



NH LAKES

Logo Design Brief



WATER WORDS
THAT WORK

About the Organization



Name: NH LAKES

Slogan: Working for clean and healthy lakes

Mission Statement:

“Our mission is to keep New Hampshire’s lakes clean and healthy, now and in the future. We work with partners, promote clean water policies and responsible use, and inspire the public to care for our lakes.”

Logos the Client Likes

Logos We Like

To inspire your thinking, here are some logos that the client likes:



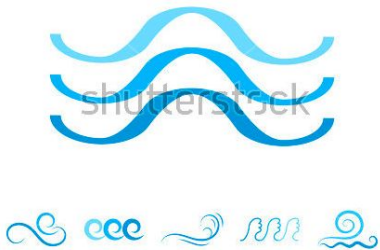
The board and staff gravitate towards logos that are abstract, and have blue in them.

Colors

Primary color should be BLUE.



Design Inspirations - Flowing Water



Design Inspiration - Landscape/People on Water



Design Inspiration - Wildlife and Nature



Must NOT Have - Avoid these Images



Must NOT Have - Avoid these Images



Maine Lakes Society
FOR THE SAKE OF MAINE LAKES



NEW HAMPSHIRE
RIVERS COUNCIL
Rivers Make New Hampshire!



LSPA
Devoted to the Environmental Quality
of the Lake Superior Watershed