



# Developing A State Agency Brand

Maine Department of Inland Fisheries and Wildlife

# First Steps



- In 2016, MDIFW contracted Responsive Management to conduct research on the Agency's standing with the general public.
- Responsive Management offered recommendations based on the results of the research.
- A formal Marketing, Communications and Public Relations Plan was developed for MDIFW by Mile Creek Communications.
- A notable recommendation from the plan included the development of a unified look for MDIFW and more consistent branding.

# Working With Vendors



- MDIFW developed a pre-qualified vendor list to create a team of multi-media professionals (graphic designer, copywriter, videographer, advertising, etc)
- MDIFW worked with graphic designer and copywriter to create a brand guide, refreshed mission statement and a new tagline
- MDIFW worked with the same graphic designer to create consistent artwork of the agency's logo



# Why Consistent Branding?



- Developing brand standards allows for consistent and clear communication across a variety of media between MDIFW and all intended audiences
- Ensures that the integrity of the brand is maintained
- Allows all audiences to quickly recognize the MDIFW brand and what it represents

# Brand Guide Components



- Tools for both employees and outside vendors
- Refreshed MDIFW Mission Statement and Boilerplate Language
- New MDIFW Tagline
- Creative standards including pantones, fonts, logo usage, etc
- Templates for employees (flyers, brochures, presentations, etc)
- Protocol for staff to follow when developing or creating a communications or marketing project



# Brand Guide



**BRAND GUIDE**

The MDIFW Brand Guide is provided to all employees and contracted vendors

## Brand Guide Implementation



- Brand Guide and tools saved in central location for all staff to access
- Presentations at division meetings to teach staff how to use the Brand Guide
- Established central staff member to oversee all communications and marketing projects
- Directive from Commissioner's office to all staff encouraging compliance with brand standards

## Brand Guide In Action



- Development of new MDIFW website
- Redesign of all Law Books
- Redesign of popular publications
- Consistency in presentations given by MDIFW staff to all audiences
- Use in digital advertising campaign to increase awareness of MDIFW projects and programs by the general public



# MDIFW Website



Maine.gov Agencies | Online Services | Help | Search Maine.gov

Select Language

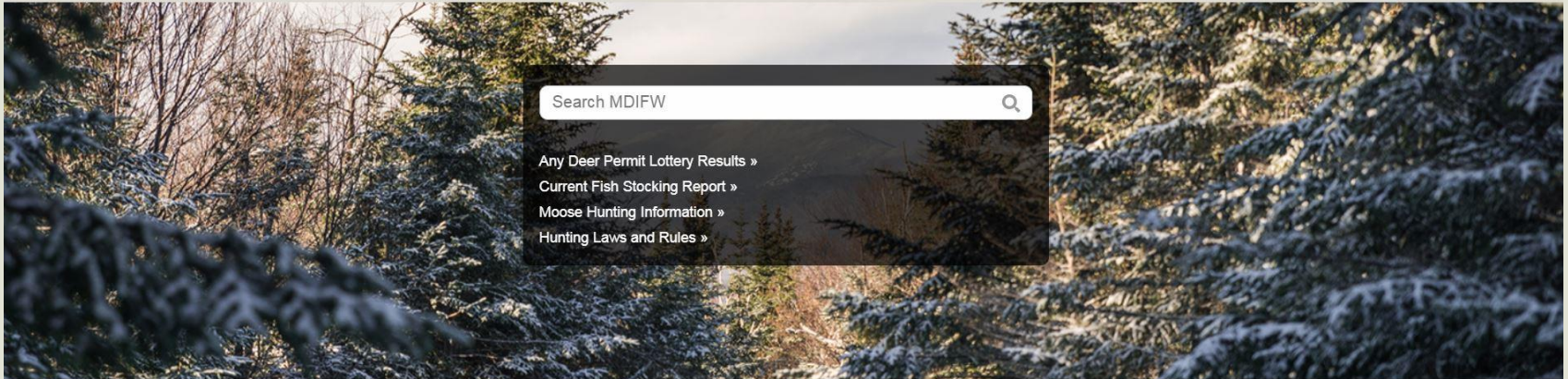


MAINE DEPARTMENT OF  
INLAND FISHERIES & WILDLIFE

News | Forms | Contact Us | Sitemap

Search MDIFW

- About
- Hunting & Trapping
- Fishing & Boating
- ATV & Snowmobile
- Fish & Wildlife
- Game Wardens
- Maine Wildlife Park
- Programs & Resources
- News & Events



## INFORMATION FOR YOUR MAINE OUTDOOR ADVENTURE

[Buy your hunting or fishing license](#)

[Register your ATV or Snowmobile](#)

[Register your Boat](#)

[Review Hunting Laws](#)

[Review Trapping Laws](#)

[Review Fishing Laws](#)

[Review ATV Laws](#)

[Review Boating Laws \(PDF\)](#)

[Review Snowmobile Laws](#)

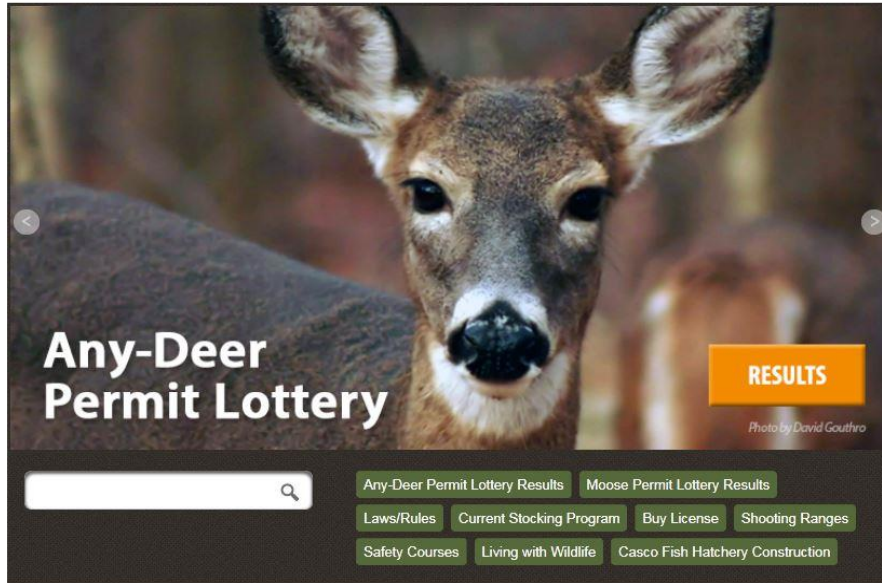
## SHOP ONLINE

Visit the online store to shop for MDIFW gear and merchandise

[Shop now >](#)



# Old Website



**Any-Deer Permit Lottery**

**RESULTS**

*Photo by David Gauthro*

Any-Deer Permit Lottery Results    Moose Permit Lottery Results

Laws/Rules    Current Stocking Program    Buy License    Shooting Ranges

Safety Courses    Living with Wildlife    Casco Fish Hatchery Construction

## Latest News

[Read all News](#)

## Public Meetings

[Public Hearing Notices/Proposals](#)

[Legislative Updates](#)

## Highlights

[2017-128th Legislative Summary \(PDF\)](#)

[Casco Fish Hatchery Construction](#)

[Use of Lead Fishing Tackle \(PDF\)](#)

[Report a Bat Colony](#)

**New Law:** [Archery license required to hunt with bow and arrow in 2017 \(PDF\)](#)

### GET NOTIFIED!

Enter your email below for the latest DIFW news, license and registration info, and upcoming events

[Buy Licenses](#)

[Register a Vehicle](#)

[IF&W Online Store](#)

[Donate Now](#)

### Quick Links

[Maine Wildlife Park](#)

[Swan Island](#)

[Report a Violation Through Maine OGT](#)

[Landowner Relations Program/Outdoor Partners](#)

[Maine Outdoor Heritage Fund](#)

[Maine Guide Information](#)

[Forms & Applications](#)







# Examples of updated advertising and signage

**EVERY SPORT NEEDS  
A PLAYING FIELD.  
FOR HUNTERS AND  
FISHERMEN, WE'VE  
GOT 17 MILLION ACRES.**

With over 17 million acres of wilderness, 6,000 lakes and ponds and 3,500 miles of coastline, Maine offers hunters, anglers and outdoor adventurers endless possibilities.

Make Maine the destination for your next outdoor adventure and let a Maine Guide show you the way.

[maineguides.org](http://maineguides.org) | [mefishwildlife.com](http://mefishwildlife.com)

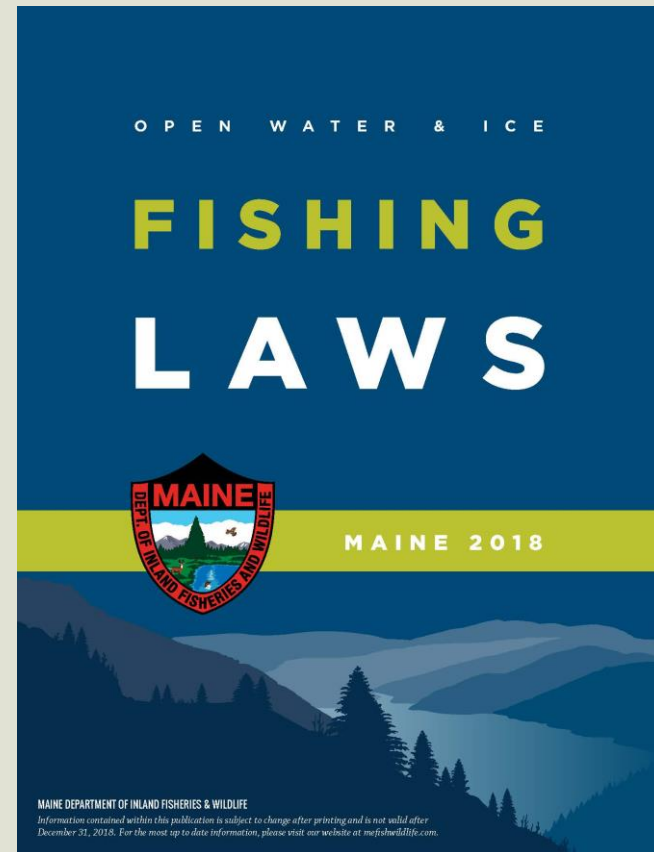
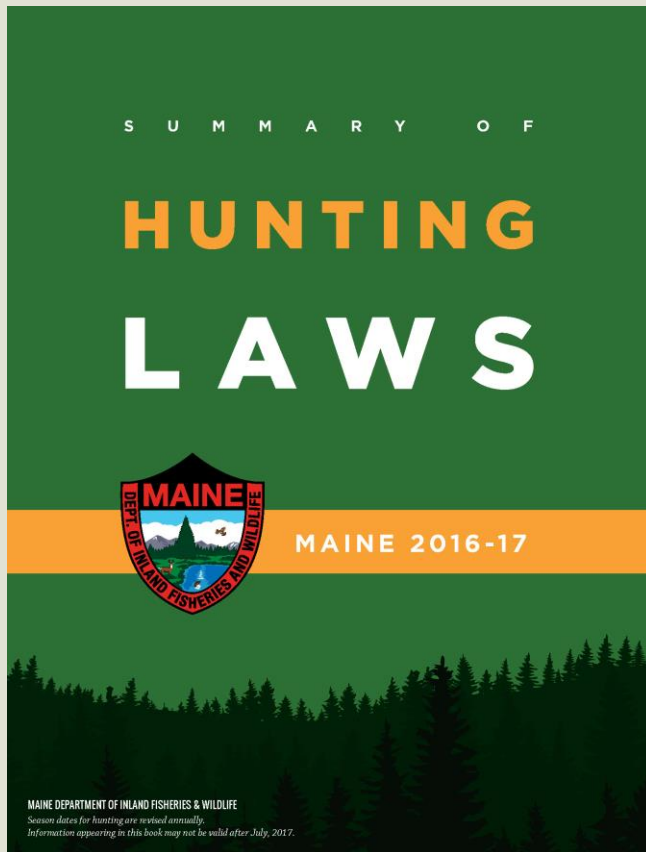
## STATE OF MAINE LAWS

- ❖ Waste discharge from watercraft is prohibited on inland waters and ice (38 MRSA §423). Violations will result in a \$500 minimum fine.
- ❖ Watercraft must be operated in a manner that will not harass wild animals or birds (12 MRSA § 13068-A).
- ❖ An approved Personal Flotation Device (PFD) must be available for each person on a watercraft. PFDs must be worn at all times by children 10 years old or younger (12 MRSA §13068-A).
- ❖ A person may not operate a watercraft while under the influence of alcohol or drugs (12 MRSA §10701).
- ❖ Within 200 feet of any shore watercraft cannot exceed headway speed (12 MRSA §13068-A). Headway speed is the minimal amount required to steer.

**REPORT VIOLATIONS TO THE MAINE WARDEN SERVICE**  
GRAY 1-800-228-0857    AUGUSTA 1-800-452-4664  
BANGOR 1-800-432-7381    HOULTON 1-800-924-2261

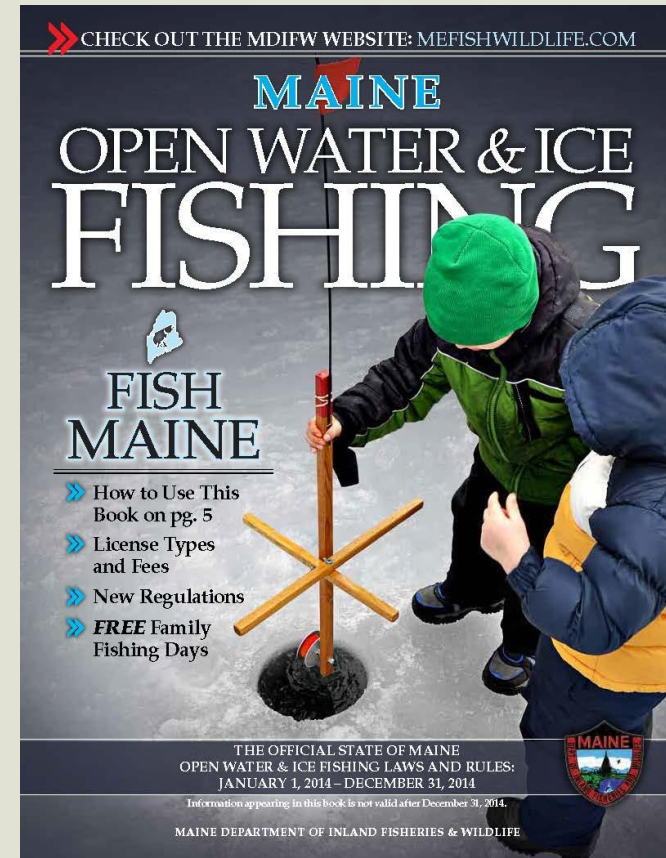
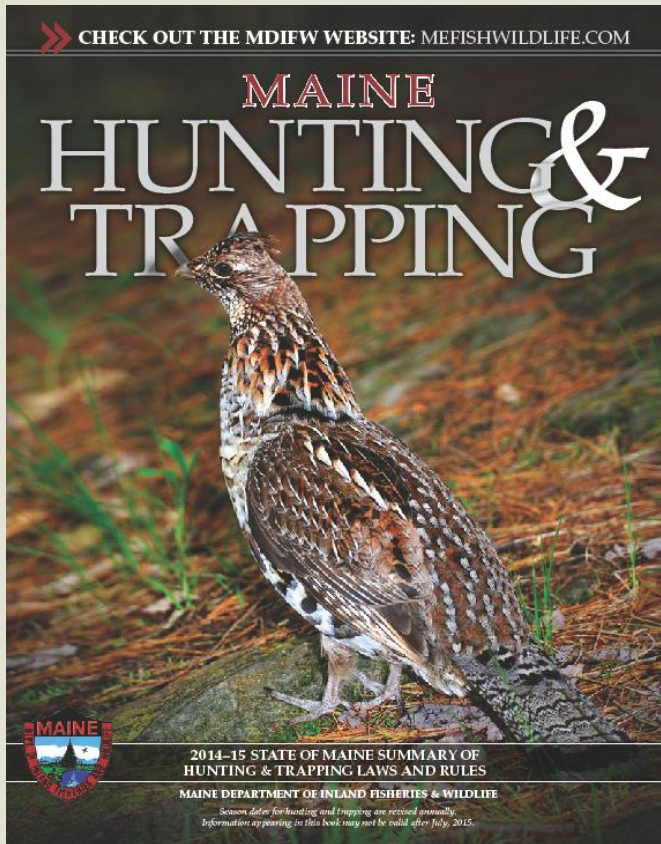
[mefishwildlife.com](http://mefishwildlife.com)    All in for the Maine Outdoors

# Updated Law Book Designs





# Older version of law books



# Keeper of the Maine Outdoors Campaign



## KEEPER OF THE MAINE OUTDOORS

We encourage you to become a Keeper of the Maine Outdoors. Whether you're a hiker, a biker, canoeer or bird-viewer, we want Mainers to be smart, safe, and knowledgeable about their favorite outdoor activities.



### Relationship with MDIFW

Maine Department of Inland Fisheries and Wildlife protects and manages Maine's fish and wildlife and their habitats, promotes Maine's outdoor heritage, and safely connects people with nature through responsible recreation, sport, and science.

Digital communications campaign to engage members of the general public who have interests in activities on the fringe of hunting and fishing (hiking, canoeing, camping, etc), utilizing new consistent Department branding



Tagline: All in for the Maine Outdoors



Identifying who we are and what we stand for.  
For recreation, for hunting, for fishing, for science, or just for fun: we're all in for the Maine outdoors.

## Our Mission

*Maine Department of Inland Fisheries & Wildlife* protects and manages Maine's fish and wildlife and their habitats, promotes Maine's outdoor heritage, and safely connects people with nature through responsible recreation, sport, and science.





# Overview

*Maine Department of Inland Fisheries of Wildlife (MDIFW)* preserves, protects, and enhances the inland fisheries and wildlife resources of the state. Established in 1880 to protect big game populations, MDIFW has since evolved in scope to include protection and management of fish, non-game wildlife, and habitats, as well as restoration of endangered species like the bald eagle. In addition to its conservation duties, MDIFW is also responsible for enabling and promoting the safe enjoyment of Maine's outdoors — from whitewater rafting to boating, snowmobiling, hunting, fishing, and wildlife observation. The agency's constituents include the fish, wildlife, and people who call Maine home, as well as the visiting outdoor enthusiasts and ecotourists who call Maine Vacationland and contribute hundreds of millions of dollars each year to the state's economy.



Thank you and enjoy the rest of the  
Workshop!

