

The Nature Link Project Map



77 Acres of Forests, Wetlands, and Fields Conserved
20 New Homes in a Mixed-Income Neighborhood
1.5 Miles of New Trails

Wayfinding, Illustration, & Icon Design

The Nature Link Project was a large-scale land conservation project that required a town-wide vote. A suite of printed materials were created for the public outreach events.

The project map is a vector illustration that simplifies a complex project into its primary components: land to be conserved, land to be developed, and a new trail running along the western edge of the property.



A complementing map offers geographical context for the project, such as existing conservation land and abutting properties.

The project's cover image, title, and tagline were used consistently throughout the project materials to ensure brand recognizability.

Lastly, social media posts encouraged residents to get out and vote at the town meeting.

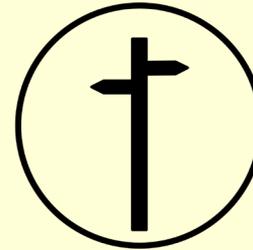
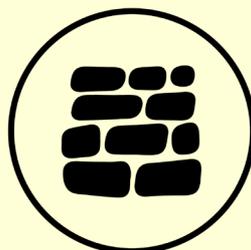
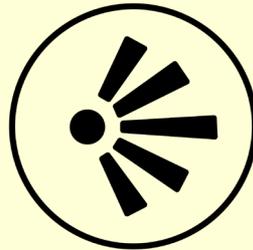
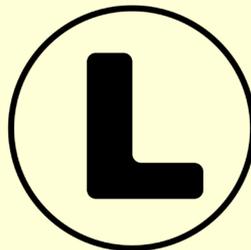
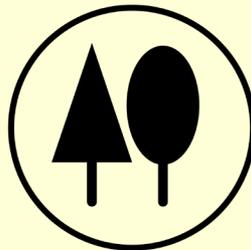
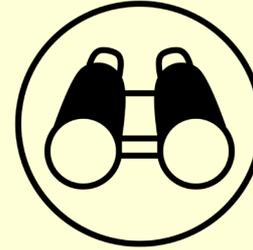
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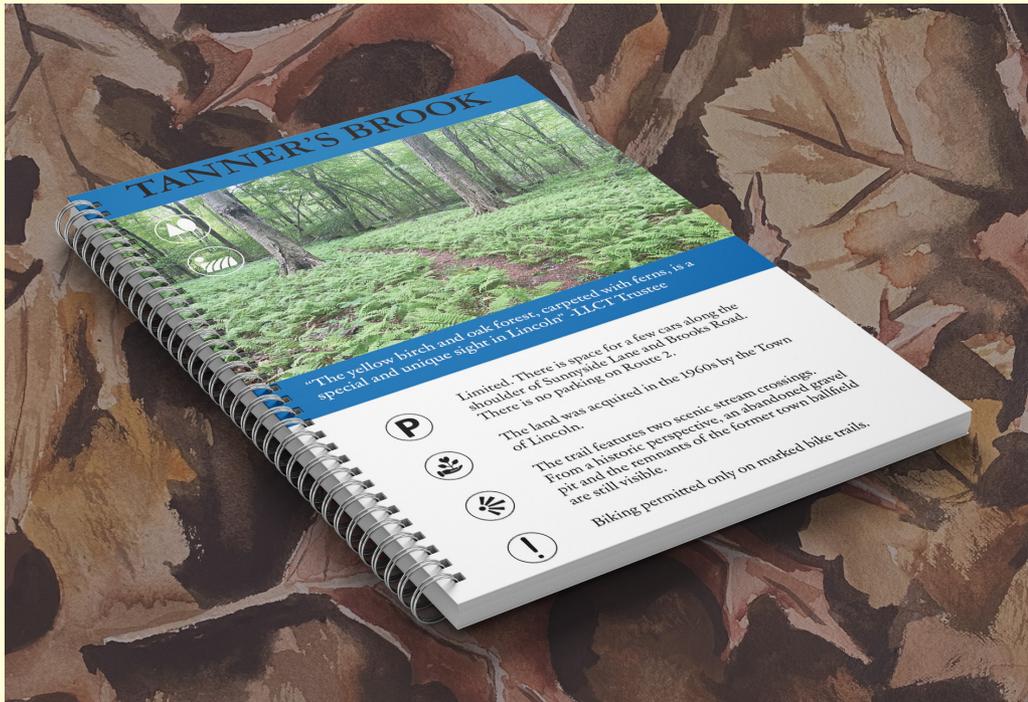


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Icon Design

This set of icons is for a trail guide. The icons will be used at the beginning of each property entry to help readers quickly identify key features of the trail.





Wayfinding and Editorial Design

This trail guide is a revision of a narrative trail guide & natural history book, which had no photographs and 4-6 pages of text for each conservation property.

This new design condenses each property entry into 2-4 pages. The first page features a full color photo, a quote from a trail volunteer, and icons with important information about parking, scenic vistas, and special trail rules.

The second page of each entry is a digital map with a suggested route. Icons from the previous page reappear on the map, providing important continuity between the text and the imagery.

The last 1-2 pages of each entry are narrative history and general information about the property, organized into short paragraphs.

For ease of use in the field, the guide is intended to be a spiral bound publication.

