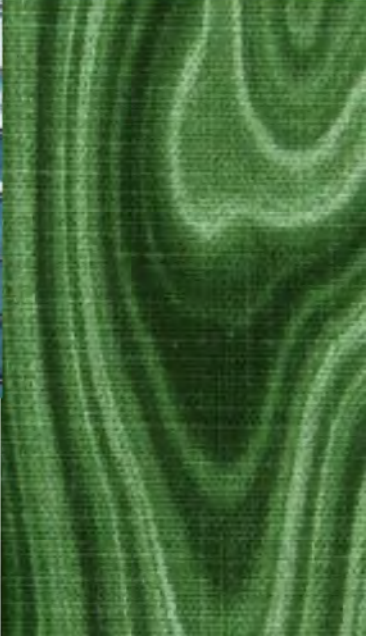
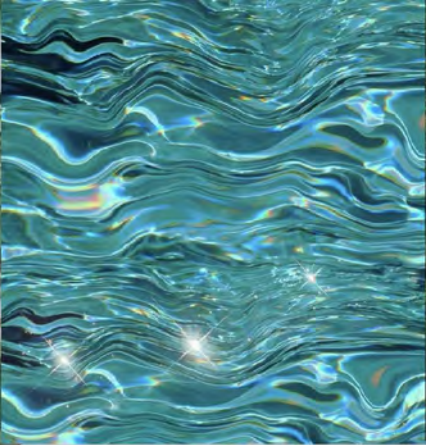
**CAMP LIFE**

IN THE



**WILDERNESS**







### Confirmation of Payment

[Click here to download your confirmation letter for your campsite!](#)

## Reservations

May

June

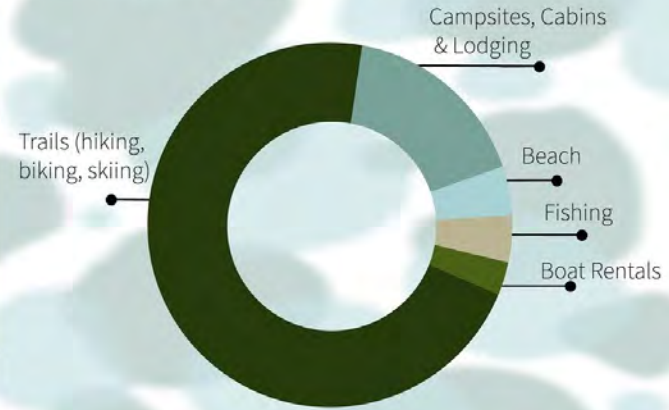
July

August

September

November

## Graphing Popular Attractions



## TRAILS AND PARK MAPS

# WELCOME!

### Visitors Log

June 3, 2020- 130  
June 4, 2020 - 189  
June 5, 2020- 306  
June 6, 2020- 432  
June 7, 2020- 357  
June 8, 2020- 109

### See Ya Soon!

7900 Green Lakes Road  
Fayetteville, NY 13066

[Directions](#)

# BEACH OPEN

# Color Exploration



#c0b592



#668e0c



#3f6200



#163700



#000006

#63a399 #63a0a3 #99d2d5



*Replace that green with one of these blue greens?*

*Currently a blue-black  
Make #000000  
(just black)?*



#000000



#163700



#3f6200



#668e0c



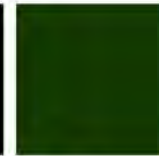
#63a399



#c0b592



#000000



#163700



#3f6200



#63a399



#99d2d5



#c0b592

# Business Challenge

The Green Lakes State Park is all about conservation, cleanliness, and connecting people to nature. We plan to stay in line with Green Lake's tone and ideals, but create key visual assets, posters, merchandise, and promotional social media posts that really expand them into a stronger identity and a more marketable image.

# Target Audience

Gender: all

Race: all

Age: 3 - 40

Education: any level

Economic: middle class

Profession: active families

# Creative Idea

Designs and key visual assets will be driven by the lakes and their properties. The Green Lakes are extremely clean and transparent, simplistic and graceful. We want our key visual assets to build upon this image and create a feel which accurately represents these redeeming qualities.

# Software Strategy

Procreate: Initial brainstorm, lists, and sketches

Illustrator: Key visual assets (final Logo design, color palette, fonts)

Photoshop: editing product and social media photographs

Instagram: Social Media Posts

# To Do + Brainstorm Lists

## KEY VISUAL ASSETS

1. Logo
2. Color Palette
3. Fonts
4. Social Media Posts  
(At least 3)

## POSTER IDEAS

1. Ad to Visit  
↳ Photo w/ Text, Postcard Format, Billboard Format,  
Images of Amenities, old style Travel Poster
2. Art  
↳ Fine Art, Digital Art, Realistic, Stylized/Simplified,  
photo with Text
3. Conservation/Park Event  
↳ Details + Imagery

## POSSIBLE EXPLORATIONS

### 1. Associated Words

Conservation	Wildlife	Conservation
Wild	Nature	Wilderness
Scenic	Outdoor	Recreation
Beauty	Open	Safe

### 2. Patterns/Little designs

Trees - pine, oak, maple  
Water  
Hiking signs  
Fremont's (Lake) (radio)

### 3. Merchandise

↳ T-shirts  
Logo  
Summer Camp

### 4. Website

## SOCIAL MEDIA POST IDEAS

1. Promotion of Location  
↳ Lake photos, Amenities, Hours
2. Event  
↳ Conservation day, activity day, contest, teaching booties,  
Day Camp
3. Conservation Information  
↳ informational post, Earth Day, Conservation day
4. Savings Deal on Cabin/Campsite Rental
5. How to become ...  
↳ volunteer, lifeguard, park security, ranger





# Font Research

Green Lakes State  
Park

Source Sans  
Adobe Originals  
4 fonts

Green Lakes  
State Park

Aglet Mono  
XYZ Type  
4 fonts

The quick brown  
fox jumps over  
the lazy dog

FF Nexus Typewriter  
Monotype  
4 fonts

**Green Lakes  
State Park**

Tuna  
Floodfonts  
10 fonts

GREEN LAKES  
STATE PARK

Lithos  
Adobe Originals  
2 fonts

Green Lakes State  
Park

Politica  
Sudtipos  
12 fonts

Green  
Lakes State  
Park

Termina  
Fort Foundry  
3 fonts

Green Lakes  
State Park

Lipa Agate  
TypeTogether  
6 fonts

Green Lakes  
State Park

FP Dancer  
Fontpartners  
2 fonts

GREEN LAKES  
STATE PARK

JAF Domus Titling  
Just Another Foundry  
2 fonts

# Font Exploration

## GREEN LAKES STATE PARK

### Address

7900 Green Lakes Road  
Fayetteville, NY 13066

### Amenities

- Biking
- Boat Rentals
- Campsites, Cabins & Lodging
- Hiking
- Fishing

### About

The Green Lakes are meromictic lakes, which means that there is no fall and spring mixing of surface and bottom waters. Such lakes have a high potential for evidence of ancient plant and animal life. In addition, it has a very distinctive blue/ green color due to high levels of calcium carbonate. Because of these abnormalities, it's one of the most studied lakes in the world.

FONT #1 - HEADER (LITHOS PRO, BOLD)

FONT #2 - TITLE (Source Sans Pro, Bold)

FONT #3 - BODY (Source Sans Pro, Regular)

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FONT #1 - HEADER (LITHOS PRO, REGULAR)

FONT #2 - TITLE (Source Sans, Semibold)

FONT #3 - BODY (Source Sans, Light)

## Green Lakes State Park

### Address

7900 Green Lakes Road  
Fayetteville, NY 13066

### Amenities

- Biking
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### About

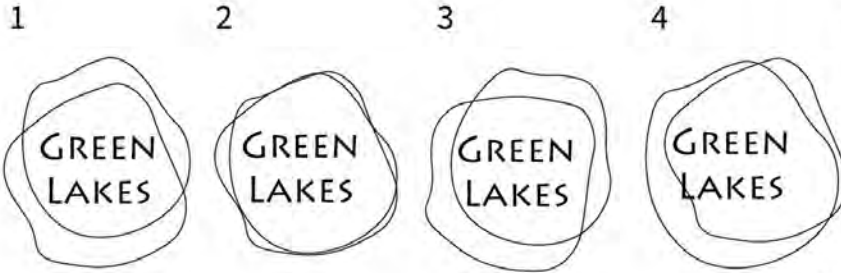
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FONT #1 - HEADER (Termina, Regular)

FONT #2 - TITLE (Nexus Typewriter Pro, Bold)

FONT #3 - BODY (Nexus Typewriter Pro, Regular)

# Logo Roughs



Representational  
(2 circles = 2 lakes)

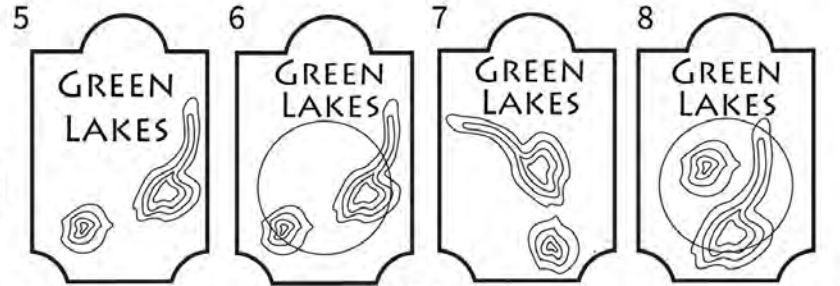


transparencies

Solid color  
+ line

line

Solid color



Accurate

Rearranged



Solid color

Solid color  
+ Line  
+ transparency

Line  
+ Opacity

Solid color  
+ Line  
+ transparency

# Logo Color Studies

(black and white base versions)



1



2



3



4



5



6



7



8



9



10



11

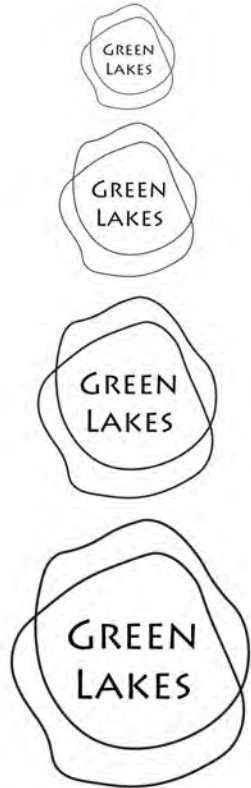


12



(shape opacity @ 72%)

# Logo Finals



Instagram



green lakes state park



Liked by Liked by **gracefuldancer** and 4,643 others

**green lakes state park** so many amenities! which one are you doing first this weekend?



Instagram



green lakes state park



4,143 likes

**green lakes state park** Camping Checklist- Step 1: Make a reservation at Green Lakes State Park during February and save 20% on your rent fee! Go to: [greenlakesstatepark.com/campsite-reservations.com](https://greenlakesstatepark.com/campsite-reservations)



Instagram



green lakes state park



7,196 likes

**green lakes state park** Happy Earth Day! Green Lakes is home to so many wonderful flora and fauna to appreciate, so make sure you get outside and enjoy the sun! #earthday #conservation #lakeday

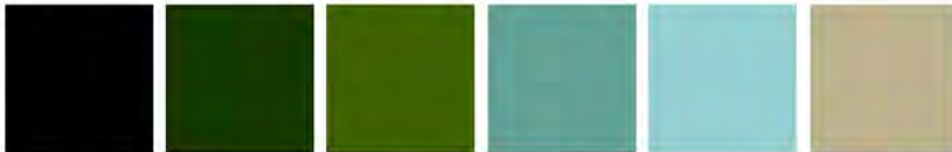


# Product Explorations



# Key Visual Assets

## COLOR SWATCHES



#000000  
PANTONE  
Black 6 C

#163700  
PANTONE  
553 C

#3f6200  
PANTONE  
2280 C

#63a399  
PANTONE  
2241 C

#99d2d5  
PANTONE  
629 C

#c0b592  
PANTONE  
453 C

## FONTS

FONT #1 - HEADER (LITHOS PRO, REGULAR)

FONT #2- TITLE (Source Sans, Semibold)

FONT #3- BODY (Source Sans, Light)

## SHAPES AND FORMS



## LOGO



# POSTER = CALL TO ACTION

## 1. CONSERVATION

- ↳ Keep the lakes clean
- ↳ Conserve use of water
- ↳ Make sure to leave it cleaner than you found it
- ↳ pick up your trash
- ↳ Start a composte
- ↳ Remember to Reuse, Reduce, Recycle

## 2. APPRECIATION FOR NATURE

- ↳ Appreciate your world
- ↳ enjoy the great outdoors
- ↳ go outside
- ↳ Return to nature
- ↳ take up a healthy habit/ holiday if the wilderness

## 3. MAKE IT SPECIFIC TO GREEN LAKES

- ↳ Appreciate your clean Green Lakes by keeping them clean
- ↳ Enjoy the great outdoors at Green Lakes State Park
- ↳ The Great Outdoors... enjoy them today at Green Lakes State Park
- ↳ Bring the whole family to appreciate the beauty of Green Lakes State Park

Text: The Great Outdoors... Enjoy them today at Green Lakes State Park



1



2



3



4



5



6



7



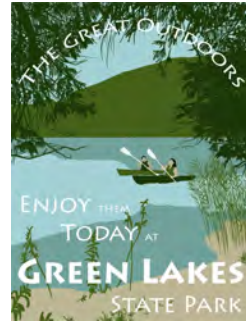
8



9



10



11



12



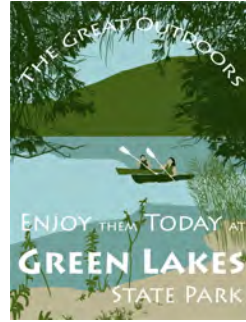
13



14



15



16



17



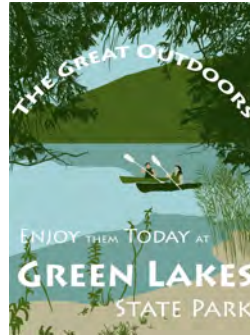
18



19



20



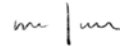
A stylized illustration of a lake scene. In the center, two people are in a green canoe on a light blue lake, holding white paddles. The background features a green hill under a light blue sky. The scene is framed by dark green tree branches and leaves. The text 'THE GREAT OUTDOORS' is written in white, uppercase letters, following the curve of the top branches.

THE GREAT OUTDOORS

ENJOY THEM  
TODAY AT  
**GREEN LAKES**  
STATE PARK

# Website Thumbnails

(as you move cursor around, squiggles pop up with options)



image



GREEN  
LAKES

BIKE  
RENTALS

HIKING  
TRAILS

GOLF

CAMPsites

CONTACT US

LOCATION

ABOUT

GREEN  
LAKES

RESERVE  
CAMP

RENT  
BIKES

GET  
GOLFING



Thank You!