



BRAND
VISUAL
IDENTITY



UNIQUE SELLING POINTS (USP)

The BNT is responsible for 32 national parks- over 2 million acres of land and sea throughout The Bahamas. Now more than ever our national parks and our environment are providing solace and inspiration during the pandemic; enticing Bahamians and visitors to experience unique attractions and recreation; protecting habitats for key species; and providing economic opportunities.

The launch of this new brand marks a new and exciting era for the organization. We want the public to know this change, while significant, does not alter our values, our mission, or our goals.

We have a new logo, a new look, but the same focus.

POSITIONING STATEMENT

Since 1959, we have been at the forefront of progressive legislation to protect the environment; from the establishment of the first land and sea park in the world to significant other conservation successes that highlight our legacy. It is our hope as we undertake this rebranding journey that we carry this auspicious history with us into a more vibrant future.

This process has been one of attention and care, a prudent two years in the making. It's with great anticipation that we finally share it with the public. Our goal is to make the BNT and the environmental field, in general, more accessible for younger generations who are the future of The Bahamas; while remaining true to what has always been at the core of our identity: passion, dedication, commitment, protection, stewardship, conservation, and transparency.

LOGO



LOGO MEANING

LOGO NAME: Natural Jewels

The BNT logo encapsulates the reflections of natural gradiated light as it permeates through our tropical land and seascapes, revealing the awe inspiring and jewel like spectrum of nature's colour palette.



Green leaf

Terrestrial parks.
Gradiated view from within forest/coppice/canopy refracted light and diversity of plant life

Blue droplet

Marine parks.
Gradiated view of underwater looking up to the surface.

Pink

Biodiversity of species.
Connection to past conservation success of flamingo & conch.
Tropical vibrancy

Gradient

Refracted light places audiences inside the national parks for a unique perspective. An experiential viewpoint instead of observatory.

Scale

Scale of the shapes represent both the scale and scope of the BNT mission and the fragility of the environment

Acronymn

Acknowledging the existing consistent reference of the organisation.
Perception of ease, freshness and agility

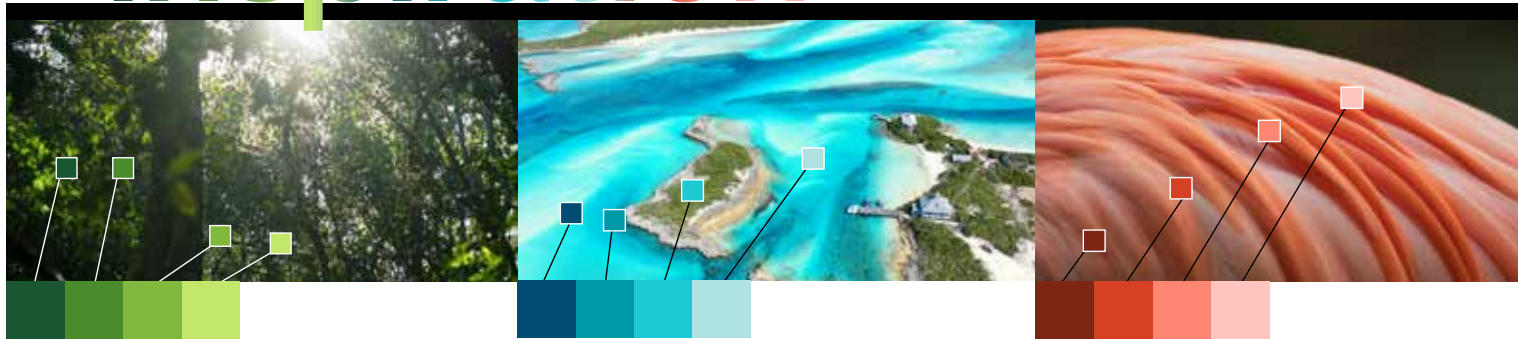
Natural Jewels

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Why "bnt" acronym?

Acknowledging the existing consistent reference of the organisation. Perception of ease, freshness and agility

jewel like
inspiration from nature's colour palette



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