LOCALS HELP LOCALS

SARA HEAD   GRDS 440-201   PROF. HOLLY QUARZO   SCAD WINTER 2025

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OVERVIEW OF TOPIC

GENERAL DESCRIPTION OF THE PROJECT PROPOSAL

On a broad scale, this thesis investigates the low effectiveness of various types of advertising in endangered species environmental conservation and seeks to discover improved solutions. "Since the situation of endangered species is getting worse," conservation for species at risk "is becoming more and more significant." (Wenjun, 2019). Many conservation campaigns fail to garner long-term interest and repeated action due to fear-driven messages, emotional dissonance, and indifference caused by individual relativity. Successful design elements and communication strategies will be employed to improve the success rate of these campaigns with positive imagery and local community engagement. In order to understand this further, the project will specifically focus on how to improve public awareness and willingness to engage in conservation on a local level for endangered species such as the Alligator Snapping Turtle (*Macrochelys temminckii*) in Alexandria, Louisiana and the California Newt *(Taricha torosa)* in Malibu, CA. By "engaging local communities in conservation initiatives," "a sense of ownership and responsibility" can be created, which helps to "enhance conservation outcomes" (Gkikas, 2023).

DEFINITION OF TOPIC

The design system will be centered around an Endangered Species Festival on Earth Day that celebrates local species at risk of extinction. The campaign will raise awareness for a target species in both Alexandria, LA and Malibu, CA. The design system will focus on positive imagery and call for community involvement.

DELIVERABLE LIST

- Brand Identity Kit
- Social Media Carousels
- Event Posters
- Billboards
- Stickers
- Clothing Merchandise
- Bag Merchandise
- School Supplies Incentive
- Coloring Handout
- Trail Markers
- Community Conservation Figurines
- Donor Gifts

FOCUS OF SYSTEM

DEFINITION OF CHALLENGES, NEEDS, AND OPPORTUNITIES

CHALLENGES

- Raising awareness
- Increasing local conservation funding
- Conquering inaction and indifference

EMPATHY

Empathy is an important element of conservation. This campaign focuses on increasing the empathy of communities in regard to their local species in danger of population decline.

NEEDS

- Higher quality understanding
- Increased funding for endangered species
- More community empathy for the local environment

OPPORTUNITIES

The creation of this conservation organization will open the doors to many different opportunities around the world in the years to come. By focusing on local communities all over the world, the overall conservation for endangered species will increase as a result. The success of the campaign will also inspire other conservation efforts from other organizations and governments addressing the environmental issues of the world.

SPIRIT OF SYSTEM

SIGNIFICANCE AND UNIQUENESS OF CAMPAIGN

Endangered species conservation is a cause that can yield great improvements to organisms in our environment. This campaign is specifically significant due to its focus on **locality**. Our strategy embarks on the idea that people are mostly interested in things that they can see, feel, and touch. We can make intangible concepts fully tangible with community outreach and the elevation of physical marketing materials.

ADJECTIVES REFLECTIVE OF THE SPIRIT OF THE CAMPAIGN

LOCAL COMMUNAL PERSEVERING
SHARED PROUD
CARING CLOSE TO HEART POSITIVE
MEANINGFUL
MEMORABLE
BENEFICIAL
SPECIAL URGENT
CONNECTED
CURIOUS INSPIRED

CORE MESSAGE

MAIN MESSAGE BEHIND THE PROJECT

By increasing awareness of a local species at risk, Locals Help Locals will improve community engagement and enhance funding for the local environment.

KEY OBJECTIVES

OVERVIEW OF GOALS FOR THE DESIGN SYSTEM

1. The Endangered Species Festival on Earth Day will *increase engagement* of the local community and *funding for conservation* through advertising and event outreach.

2. The event announcement posters will *increase event participation* for community members who actively engage with the community.

3. The conservation species icon figurines will *improve community sentiment and care* for their endangered species by *connecting in person through local businesses*.

4.The billboards will provide *important exposure to people outside of town* within the species geographical area to the event and *increase outside town participation.*

5. The social media campaign will *teach the community about their species at risk* and *increase awareness of the actions that be taken* to prevent their community species' extinction.

OUTCOMES FOR THE DESIGN SYSTEM

REASONING FOR DELIVERABLE CHOICES AND EXPECTED APPLICATIONS

EARTH DAY LOCAL ENDANGERED SPECIES FESTIVAL

The main idea behind the festival campaign is to **bring awareness** to local species at risk from anthropogenic aggressors. It will take place in the **downtown area** of a town and showcase one of the area's species at risk for extinction. **Vendors from the community will set up booths** alongside the overall organization's awareness based booths and mini events. This will **actively engage the community** in the cause.

FESTIVAL POSTERS

Posters advertising the festival will be **placed in areas busy for foot traffic** like bus stops, malls, and other community areas. They will **depict information regarding the festival** as well as the local species showcased. This will be a great way to **grab attention** from people already active in the community as well as spread the word about the event.

SOCIAL MEDIA CAMPAIGN

By focusing on the social media advertising, the campaign can extend into the **digital community of the town**. Every community has a few social media platforms in which they spread information. Entering those local channels will **expand the audience reach** exponentially. This also allows the campaign to continue garnering interest and **spreading awareness year round.** A carefully planned Instagram account for the overall organization will be created as well as separate Instagram accounts for each town having the festival.

BILLBOARDS

Since a species' geographical area is not limited to human city jurisdictions, it is important that the campaign **reaches audiences in surrounding areas** that have an impact on the focus species. Billboards will allow the campaign to reach the **entire geographic area of the the species** and encourage others to join the event.

CONSERVATION ICON FIGURINES

A unique element that this campaign will attract the audience with is community conservation species icon figurines. These will be l**arge figurines sculpted to look like the local species** being discussed in the event. They will **placed outside the front door of local businesses** so customers can interact with them and people driving by can see them from the street. **Local artists will be recruited** to create these pieces and give them unique attributes that **represent their respective local business.**

HOW WILL THESE DELIVERABLES WORK TOGETHER?

By **increasing exposure** to all types of public areas, the deliverables will work to **unify the community** with the conservation of their local species. The festival will generate interest and the figurines will **incite compassion.** The inter-workings of the design system will make the campaign successful in action and **memorable for the community.**

TARGET AUDIENCE

INTENDED AUDIENCE TARGET DEMOGRAPHICS AND REASONING

ACTIVE COMMUNITY MEMBERS

This campaign will reach members of the target community who are active in community affairs. This will be an easy demographic to address due to their productivity in the town's progress.

INACTIVE COMMUNITY MEMBERS

Inactive community members will be more difficult to engage. Therefore, the digital aspects of the campaign will be the main force of attraction. Getting inactive community members to attend the event and learn about the target species will require incentive.

LOCAL BUSINESSES

The local businesses of the town will be another good audience to reach due to their influence in the town. The campaign will include them in various steps of advertising as well as forms of commerce during the festival event. By getting the local businesses involved, more community members will be interested in coming to support their peers.

LOCAL TO GLOBAL AUDIENCES

By focusing on local communities, the conservation campaign finds its way into the global community. The main idea of the formation of this organization is to increase awareness and conservation action for endangered species all over the world. Every local community will be focused on protecting species that they can see, hear, and touch, which will increase quality and quantity of conservation for species all over the world.

BACKGROUND

RESEARCH INTO VISUAL COMMUNICATION FOR ENVIRONMENTAL CAMPAIGNS

According to research conducted by Wenjun et al. in 2019, "more than 80% of the endangered animal-related campaigns preferred to display conflicting human-nature relationships, by showing violent, cruel, or bloody scenes to the audience." Avoiding conservation strategies that result in these negative aspects is important. We must "adapt to the changing situation of conservation education," and "a differentiated approach must be made" (Wenjun, 2019). I propose that we institute a new wave of positive scenes of endangered species to encourage public compassion.

The first way that people encounter a species is "most often through sight and hearing" (Veríssimo, 2017). A person typically decides how they feel about that species based on the "aesthetic characteristics of a species," which is commonly "influenced by human social norms" (Veríssimo, 2017). The "current or historical functional values of different species" plays a role in public perception as well (Veríssimo, 2017). Therefore, certain species are chosen over others for larger conservational campaigns. "Since people do not view all animal species equally," the "effectiveness of campaigns" is at risk if an unfavorable species is chosen as the flagship (Macdonald, 2017).

LOCATIONS

TWO PLACES WHERE THE CAMPAIGN WILL INITIATE PROGRESS

ALEXANDRIA, LOUISIANA

MALIBU CALIFORNIA

SPECIES AT RISK

Alligator Snapping Turtle

SPECIES AT RISK

California Newt

RISK FACTORS

- Commercial Harvest
- Loss of Habitat
- Pollution
- Littering

RISK FACTORS

- Poor Water Quality
- Wildfires
- Pollution
- Invasive Species

TARGET SPECIES AT RISK

THE ALLIGATOR SNAPPING TURTLE FOR ALEXANDRIA, LA

The Alligator Snapping Turtle (*Macrochelys temminckii*) is the "largest freshwater turtle in North America" (Reed et al., 2002). The middle of their habitat lies in Alexandria, Louisiana. The populations of this turtle "were decimated by increased levels of commercial harvest in the 1960's and 1970's, and the species is now protected from commercial harvest in all states except Louisiana" (Reed et al., 2002). This is the best flagship endangered species for the campaign's introduction into Alexandria due to its interesting nature, prevalence in the geographical location, and vulnerable risk status.

THE CALIFORNIA NEWT FOR MALIBU, CA

The California Newt *(Taricha torosa)* is native to "streams in the Santa Ynez Mountains and Santa Lucia Mountains" (Los Padres ForestWatch, 2020). It is both a terrestrial and aquatic species that relies on streams for breeding in the winter and spring months. With a lifespan of more than 20 years, they are considered an indicator of the health of the local ecosystem. In conservation terms, California Newts are threatened by poor water quality, wildfires, litter, and pollution. This is the best flagship species to represent Malibu due to its cute appearance, geographical location on the coast, and vulnerable risk status.

VENDORS & COLLABORATORS

LOCAL BUSINESSES FOR INVOLVEMENT IN CAMPAIGN

ALEXANDRIA, LOUISIANA

TAMP & GRIND

Tamp & Grind is a local coffee shop in downtown Alexandria. It serves as a place for the community to meet and enjoy conversation. It is also a foundational member of the downtown Alexandria area.

MALIBU CALIFORNIA

MALIBU SEAFOOD

Malibu Seafood is a local seafood restaurant in Malibu that has been serving guests for decades. It sits on the PCH overviewing the Pacific Ocean and remains a place loved by the local population.

THE BENTLEY HOTEL

The Bentley Hotel is a historical landmark for Alexandria. It is the oldest hotel in the town and serves as a main character in the downtown area. It is the highlight of the town for both locals and tourists.

THE MALIBU PIER

The Malibu Pier is a popular spot for both tourists and locals. It has two restaurants: the Malibu Pier Cafe and Malibu Farm. These are two perfect local businesses to help advocate for our cause.

INSPIRATIONAL IMAGES PART 1

CONSERVATION INDUSTRY MODULAR DESIGN ADVERTISEMENTS

WHAT ARE SOME COMMONALITIES BETWEEN THESE ADVERTISEMENTS?

The most striking environmental campaign advertisements are often created according to modular design. They use negative space and a 1-2 color palette to draw attention and deliver their message successfully.

ASSOCIATED COLORS

HEX: #ffcb09
CMYK: 0.16, 19.56, 99.4, 0

HEX: #ed1d25
CMYK: 0.38, 99.22, 96.52

HEX: #53a4db
CMYK: 63.43, 22.16, 0, 0

HEX: #000000
CMYK: 0, 0, 0, 100

HEX: #ffffff
CMYK: 0, 0, 0, 0

INSPIRATIONAL IMAGES PART 1 DISSECTION

COMPONENTS OF MODULAR DESIGN IN CONSERVATIONAL ADVERTISEMENTS

SAN-SERIF TAGLINE

ACTIVE NEGATIVE SPACE

BLACK CUT OUT OF RHINO INTERACTS WITH NEGATIVE SPACE PERSON

INK TEXTURE

WHAT IS FAVORABLE FOR OUR CAMPAIGN?

This striking campaign poster depicts a person hugging a rhino as a conservation message. It is successful due to its modular design usage of negative space, which asserts its main message to viewers. Its two color palette grabs and holds attention effectively. It displays a san-serif font in the negative space for the tagline text.

WHAT IS UNFAVORABLE FOR OUR CAMPAIGN?

The poster gives a sad feeling to viewers, which could potentially drive away attention and future action. The tagline is also placed in an odd spot, which could be enhanced. Additionally, it is difficult to tell which campaign this poster represents due to the lack of a logo or contact information.

WHAT SHOULD WE INVESTIGATE FURTHER?

· Two color palette

· Positive and negative space interacting with one another

· San-serif typefaces

· Texture

· Text placement

INSPIRATIONAL IMAGES PART 2

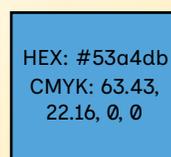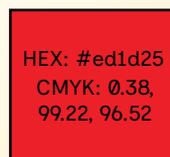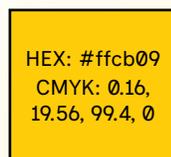## OTHER INDUSTRY MODULAR DESIGN ADVERTISEMENTS

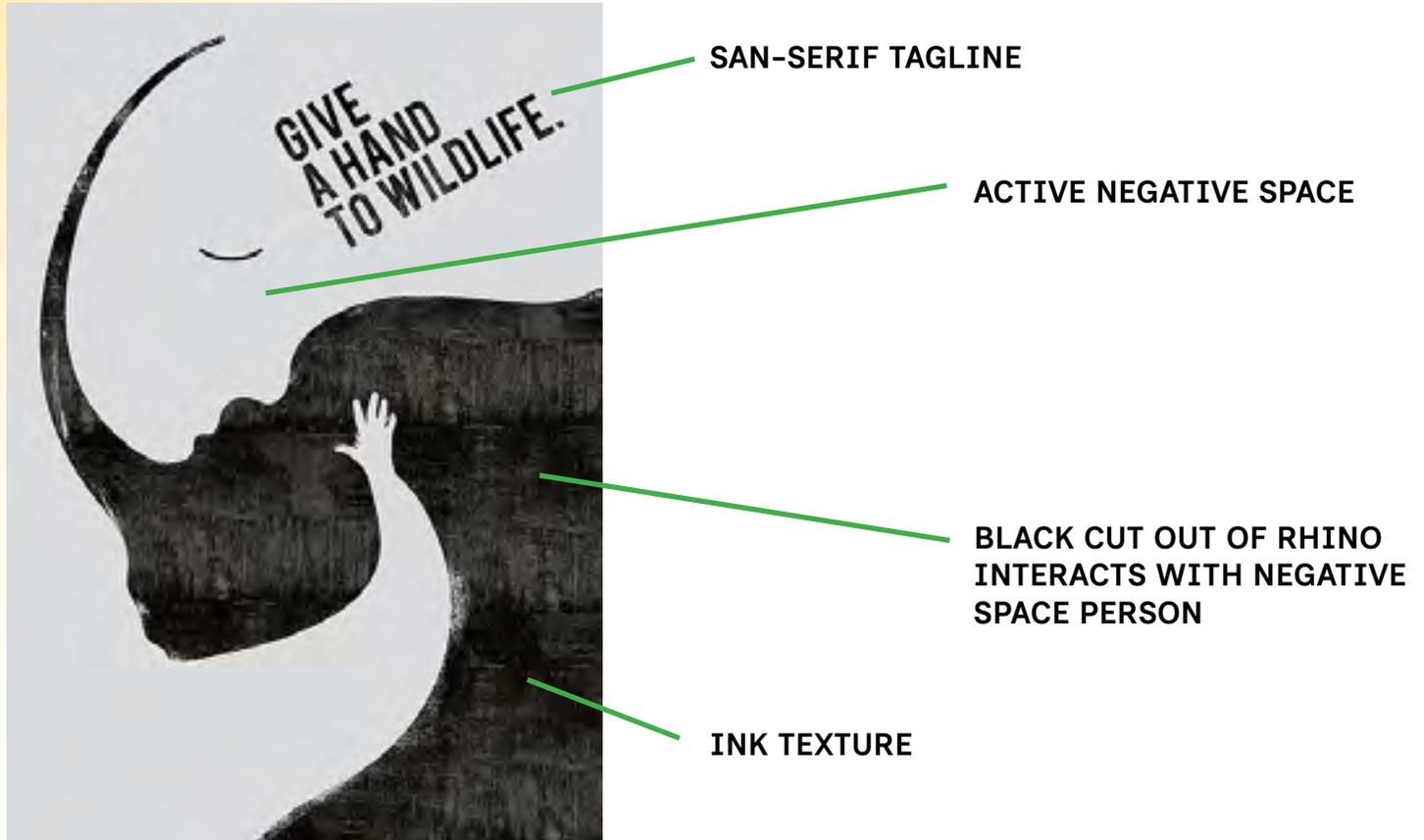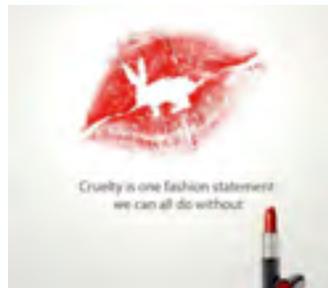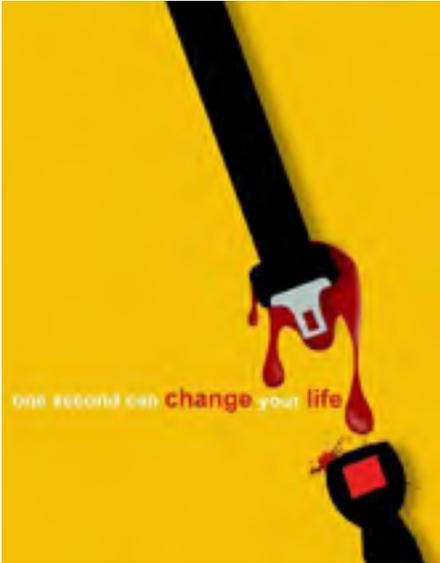## WHAT ARE SOME COMMONALITIES BETWEEN THESE ADVERTISEMENTS?

The most striking environmental campaign advertisements are often created according to modular design. They use negative space and a 1-2 color palette to draw attention and deliver their message successfully.

ASSOCIATED COLORS

HEX: #ffcb09
CMYK: 0.16, 19.56, 99.4, 0
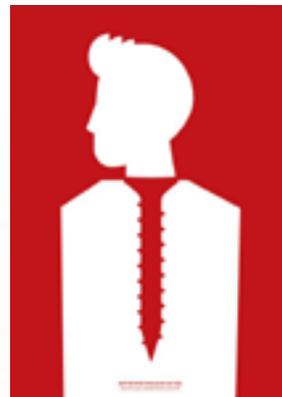
HEX: #ed1d25
CMYK: 0.38, 99.22, 96.52

HEX: #004970
CMYK: 99.98, 72.37, 33.37, 17.64

HEX: #000000
CMYK: 0, 0, 0, 100

HEX: #ffffff
CMYK: 0, 0, 0, 0

INSPIRATIONAL IMAGES PART 2 DISSECTION

COMPONENTS OF MODULAR DESIGN IN OTHER INDUSTRY ADVERTISEMENTS
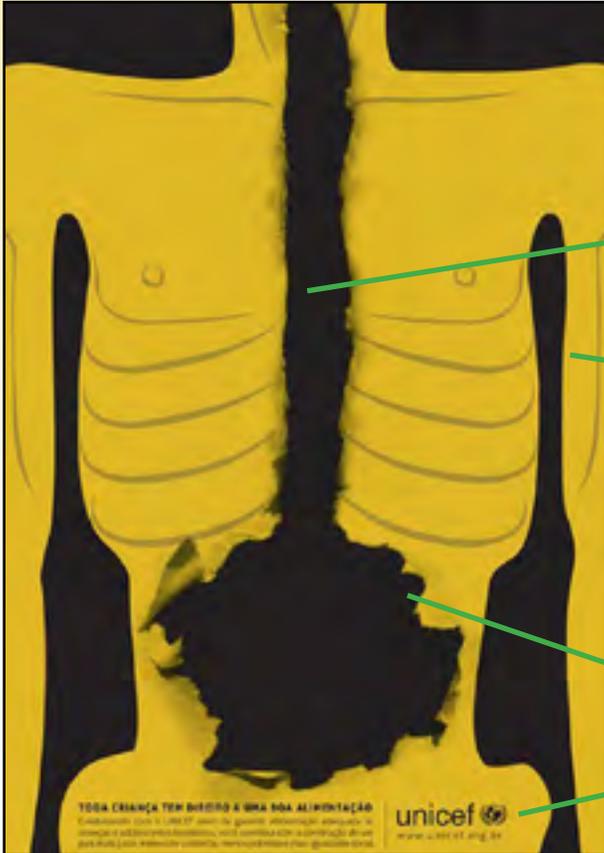
ACTIVE NEGATIVE SPACE

YELLOW DEPICTION OF TORSO WITH A FEW DETAIL LINES

TORN PAPER TEXTURE

SAN-SERIF TEXT

WHAT IS FAVORABLE FOR OUR CAMPAIGN?

The poster creates a sense of urgency with the color palette and use of negative space. The torn paper texture helps to display the effect of an action that occurred in the past (aka someone tearing the paper). The ways in which this poster is successful aid us in our understanding of how to make our campaign stand out.

WHAT IS UNFAVORABLE FOR OUR CAMPAIGN?

Some things that we may want to avoid doing in our campaign are seen in this poster. Specifically, we do not want to draw attention using violence or cruelty. This poster displays a scene of harm and injustice due to an aggressive factor. For the conservation campaign, it is important for our advertising to steer clear of these negative connotations.

WHAT SHOULD WE INVESTIGATE FURTHER?

· Two color palette

· Imagery that hints at previous action

· Texture

· Small details in modular design

INDUSTRY COMPETITORS

CONSERVATION BRANDING INSPIRATION

ASSOCIATED COLORS

HEX: #ffca21
CMYK: 67.07, 25.61, 0, 0

HEX: #4a9dd6
CMYK: 0, 24.18, 94.99, 0

HEX: #b86528
CMYK: 22.06, 67.14, 100, 8.99

HEX: #21469d
CMYK: 97.55, 84.15, 1.58, 100

HEX: #5aba47
CMYK: 67.25, 0, 99.73, 0

HEX: #15204a
CMYK: 100, 92.82. 39.73, 41.41

HEX: #459847b
CMYK: 0.16, 19.56, 99.4, 0

HEX: #000000
CMYK:0, 0, 0, 100

HEX: #869642
CMYK: 51.41, 26.89, 94.36, 5.9

HEX: #ffffff
CMYK: 0, 0, 0, 0

WHAT DO OUR COMPETITORS' LOGOS HAVE IN COMMON?

The organizations in the environmental conservation field tend to stick to earthy color palettes. They frequently use san-serif typefaces with call capitals. A few outliers use normal capitalization and easy to read serif fonts.

COLOR PALETTE INSPIRATION PART 1

NATURALLY OCCURRING WARNING COLORS

Ranitomeya fantastica

Dendrodates variabilis

Phyllidiella pustulosa

Nembrotha aurea

Oophaga pumilio

Felimida clenchi

Doriprismatica sedna

Ceratosoma amoenum

Dendrobates tinctorius

WHAT IS APOSEMATISM?

Aposematism is a naturally occuring defense mechanism where the physical coloration of a species depicts bright colors, high contrast, and interesting patterns. Prey species that use aposematism often have some level of toxicity if consumed by predators. The bright colors signal to predators to beware.

ACCORDING TO ROJAS ET AL. 2015

"It consists of two elements: a primary defense, such as distinctive colours, odours or sounds, that operates before the predator attacks; and a secondary defence, be it chemical, morphological or behavioural that make prey unprofitable for predators."

"In order to work for the aposematic animal, signals have to be clear and easy to learn and remember for predators. Warning signals thus should evolve to be conspicuous and distinct." It is a double-edged sword. While the bright colors communicate a warning to predators, they also make the organism easier to spot.

WHY SHOULD THIS INFLUENCE THE CAMPAIGN COLOR PALETTE?

Since the campaign is based on endangered species conservation, it would be in our best interest to seek inspiration from the animals represented by our efforts. All of the animals above depict aposematism and range somewhere on the IUCN Red List, which is the key informational organization regarding endangered species status. Refining the brand color palette to match an endangered species will bring more unity and spread the core message throughout all possible ends.

COLOR PALETTE INSPIRATION PART 2

UNITED STATES GOVERNMENT WARNING SIGNS
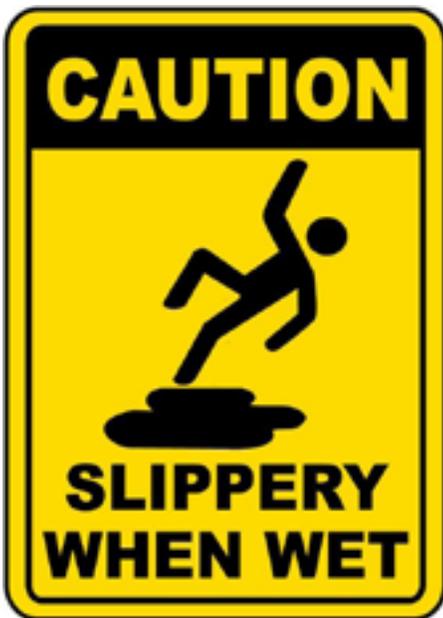
CAUTION SIGNS

Caution signs are typically yellow and black. Their design style is modular with large san-serif text.

ASSOCIATED COLORS

HEX: #ffcb09
CMYK: 0.16, 19.56, 99.4, 0

HEX: #000000
CMYK: 0, 0, 0, 100

HOW SHOULD THIS INFLUENCE THE CAMPAIGN?

Warning or instructional signs are effective in message and visualization. By using modular design and a similar color palette formation, we can achieve the same success.

PERFORM ACTION SIGNS

Signs like the famous stop sign or the exit sign are used to tell people to perform an action. They are typically red and white without any imagery. The font used most often is a easy to read san-serif typeface.
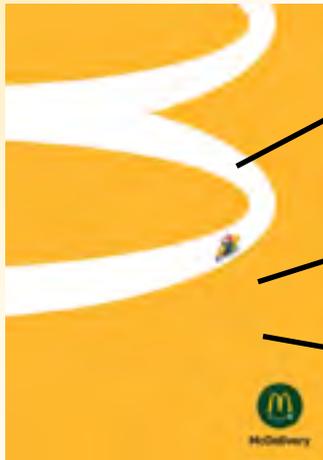
ASSOCIATED COLORS

HEX: #ed1d25
CMYK: 0.38, 99.22, 96.52

HEX: #ffffff
CMYK: 0, 0, 0, 0

COLOR PALETTE INSPIRATION PART 3

COLOR THEORY IN MARKETING AND ENGAGEMENT

Feeling of positive energy

Negative Space is the majority

Yellow, white, & black palette

Calm, fun & eye-catching

Blue, yellow, & white palette

ACCORDING TO RODRIGUEZ ET AL. 2023

"Color psychology is prevalent in today's society's purchase decisions, branding, and marketing because of the psychological effects that follow."

"More than half of consumers view color as the most important factor when making a purchase decision."

ACCORDING TO BLEICHER ET AL. 2023

"The reaction to color and the color of an item or object is determined by two factors. There are inherited or innate responses to color, ones that everyone share as human beings and those that are taught to them from infancy."

"Color and design are natural partners because color is a common element in good design. It is used to emphasize and accent the features of a design or product, and it can make a product better, more usable, or more pleasing to the eye. Color grabs attention."

ACCORDING TO YU AND EGGER. 2021

"From a color perspective, this is imaginably due to the fact that green and violet can decrease anxiety levels. Meanwhile, warm colors (e.g., yellow, red, and orange) are arousing and cheerful. Notably, only blue-green slightly affected photographs related to art in a negative way. Hence, to encourage consumer engagement, art-related images should incorporate a multicolor design."

"Yellow significantly influenced the engagement rate, and cool colors (e.g., blue-green and blue-violet) had negative effects."

"The blue color scheme (e.g., blue, violet, blue-green, blue-violet) appeared to influence user engagement regarding nature

WHY SHOULD THIS INFLUENCE THE CAMPAIGN COLOR PALETTE?

By understanding the psychology behind colors, the campaign can make an informed color palette that is designed to work in tandem with the core message and intent.

APPLICATION INTO COLOR PALETTE

**APOSEMATISM
IN NATURE**

Unique Patterns
1-3 Colors
Gradients

**COLOR THEORY
IN MARKETING**

Bright colors
High contrast
2 Colors

**OUR CAMPAIGN
COLOR PALETTE**
Bright Colors
High Contrast
2 Main Colors

**UNITED STATES
WARNING SIGNS**

Bright Colors
High Contrast
2 Colors
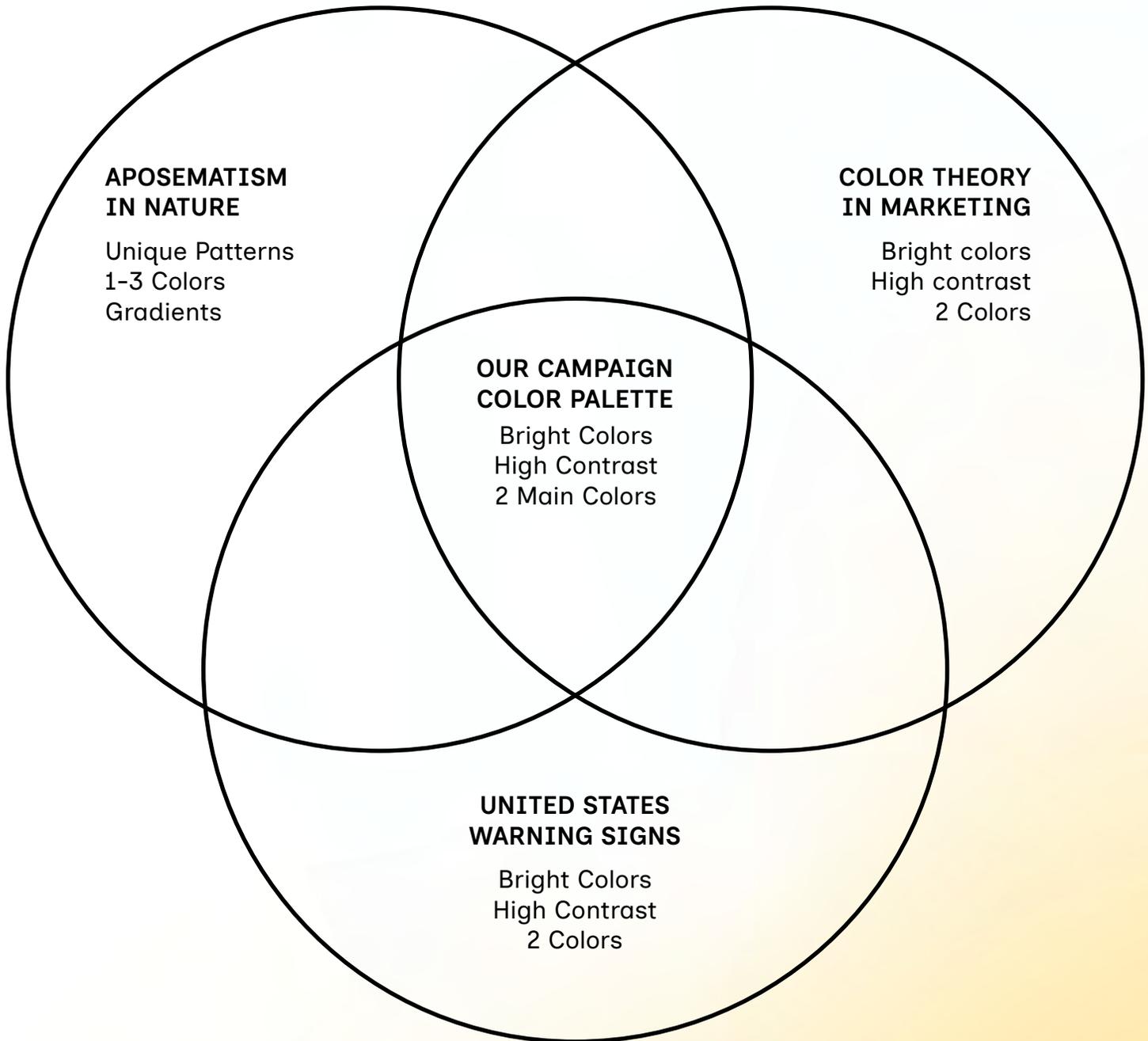
Combining favorable aspects from aposematism occurring in nature, United States warning signs, and color theory acting in marketing is the best course of action for creating the color palette for this conversational campaign. By incorporating the key characteristics from each inspiration, the official color palette will effectively engage the audience and communicate the core message. Success visually guarantees success in action.

CHOSEN COLOR PALETTE

THE BEST COLOR PALETTE TO PROMOTE THE CAUSE EFFECTIVELY

HEX: #ffcb09

CMYK: 0.16, 19.56, 99.4, 0

HEX: #281500

CMYK: 58.23, 68.22, 77.09, 78.57

HEX: #fffeee

CMYK: 0, 0, 7, 0
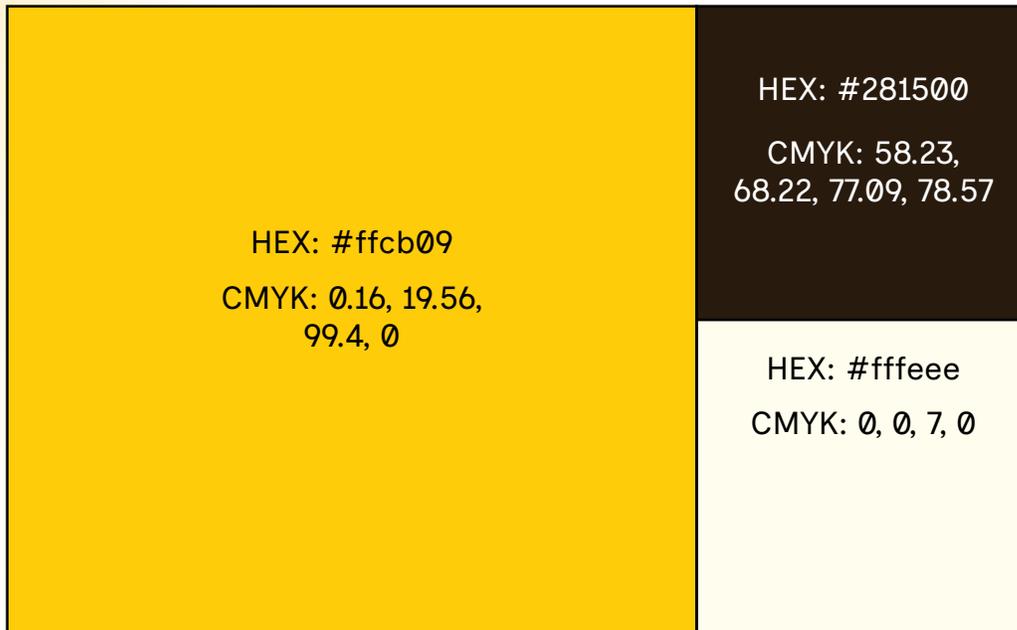
MUSTARD YELLOW (#FFCB09)

This color was chosen due to its prevalence throughout all inspiration material and research. According to color psychology, it increases positive emotions and reactions like happiness and curiosity. It is also a color regularly used to grab attention as seen in the United States warning sign designs. This makes it the perfect central color to add to our color palette.

DARK BROWN (#281500)

As seen in our inspiration research, a dark color is needed to provide high contrast. The dark brown chosen provides an earthy feel and compliments the main yellow. When working together, the dark brown and the mustard yellow create an attention grabbing composition.

LIGHT EGGSHELL WHITE (#281500)

Additionally, light eggshell white accompanies the other two colors as an accent color if needed. Most of the material will include only the dark brown and mustard yellow, but the white can be utilized in times where three colors are necessary.

TITLE TYPEFACE

COMMISSIONER

ABOUT:

Commissioner is san-serif typeface with classic proportions and grotesque sensibilities.

WHY CHOOSE THIS TYPEFACE?

With different styles and textures, this san-serif calls for attention with a sense of warmth. Commissioner's various styles provide room for experimentation and texture, cleanly accommodating any text size needed for any project.

ORIGIN:
Google Fonts

DESIGNER:
Kostas Bartsokas

Black

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXx
YyZz0123456789!@#$%^&*()_
-+=[]{}\|;:'",<>./?`~

9 Styles

ExtraLight	The quick fox jumps over the lazy dog
Thin	The quick fox jumps over the lazy dog
Light	The quick fox jumps over the lazy dog
Regular	The quick fox jumps over the lazy dog
Medium	The quick fox jumps over the lazy dog
Semibold	The quick fox jumps over the lazy dog
Bold	The quick fox jumps over the lazy dog
ExtraBold	The quick fox jumps over the lazy dog
Black	The quick fox jumps over the lazy dog

LICENSE:

BODY TYPEFACE

INCLUSIVE SANS

ABOUT:

Inclusive Sans is a font created for accessibility and inclusive readability. It is inspired by contemporary neo-grotesques.

WHY CHOOSE THIS TYPEFACE?

For environmental campaigns, san-serifs are the usual favorite for body text. Inclusive Sans allows us to look professional without invoking intimidation for readers.

ORIGIN:
Google Fonts

DESIGNER:
Olivia King

REGULAR

AABBCCDDEEFFGGHHIIJJKKLLMM NNOOPPQQRRSSTTUUVVWWXX YYZZ0123456789!@#$%^&*()_-+ =[]{}\|;:'",<>./?`~

10 STYLES

Light	The quick fox jumps over the lazy dog
Light Italic	*The quick fox jumps over the lazy dog*
Regular	The quick fox jumps over the lazy dog
Italic	*The quick fox jumps over the lazy dog*
Medium	**The quick fox jumps over the lazy dog**
Medium Italic	*The quick fox jumps over the lazy dog*
SemiBold	**The quick fox jumps over the lazy dog**
SemiBold Italic	***The quick fox jumps over the lazy dog***
Bold	**The quick fox jumps over the lazy dog**
Bold Italic	***The quick fox jumps over the lazy dog***

LOGOTYPE DESIGN

THE FINAL LOGOTYPE TO REPRESENT LOCALS HELP LOCALS

STACKED LOGO (MAIN LOGO VARIATION)

LOCALS HELP LOCALS

HORIZONTAL LOGO

LOCALS HELP LOCALS

REASONING

The logotype is full of symbolic elements. There are two types of locals represented: humans and wildlife. The sizing hierarchy between "locals help" and the final "locals" signifies a difference in which locals are being designated. The logo symbol is repeated in both instances of "locals" as a connecting device.

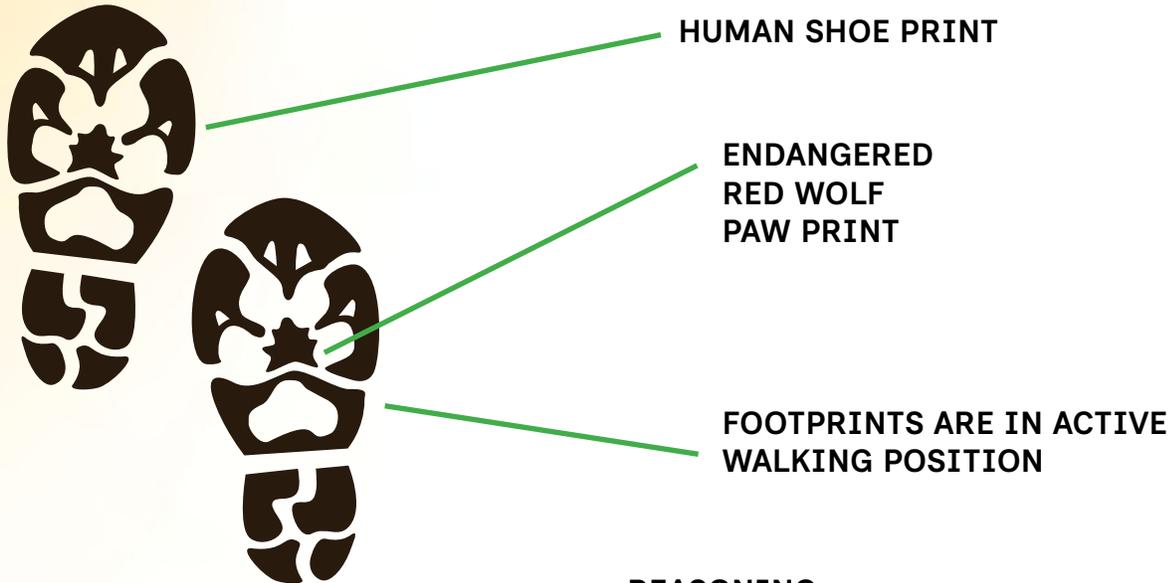(The logo symbol is explained further on the next page.)

USAGE

The logotype of Locals Help Locals is the main logo for the brand. It uses Commissioner as the typeface and replaces the "o" characters with the logo symbol. It should not be accompanied by the logo symbol.
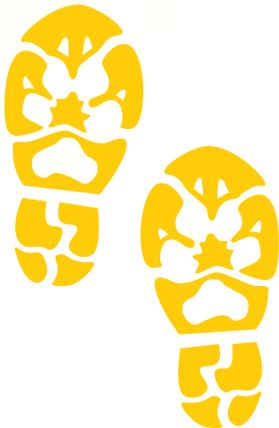
LOGO SYMBOL

SIGNIFICANCE & REASONING

BROWN LOGO SYMBOL

HUMAN SHOE PRINT

**ENDANGERED
RED WOLF
PAW PRINT**

**FOOTPRINTS ARE IN ACTIVE
WALKING POSITION**

YELLOW LOGO SYMBOL

USAGE

The logo symbol can be used without the logotype. It is recognizable on its own and should be used in circumstances of low spatial real estate. It can be applied for collaborations or events in which Locals Help Locals is not the host.

REASONING

The logo symbol captures a sense of connection between humans and wildlife that is a key part of this campaign. The animal footprint is based on the footprint of the red wolf, which is an endangered species living throughout the United States that is close to extinction. The shoe print was designed to look similar to the bottom of an outdoorsy hiking shoe that is grounded and protective. The overall design encases a sense of action, whether that be walking or working. The imagery of both types of footprints implies that humans and wildlife walk the same path and thrive in the same home.

WHY USE THE RED WOLF PAW PRINT?

The Red Wolf is a critically endangered species with a habitat range across the entirety of the US. Its wide range and population status makes it a perfect animal to represent endangered species as a whole.

LOGOTYPE APPLICATION TESTING

COLOR VARIATIONS AND STRESS TESTS

100%

50%

20%

LOGOTYPE DEVELOPMENT

SECOND DRAFT OF LOGO FOCUSED ON LOGOTYPE

THOUGHT PROCESS

When evaluating how to make a logo type for Locals Help Locals, I considered a name change to "Love the Locals." However, I found the original title to be more effective in communicating the foundations of the campaign and quickly returned to the original "Locals Help Locals." The heart and paw print in the first logotype design were too simple and not organic enough for our mission. The paw print was also too domestic for our focus on wildlife conservation.

FINALIZING PROCESS

The second version of the logotype came from the idea of diverse footprints in a shared home. I wanted to exhibit the link between humanity and wildlife. The image of a hiker's muddy boots walking over the footprints of an animal came to mind. The second version illustrates this idea with the footprints replacing the "o" letters in the word "locals." The closeness of the "o" letters in the stacked logotype offered the unique opportunity to allow the footprints to look like someone walking toward a destination in the distance.

LOGO DESIGN INITIAL SKETCHES

FIRST ATTEMPTS AT LOGO DESIGN FOR THE CAMPAIGN

THOUGHT PROCESS

For the initial sketches, multiple ideas were taken into consideration. The logo needs to convey ideas like: a shared home, stewardship, conservation, and improving population conditions for endangered species. The first animal symbol to be entertained was a bird since all continents on Earth are populated with bird species. However, the bird first created seemed to cold and needed to capture more organic warmth to match the intentions of Locals Help Locals.

MOVING FORWARD

Upon further evaluation, it was decided that a logotype might be more fitting for the campaign due to the alliteration in the organization's title. A logotype will help increase name recognition and versatility.
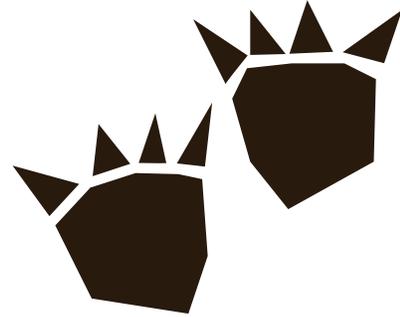
BRANDING DECORATIVE ELEMENTS
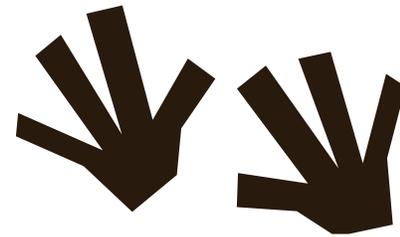
MODULAR DESIGN SHAPES AND PATTERNS

RED WOLF PRINTS

ALLIGATOR SNAPPING TURTLE PRINTS

CALIFORNIA NEWT PRINTS

ALLIGATOR SNAPPING TURTLE MODULAR DESIGN
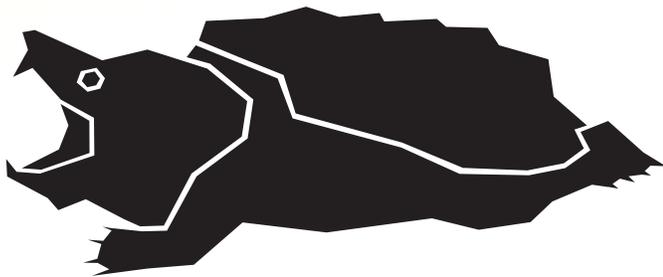
CALIFORNIA NEWT MODULAR DESIGN
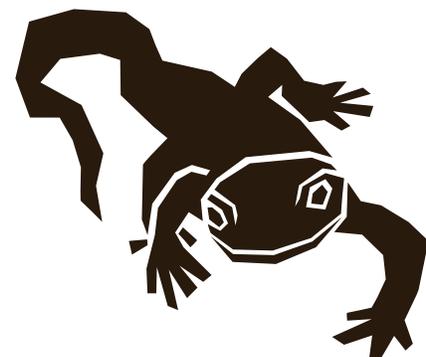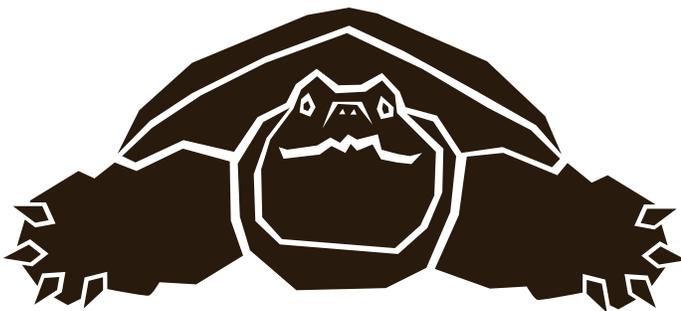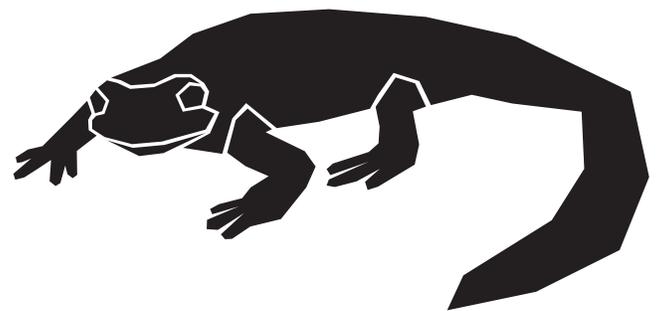
EVENT POSTERS

A POSTER TO ADVERTISE THE EVENTS IN BOTH LOCATIONS
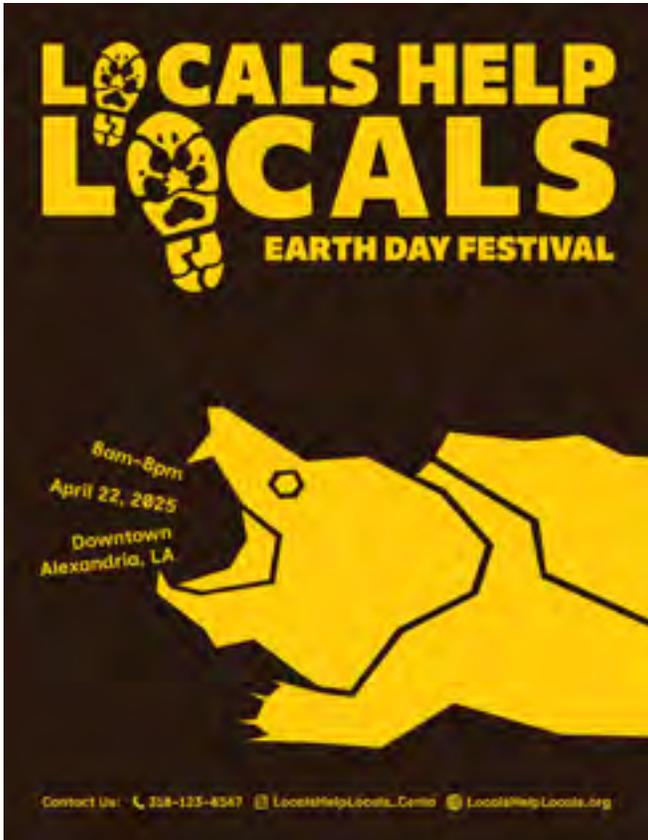
ALEXANDRIA, LOUISIANA

MALIBU, CALIFORNIA

REASONING

The purpose of these posters is to introduce the community to Locals Help Locals as well as announced the Earth Day festival event. The main logo is depicted as one of the larger elements to draw attention to the organization. The species is the largest component since it is something the locals will recognize. The description text is smaller and contains all of the specific details surrounding the event announcement.

WHY IT WORKS

The color palette has a high contrast which grabs the attention of the audience. The community signature species at risk is depicted in modular design format to be simply understood and intriguing to the eye. The play with negative space engages curiosity and pushes the viewer to look further.

POSTER INFO:
24x36 in, CMYK. 300 dpi

EVENT POSTER APPLICATION

HOW WILL THE POSTER LOOK IN EACH LOCATION

ALEXANDRIA, LA

MALIBU, CA

EVENT POSTER DEVELOPMENT

FIRST DIGITAL IDEAS FOR A POSTER DELIVERABLE
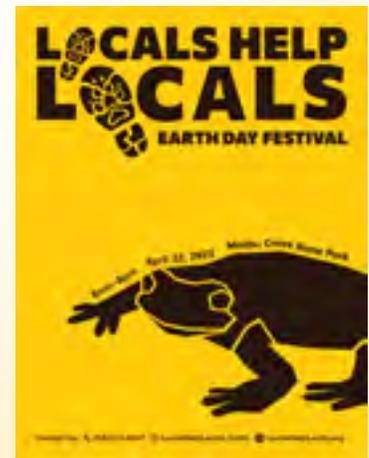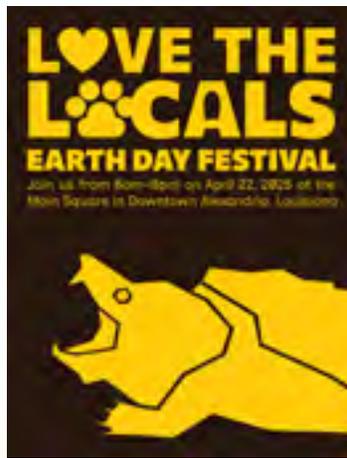
THOUGHT PROCESS & MOVING FORWARD

The posters served as a deliverable for testing what color palette, typography, logotype, and arrangement of information. It went through many iterations in Adobe Illustrator over multiple days. Once the logotype was finalized, the poster just needed refinements based on the type arrangement and how much information to provide.

EVENT POSTER SKETCHES

FIRST DRAWN SKETCHES FOR THE POSTERS

INITIAL IDEA

Based on the inspirational moodboards and research into design for this campaign, modular design was chosen to serve as the style for the approach to the posters. Originally, I drew some sketches on my iPad using the app Procreate and worked out different layouts that involved modular design.

SOCIAL MEDIA CAMPAIGN

A DIGITAL CAMPAIGN TO PROVIDE AWARENESS

ALEXANDRIA, LOUISIANA

MALIBU, CALIFORNIA
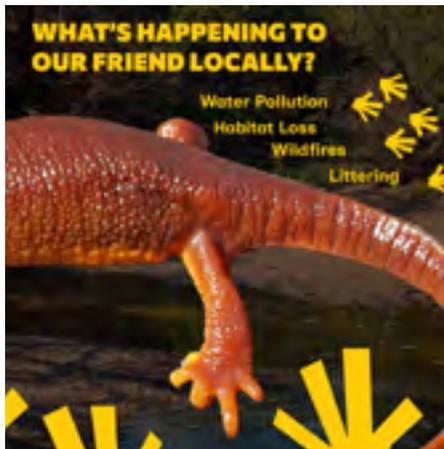
REASONING

The purpose of this Instagram carousel is to educate the community on what is happening locally that is hurting the target species and how can individuals take action.

WHY IT WORKS

Since the images overlap onto the next page, people are more likely to swipe through the entire post. The animal's face is always on the first slide to grab the audience's attention.

CAROUSEL INFO:
1080x1080 px each, RGB, 72dpi

INSTAGRAM CAROUSEL APPLICATION

HOW WILL THE POSTER LOOK FOR EACH LOCATION

ALEXANDRIA, LOUISIANA
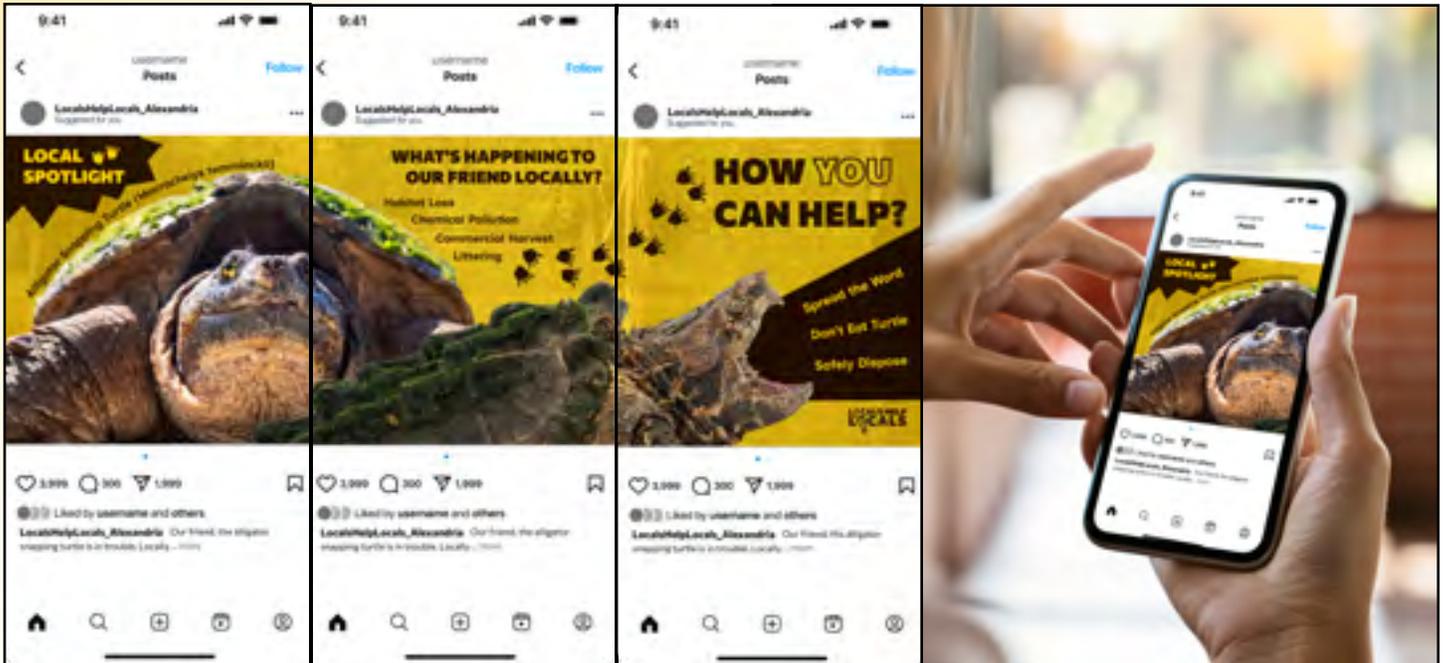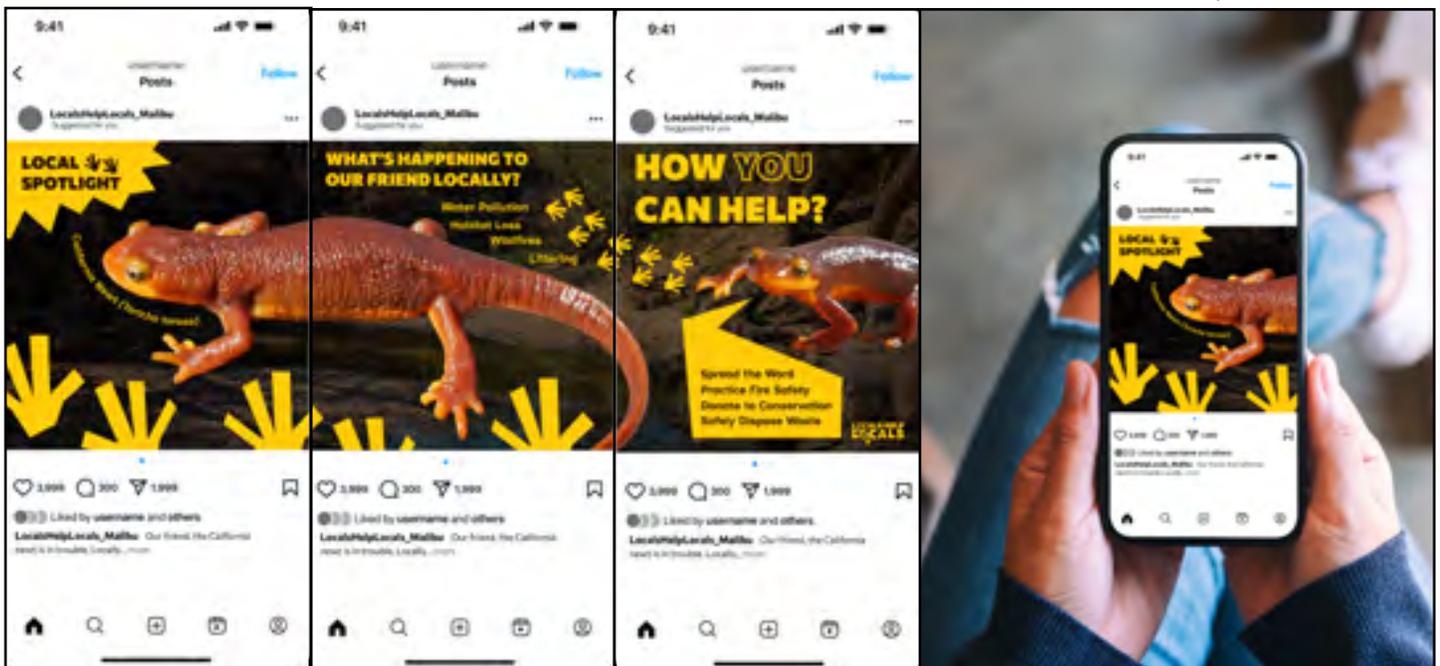
MALIBU, CALIFORNIA

SOCIAL MEDIA CAMPAIGN DEVELOPMENT

FIRST DRAFTS FOR INSTAGRAM CAROUSEL

ALEXANDRIA, LOUISIANA

MALIBU, CALIFORNIA

ADOBE PHOTOSHOP

In this instance, the images of the animals were edited in Adobe Photoshop. The animals were cut our of their respective images and turned into png files for export later.

ADOBE ILLUSTRATOR

To create the Instagram carousel, Adobe Illustrator was used. Three 1080x1080px art boards were created to make sure the carousel could be exported into three sections. Text was added and a general background color was chosen. This first draft paved the way for the final draft.

ALEXANDRIA BILLBOARD

LARGE SCALE ADVERTISING TO SURROUNDING COMMUNITIES

REASONING

CAROUSEL INFO:
264x120in, CMYK, 300 dpi
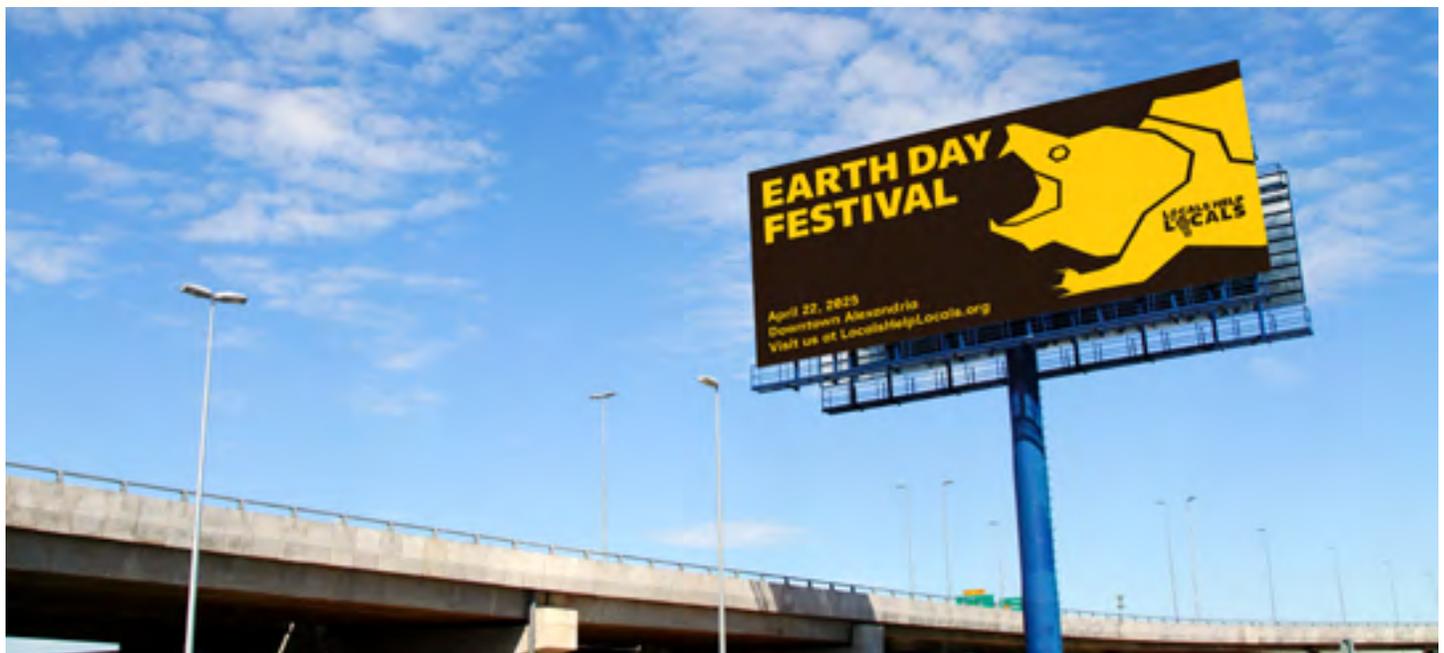
The purpose of the billboard is to reach audiences from towns in the surrounding areas of Alexandria, LA. Since the alligator snapping turtle's habitat transcends human city lines, other cities also occur within its range. Festivals in the Alexandria area are also heavily visited by people from surrounding towns, so it necessary to spread the word outside of Alexandria.

MALIBU BILLBOARD

LARGE SCALE ADVERTISING TO SURROUNDING COMMUNITIES

REASONING

CAROUSEL INFO:
264x120in, CMYK, 300 dpi

This billboard will expand the campaign's reach to audiences from towns in the surrounding areas of Malibu, CA. Since the California Newt's habitat range encapsulates an area larger than just Malibu Creek, other cities in Southern California have access to these creatures. it necessary to spread the word outside of Malibu and into the Ventura area.

BILLBOARD DEVELOPMENT

LARGE SCALE ADVERTISING TO SURROUNDING COMMUNITIES

THOUGHT PROCESS

The first drafts for the billboards needed some work regarding information arrangement and quantity. The "Earth Day Festival" type needed to be front and center to catch the audience's eye. The logo for Locals Help Locals needed to be smaller, but still included. Additionally, the event details needed to be refined and reorganized on the billboard.

FIRST IDEAS

The billboards needed to show the target species and provide information regarding the upcoming Locals Help Locals festival on Earth Day.

SOCIAL MEDIA CAMPAIGN SKETCHES

INITIAL SKETCHES FOR INSTAGRAM CAROUSEL

PROCREATE SKETCHES

Two sketches for each town's Instagram carousel were hand-drawn on Procreate on an Apple iPad. By creating design plans by hand, a guide for the placement of digital assets down the line becomes more clear.

CAMPAIGN STICKERS

FREE STICKERS TO BE GIVEN IN A VARIETY OF WAYS TO THE COMMUNITY

LOCALS HELP LOCALS

LOCALS HELP LOCALS
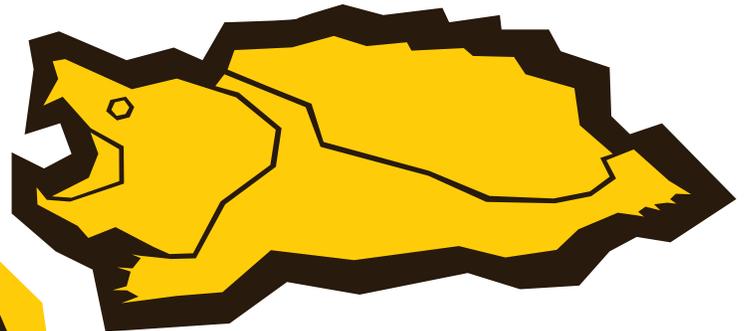
DESIGN

The stickers were created with modular design in mind as well. They match other deliverables and will become a vital part in brand recognition. The target animals are depicted in both front views and side views. The logo is available as well on a rectangular sticker.

PROGRAMS:
Adobe Illustrator

STICKER INFO:
2-5in, CMYK, 300 dpi

STICKERS APPLICATION

FREE STICKERS TO BE GIVEN IN A VARIETY OF WAYS TO THE COMMUNITY
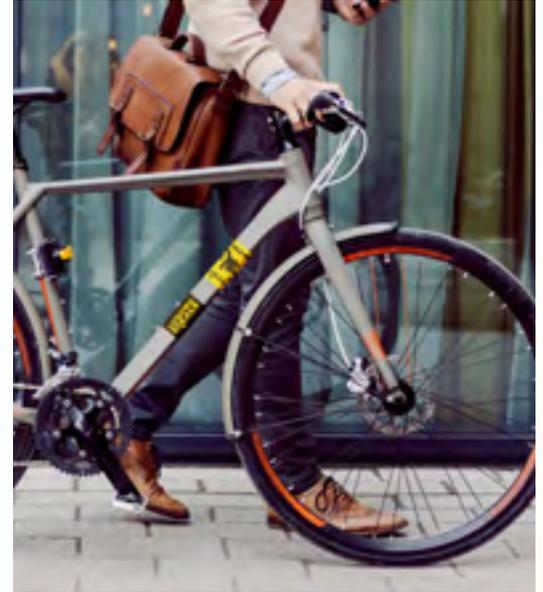
INTEGRATION

Stickers will be handed out with purchases at the local businesses collaborating with the event. They will also be passed out at schools and local events for children. By receiving and seeing stickers around town, the community is repeatedly exposed to the brand. Seeing the brand frequently serves as a reminder that the festival event is soon approaching.

T-SHIRT MERCHANDISE

CLOTHING ITEMS FOR KIDS AND ADULTS

WHY DO THIS?

T-shirts are a vital part of any campaign. They provide easy advertising within the community and bring a sense of unity to brand identities. By having a variety of design options, people have the opportunity to show their support in style.

INTEGRATION

T-shirts will be given as a reward for competitions at the festival and available for purchase at the merchandise booths. Additionally, they will be sold in local businesses like coffee shops. Students at local schools will be offered a discount and will be able to wear their shirts to school on Earth Day.

T-SHIRT APPLICATION

CLOTHING ITEMS FOR KIDS AND ADULTS

SALES & GIVEAWAYS

A variety of t-shirts will be sold at the festival as merchandise. Additionally, shirts as well as other merchandise will be provided as rewards for the festival's competitions.

SOURCES

The shirts for the festival will be produced by local shirt printing companies. The material used will be environmentally friendly, ethically sourced, or created by recycling plastic.

APPAREL FOR EMPLOYEES

CLOTHING ITEMS FOR EMPLOYEES WORKING THE FESTIVAL

HAT

Workers will wear brown explorer hats that will protect their faces from the sun. The hats come in both brown and yellow. Other variations of the hats include the logo on the front.

SHIRTS

For shirts, the workers will wear one of two versions: brown shirt with yellow logo or the yellow shirt with the brown logo. The shirts are lightweight and water resistant.

PANTS

Any kind of khaki pant suited for outdoor work is allowed for wear at the festival and any other Locals Help Locals events.

SHOES

Employees can wear any kind of outdoor shoes. We recommend hiking or all terrain styles.

CLOTHING MERCHANDISE DEVELOPMENT

OVERVIEW OF HOW THE CLOTHING WAS CREATED FOR THIS PROPOSAL

T-SHIRTS MOCK UPS
The T-shirts were created using Adobe Stock images of white t-shirts. Color and design were added using Adobe Photoshop. The mock up images from Adobe Stock were directly edited to look like the shirt designs.

APPAREL FOR EMPLOYEES
The employee apparel was created based on o images from Adobe Stock. The images depicted people in safari wear working or standing in front of a green screen. The colors of their clothing were adjusted with direct selection and clipping masks.

T-SHIRT MERCHANDISE SKETCHES

ORIGINAL SKETCHES FOR THE SHIRT DESIGNS

MODULAR DESIGN INSPIRATION
A modular design approach was utilized for the shirt designs to match the other printed materials. After looking at modular t-shirts on Pinterest, the ideas started to blossom into the final designs.

INITIAL SKETCHES
The original sketches were created using Procreate on an Apple iPad.
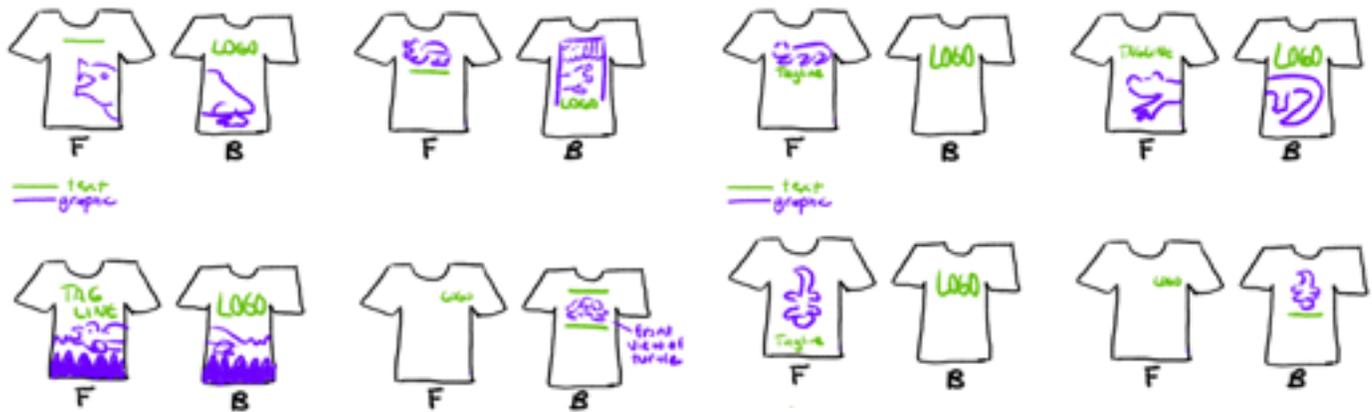
BACKPACK MERCHANDISE

BACKPACKS FOR ADULTS AND SCHOOL CHILDREN

WHY DO THIS?

Children and teens can wear the backpacks to school, while adults can use them for hiking and outdoor excursions. They serve as a form of advertising and can carry the message of Locals Help Locals all over town.

TOTE BAG MERCHANDISE

TOTE BAGS FOR ADULTS AND TEENS

WHY DO THIS?

Not only are tote bags a stylish carrying option, but they are also often used as grocery bags or shopping bags. This provides exposure to more local businesses and public spaces.

From tote bags to backpacks, bags are another key component of advertising merchandise. A variety of bags will be sold at the festival as merchandise and provided as rewards for the festival's competitions.

BAG MERCHANDISE SKETCHES

ORIGINAL SKETCHES FOR THE BACKPACK AND TOTE BAG DESIGNS

MODULAR DESIGN INSPIRATION
When choosing how to design the bags, the modular design style was investigated using Pinterest. Three examples used for graphic placement inspiration are depicted below.

INITIAL SKETCHES
The original sketches were created using Procreate on an Apple iPad.
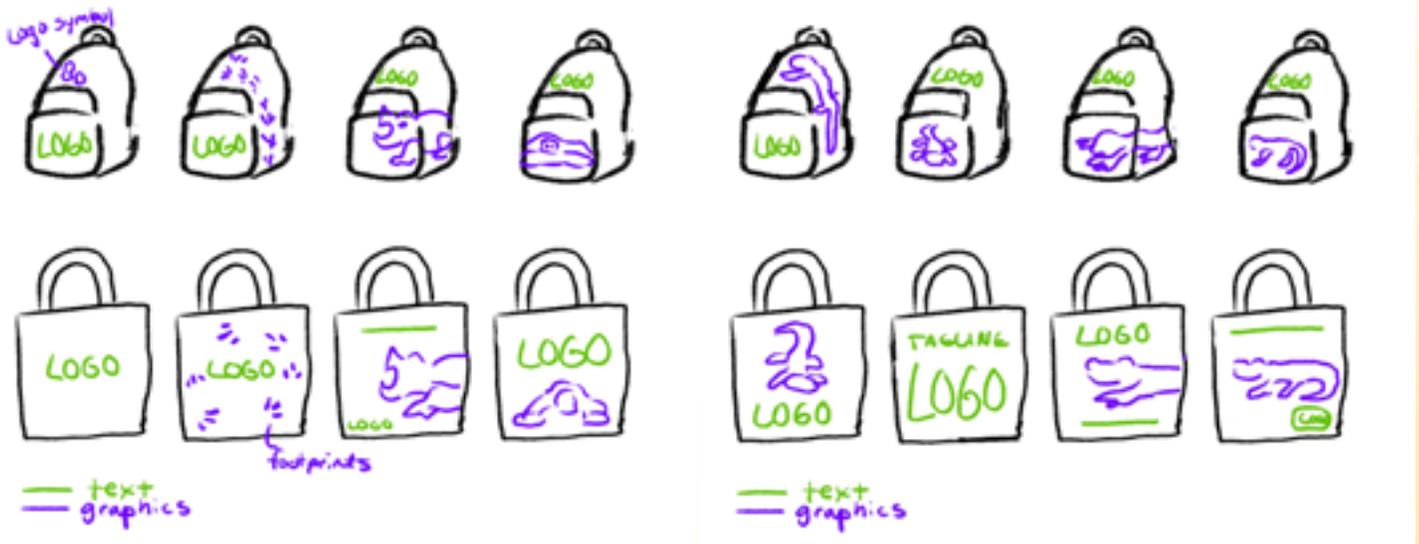
SCHOOL SUPPLIES INCENTIVE

A VARIETY OF SCHOOL SUPPLIES WILL SERVE AS REWARDS

WHY DO THIS?

It is a common experience that most schools are always looking for more ways to get affordable school supplies. Teachers often have to ask parents for help and the issue has become extensively prevalent in the United States. By offering school supplies as rewards for competitions at the festival, we can assure school involvement and child interest.

SCHOOL SUPPLIES MERCHANDISE CREATION

ORIGINAL SKETCHES FOR THE SCHOOL SUPPLIES INCENTIVES

PHOTOSHOP
After finding good mock ups of the products, the design work began in Adobe Photoshop. Pencils were the main supply needing to be depicted, so mock ups of both the box and the pencil separately were created.

COLORING HANDOUT CREATION: ALEXANDRIA

A COLORING BOOK HANDOUT FOR THE FESTIVAL AND SCHOOLS

Habitat

The Alligator Snapping Turtle likes to live in moist environments like the bayous around Alexandria, LA. It loves places where it can catch food and explore new hiding spots in water.

Diet

Our local legend enjoys eating fish and invertebrates, when he can catch them! Alligator Snapping Turtles are known to be opportunistic hunters.

Vulnerable Status

This cool turtle is currently listed as a threatened species under the Endangered Species Act (ESA). In Alexandria, he faces dangers like illegal harvest, nest predation, water pollution, and even plastic or fishing waste.

ALLIGATOR SNAPPING TURTLE
Alexandria, LA

LOCALS HELP LOCALS
Alexandria, LA

Visit Us at LocalsHelpLocals.org

WHY DO THIS?

This coloring page serves as an infographic and a engaging art activity.

FOR ALEXANDRIA

The Alligator Snapping Turtle is depicted in its natural habitat, continuing the modular design style. The information present includes habitat, diet, and status.

COLORING HANDOUT CREATION: MALIBU

A COLORING BOOK HANDOUT FOR THE FESTIVAL AND SCHOOLS

BACK PAGE

Habitat
California newts love to live in wet forests or chaparral areas with access to ponds, rivers, and streams for breeding.

Diet
California newts love to eat small invertebrates like worms, larvae, and snails along the creekbed.

Vulnerable Status
One of your favorite species in Malibu is at risk! The California newts are currently listed as a California Species of Special Concern due to the dangers they face such as: habitat loss, water pollution, invasive species, and climate change.

CALIFORNIA NEWT
Malibu, CA

FRONT PAGE

LOCALS HELP LOCALS
Malibu, CA

Visit Us at LocalsHelpLocals.org

FOR MALIBU

The California Newt is depicted in its natural habitat, continuing the modular design style. The information present includes habitat, diet, and status.

PROGRAMS:
Adobe Illustrator

HANDOUT INFO:
11x8.5in, CMYK, 300 dpi

COLORING HANDOUT APPLICATION

A COLORING BOOK HANDOUT FOR THE FESTIVAL AND SCHOOLS

ALEXANDRIA WOODEN TRAIL MARKERS

WOODEN ALLIGATOR SNAPPING TURTLE TO SERVE AS A TRAIL MARKER

TRAIL MARKERS

Throughout the national park system, trail markers serve as a navigational tool for guests. It keeps people from getting lost in the wilderness and designates where they are in the park.

WHY DO THIS?

By making a model of the Alligator Snapping Turtle out of stone, familiarity with the species can be raised. The stone figure will perform a helpful duty in the park system, which in turn will garner a more positive connotation for the species.

WHO IS THIS FOR?

In particular, this affects hikers, outdoorsy people, and families following the trails at Kisatchie National Forest in Alexandria, LA.

WOODEN TRAIL MARKER MILE 34 FOR KISATCHIE

CLAY MOCKUP FIGURE

Top View

Side View

TRAIL MARKER INFO:
Wooden, 3ft tall, 1ft wide

MALIBU WOODEN TRAIL MARKERS

WOODEN CALIFORNIA NEWT TO SERVE AS A TRAIL MARKER

WHO IS THIS FOR?

In particular, this affects hikers, outdoorsy people, and families following the trails at Malibu Creek State Park in Malibu, CA

WHAT ELSE DOES IT DO?

The California Newt on the trailmarker will also serve as a sign that there are California Newts in the area. In Malibu Creek State Park, these amphibians are prevalent throughout the native creek that runs through the area.

WOODEN TRAIL MARKER MILE 29 FOR MALIBU CREEK

CLAY MOCKUP FIGURE

Top View

Side View

TRAIL MARKER DEVELOPMENT

DRAFTING THE TRAIL MARKERS
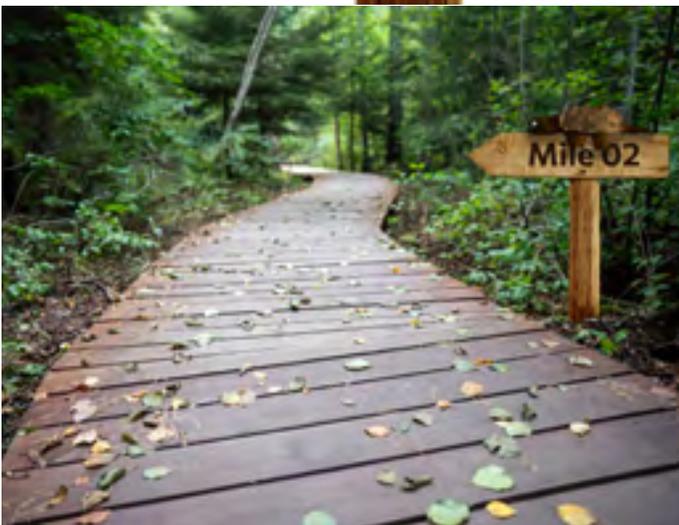
THOUGHT PROCESS & MOVING FORWARD

The first draft and mock-ups created for the trail markers felt like they were lacking in uniqueness and quality. I realized that mile markers often do not appear in the form of a directional sign, so I decided to push forward with incorporating the animal body form into the sign itself as I had planned in my initial sketches.

PROGRAMS: Adobe Photoshop

TRAIL MARKER CLAY MODEL CREATION

OVERVIEW OF HOW THE TRAIL MARKERS WERE CREATED FOR THIS PROPOSAL

SCULPEY CLAY
For a more 3D perspective, the trail markers started off as clay replicas of the target species. Armatures made out of aluminum foil and metal wire were created to model the initial shape. Then, Sculpey Modeling Clay was used to cover the armature in a thin layer of clay.

PHOTOSHOP
Photographs of the baked clay models were taken and imported into Adobe Photoshop. Color was added digitally and then the models were combined with wood texture and wooden signage from Adobe Stock.

TRAIL MARKER SKETCHES

INITIAL IDEAS FOR TRAIL MARKERS IN PARKS AND HIKING AREAS
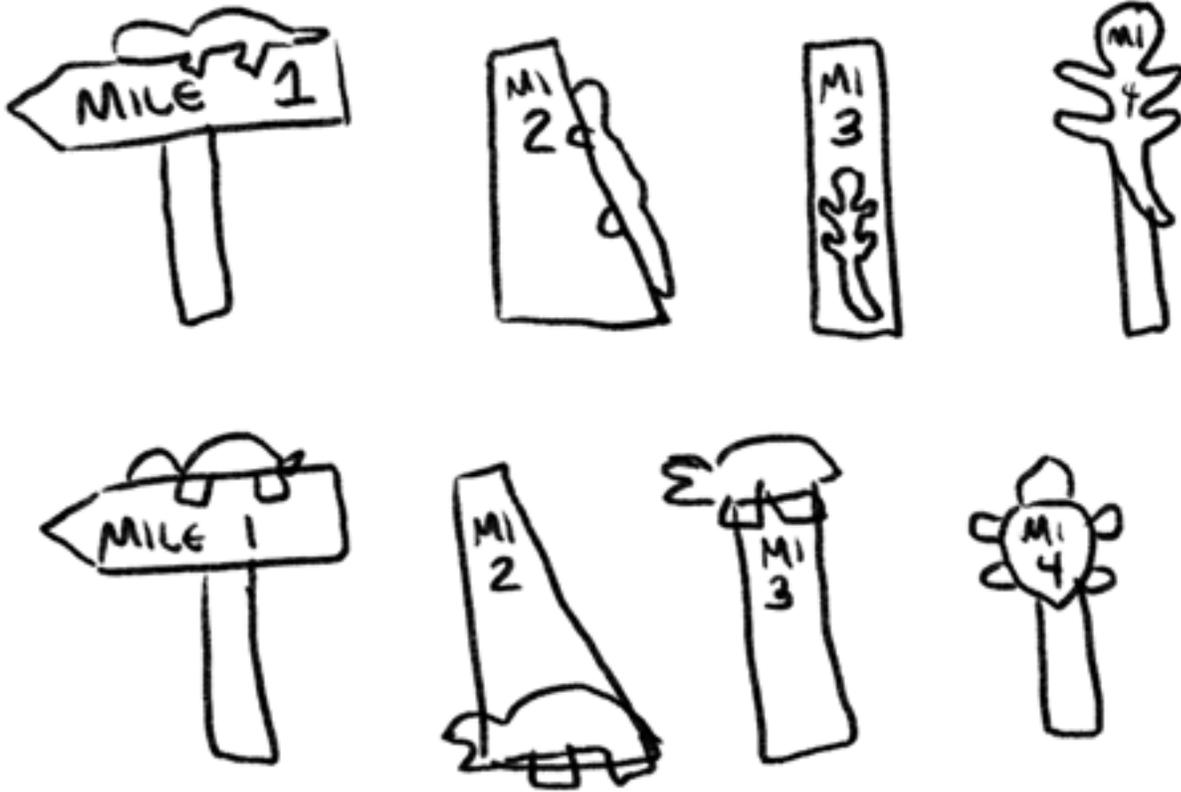
INITIAL IDEAS

Trail markers are a repeated asset in hiking areas and parks. They are an ideal element that grabs attention, provides useful information, and is needed. By incorporating the target species body form, the mile markers can serve as an identifier that people are within the habitat boundary for that species.

COMMUNITY CONSERVATION FIGURINES

TARGET SPECIES FIGURINES FOR LOCAL BUSINESSES & SCHOOLS

LARGE SCALE

The figurines will be roughly four feet tall and stand outside of local businesses. By making them large in scale, people will be able to see them from the street and children will be able to interact with them.

CUSTOMIZABLE

Each figurine will be tailored to the branding identity of the local businesses that it represents. Hats, apparel, and props are also options for decorations.

FRIENDLY

The characters will add a charming element to the community. Some may be decorated with comedy in mind. This will make the audience think of the endangered species in a more sentimental way.

ATTENTION-GRABBING

When driving through towns, people often notice things that look unique or unfamiliar. Having these figurines throughout the town will invoke repetition and recognition.

PROGRAMS:
Blender, Adobe Photoshop

FIGURINE INFO:
Stone, 4ft tall, ~4ft wide

COMMUNITY CONSERVATION FIGURINES

TARGET SPECIES FIGURINES FOR LOCAL BUSINESSES & SCHOOLS

WHO WILL MAKE THE FIGURINE?

Each school in the geographical area will be assigned a local business for them to create the figurine based on. Fine artists in the area will also volunteer for support.

HOW WILL THIS INCREASE PARTICIPATION?

All of the schools in the area will be competing against one another to see who can make the best animal sculpture for their business. Results will be announced at the festival. Families and children will be interested in attending the festival event to see their school represented.

PROGRAMS:
Blender, Adobe Photoshop

FIGURINE INFO:
Stone, 4ft tall, ~4ft wide

FIGURINES INSTALLATION: ALEXANDRIA

FIGURINES FOR ALEXANDRIA, LA

TAMP&GRIND
For the local coffee shop in Alexandria, the turtle figurine may depict many different colors. The shop's identity includes lots of colors and patterns, which could be included in the turtle figurine's design. The character may even adorn a silly coffee foam mustache.

HOTEL BENTLEY
Students decorating the turtle for the Hotel Bentley may go with a funnier approach. By dressing the figurine in makeup, the turtle takes on a new representation of a southern woman ready to enjoy her stay at the famous hotel.

FIGURINES INSTALLATION: MALIBU

FIGURINES FOR MALIBU, CA

MALIBU SEAFOOD
The California Newt would be painted red and light blue in accordance with the color palette within the restaurant's branding identity. The logo of the restaurant would be present alongside the logo for Locals Help Locals.
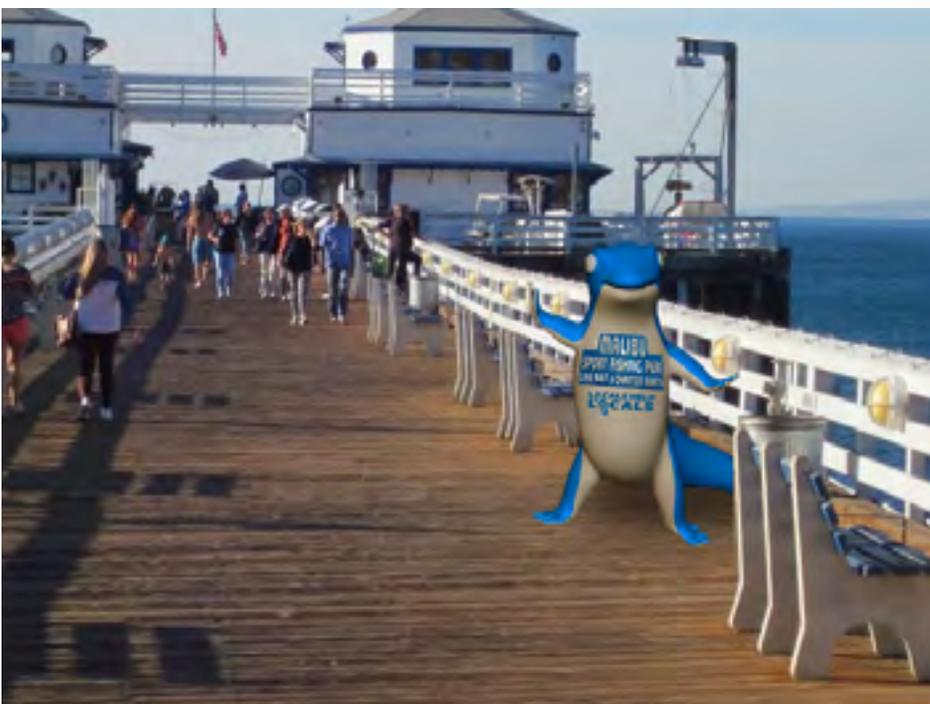
MALIBU PIER
For the iconic Malibu Pier, the California Newt figurine might be painted dark blue and light blue in reference to the area's branding. It could be placed outside or on the boardwalk.

COMMUNITY FIGURINE CREATION

OVERVIEW OF HOW THE FIGURINES WERE CREATED FOR THIS PROPOSAL

BLENDER
By using Blender, the figurines could really come to life in a 3D space. This provides a more accurate understanding of scale and dimension. They were created using sphere and boxes, which were joined, meshed, sculpted, and painted in the program.

PHOTOSHOP
Next, the figurines were imported into Adobe Photoshop, where they were edited into an image of the front of their respective business.

ALEXANDRIA DONOR GIFT

DESIGN OF ALLIGATOR SNAPPING TURTLE PIN

Donors who donate large sums of money to Locals Help Locals will be given Alligator Snapping Turtle pins to commemorate their commitment to the conservation of the species. The pin would be worn in professional spaces and potentially spark conversation about the cause. The metal that the pin is made of will classify the level of donation given: gold for donations $1000+, silver for $500-$1000, and wood for $300-$500.
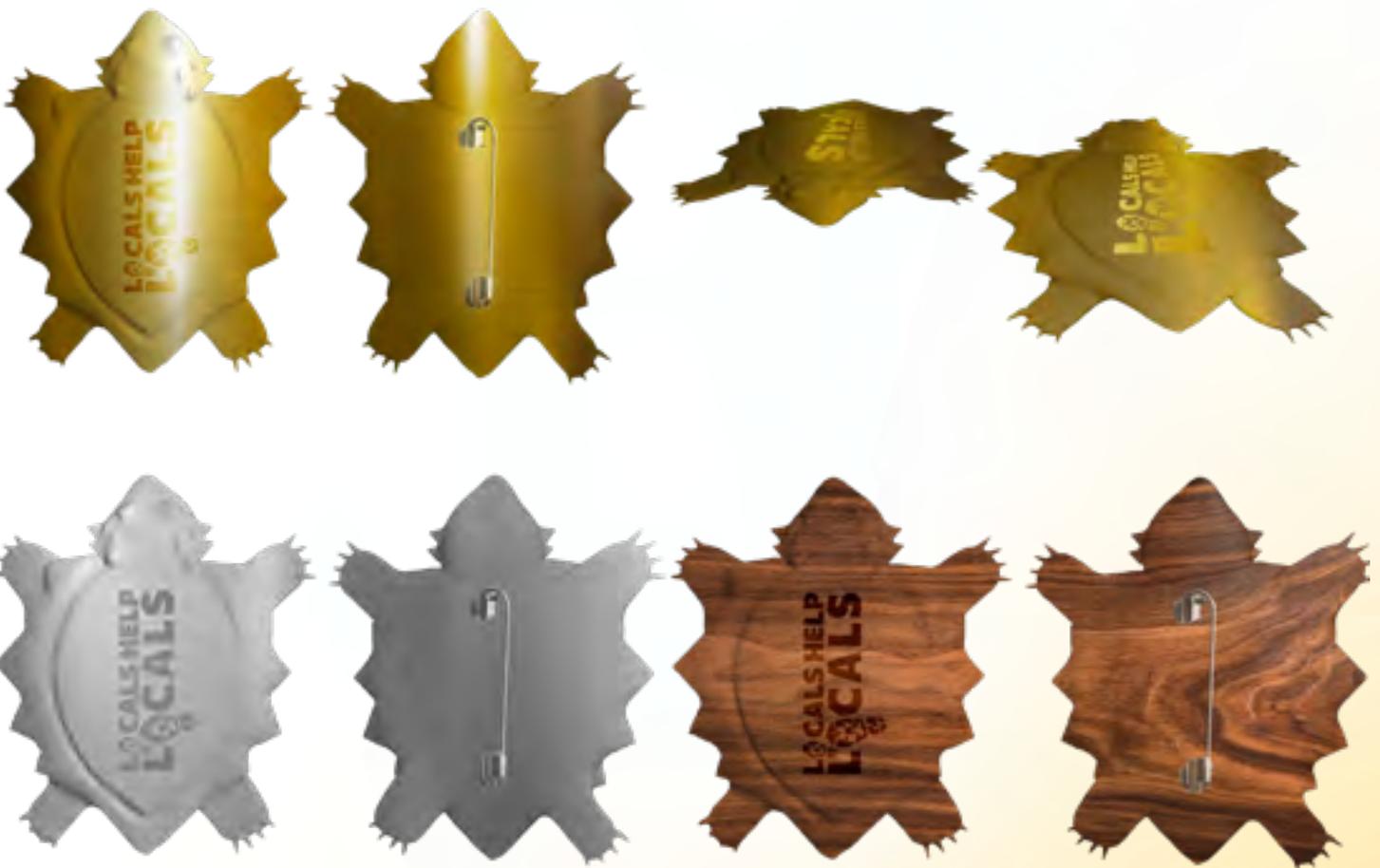
SOURCING
The pins will be made at local jewelry stores like Patton's Jewelry in Alexandria, LA. They will be paid for in part by the donor's donation to the cause.

PIN INFO:
Various Materials, 1x1.5in

MALIBU DONOR GIFT

DESIGN OF CALIFORNIA NEWT PIN

Donors who donate large sums of money to Locals Help Locals will be given California Newt pins to commemorate their commitment to the conservation of the species. The pin would be worn in professional spaces and potentially spark conversation about the cause. The metal that the pin is made of will classify the level of donation given: gold for donations $1000+, silver for $500-$1000, and wood for $300-$500.

SOURCING
The pins will be made at local jewelry stores in Malibu, CA. They will be paid for in part by the donor's donation to the cause.
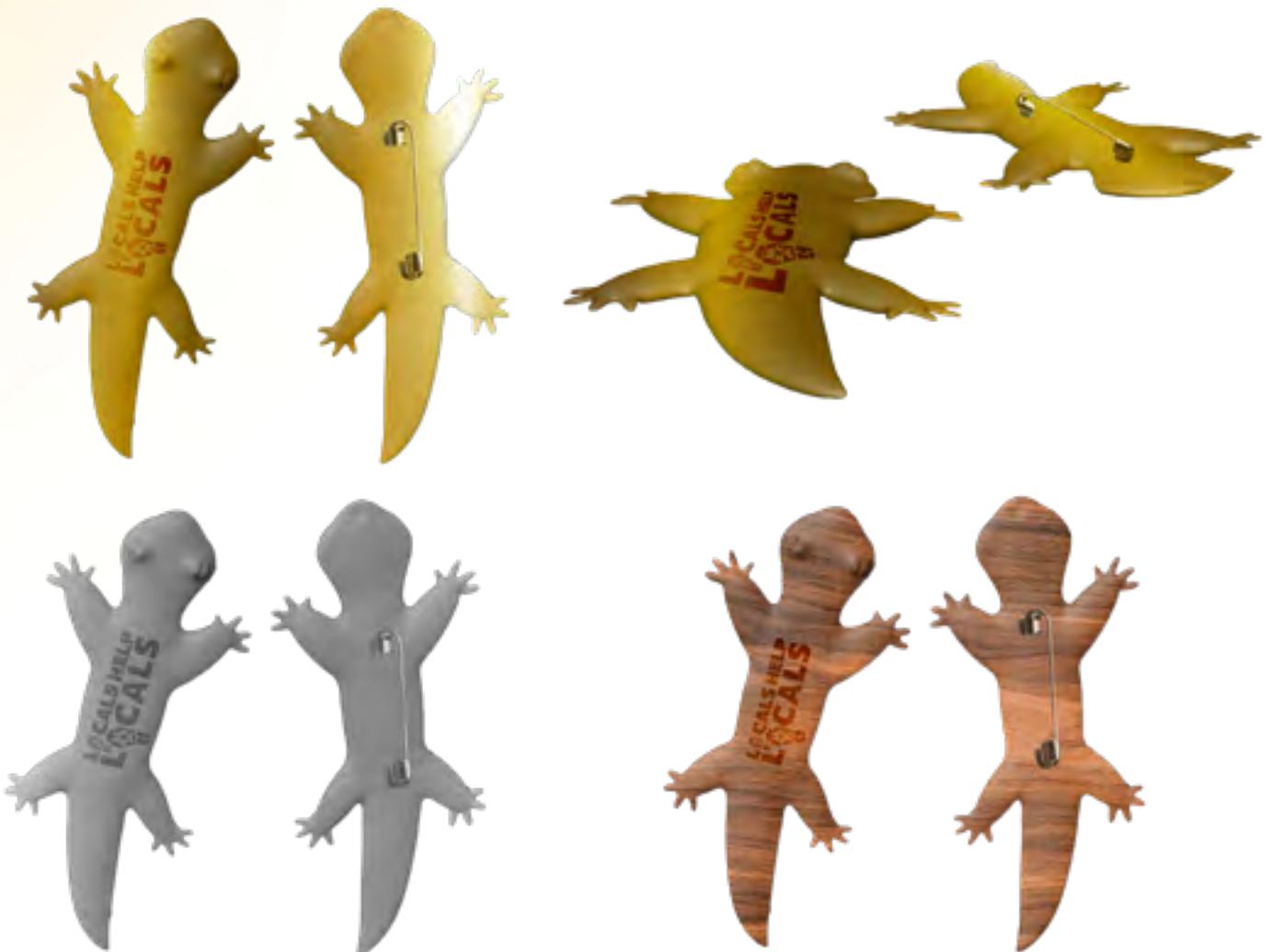
PIN INFO:
Various Materials, 1.5x1in

DONOR GIFT APPLICATION

HOW THE PINS LOOK IN ACTION

DONOR GIFT CREATION

OVERVIEW OF HOW THE PIN GIFTS WERE CREATED

BLENDER
The pins were created using Blender. I created objects based on spheres or boxes, joined them together, remeshed the final object, and sculpted the appearance by hand.

PHOTOSHOP
The pins were exported into Adobe Photoshop, where I used a clipping mask of a image of a metal texture from Adobe Stock. I adjusted the appearance until it made the pin look like it was made of the designated metal.

INFORMATION & SALES AT FESTIVAL

OVERVIEW OF HOW THE FIGURINES WILL TIE INTO THE FESTIVAL EVENT

WILDLIFE OUTREACH BOOTH
At the festival, at least one booth will have a live animal for the community to see and interact with safely. Wildlife handling professionals will educate the public about the target species by providing cool facts as well as information regarding conservation on a local level.

KIDS GAMES
Kids can head over to the activity booth to join in on the fun physical activities available. For example, the Alexandria festival event may have a game of tag available called "Turtle Tag," where kids can play the game of tag and pretend to be alligator snapping turtles.

ENGAGING ACTIVITIES AT FESTIVAL

OVERVIEW OF HOW THE FIGURINES WILL TIE INTO THE FESTIVAL EVENT

FIGURINE SUPERLATIVE CONTEST

The figurines outside local businesses will be reviewed and receive special superlatives. Some superlatives may include "Most Creative," "Funniest," "Best Representation of Business," and etc. The winning schools will receive pencils for their students with the target species and Locals Help Locals printed on the side (See page _ for pencil examples). The competition will also be split into high school and elementary school levels. /*This will encourage families to come to the event to support their schools.

MUSIC, ART, & FOOD

The festival experience will be enhanced by a stage for local bands to perform and various booths for vendors to sell food and artwork. By allowing local businesses to sell at the festival, more revenue is created for the conservation organization and more people will come to support their favorite local businesses. This will provide a motive for people typically uninterested in environmentalism to join the event.

MORE EXPOSURE OPPORTUNITIES

COLLABORATION WITH ORGANIZATIONS FOR CONSERVATION

OVERVIEW
Donors are an important demographic to target for environmental conservation campaigns. To ensure that awesome events like the Locals Help Locals Earth Day festival can happen, funding from donors is desperately needed. For each target city, an organization is chosen for a collaboration to help the campaign reach people willing to donate in the area. The chosen are organizations that hold frequent events that garner a lot of interest from people who regularly donate to environmentalism in their state.

FOR ALEXANDRIA: DUCKS UNLIMITED
Ducks Unlimited is a large company that holds conferences frequently in Louisiana. At their events, raffles are a main incentive for donation. By buying raffle tickets, clients are entered to win a vast number of rewards or services. Locals Help Locals can take advantage of this system by setting up a booth at the Ducks Unlimited events. Merchandise and guided hiking experiences would be rewards given to those who participate in the raffle.

FOR MALIBU: CALIFORNIA RANGELAND TRUST
The California Range Fund is a private organization "committed to protecting air, water, wildlife, and healthy local food by conserving rangeland and ensuring it will never be developed" (CRT. 2024). They often have speakers and events to bring partners and donors together in one space. Locals Help Locals can utilize these events for exposure due to their alignment with the cause.

UPDATED TIMELINE

DATE:	EXPECTATION:
January 6, 2025	Begin forming the Creative Brief
January 8, 2025	Define audience and project objectives
January 13, 2025	Research topic and outline project goals
January 15, 2025	Define the core message and expected outcomes
January 22, 2025	Prepare for presentation and tie any loose ends
January 24, 2025	Present and Submit Defining the Problem Space Part 1: Creative Brief
January 27, 2025	Research to inform design choices
January 29, 2025	Identify brand identity elements: mood board, color palette, typography
February 3, 2025	Experiment with deliverable outcomes
February 5 2025	Define expected outcomes and explain decision making
February 10, 2025	Prepare a presentation as well as a design brief document
February 12, 2025	Present and submit Solution Space Part 1: Opportunities, Preliminary Design, Program Deck, and Program Components (Design System Brief)
February 17, 2025	Reevaluate content based on feedback
February 19, 2025	Enhance information further with additional research
February 24, 2025	Refine standardization, formatting, and brand identity
February 26, 2025	Integrate refined information and feedback into deliverables
March 3, 2025	Finalize program prototypes and mockups
March 5, 2025	Review all content and proofread for mistakes
March 10, 2025	Prepare presentation of final deliverables, final program deck, and final written brief
March 12, 2025	Present and submit Solution Space Part 2: Final Design Program Deck and Program Components

FINAL NOTE

The Locals Help Locals organization and wildlife conservation campaign began with looking for solutions to a problem. Since the initial research and brainstorming period, this proposal has become enriched with attention to detail, comprehensive application, and tangible outcomes. Careful consideration curated every asset and dutiful research informed even the smallest of decisions. From hearth, a deep passion for unifying environmental conservation with visual communication provided the strength to transcribe such a design system.

Locals Help Locals encapsulates all of the dedication and passion for environmentalism that I have garnered in my higher education. All of the routes and unexpected turns in my life have led me here. I am grateful to share this design system and campaign proposal with you.

Thank you for your attention and feedback.
Feel free to contact if you have any questions or remarks.

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Website: SaraHeadDesign.com

IMAGE CITATIONS

NEGATIVE SPACE POSTERS FOR ENVIRONMENTAL CAUSES

https://pin.it/3GF0oILlg
https://pin.it/U0fvv11kY
https://pin.it/34hV0HJpa
https://pin.it/4uA3CeTRz
https://pin.it/7xyqwalxZ
https://pin.it/NM87YsGa8
https://pin.it/3er4vv6IS
https://pin.it/4nrY5BUHq
https://pin.it/4cZuylquy
https://pin.it/4eAt2qzZD
https://pin.it/R26DPmtxz
https://pin.it/62mcSLG43

LOCATIONS

https://www.expedia.com/Alexandria.dx1165
https://www.britannica.com/place/Malibu-California
https://www.tampandgrind.com/
https://www.malibuseafood.com/gallery
https://www.californiabeaches.com/attraction/malibu-pier/
https://en.wikipedia.org/wiki/Bentley_Hotel
https://www.visithotelbentley.com/dining-and-events
https://portico.travel/place/67835/malibu-seafood-fresh-fish-market-and-patio-cafe-malibu-ca-
https://www.tripadvisor.com/Hotel_Review-g29458-d10783168-Reviews-or20-Hotel_Bentley-Alexandria_Louisiana.html
https://www.parks.ca.gov/?page_id=24409
https://rangelandtrust.org/previous-year-photo-gallery/
https://www.ducks.org/media/photo-gallery/ducon24-wow-1.html

NEGATIVE SPACE POSTERS FROM OUTSIDE FIELDS

https://pin.it/1mxbIpnrI
https://pin.it/42LDXnzJm
https://pin.it/3j1LfK5WD
https://pin.it/1nY9WXn3y
https://pin.it/1NzT0ny0d
https://pin.it/3BQiriIxo
https://pin.it/7Ec4ECb7z
https://pin.it/49BAlNWYj
https://pin.it/6I4pKXOOT
https://pin.it/35pMb9emQ
https://pin.it/2BJwVjAY0
https://pin.it/2j36azgwp
https://pin.it/6JUiB7rsA

CONSERVATION BRANDING (COMPETITORS)

https://www.worldwildlife.org/
https://www.greenpeace.org/usa/
https://www.nature.org/en-us/
https://www.nps.gov/index.htm
https://www.audubon.org/
https://oceanconservancy.org/
https://www.sierraclubfoundation.org/
https://www.nationalgeographic.org/society/
https://janegoodall.org/
https://www.rainforesttrust.org/
https://waterkeeper.org/
https://www.conservation.org/

COLOR PALETTE INSPIRATION

https://pin.it/1Lgb94VXh
https://pin.it/582UoOkX3
https://pin.it/5y1eV7Qdl
https://pin.it/6GtM6gPRk
https://www.blackjungleterrariumsupply.com/Poison-Dart-Frog--Dendrobates-tinctorius-Cobalt--froglet_p_2884.html
https://pin.it/5SUjjNJmU
https://wildboyzphotography.com/harlequin-blue-sea-goddess/
https://pin.it/3wcJbhcZA
https://pin.it/4A4qsLTIg
https://pin.it/2UT7NDH4p

COLOR PALETTE DISSECTIONS

https://pin.it/9jznbxRKT
https://pin.it/7D93xcwwB

NEGATIVE SPACE POSTERS WITH TEXTURE

https://pin.it/6ldWbEy6t
https://pin.it/3266k6Jbe
https://pin.it/5mhfij62U
https://pin.it/527xGNiLI
https://pin.it/6goyoRa7g

WARNING SIGNS

https://pin.it/2zSsAnyEI
https://pin.it/H5GPSptRM
https://pin.it/1f7OAKkbW
https://pin.it/lKl46Z3wM
https://pin.it/3sNGVAP3n
https://pin.it/7fXMQxkMc
https://pin.it/1QTWGKgsq

https://pin.it/EEnkIgdZW

T-SHIRT INSPIRATIONS

https://pin.it/6bgplI7bF
https://pin.it/isVPcICGm
https://pin.it/7b6vrCKdd

BAG INSPIRATIONS

https://pin.it/7xdmKmGsJ
https://pin.it/1nwi5SpkD
https://pin.it/5dradUB8A

ANYTHING ELSE

Any other images or mockups are retrieved directly from Adobe Stock.

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