



# Artist Boat Brand Guidelines

The Artist Boat brand is the essence of who we are and the foundation of all of our communications.

The brand provides a basis and measure for everything we do.

## Artist Boat Mission

Artist Boat is a 501(c)(3) whose mission is to promote awareness and preservation of coastal margins and the marine environment through the disciplines of the sciences and the arts.





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## What “Brand” Means

The Artist Boat brand is the essence of who we are and the foundation of all of our communications.

The brand provides a basis and measure for everything we do.

Branding language will be the foundation for all Artist Boat written and verbal communications from staff, board and volunteers, as well as in all marketing.

Branding messages are shown on pages 4 & 5 of this guide.



## ARTIST BOAT BRAND GUIDELINES

**INTRODUCTION:** Artist Boat’s brand encompasses all that it is to all of its audiences, including what it stands for, what it does, how it looks and what people think when they hear the words “Artist Boat.”

Founded in 2003, Artist Boat has expanded its vision and services over the years. With a new logo and ever-expanding programming, Artist Boat is a major force in coastal conservation and environmental awareness. This refreshed brand reflects the full scope of Artist Boat’s regional importance, reach, impact and vision. It also will contribute to the organization’s future success.

**The best brands are grounded in truth, evoke emotion, engage employees and stakeholders, and distinguish the organization from the competition.**

First and foremost, the Artist Boat staff and board should know, understand, believe in and share the brand. Consistent use of this brand language will strengthen Artist Boat’s brand identity (what people think when they hear “Artist Boat”). This brand language will be the foundation for all Artist Boat written and verbal communications from staff, board and volunteers, as well as in all marketing. This would include grants, written plans, annual reports, social media posts, the website, advertising and press releases.

As examples of use:

- **Signature statement** – A brief, inspiring statement about Artist Boat. Could be used with the logo in advertising, the website, social media, e-blasts, etc.
- **Purpose and brand promise** – A brief description of who we are and what our audiences can expect of us. Also, our mission in a more conversational tone. This will be broadly used to communicate both verbally and in writing what Artist Boat is about. When someone asks you “What is Artist Boat?” this is what you can say. This also can be used in writing, i.e. at the bottom of all email signatures.

## What "Brand" Means

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(continued)

- **Vision** - Where we're going - our ultimate goal.
- **Mission** - Our formal, legal description of what we do in the language of our peers. Typically this would be used in grant applications, formal conference presentations, IRS documents, etc.
- **Goals** - A more detailed description of the brand promise and purpose. What Artist Boat wants to accomplish. Can be used in written and verbal communications as appropriate.
- **Messages** - Select appropriate messages for various audiences and purposes. Messages can be expanded as needed and/or combined with goals. These can be the foundation of all communications.



### ARTIST BOAT BRAND ELEMENTS:

- **Purpose and Brand Promise** - We protect our Gulf Coast through land conservation and fun, educational, inspiring adventures that spark creativity, awareness and action.
- **Signature Statement** - Inspiration and education through unique coastal experiences
- **Vision (The end state)** - Everyone who experiences our Gulf Coast values and protects its natural beauty
- **Mission Statement** - Artist Boat is a 501(c)(3) whose mission is to promote awareness and preservation of coastal margins and the marine environment through the disciplines of the sciences and the arts.
- **Goals (What we want to achieve?)**
  - Connect people to Gulf Coast environments through mind-opening experiences
  - Expand engagement in existing programming to inform and inspire more people of all ages to appreciate and protect the Texas Gulf Coast
  - Educate and inspire people to action to preserve and protect coastal and marine habitats
  - Preserve and restore 1,400 contiguous acres from beach to bay with the Coastal Heritage Preserve on West Galveston Island
  - Establish the first nationally significant environmental education center on the Gulf Coast. Programs to include kayaking and hiking adventures, science and art labs, overnight camping, service learning and high-level engagement
- **Messages**
  - Artist Boat is the leader in conservation and restoration efforts on Galveston Island with a goal to preserve 1,400 acres.

## Artist Boat Brand Elements

(continued)

- Artist Boat is a leader in environmental education with a vision to establish a nationally significant Artist Boat Gulf Coast Environmental Education Center.
- Artist Boat is a leader in outdoor educational experiences for small groups led by scientists and artists.
- Artist Boat is a regional leader in public eco-art to inspire people to conserve our Gulf Coast.
- Artist Boat uses eco-art as a tool to engage K-gray learners in understanding coastal protection issues.
- You can help protect our beautiful Gulf Coast - and Artist Boat's naturalists can show you how.
- Come with us to visit awe-inspiring places and experience nature in a creative, new way.
- The coast is unique, beautiful and alive. Artist Boat experiences inspire individuals to take action to protect our precious coast.
- **Branding Objectives - Concrete steps with measureable outcomes**
  - To strongly brand Artist Boat as a coastal steward and a leader in coastal education, preservation and experiences
  - To have participants engage in multiple programs
  - To increase participation in existing programs
  - To consistently brand all Artist Boat programs
  - To deliver consistent brand messaging and look and feel
  - To reach a regional donor base with compelling brand messaging to increase Artist Boat's development capacity
- **Audiences**
  - Artist Boat employees
  - Artist Boat Board
  - Donors
  - Grantors
  - Volunteers
  - Educators
  - Students of all ages
  - Media
  - Tourism and conservation partners
  - Local, state and federal agencies

## Artist Boat Brand Elements

(continued)

- Visitors of all ages to the upper Texas Gulf Coast
- ~6 million people in Galveston, Harris, Brazoria, Liberty and Chambers counties
- Elected officials
- Artists
- Scientists
- Coastal Heritage Preserve neighbors
- **Look and Feel/Imagery**
- Artist Boat should be strongly branded in all channels with consistent look and feel
- Logo - Consistent use as outlined in the brand assets guidelines
- Name - The Artist Boat name should to be incorporated into all program names in headlines and first reference in text (i.e. Artist Boat Bucket Brigade, Artist Boat Project S.I.T., Artist Boat Coastal Heritage Preserve)
- Photos - High-quality images that reflect key themes (beautiful vistas, nature, wildlife, people in small groups engaged in Artist Boat outdoor and art activities, nature-inspired artwork). Avoid poor-quality images when possible, particularly in print pieces and on the website. Select and use a few iconic images across channels (website, Facebook header, print, advertising).
- Design - Follow the agreed-upon design guidelines for use of fonts, colors, logo, photos, etc. Create and use templates where possible to strongly brand flyers, posters, e-blasts and other staff-produced materials for consistent quality and ease of use.
- **Channels** - Leverage messaging and imagery across all appropriate channels for greatest impact and efficiency. The marketing plan will include suggested guidelines for leveraging across channels. Examples include
  - Website
  - Emails/e-blast
  - Newsletter
  - Brochures
  - Paid advertising
  - Earned media (press releases, media coverage)
  - Video

## **Artist Boat Brand Elements**

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(continued)

- Social media (Facebook, Facebook Live, Instagram, Twitter, LinkedIn)
- Online banner ads
- Galveston.com
- Signage
- PowerPoint presentations
- Direct mail
- Flyers

## Visual Guidelines

The Artist Boat logo guidelines on the following pages are intended to help you project a professional image of our organization and programs through all of our literature and presentations.

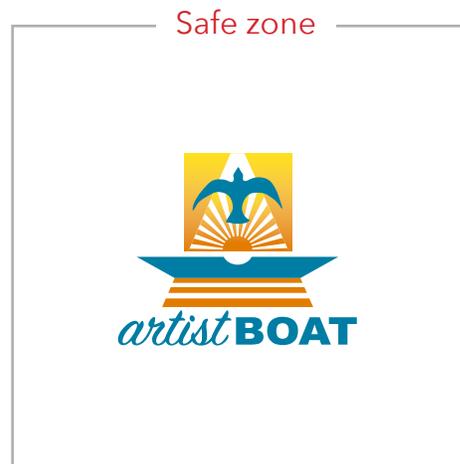
Follow these guidelines to protect the integrity of Artist Boat's brand so our communications convey a consistent message.



The Artist Boat logo is an essential part of any layout. It should be a focal point of the design—not necessarily large, but an important element occupying its own prominent space.

To help accomplish that, the logo should be surrounded on all sides by a safe zone so text and other graphic elements will not compete with the logo.

As a guideline, the safe zone should be approximately equal to the width of the word "Boat" in the logo:



## Logo Variations

The Artist Boat logo should not be altered in any way. Nor should other graphic elements be used in conjunction with the logo or communications.

Exception: Donor or grantor logos may be shown in communications related to projects they support.

The logo variations on this page should be sufficient to meet any need, including full color, Web design, solid black, one color and reversed.

One-color logos should be printed in PMS 314 blue or solid black.

### Full-color logo:

The Artist Boat logo uses three colors, blue, yellow and orange, plus a gradient of yellow and orange. The rays of the sun are solid white, not transparent.



### One-color logo:

When a one-color logo is needed, it should be in black or PMS 314, the same blue used in the logo blue.



### Solid black logo:

The solid black logo should only be used when color is not available.



### Reverse logo:

A reverse logo should be printed in white over the background color of the item on which it is printed.



### Gradient logo:

A gradient one-color logo may be used in one-color print communications.



### Name only version:

The name portion of the logo may be used in color, black or reversed in some situations when space is severely limited.



## Primary Colors

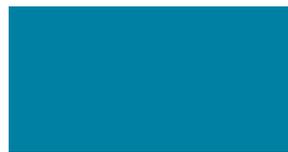
Artist Boat's primary colors match the colors in the logo.

Colors are identified by the Pantone® number as well as by the CMYK, RGB and Web conversion formulas.

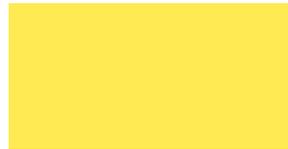
The logo may not appear in any colors other than those shown on this page. To do so would damage the visual impact of Artist Boat's identity.

Tints of primary colors may be used depending on the design of the specific piece.

White is considered a primary color, not simply as "empty space."



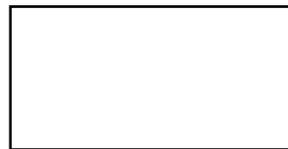
PMS 314  
RGB 0-127-163  
CMYK 100-22-0-36  
WEB #007fa3



PMS 107  
RGB 251-225-34  
CMYK 0-0-92-0  
WEB #fbe122



PMS 138  
RGB 222-124-0  
CMYK 0-52-100-0  
WEB #de7c00



RGB 255-255-255  
CMYK 0-0-0-0  
WEB #FFFFFF



PMS 107 & 138  
RGB (combine codes above)  
CMYK (combine codes above)  
WEB (combine codes above)

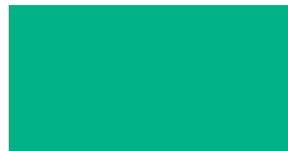
## Secondary Colors

Secondary colors were chosen to complement the primary colors. Use of any other colors may distract from the brand.

Secondary colors can be useful tools in association with specific programs. For example, communications focused on Artist Boat Kayak Adventures might use Navy Blue as a secondary color, while Violet might help identify Artist Boat Project S.I.T.



PMS 266  
RGB 117-59-189  
CMYK 76-90-0-0  
WEB #753bbd



PMS 339  
RGB 0-179-136  
CMYK 84-0-59-0  
WEB #00b388



PMS 255  
RGB 114-36-108  
CMYK 53-96-10-24  
WEB #76226C



PMS REFLEX BLUE  
RGB 0-20-137  
CMYK 100-89-0-0  
WEB #001489



PMS 375  
RGB 151-215-0  
CMYK 46-0-90-0  
WEB #97d700



PMS 333  
RGB 60-219-192  
CMYK 49-0-28-0  
WEB #3cdb00

## Artist Boat Coastal Heritage Preserve Signage Colors

A separate palette of colors has been created for signage at the Artist Boat Coastal Heritage Preserve.

These are to be used in signage only. Artist Boat branded colors will be used in all other branded materials.



### Artist Boat Coastal Heritage Preserve Signage Colors



PMS 476  
RGB 78-54-41  
CMYK 30-71-75-81  
WEB #4e3629



PMS 141  
RGB 242-199-92  
CMYK 0-16-65-0  
WEB #f2c75c



PMS 158  
RGB 232-119-34  
CMYK 0-62-95-0  
WEB #e87722



PMS 485  
RGB 218-41-28  
CMYK 0-95-100-0  
WEB #da291c



PMS 110  
RGB 218-170-0  
CMYK 2-22-100-8  
WEB #daaa00

## Artist Boat Coastal Heritage Preserve Signage Design

Signage at the Artist Boat Coastal Heritage Preserve follows a standardized format unique to the preserve.

Pictorial and informational signs are used in tandem throughout the preserve; gate and property identity signs identify funding sources and coordinating agencies and organizations.



**Coastal Heritage Preserve Sea Citizens**

**As goes the salt marsh, so go its citizens**

**L**and animals generally avoid marine (saltwater) habitats. Of the 5,000 mammals known worldwide, only 129 are marine. Seabirds comprise 2% of the world's approximately 9,700 bird species. There are likely several million insect species in terrestrial habitats, and more than 20,000 in freshwater habitats. However, apart from the sea skaters (Halobates), none are from the open ocean.

Within the Preserve, you will find species of dragonflies, butterflies, tiger beetles, and birds that thrive in this harsh environment. Wading birds, such as roseate spoonbills and white ibis, visit the marshes to feed on crabs, worms, and other marine crustaceans.

**Conservation Cue:** Scientists predict that as global temperatures warm, sea water will expand and glacial ice will melt. Salt marshes are placed at risk of inundation. The sea citizens depend on these marine habitats. As goes the salt marsh, so go its citizens.

**Project Funding Sources:**  
Coastal Impact Assistance Program  
The Houston Endowment  
Edward and Helen Oppenheimer Foundation  
Partnership for Gulf Coast Land Conservation

**Coordinating Agencies and Organizations:**  
U.S. Department of Interior - U.S. Fish and Wildlife Service  
Texas General Land Office  
Galveston Bay Estuary Program  
Galveston Bay Foundation  
The Moody Foundation  
Artist Boat

**Project Funding Sources:**  
Coastal Impact Assistance Program  
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Galveston Bay Estuary Program  
Galveston Bay Foundation  
The Moody Foundation  
Artist Boat

Pictorial and informational signs used in tandem inside the preserve.

**artist BOAT**

**Coastal Heritage Preserve**

This conservation property is funded in part with qualified outer continental shelf oil and gas revenues by the Coastal Impact Assistance Program, U.S. Fish and Wildlife Service, U.S. Department of the Interior.

**Project Funding Sources:**  
Coastal Impact Assistance Program  
The Houston Endowment  
Edward and Helen Oppenheimer Foundation  
Partnership for Gulf Coast Land Conservation

**Coordinating Agencies and Organizations:**  
U.S. Department of Interior - U.S. Fish and Wildlife Service  
Texas General Land Office  
Galveston Bay Estuary Program  
Galveston Bay Foundation  
The Moody Foundation  
Artist Boat

Gate and property identity signs identify funding sources and coordinating agencies and organizations

## Superimposed Logo on Backgrounds

Excercise caution when superimposing the logo over a photo or color background, to ensure adequate visibility of all logo elements.

In reverse applications, the entire logo must appear white against a color background or photograph.

Note that on the reverse logo, the rays of the sun and the bird are transparent. In the full-color version, the bird is solid blue and the rays of the sun rays are white.



A wide range of color backgrounds and imagery may be used with the logo. To ensure the visual impact and legibility of the logo, adequate contrast must exist between the logo and the background.

## Logo Sizing

The logos at right indicate the smallest versions allowable.

The logo should not be reduced smaller than shown.



Letterhead and  
business cards:  
1.25 inches wide.



Large promotional items  
(hats and shirts, for example):  
1.5 inches wide minimum



Print advertising  
and collateral:  
1 inch wide minimum

*artist* **BOAT**

There may be some cases in which there is not enough room for the entire logo. In those limited situations the name portion of the logo may be the only option.

**NOTE: Artist Boat has only one official logo. New logos should not be created to identify Individual programs, activities or projects.**

## What Not to Do

Here are some examples of unacceptable uses of the Artist Boat logo.



*artist* **BOAT**

Don't change the colors



*artist* **BOAT**

Don't screen the colors



Don't rearrange the logo elements



Don't use logo elements by themselves\*



Don't use backgrounds that diminish the logo's legibility



Don't combine the Artist Boat logo with any other logo or symbol. Always use the safe zone around the logo.

*artist* **BOAT**

\*EXCEPTION: There may be some cases, such as imprinting in writing pens, in which there is not enough room for the entire logo. In those limited situations the name portion of the logo may be the only option, printed in white, black or a single solid Artist Boat primary color.

## Content

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The Artist Boat name should be incorporated into all program names in headlines and first reference in text (i.e. Artist Boat Bucket Brigade, Artist Boat Project S.I.T., Artist Boat Coastal Heritage Preserve).

Consult the messages on pages 4 & 5 of this guide. These messages need not be duplicated word-for-word, but one or more of them should be conveyed in every communication.



### Examples:

Artist Boat Bucket Brigade

Artist Boat Eco-Art Adventures

Artist Boat Kayak Adventures

Artist Boat Coastal Heritage Preserve

### Name:

The legal name of the organization is "The Artist Boat, Inc." However, in normal use for correspondence and marketing communications, use simply "Artist Boat."

## Photography Guidelines

Ideal photographs evoke emotion. Photos should contain images of people engaged with staff members in Artist Boat activities, or wildlife, plant life or habitat.

Care should be taken to select an iconic photograph for each program/activity, and use that image in every communication about that program/activity. One or more secondary images may be used from time to time, but the main image should be constant.

Be aware of sensitive issues when selecting photographs. For example, avoid using images that show or may be construed as showing disrespect for wildlife or the environment, such as the use of pesticides or the mishandling of animals.

Photos on this page are examples of Artist Boat staff engaged with program participants.



### Photo specifications

Photos should be 300-dpi resolution or higher at an enlargement of 5 by 7 inches (larger for billboard designs).

For both reproduction quality and legal/copyright reasons, never copy images from websites.

Photos should be bright and colorful, corrected for color and saturation.



## Photography Guidelines

Photos on this page are examples of images inspiring participation in Artist Boat programs.



## Design Templates

The sample ads on this page can be used as a design guide.

When beginning a project, consult the branding messages on pages 4 & 5 of this guide. These messages need not be duplicated word-for-word, but one or more of them should be conveyed in every communication.



ARTIST BOAT KAYAK ADVENTURES



**Brief Headline**  
Appears Here.

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**Call to Action**  
Contact (email address) to ask about (program).

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GALVESTON ISLAND, TEXAS | ARTISTBOAT.ORG | (409) 770-0722

Full-page  
ad and flyer  
template

ARTIST BOAT KAYAK ADVENTURES



**Brief Headline**  
Appears Here.

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**Call to Action**  
Contact (email address) to ask about (program).

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GALVESTON ISLAND, TEXAS | WWW.ARTISTBOAT.ORG | (409) 770-0722

ARTIST BOAT KAYAK ADVENTURES



**Brief Headline**  
Appears Here.

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**Call to Action**  
Contact (email address) to ask about (program).



GALVESTON, TEXAS | ARTISTBOAT.ORG | (409) 770-0722

Small horizontal and vertical  
ad and postcard template

## Typography

Avenir Next and Georgia have been selected for use in Artist Boat printed communications such as ads, flyers, signs and promotional items.

Avenir Next is the primary typeface family; Georgia is secondary.

For Web applications, PT Sans is a suitable substitute for Avenir Next.

For general correspondence such as letters or grant applications, use Times New Roman for the body copy.

Avoid using italic fonts in the Avenir Next family.

Though spacing between lines is somewhat flexible, a good rule of thumb is to specify spacing 2 points larger than the point size of the type.

Keeping columns of type between 40 and 50 characters wide optimizes readability.



Avenir Next

Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Ultra Light: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Medium: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Demi Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Heavy**: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Georgia

Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Italic*: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Bold**: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

***Bold Italic***: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### General Typography Guidelines:

Headlines: Avenir bold, initial caps on all words except prepositions and conjunctions.

Subheads: Avenir bold or demibold, sentence case (initial caps on first words only).

Body text: Avenir medium, generally no larger than 10/14 pt., flush left, ragged right.

Generally avoid all-caps.

Avoid Avenir italics unless called for in circumstances such as titles and boat names.

## Collateral Materials

To be effective, the brand look must be applied across all Artist Boat communications.

Layout: Clean and simple; good use of white space, imagery and color blocks.

One of the Artist Boat primary or secondary colors and an iconic photo should be selected and used in all collateral materials for each program.



ARTIST BOAT KAYAK ADVENTURES

**Brief Headline**  
Appears Here.

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ARTISTBOAT.ORG  
(409) 770-0722

Brochure

ARTIST BOAT KAYAK ADVENTURES

**Brief Headline**  
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**Call to Action**  
Contact (email address) to ask about (program).

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam in hendrerit in vulputate

GALVESTON ISLAND, TEXAS | ARTISTBOAT.ORG | (409) 770-0722

Flyer

2627 Avenue O | Galveston, Texas 77550 | (409) 770-0722  
artistboat.org | info@artistboat.org

Inspiration and education through unique coastal experiences

Letterhead

**First Name Last Name**  
Title  
2627 Avenue O  
Galveston Island, TX 77550  
EmailName@artistboat.org  
Phone: (409) 770-0722  
Mobile: (xxx) xxx-xxxx  
Fax: (409) 770-0712  
www.artistboat.org

Dedicated to promoting awareness and preservation of coastal margins and the marine environment through the disciplines of the sciences and the arts.

Business card



Inspiration and education through unique coastal experiences

Artist Boat Board Members and Crew Members are the frontline of brand protection and Artist Boat's heart. All should know, understand, believe in and share the brand.

Consistent and proper use of the brand will strengthen Artist Boat's brand identity (what people think when they hear "Artist Boat").