



we.

Community. There is a beauty in this place we live. It stems from the natural wonders of lakeshore dunes and streams running wild through ancient woods. But this beauty reveals it's truest form in the people who come together in a shared love, to protect and preserve West Michigan.



me.

Commitment. There is a power in individual resolve. It is a source of energy and a guide to keep us true. And the seeds of this energy lie in each of us, waiting to emerge. Ready to change minds. And to change the world.

A coastal landscape with a red lighthouse in the distance and dry grass in the foreground.

act.

Action. It's what defines us. Our thoughts, hopes and intentions are only a beginning. Whether this place we hold so dear is preserved for every generation to follow, is determined by our actions today



WMEAC

We are West Michigan Environmental Action Council.
We work for a common good that starts with protecting
and preserving the wonderful place we call home.

Join us.

imagery.

A visual emphasis through photography of West Michigan's natural and urban landscapes will depict the diverse community and vital resources WMEAC pledges to protect.

history.

Adding historical facts to pictures will inform the audience of the rich historic impact WMEAC has had. It will also create sense of nostalgia around the visual impact of the photography.

Following these simple guidelines will provide a consistent personality for the WMEAC brand.



content strategy.

voice, tone & messaging.

one voice. several tones.

keep it simple.

message.

readers = scanners.



Your voice is the way your organization writes and speaks to your audience, key users, and anyone that cares about WMEAC. Talk to them as if WMEAC is a person. Tell them a story.

Tone varies based on subject matter.

Always consider two things before you create your content.

- The content type
 - What is the user's emotional state when interacting with this content
- Ex. Humor can be effective in the right situation, but very inappropriate in others.

The WMEAC audience ranges from students to experienced chemical engineers. Don't get caught up in industry terms or jargon. Be sure you speak the language of your audience. Simple, clear, easy to read content is the goal. Language is powerful. Especially when used sparingly.

Messaging brings your core strategy to life. Your key messages will help you prioritize your content and stay consistent across all channels.

Your online audience is going to scan. Craft your content with that in mind.

- State your big idea early
- encourage a call to action
- Provide supporting facts

Encourage readership and engagement by starting paragraphs and bullet-points with information carrying words.

our logo.

Our primary color is green with blue as our secondary color. Orange and brown are to be used sparingly as accent colors.



Must be at least .75" tall



Must be at least .5" tall



Use this on white or light colored backgrounds.



our colors.

Our primary color is green with blue as our secondary color. Orange and brown are to be used sparingly as accent colors.

our type style.

The primary font family for our communications is Helvetica. It is available in several different weights/versions, the preferred weights are Light, Regular, Medium, and Bold. The bold weight is used for headings.



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WMEAC Green

WMEAC Blue

WMEAC Orange

WMEAC Brown

WMEAC Green	WMEAC Blue	WMEAC Orange	WMEAC Brown
FOUR COLOR PROCESS PRINTING:			
C 50 M 0 Y 100 K 0	C 70 M 15 Y 0 K 0	C 0 M 40 Y 100 K 0	C 0 M 40 Y 100 K 50
DIGITAL COLOR:			
R 140 G 198 B 62	R 0 B 54 B 73	R 250 G 166 B 261	R 145 G 96 B 0
HTML DIGITAL COLOR:			
HEX 8CC63E	HEX 1DBFD7	HEX FAA61A	HEX 916000

Helvetica Light

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Helvetica Medium

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Helvetica Bold

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