

Lee County Conservation

BRANDING & POSITIONING

AGENDA

Brand Audit
Rebranding Objectives
Reimagined Logos
Visual Representation
Style Guide
Promotional Materials
Redesigned Website



Lee County, Iowa

The goal of the Lee County Conservation Board is to encourage awareness and enjoyment of our Natural Resources by providing a better understanding of our environment.



- Home
- Our County
- Info & Resources
- Real Estate Information
- Office Info
- Election Info
- Site Map

Quick Links

- Welcome to Lee County!
- Public Notices
- Calendar
- BOS Meeting Minutes
- Current BOS Agenda
- Claims
- Ordinances
- Township Trustees
- Volunteer: Boards & Commissions
- Volunteer: Boards & Commissions Application
- Where Do I Go To...?
- County Office Directory
- Renew Your Vehicle Tags
- Pay Your Taxes On-Line
- Driver's License Hours
- Election Info
- Service Center
- Visit Our Communities!
- Emergency Resources
- Frequently Asked Questions
- Job Opportunities
- Real Estate Information
- Lee County

Lee County, Iowa - Conservation

<p>Press Release - LCCB Seeking Public Input with Online Survey Click here to read the Press Release Click here to go to the online survey</p>
<p>Annual Report 2018-2019</p>
<p>Annual Report 2017-2018</p>
<p>Annual Report 2016-2017</p>
<p>Duck Blind Map</p>
<p>Press Release ~ Duck Blinds</p>
<p>Blind Party Registration Form</p>
<p>Blind Coordinates</p>
<p>Duck Blind Rules</p>
<p>Wilson Lake Cabins Click here for more information Click here to read "Reflections" of Wilson Lake Cabins</p>
<p>Shelter House Information Click here for more information</p>

MISSION

The mission of the Lee County Conservation Board is to acquire, develop, maintain and provide the public access to a variety of areas that will meet the conservation, recreation and wildlife needs for the general well-being of those people while providing development and conservation of natural resources and improving citizenship through programs of education and recreation.

Address:
 Lee County
 Conservation Center
 2652 High
 Montrose,

Office Hours:
 Monday -
 8:00 AM -

Pollmiller Building
[Click here](#)

Office Phone:
 319-461-

FAX Number:
 319-461-

Conservation Director:
 Nathan U

Employment:



Three Rivers Conservation Foundation

EDUCATION
ENGAGEMENT
ENVIRONMENT

STRENGTHS & OPPORTUNITIES

Strengths

- Educational programming
- Community engagement
- Recreational spaces and services

Opportunities

- Promote legal hunting and fishing
- Targeted social media posts
 - Informative posts
 - Interactive posts

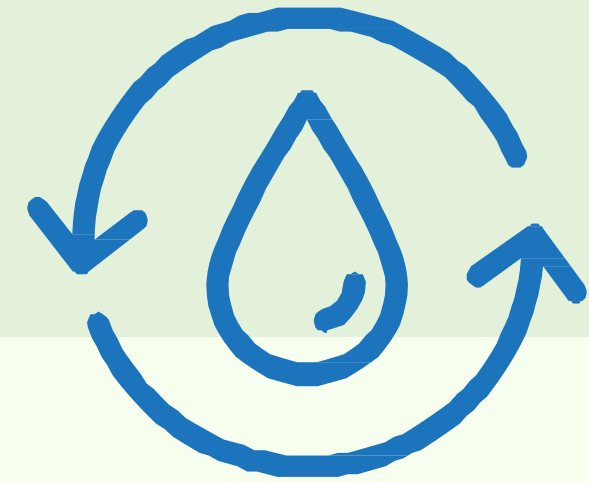
REBRANDING OBJECTIVES



Modernize



Reflect the
three E's



Connect to
Three Rivers
Logo

NEW LOGOS



LEE COUNTY CONSERVATION LOGO





THREE RIVERS LOGO



BRANDING SPECIFICATIONS: FONT

Font Selection

We suggest using the "Futura" font for titles and headlines in order to match the logos created. We chose this sans serif font because it is simple but modern. The body of texts can be comprised of a simple font, such as Times New Roman or Calibri.

Font Size

For titles and headlines, utilizing a font size of 30 pt will match the size of the currents. This size can be adjusted based on the desired materials. The body of texts can be a smaller size such as 12 pt, but ultimately it depends on the materials.

BRANDING SPECIFICATIONS: COLORS



Green:

Hex: #74A36C



Blue:

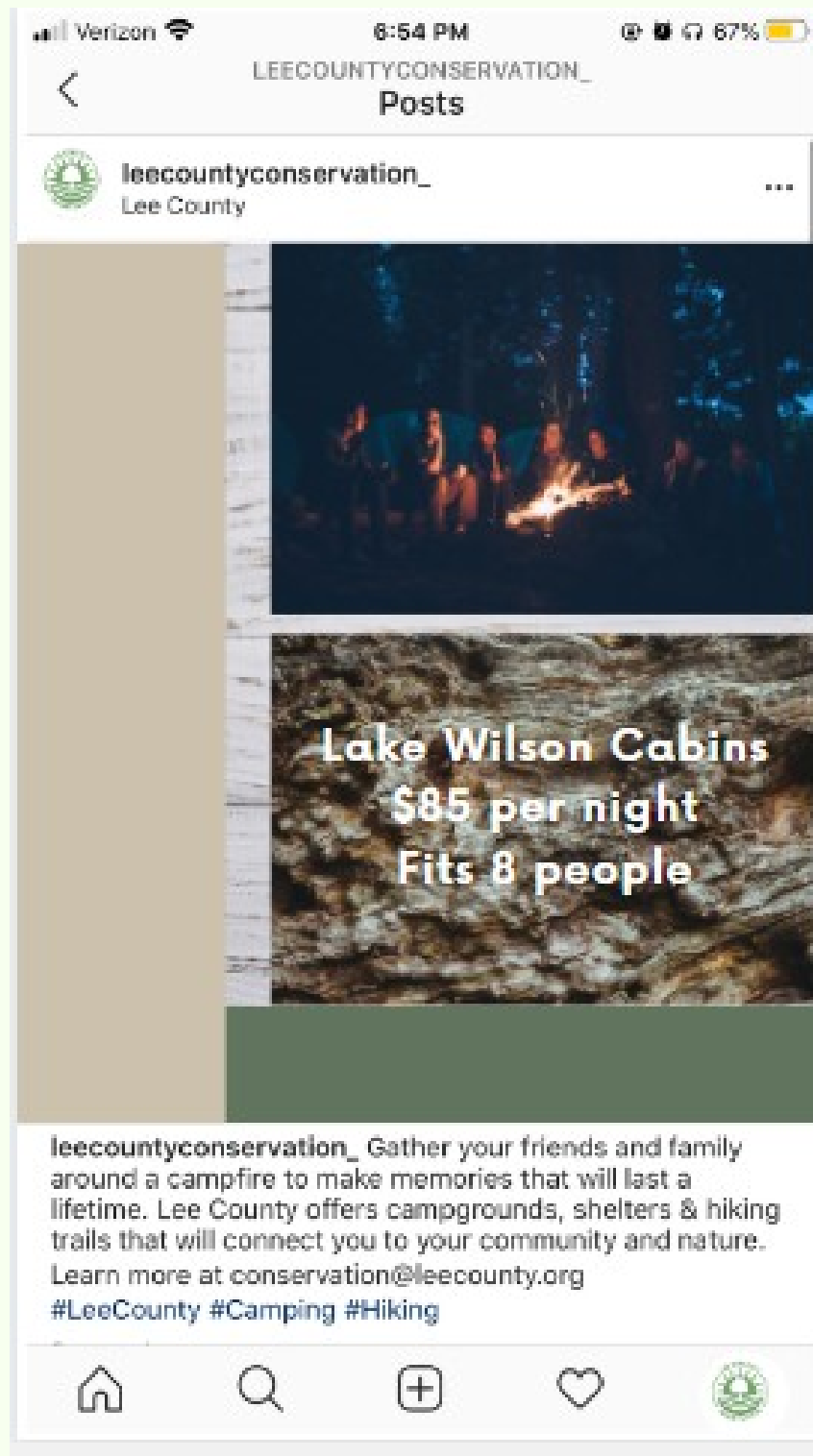
Hex: #1C75BC



Gold:

Hex: #F99E1C

PROMOTIONAL MATERIALS

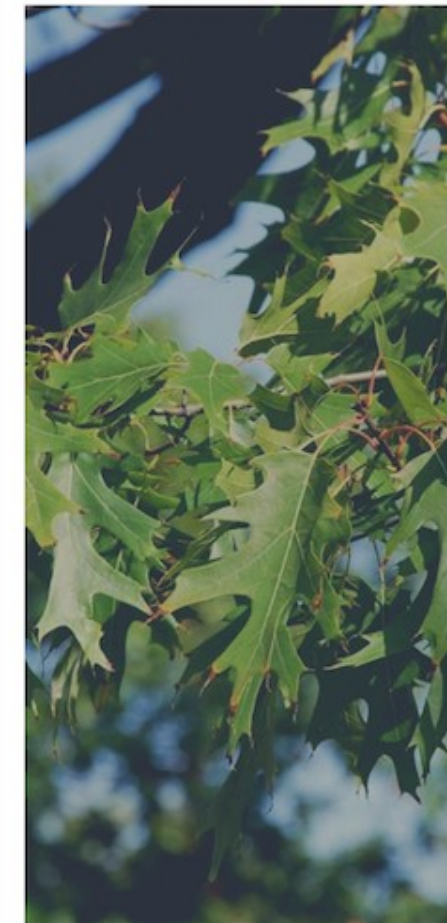


EDUCATION

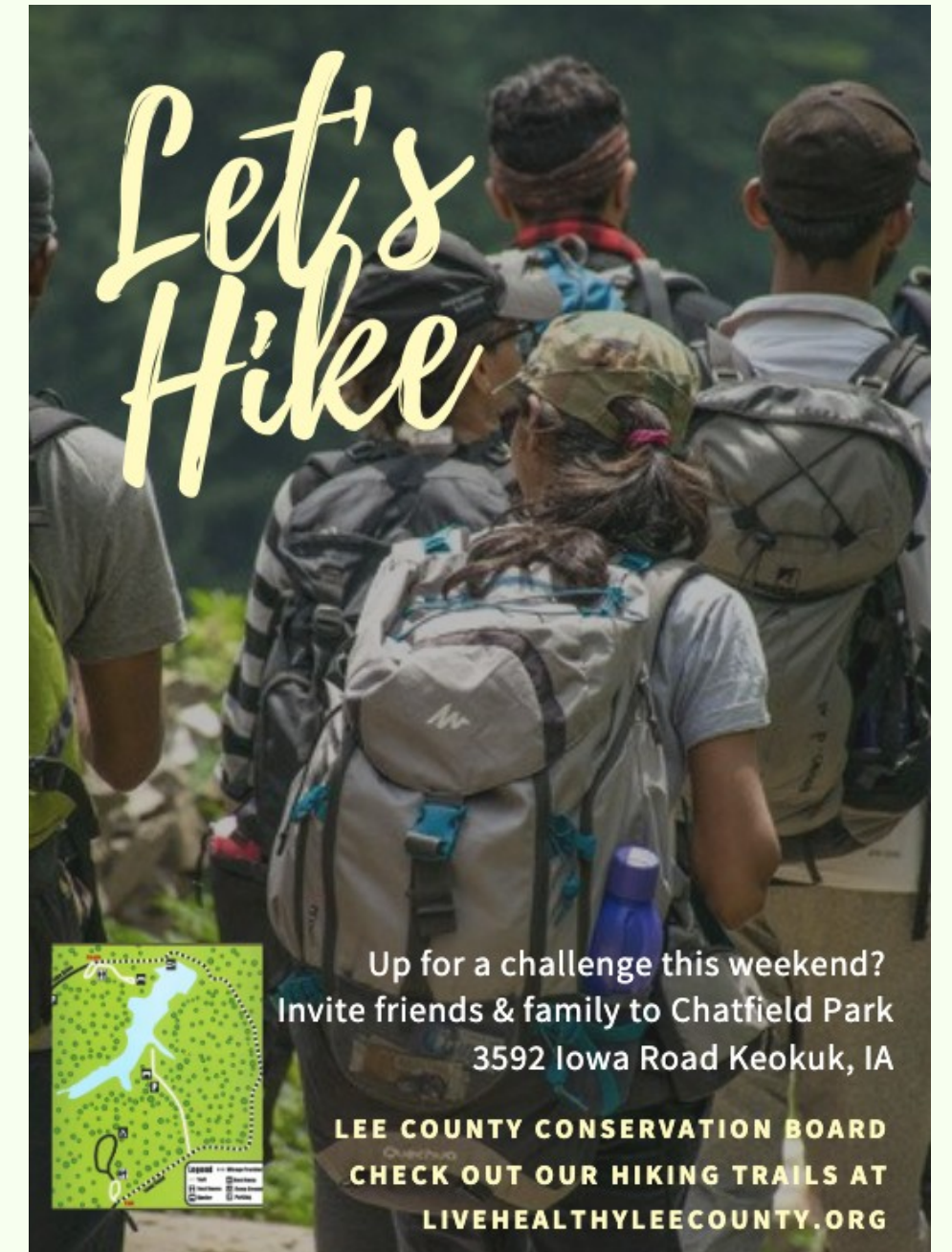
ENGAGEMENT

THE LEE COUNTY CONSERVATION BOARD HAS FOCUSED ON COMMUNITY THROUGH OUR THREE PILLARS OF EDUCATION, ENGAGEMENT & ENVIRONMENT. OUR EDUCATIONAL PROGRAMS INCLUDE YOUTH FISHING TOURNAMENTS, HALLOWEEN HIKES, EASTER EGG HUNT, SUMMER CAMPS, YOUTH HUNTS & ART CONTESTS. OUR HIKING TRAILS AND BEACHES ENGAGE THE COMMUNITY. WE FOCUS ON CONSERVATION AND PROTECTING THE ENVIRONMENT.

2653 Highway 61
Phone: 319.463.7673
Fax: 319.463.5013
conservation@leecounty.org

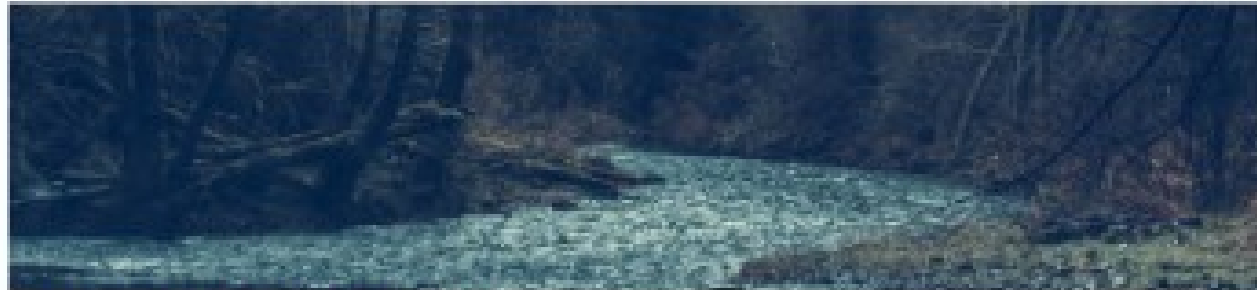


ENVIRONMENT





THREE RIVERS CONSERVATION FOUNDATION



CONSERVATION@LEECOUNTY.ORG

Dear Friends of Conservation,

We've just completed another successful year at the Lee County Conservation Board with the support of our donors through the Three Rivers Conservation Foundation. Your contributions help us fund all of our youth fishing tournaments, our Halloween Hike and Easter Egg Hunt, furnishing the new conservation center and a number of other programs and projects.

We are enlisting your support to help fund a new project that will encourage community involvement in Lee County. The Conservation Board would like to install a new fishing dock at Wilson Lake to offer easier access to the lake. We are concerned for our young anglers and for other people who may have a difficult time accessing fishing from the edges of the lake.

We appreciate your continued support for all of the community programs and projects that you help with. We continue to accomplish a great deal with help from generous donors like you. Please consider a donation to our Wilson Lake project and once again, thank you for your past contributions.

Sincerely,
Three Rivers Conservation Foundation Board of Directors

2652 Highway 61
Phone: 319.463.7673
Fax: 319.463.5013

BOARD OF DIRECTORS

PRESIDENT
WILLIAM MULLAN
VICE PRESIDENT
ED KIRCHER
SECRETARY/TREASURER
HARRY SYLVESTER
DIRECTORS
MARY MOORE
MIKE THIMMESCH
TOM POLLPETER
MARY VAN PELT
ERNIE SCHILLER

THREE RIVERS CONSERVATION FOUNDATION DONATION LETTER

I would like to make the following tax-exempt donation to the Three Rivers Conservation Foundation:

\$_____ Contributing Member (\$10-\$99) \$_____ Sustaining Member (\$500-\$999)
\$_____ Supporting Member (\$100-\$499) \$_____ Life Member (\$1000-\$4999)
\$_____ Corporate Member (\$5,000 or more) Specific Donation for: _____

Mail check and form to: Three Rivers Conservation Foundation, 2652 Highway 61, Montrose, IA 52639

Name _____ Phone _____

Address _____

NEW WEBSITE DESIGN

