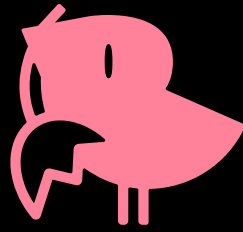




WILWOOD
LAND
urban conservation center



We are Woodland, an urban conservation center driving ecological education & the preservation of native wildlife. Woodland aims to give everyone tools to protect our threatened environment while creating an accessible & inclusive community space.

CREATING URBAN ACCESSIBILITY.

MINORITY ACCESSIBILITY:

Minority populations are “three times more likely than whites to live in an area with limited access to nature”. Additionally, 74% of minority communities lived in areas with less natural area than the state-median (Washington Post, 2020).



FREE ADMISSION
CLOSE TO PUBLIC TRANSPORTATION
DIVERSE LANGUAGE AND IMAGERY

DISABLED & IMPAIRED ACCESSIBILITY:

In a report published by the National Park Service in 2015, more than national 400 park units still featured centers with “without accessible restrooms, water fountains, and entrances”. Many of the displays in these centers featured graphical components with no vision impaired considerations (NPS, 2015).



ACCESSIBLE DESIGNATED TRAILS
INCLUSIVE WAYFINDING & SIGNAGE

EDUCATIONAL FUNDING DISPARITY:

Research has continually shown that afterschool programs can work to level the playing field for disadvantaged youth in urban areas by reducing dropout rates and improving grades. Non-white students receive an average of “11,682 of funding per student, in comparison to \$13,908 for racially concentrated, white districts” (PS, 2019).



AFTERSCHOOL PROGRAMS
INCLUSIVE LEARNING ENVIRONMENT
FEE-FREE ENROLLMENT

DECONSTRUCTING COMMUNITY BIAS.

AVAILABILITY HEURISTIC BIAS

People will find whatever is more talked about or perceived to be more memorable

Problem: In many ad campaigns, outdoorsy families are usually represented as white and without disability. This perpetuates the idea that outdoor experience are a non-minority priviledge.

OSTRICH/SELECTIVE PERCEPTION BIAS

People avoid information that could be unpleasant or upsetting.

Problem: Problems like accessibility for minority and disabled populations are complicated issues that many people would rather pretend do not exist rather than resolve. This also applies to local and greater environmental and conservation issues.

CONFIRMATION BIAS

People interpret new information as a confirmation of their pre-existing beliefs rather than having an open mind.

Problem: People with implict racial biases may interpret lack of minority involvement in environmental issues or outdoor activities as rooted in something other than historical disparagement and lack of accessibility.

POSITIVE CHANGE.

LAND PRESERVATION

Currently, 75% percent of the globe is affected by “land degradation”, which is the process by which natural areas are poorly impacted by human activities. If this continues, “95% of the Earth’s land areas could become degraded by 2050” (National Geographic).

NATIVE PLANT & ANIMAL CONSERVATION

The infatuation with the perfect, green lawn has resulted in a “monoculture carpet across the country that covers over 40 million acres” (Audubon). This replacement of native plantlife threatens entire ecosystems that have evolved to rely on pre-existing structures.

AIR & WATER QUALITY

Despite studies showing that “parks remove up to 7,111,000 tons of toxins from the air annually at a value of \$3.8 billion to cities” (City Parks Alliance) and prevent other issues involving water quality and the heat-island effect, there is little natural land set aside in urban areas.



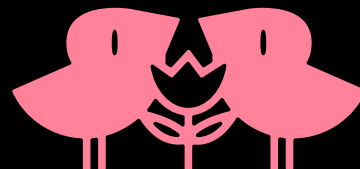
OBJECTIVES

Increased accessibility to natural areas in an urban landscape

Personal conservation education

Afterschool programs for areas of educational disparagement

Preservation and restoration of native plants and animals



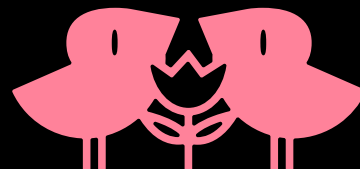
AUDIENCE

URBAN INHABITANTS

SCHOOL-AGE CHILDREN

RACIAL MINORITY GROUPS

THE DISABLED & IMPAIRED



IMPACT LADDER

SHIFT

Interest in native ecology,
and the greater environment

Conservation efforts

Intellectual investment in
local ecology and sustaining
our threatened environment



AUDIENCE

School-aged children

Adult community members

All community members

THEORY OF CHANGE*

*It is clear that this change is occurring if urban dwellers take part in learning by using trails and enrolling in afterschool programs.

FROM



TO

“I don’t have access to trails near me, nor do I have the interest or time to use them.”

“I don’t see how I have any place in promoting environmentalism.”

“My kids don’t play outside or seem to care for nature much.”

“I have access to a natural area near me and I love to use it as a learning tool.”

“I take active part in caring for our environment.”

“My kids enjoy playing outside and learning about local plants and animals.”

PERSONAS

KIERA



Female | 43 years
Married [2 children]
Elementary Teacher | 57k

Interests:
Yoga, playing piano, and education

Needs:
Better school funding & outdoor exposure for her family

MIA



Female | 7 years
Grade: 2nd

Interests:
Cooking with mom, playing with friends, and dancing to music

Needs:
Afterschool play experiences & environmental education

EZRA



Male | 22 years
Single
Full-Time Student
*Vision Impaired

Interests:
Soccer, travel, and movies

Needs:
Vision inclusive signage & outdoor experiences near public transport

ALEX



Male | 26 years
Single
Athletic Trainer | 36k

Interests:
Working out, walking his dog, and reading sci-fi

Needs:
A space for outdoor physical activity & proximity to nature

MAGGIE



Female | 35 years
Married
Sales Representative | 51k
*Requires Wheelchair

Interests:
Video games & social justice

Needs:
Wheelchair accessible centers & outdoor experiences & exposures

LOUIS



Male | 78 years
Single
*Mobility Difficulties

Interests:
Listening to music, watching grandchildren, and playing cards

Needs:
Positive community experiences & clarity about trail difficulty

EMPATHY MAP **KIERA**

SAYS

- "I wish my kids played outside more!"
- "I wish I could find an after-school program that would benefit my kids."
- "I am concerned about my school district's funding compared to other areas."
- "I wish that natural areas aside from city parks weren't all so far away."
- "I'm not sure how to get my kids involved in caring about the environment."

THINKS

- The lack of school funding in her minority populated district is upsetting.
- Urban parks could be cleaner and feel safer for her children
- Public parks are just not the same as walking on a trail
- Something must happen about the current environmental situation



DOES

- Actively participates on the school board as a teacher and parent
- Values spending family time outside and away from screens
- Cares about the wellbeing of her children from an environmental standpoint
- Teach her children about environmental issues but has few resources

FEELS

- Frustrated by the lack of minority representation in outdoor activities
- Angry and saddened by the lack of school funding in her community
- Discouraged by the fact that her kids aren't able to play outside much.
- Frustrated by her family's inaccessibility to better parks.

PAINS & GAINS:

Worried about the future of the environment, saddened by the state of the educational system, needing a support system to alleviate worries, needing outdoor exposure, & hopeful of a brighter future for her children who face racial and environmental threats

GOAL:

Give Kiera the framework she needs to introduce her family to important issues regarding environmentalism.

USER JOURNEY MAP

POSITIVE EXPERIENCE

NEGATIVE EXPERIENCE

USER HEARS ABOUT WOODLAND THROUGH THEIR SCHOOL SYSTEM & TAKES THEIR FAMILY

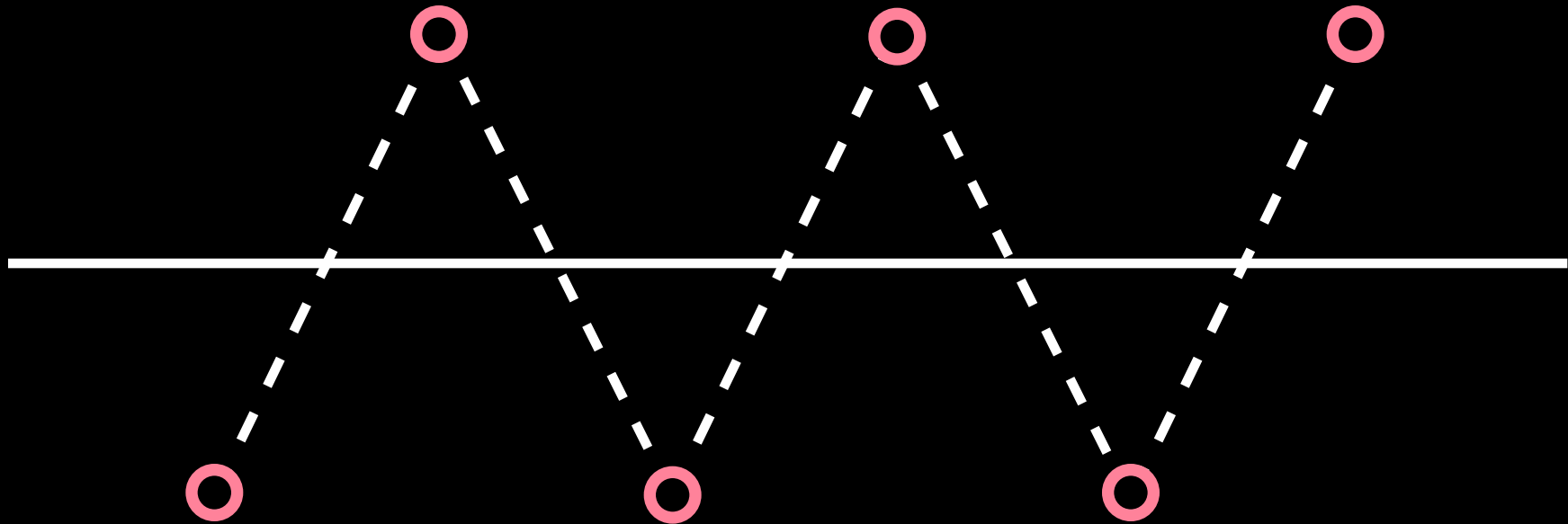
WEBSITE DISPLAYS TRAILS BY THEIR ACCESSIBILITY & USES INCLUSIVE SIGNAGE

CENTER USES DIVERSE BRANDING & CREATES COMMUNITY EQUITY VIA AFTERSCHOOL PROGRAMS FOR KIDS

UNABLE TO ACCESS NATURAL AREAS IN AN URBAN SETTING

UNSURE IF THE CENTER WILL BE PHYSICALLY & VISUALLY ACCESSIBLE

USER FEARS THEY WILL FEEL RACIALLY EXCLUDED DUE TO HISTORICAL DISPARITIES



COMPETITOR RESEARCH

MILWAUKEE URBAN ECOLOGY CENTER:

MISSION:

“We connect people in cities to nature and each other.”

WHAT THEY OFFER:

- Afterschool programs
- NEEP Program
- Rentals
- Adult Learning Programs
- Ecology Center
- Community Garden
- Equality Mission Statement

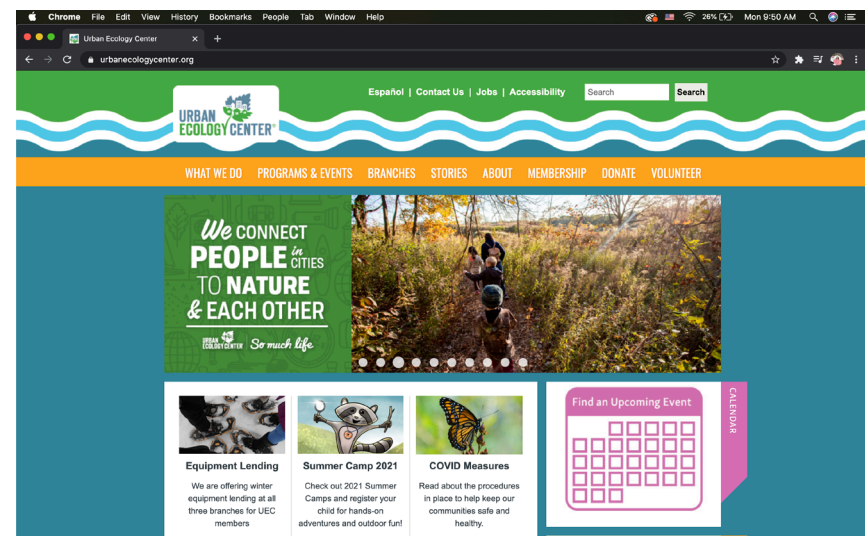
GAPS:

- Accessible Trail Map
- Transparency Via Reports
- Immersive Trail Systems

LOGO:



WEBSITE:



PARTNERSHIP



MINNESOTA DEPARTMENT OF NATURAL RESOURCES:

Partnering with the Minnesota DNR enables Woodland to implement state-approved conservation practices and provides the center with access to ecological research and state-assisted funding.

NAME + CONCEPT

WOOD
LAND

MEANING:

Noun | wood-land, -luhnd;

Adjective | wood-luhnd

Noun:

land covered with trees

Adjective:

of, relating to, or inhabiting the woods; sylvan

CONNOTATIONS:

Natural lore

Safety & shelter

Untouched nature

Flora & fauna

Thickets & underbrush

Lushness

BRAND PERSONALITY

WHAT IS THE MARKET?:

Urban dwellers of all ages, particularly those that have been disparaged due to race or accessibility issues related to disability.

HOW DO PEOPLE LEARN OF IT?:

School systems & ad campaigns

WHY DO PEOPLE PICK IT?:

It feels accessible to everyone and fulfills the desire for a more immersive and educational outdoor experience in an environment that feels safe and approachable.

WHO ARE THE COMPETITORS?:

City parks & afterschool programs offered in urban areas

WHO IS SEEKING THIS SERVICE?:

People living in an urban area that feel unfulfilled by city parks near them. They are seeking an educational experience that feels accessible, inclusive, and naturally immersive.

BRAND PERSONALITY:

Inclusive

Lush

Kid-Friendly

Environmentally Friendly

Contemporary

Urban

Forward-Thinking

Engaging

THIS, BUT NOT THAT:

Bubbly, but not goofy

Accessible, but not patronizing

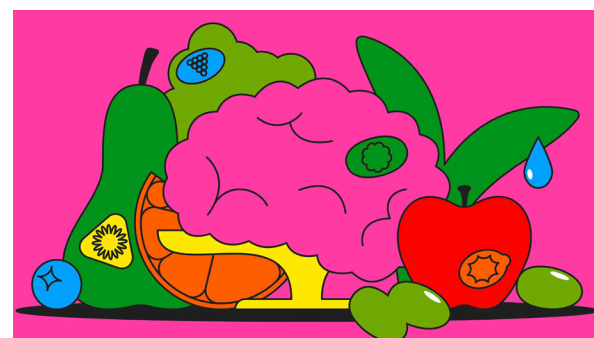
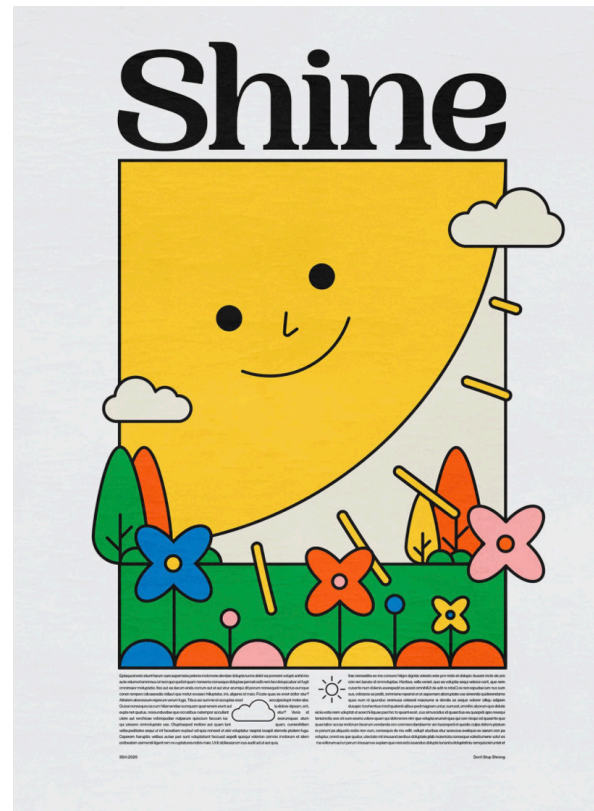
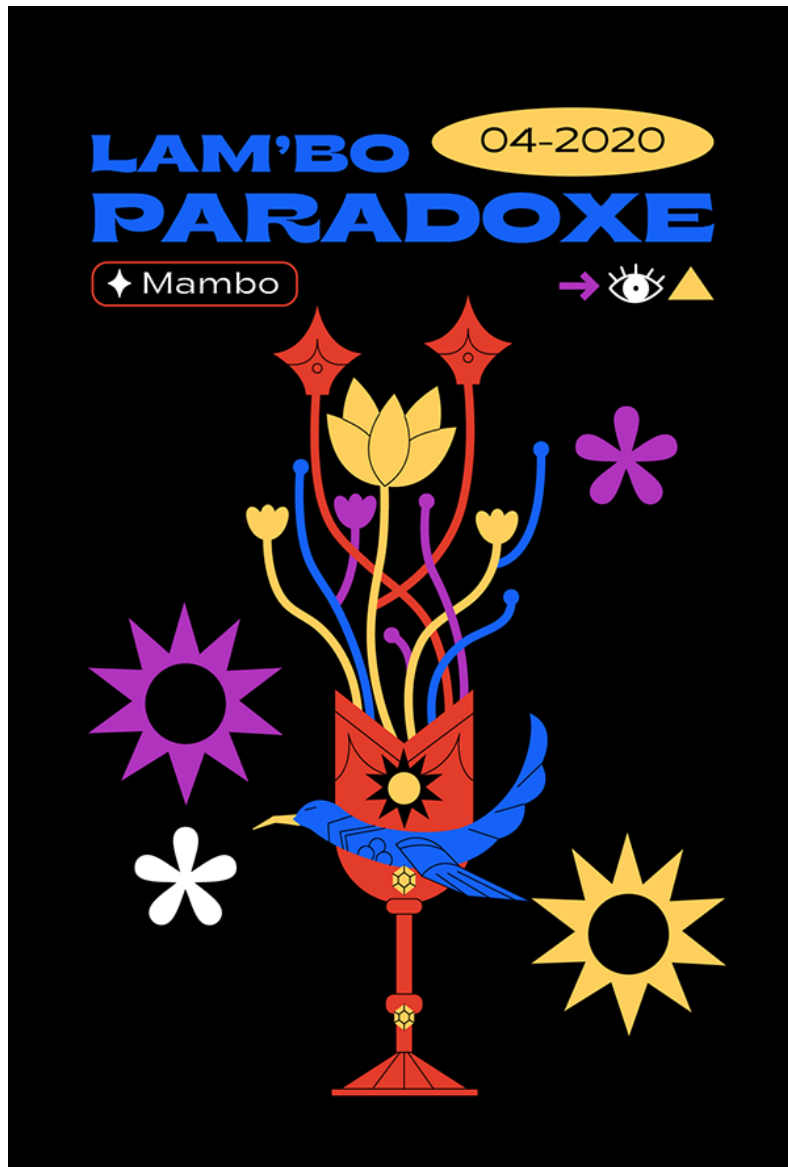
Bright, but not garish

Contemporary, but not cold

Lush, but not tropical

Urban, but not unnatural

VISUAL INSPIRATION



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C:7 M:93 Y:100 K:1
R:222 G:52 B:0

#f829a

C:0 M:62 Y:18 K:0
R:255 G:130 B:154

#f81

C:4 M:0 Y:60 K:0
R:255 G:255 B:129

#a5f81

C:34 M:0 Y:70 K:0
R:165 G:255 B:129

RESINA
☺HEAVY

Keep leading tight for both weights of resina! Use 50 - 60 pt for font size 70 pt.

RESINA
☹BOLD

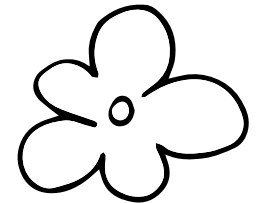
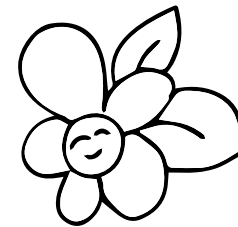
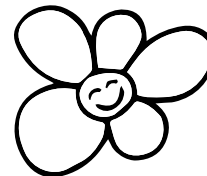
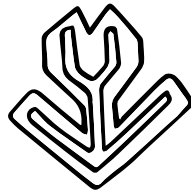
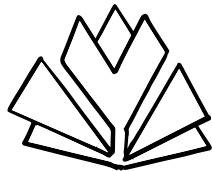
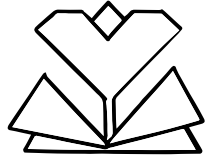
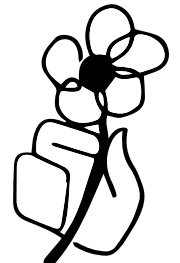
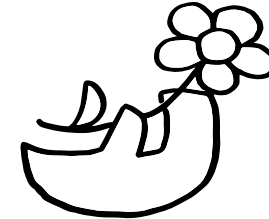
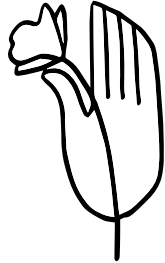
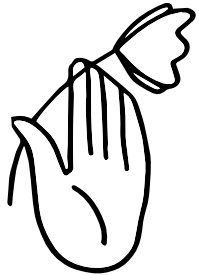
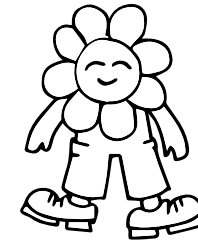
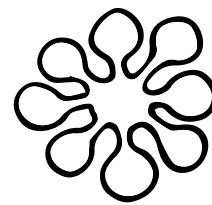
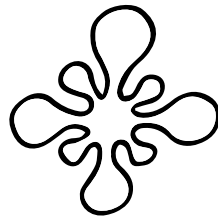
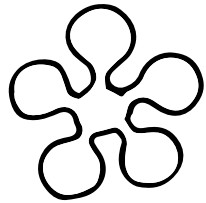
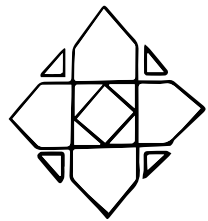
Use resina for heading or title elements & Space Grotesk for copy.

Please keep tracking at zero so I don't look all spaced out like this

Space Grotesk → Light
Space Grotesk → Medium
Space Grotesk → Bold

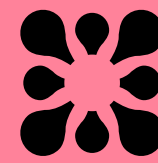
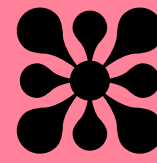
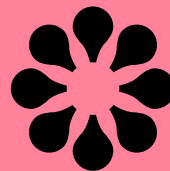
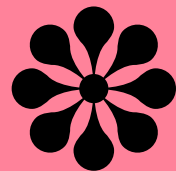
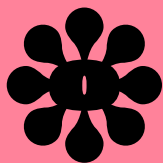
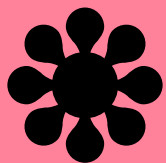
Use tighter leading for all weights. 55 pt should be used for a font size of 50 pt.

LOGO SKETCHES

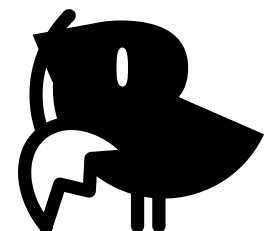
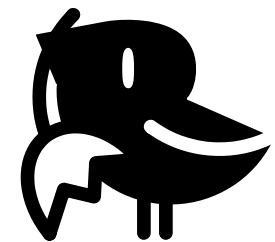
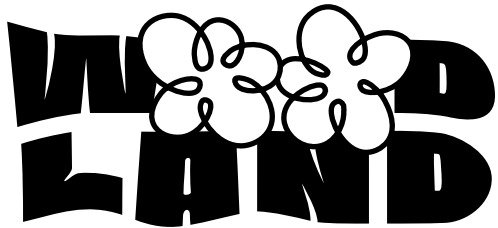


SKETCHES

DIGITAL ILLUSTRATIONS



LOGO IDEATION

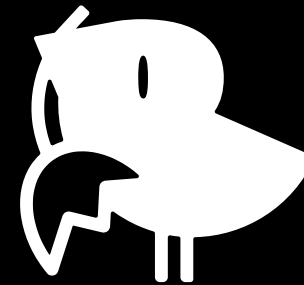


LOGO SYSTEM

FULL WORDMARK



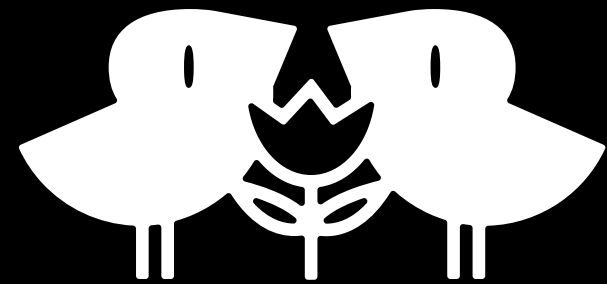
GRAPHIC LOGO



REDUCED WORDMARK



GRAPHIC LOGO ALTERNATE



FONT SCALABILITY

BOLD

Preferred for large displays for its personality & boldness

HEAVY

Preferred for small applications for its greater visibility & legibility

70 pt

**WOOD
LAND**

**WOOD
LAND**

20 pt

**WOOD
LAND**

**WOOD
LAND**

10 pt

**WOOD
LAND**

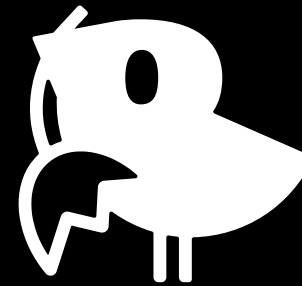
**WOOD
LAND**

SMALL LOGO SYSTEM

FULL WORDMARK



GRAPHIC LOGO



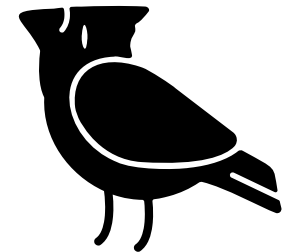
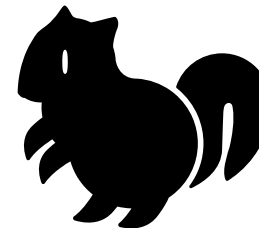
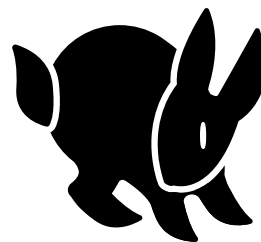
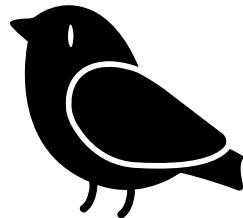
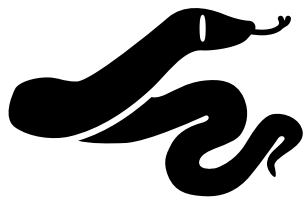
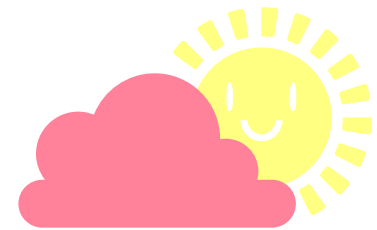
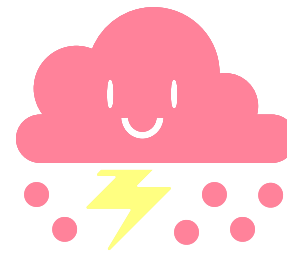
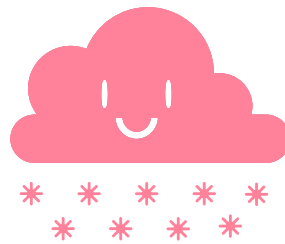
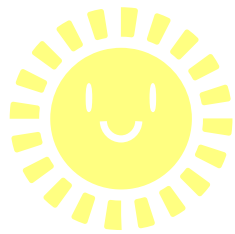
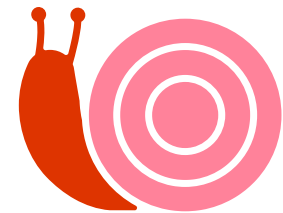
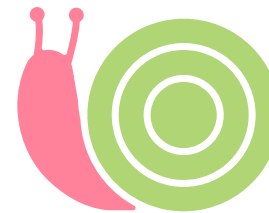
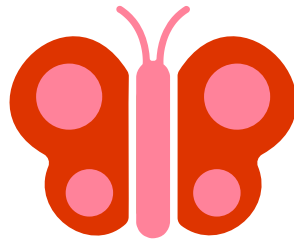
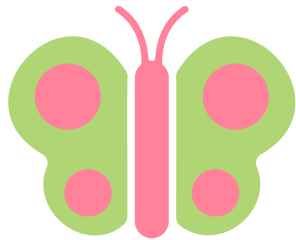
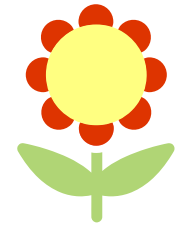
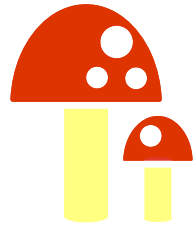
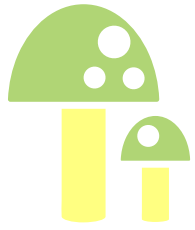
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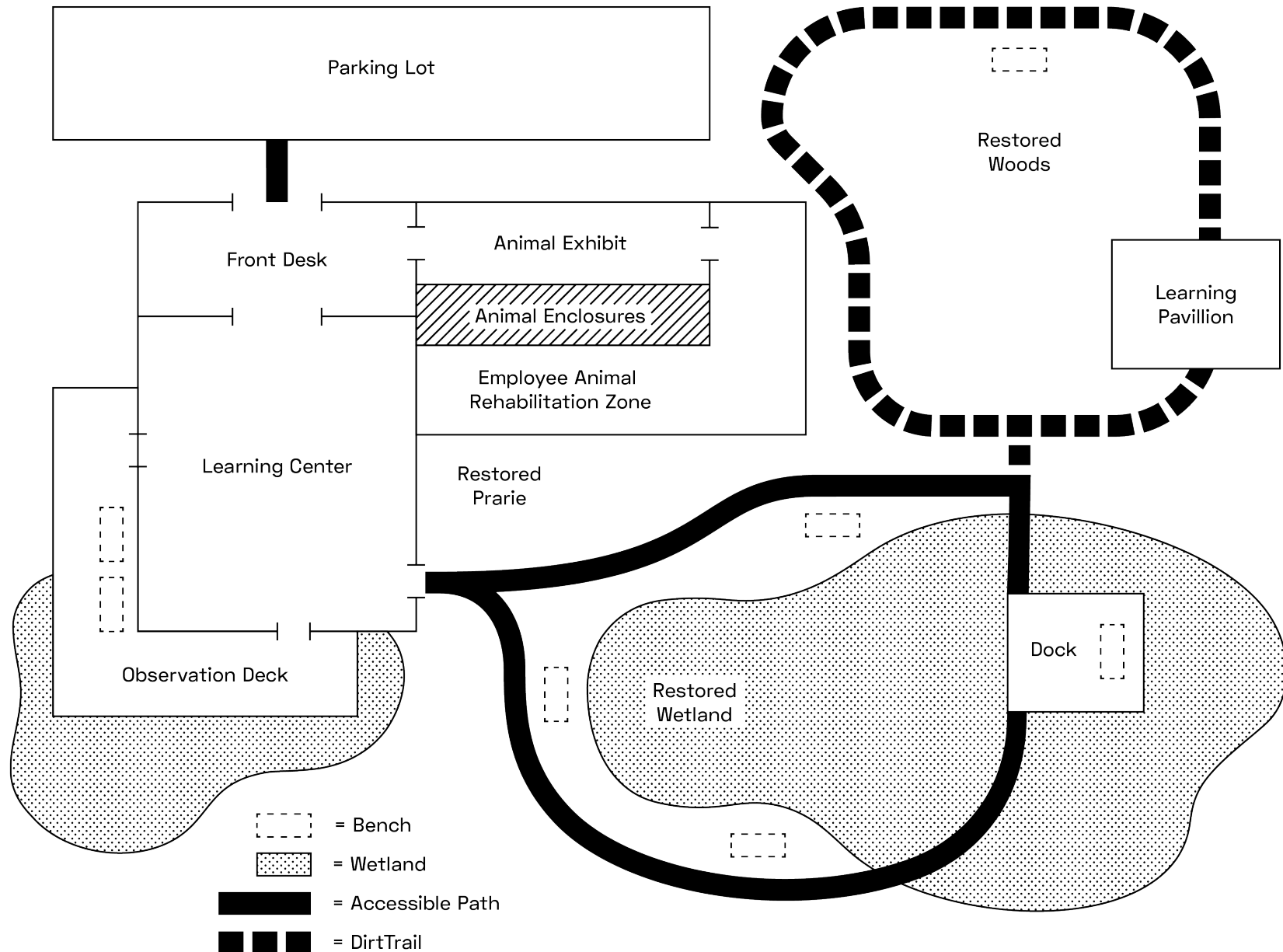
GRAPHIC LOGO ALTERNATE



ILLUSTRATIONS & ICONS



MAP OF WOODLAND



earth is for all.

NEEDS

- Accessibility to natural areas in urban landscapes
- Personal conservation education
- Afterschool programs in areas of educational disparagement
- Preservation and restoration of native plants and animals

AUDIENCE

- Urban inhabitants
- School-age children
- Racial minority groups
- The disabled & impaired

WOOD LAND
www.woodland.org
952-222-2232
www.woodland@gmail.com

ENVIRONMENTAL & SOCIAL CHALLENGES

- Minority Accessibility:
Owning greater accessibility to natural areas for disadvantaged groups
- Inclusivity for the Impaired:
Recreational considerations for the disabled & impaired to create inclusivity

Land, Plant, & Animal Preservation:
Protecting urban natural spaces where nature conservation can occur

AUDIENCE

- Urban inhabitants
- School-age children
- Racial minority groups
- The disabled & impaired

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THEORY OF CHANGE

- "I don't have access to trails near me, nor do I have the interest or time to use them." → "I have access to a natural area near me and I love to use it as a learning tool."
- "I don't see how I have any place in promoting environmentalism." → "I take active part in caring for our environment."
- "My kids don't play outside or seem to care for nature much." → "My kids enjoy playing outside and learning about local plants and animals."

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Woodland is an urban conservation center driving ecological education & the preservation of wildlife native to the Minneapolis area. Through afterschool learning programs, our educational center, & guided trails, Woodland aims to give everyone tools to protect our threatened environment while creating a more accessible & inclusive community space. Join us in creating positive environmental & community change!



WOOD LAND
www.woodland.org
952-222-2232
www.woodland@gmail.com

STATIONARY



WOOD LAND 952-222-2222
wlconservation@gmail.com
1080 22nd St, Minneapolis, MN 55408

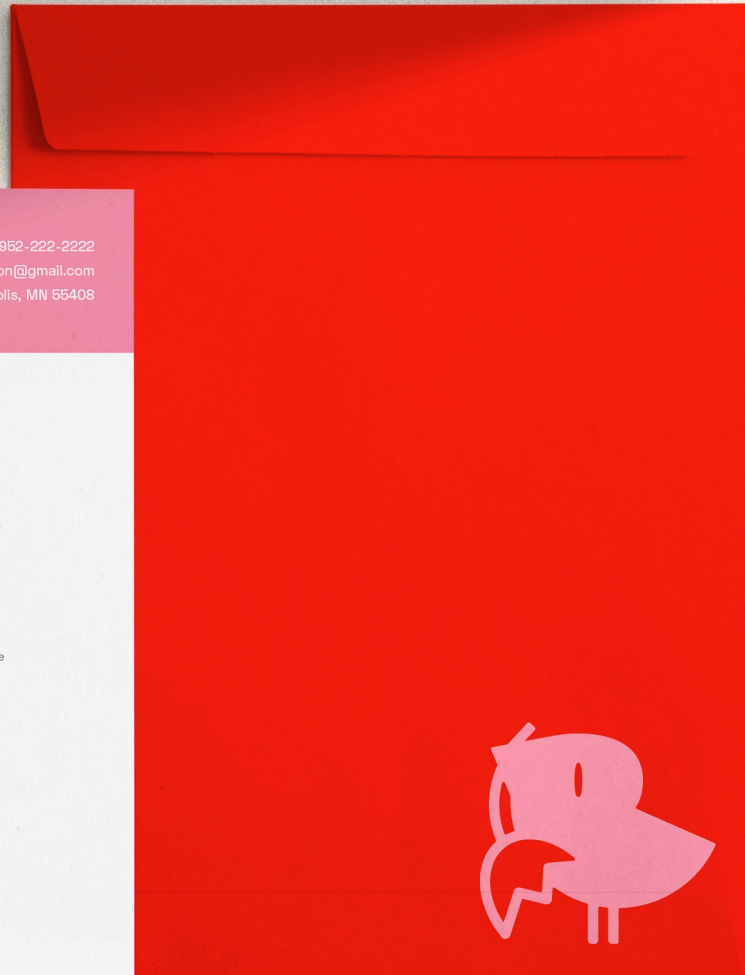
To whom it may concern,


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Sincerely,
Sophia Larson






**sunshine
& smiles**

Join us after class for an outdoor adventure!
Sign up today at wiconservation.cargo.site

WILD LAND
urban conservation center

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Minneapolis, MN 55408




**fun in
the sun**

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**go get
outside**

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URBAN BILLBOARD



**earth is
for all.**

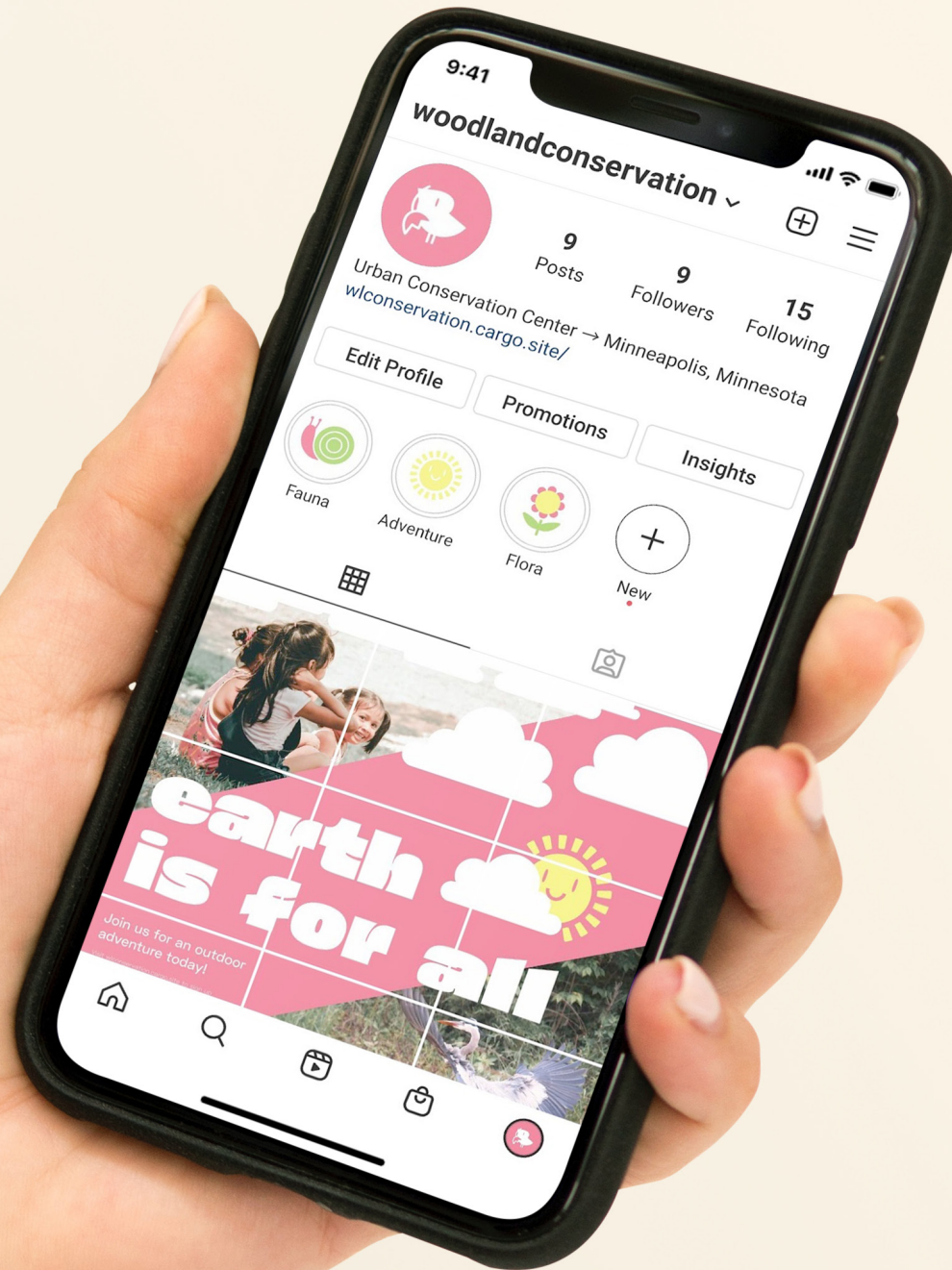
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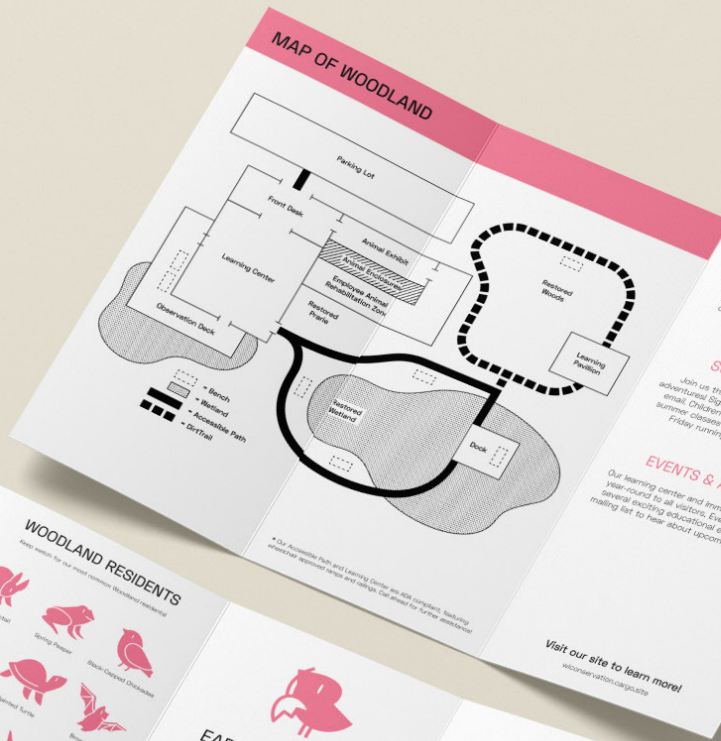
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city outdoor

**WOOD
LAND**
urban conservation center

INSTAGRAM





AFTERSCHOOL PROGRAMS
 Bored after school? Come get outside with us! Children grades 1st - 5th welcome for free from 3 pm - 6 pm for fun, educational playground weather permitting, all activities are outside or otherwise hosted in our Learning Center through the academic year.

SUMMER CLASSES
 Join us this summer for loads of outdoor adventures! Sign up today to receive updates via email. Children grades 1st - 5th welcome for summer classes every Monday, Wednesday, & Friday running June through August.

EVENTS & ACTIVITIES
 Our learning center and immersive trails are open year-round to all visitors. Every month, we host several exciting educational events. Get on our mailing list to hear about upcoming opportunities!

Visit our site to learn more!
wiconservation.cargo.site

WOODLAND RESIDENTS
 Here's a list of the most common Woodland residents:

950-202-2020
wiconservation@perc.state.md.us

PLEASE RECYCLE ME!
 Monday - Saturday 9 am - 7 pm
 1000 20th St, Annapolis, MD 21403

wiconservation.cargo.site

EARTH IS FOR ALL!

We are Woodland, an urban conservation center driving ecological education & the preservation of wildlife. Woodland aims to give everyone tools to protect our treasured environment while creating an accessible & inclusive community space.

At Woodland, our top priority is making sure everyone feels welcome. Stop at the front desk to request headphones for auditory supplementation to your experience, or scan the QR code below for our weekly Woodland learning videos!

WOODLAND
 urban conservation center

wiconservation.cargo.site

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EVENT BANNER



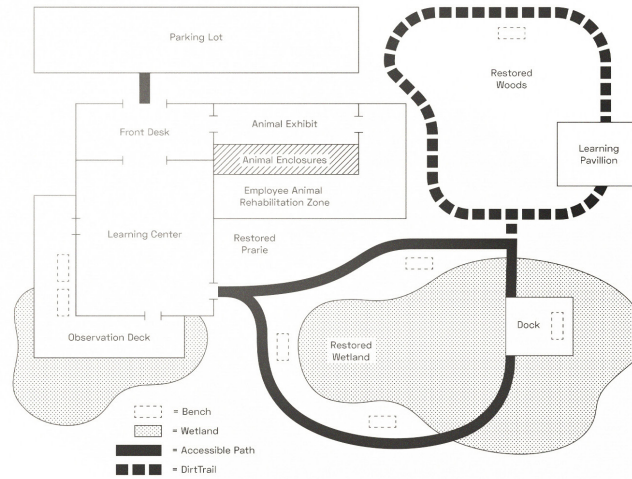
LET'S BLOOM.

It's our grand opening! Come celebrate with us May 7th,
from 6 pm to 8 pm in our Learning Pavillion. See you there!

WOODLAND

Trail Guide

Visit the front desk for an audio accomaniment to this experience!



wconservation.cargo.site

WINDOW SIGNAGE



Monday – Saturday • 8 am – 7 pm

Butterfly Garden.

Visit the front desk for an audio accompaniment for this experience!

1. Choose a sunny spot.

Since butterflies are cold-blooded organisms, they require sun to warm themselves! Select a location out of the wind with ample trees and shrubs nearby to provide shelter. Ideally, choose a spot that receives at least 6 hours of sunlight each day.

2. Place large, flat rocks.

When sunning themselves, butterflies prefer flat, open surfaces like flat stones. Place these intermittently.

3. Create a water source.

As butterflies can't drink from open water, filling a birdbath or container with wet sand and shallow puddles can mimic the puddles that they frequently drink from.

4. Nectar & food sources.

Butterflies are picky eaters! For adult nectar sources, place flowering plants, such as coneflowers, lilacs, & asters. Caterpillar larvae feed on types of milkweed, willow, parsley, & thistle! Though some of these plants may be considered weeds, they are essential to the butterfly life-cycle!



Outdoor Compost.

Visit the front desk for an audio accompaniment for this experience!

1. Select the ideal spot.

If you are placing your compost outside, an open bin or even a pile will do! Any indoor composting bin will need to be airtight to prevent odors. Save up a variety of organic scraps, avoiding meat products.

2. Switch up green & browns.

When building your compost, start by adding the green scraps as the base. Things like lawn clippings and vegetable scraps are moist and carry nitrogen essential to the composting process! Alternate between these green layers and brown waste, such as egg cartons and dried leaves. The brown layers should compose most of the top portion, providing aeration and carbon.

3. Keep moist & stir.

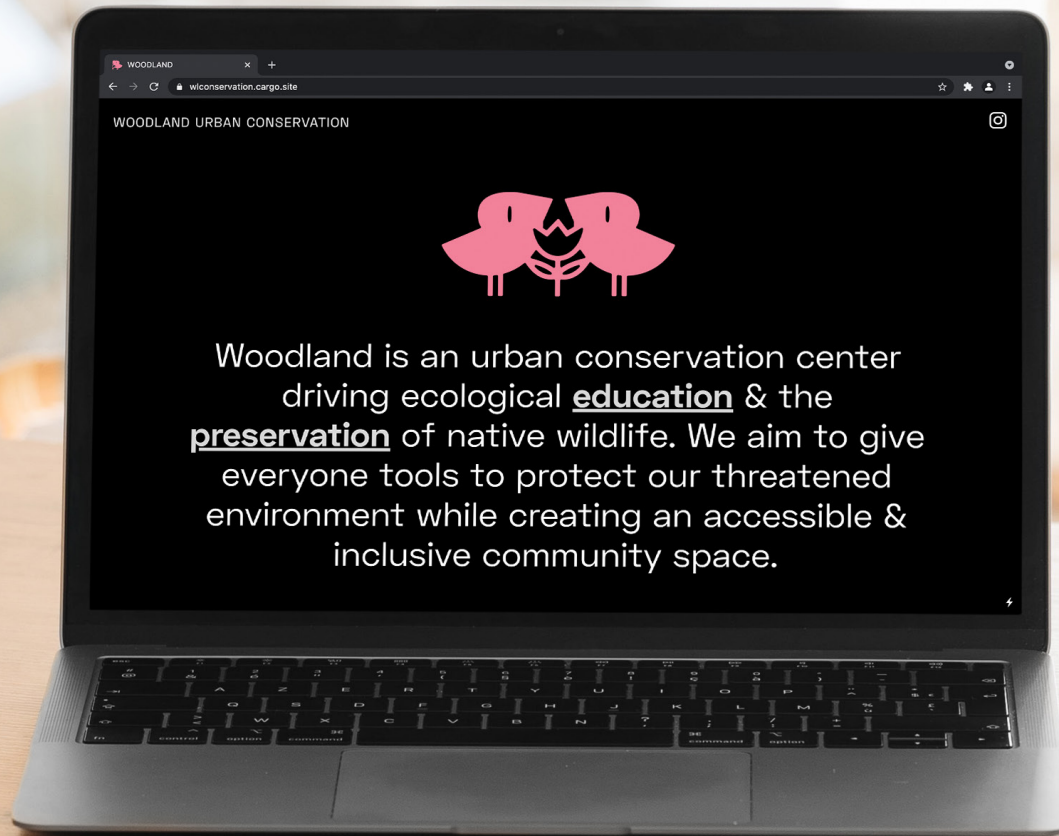
In order for decomposition to occur, there will need to be the proper amount of green layers to provide the compost with dampness. Ideally, there should be 3 parts brown to 1 part green. To distribute this moisture and aerate, the compost will need to be stirred every 7 to 10 days.

4. Ready to garden!


When all visible waste scraps have dissipated, a rich, dark material should remain. Use this to introduce enriching nutrients into your garden!



WEBSITE



WOODLAND URBAN CONSERVATION



Woodland is an urban conservation center driving ecological education & the preservation of native wildlife. We aim to give everyone tools to protect our threatened environment while creating an accessible & inclusive community space.

EARTH IS FOR ALL!

Visit wlconservation.cargo.site or [@woodlandconservation](https://www.instagram.com/woodlandconservation) on Instagram.

