

EEAC Rebranding Plan

Contact Information for Communications Committee

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What components are we looking for and how we will be using it?

- Identity: logo, typography, and color palette and a style guide
 - To be used in publications produced in-house (e.g. flyers, newsletters, reports using standard word processing software) and used on website
 - To be incorporated into a website redesign, can be used for social media pages
- Templates: letterhead, PPT, zoom background, event flyers

Who/What is Environmental Education Advisory Council (EEAC)?

- Mission Statement
 - The Environmental Education Advisory Council of New York City cultivates an inclusive community committed to increasing its capacity to understand and address NYC's environmental and related societal challenges.
- EEAC has been around for 47 years. It emerged from the environmental movement in the 1970's. Originally conceived as an advisory board to the NYC DOE on advocating for/advising on the inclusion of Environmental Education in the NYC public school system, EEAC now functions primarily as a professional networking organization that focuses on capacity building for informal and formal educators as well as the wider environmental community. More information can be found on our website:
 - [EEAC's website](#)
 - [EEAC Newsletters](#) Archive
- EEAC's Social Media
 - Facebook – facebook.com/eeacnyc
 - Twitter – twitter.com/eeacnyc
 - Instagram – instagram.com/eeac.nyc
 - Eventbrite – eventbrite.com/o/eeac-4619649759

Proposed Timeline (up for discussion):

Action Step	Due
Secure design services (donation/volunteer)	2/28

Designer Presentation to Steering Committee	4/1
Tentative: final identity selection	5/31
Design elements incorporated into website	6/30
Website Kick-off/official announcement	8/31

Current logos



environmental education advisory council
of new york city

EEAC



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