



**AS A NON-PROFIT ORGANIZATION** Woodcock exists to re-connect the community to nature and one another through creative outdoor programming. In 2019, the following pillars were aligned as key organizational objectives.

OUR BRAND PILLARS



**FAQs:**

**What about the existing Woodcock logo? Why the change?**

The 50th Anniversary presents an ideal opportunity to explore an alternative design that better expresses what Woodcock is all about—now and for the next 50 years! Not many people know that our Nature Center was named after founder J. Mortimer Woodcock and not the bird of the same name which has appeared on previous logos. We are excited for a new look which better speaks to the quality of programming, creativity and fun that we so often experience at Woodcock Nature Center.

**Where did the idea of snake come from?**

We explored a lot of options—from different animals, to leaves and letters—but the snake resonated for a few reasons. First, snakes are an integral part of our Woodcock ecosystem (and animal teaching team!), and as a visual representation, we wanted something that captured the excitement and creativity that Woodcock represents—a vibrant, unique place to explore and learn. The curvature of the snake’s body suggests a path of discovery with the bands of color representing each of our brand pillars (creativity, education, place-making and conservation) as referenced by four earthly element hues.

**Where we will see the new logo and design?**

Eventually everywhere! We are starting with our website, print materials, and signage, but by the winter we hope to have everything fully converted. (see below for some of the ways you’ll start to see us!)

