

The Ocean Conservancy



> Identity design
> Brand extension
> Web site design

“MetaDesign was uniquely able to look beyond our request to redesign our Web site and instead create for us an entirely new name, identity, and system optimized to support our business objectives.”

Stephanie Drea

Vice President of Marketing, The Ocean Conservancy

The Ocean Conservancy (TOC) was burdened with a previous-generation Web site that wasn't fulfilling the organization's objectives of promoting conservational advocacy, increasing membership, and fundraising.

MetaDesign quickly established that the business problem went beyond the need for a Web site redesign, and proposed upgrading the organization's core identity – including its name – to better support its objectives. Impressed by MetaDesign's ability to create and extend end-to-end identity systems, TOC selected MetaDesign to drive this business transformation.

MetaDesign worked with a naming consultant to create the new name, The Ocean Conservancy (formerly the Center for Marine Conservation); ran a series of branding sessions; and based on the results, developed the new brand identity that became the foundation for the organizations marketing and fund-raising efforts.

In parallel, MetaDesign conducted research to understand the needs of the audiences coming to the Web site. For example, it was found that people mobilize around issues such as saving Hawaiian monk seals or preserving the California coastline, so the site's information architecture and interface design was created to center around specific issues and not simply general lobbying.

The results have been dramatic. TOC receives constant praise on the new identity from all key stakeholders, and has been told it's the best move The Ocean Conservancy has made. The Web site is also seeing greater success in attracting new members and supporting increased fundraising.

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The Ocean
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Carcharodon carcharias

White Shark



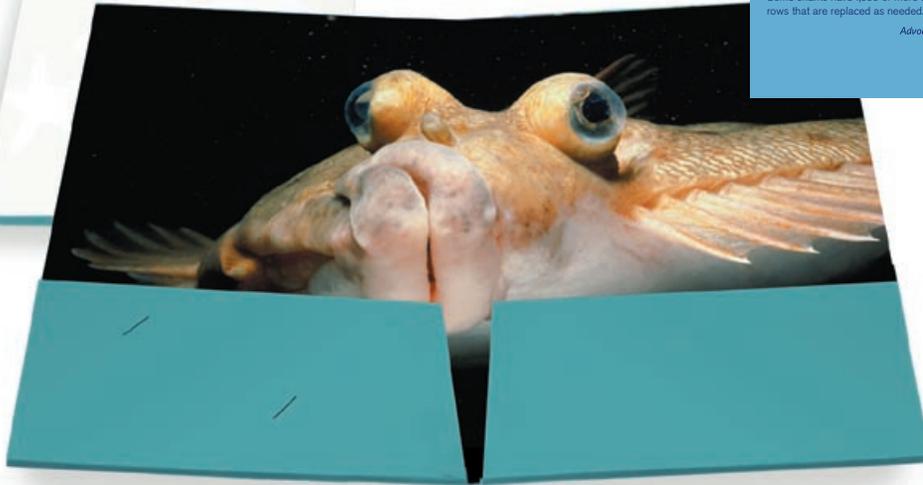
Some sharks have 1,000 or more teeth in orderly rows that are replaced as needed.

Advocates for Wild, Healthy Oceans

Sea water covers 70% of the earth's surface
Oceans

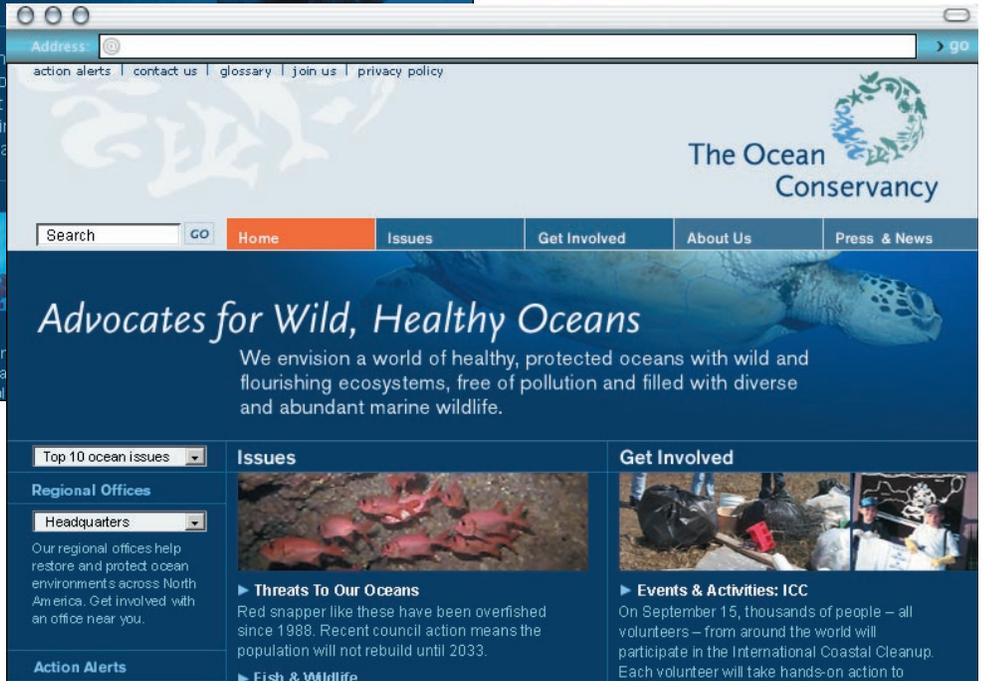
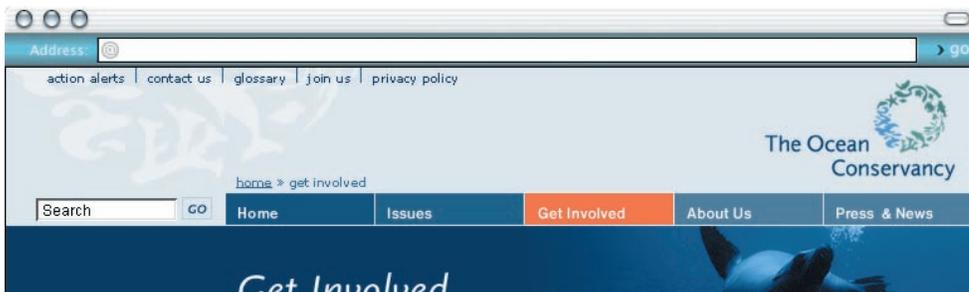
Under the oceans are mountains higher than Mount Everest, canyons deeper than the Grand Canyon and the largest architectural structure on earth, Australia's Great Barrier Reef.

Advocates for Wild, Healthy Oceans



Brand identity

The Ocean Conservancy's new brand identity system focuses attention on what research showed audiences cared about most – the ocean's diverse life forms. At left, compelling photographs are used in marketing collateral to emphasize the beauty of healthy ocean plants and animals. Above, the back of business cards become an opportunity to educate the public about individual ocean species.



Web site

TOC's web site was redesigned as a tool to enable the public to take immediate action and make a difference. Critical issues are highlighted so that users can find the ocean-saving effort most relevant to them. Automated processes allow users to send e-mails to congress members and industry leaders as well as make donations online.

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