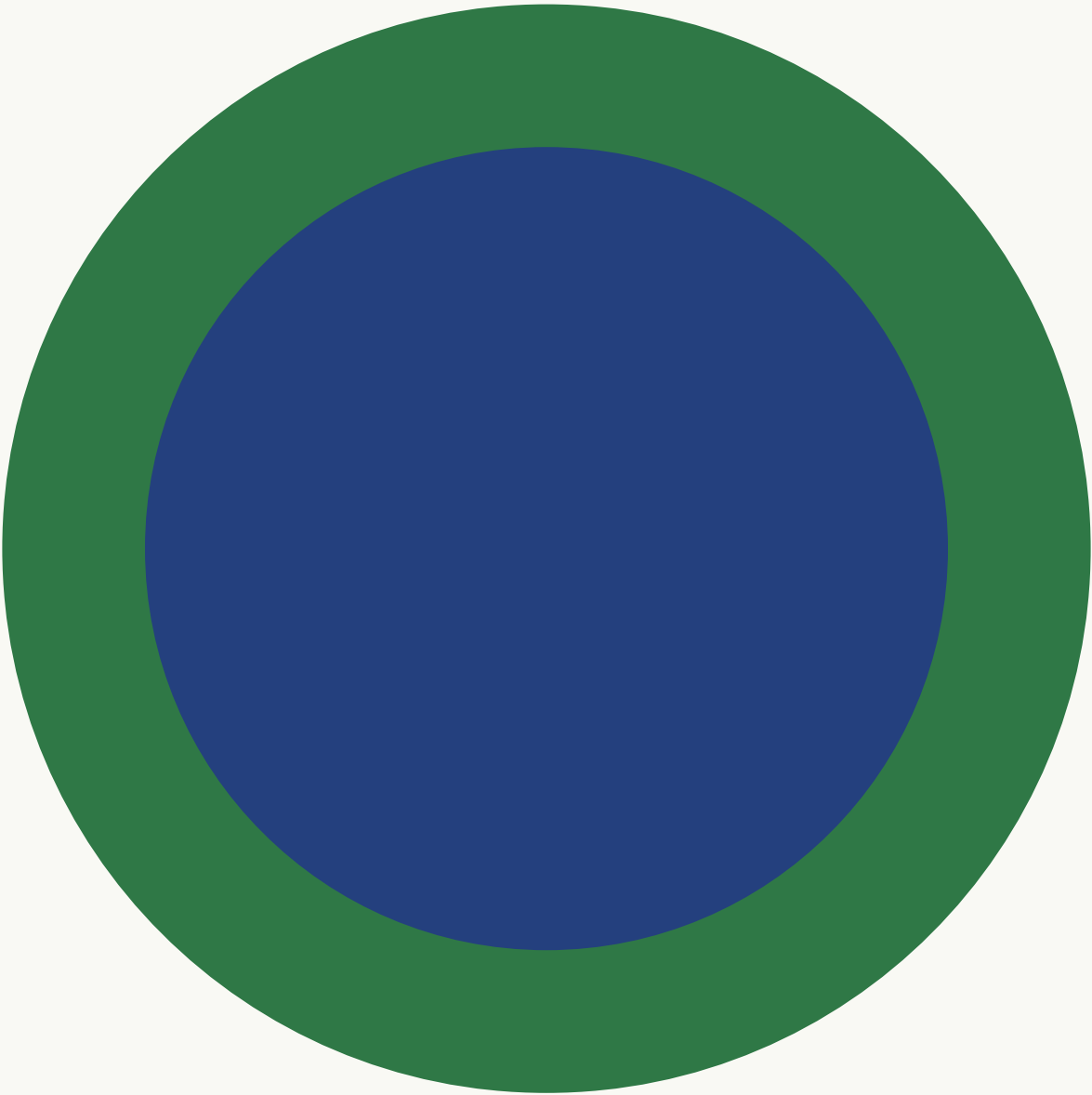


# The New Nation of Great Lakes

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*Design Guide*



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# The New Nation of Great Lakes

## An Introduction

The New Nation of Great Lakes (NNOGL) is built on three main values: Environment, Advancement, and Eachother. Without caring for these three values we no longer can improve ourselves and our neighbors. Not too long ago these aspects had felt lost from our society; we decided to come together and see if we could undo the mistakes of our past.



# History

## Harsh times

By the year 2100, mans' greed had caught up with him. Ecosystems were dying, food was scarce, and health was hard to come by. In a last attempt to solve these issues the New Nation of Great Lakes was formed.

Many cities in the then United States had become nearly unlivable; the sun beamed all day without the protection of an Ozone layer. People were dying in record numbers due to heat stroke and skin cancer. Hospitals were overloaded and jobs became hard to maintain. Drinking water was running low too.

At this point the country's population had fallen more than 60%, and nearly 70% of the survivors lived in the midwest. In the years leading up to the creation of the NNOGL, more and more people had relocated north. Chicago had become the most populated city in the US.

## The Nations Creation

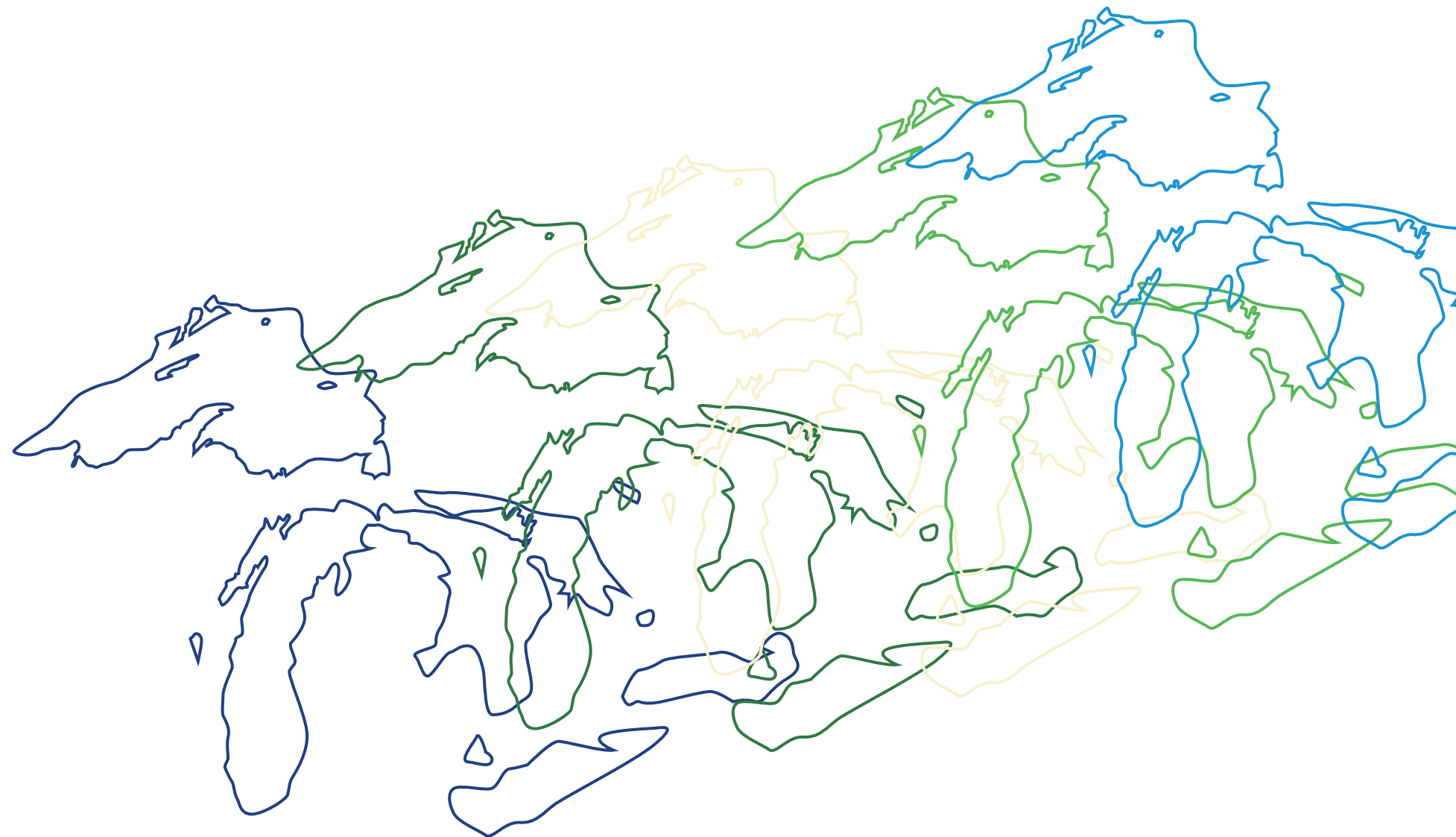
The United States Government had swiftly run out of resources and power. They had spent their final resources in their fruitless attempts to reverse climate change. The people living around the great lakes region had begun privately organizing and governing themselves while larger governments like Canada and the US had run out of influence; many of these leaders were former US

government officials who had migrated to the midwest. Slowly their resources grew and they decided to label themselves as their own country. This made the United States renamed to "The Republic of North America". This separation from the US and Canada caused very little friction because of the lack of power these governments held.

## A New Direction

What made the New Nation of Great Lakes successful was their shift in priorities. They focused on social programming like education, housing, protection from the harsher climate, and maintaining their invaluable resource of the great lakes. This focus created

and established more health in its population than had been seen in decades. People being healthy meant for a stronger population that could support itself and grow even stronger.



# History

## Geography

The borders of the NNOGL are informed by a variety of factors. Borders in Canada are divided by existing and abandoned roads, specifically highways. The borders shared with The Republic of North America (formerly USA) are a lot straighter due to the land negotiations that took place. Borders are also created by natural geography like rivers and dynamic terrain.

It was important to those who started the nation that the country's borders absorbed any major cities near the lakes. Because of the safety and abundance of resources, the NNOGL has become the most populated country in the world, the most populous city being Chicago. Each city has developed their own unique attractions and cultures despite being relatively

close to one another. Other large cities include but are not limited to: Minneapolis, Duluth, Door County, Milwaukee, Madison, Detroit, Toronto, Ottawa, Buffalo, and Cleveland. All cities maintain their names from their previous nations ownership in order to honor their history and culture.

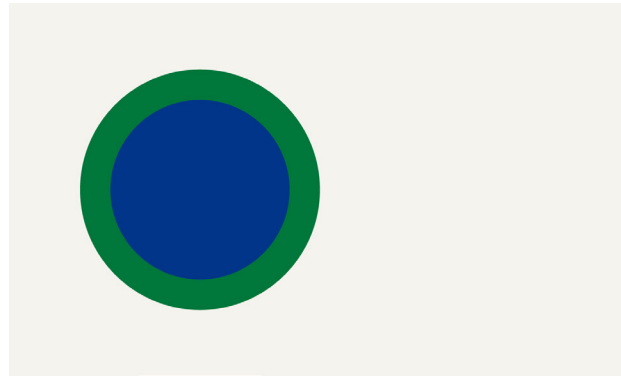




# Symbols

## Flag

Our flag highlights the countries affinity for elegance and simplicity. The iconic blue and green circle represent the lakes and the land respectively. But the band around the blue circle also represents our dedication to protection of these lakes and our natural resources. It was important to include the navy blue to honor the many cities in the country that had navy as a part of their city flags.



## Seal

The seal takes inspiration from previous older American seals, many of which also depict a landscape. This approach is a more graphic take on that tradition. There is wavy land to show the dynamic and beautiful landscapes the geography that the NNOGL has to offer. The star with its 5 points represents the five great lakes, and the birds exist to add some visual harmony and to complete the nature scene. Finally the tree is depicted as just a triangle. Many failed and rejected previous attempts at a seal included a more detailed tree, but the shape did not work with the more simplistic approach that the rest of the scene had. Eventually a triangle was selected due to its ability to be simple, but still clearly communicate a tree. The seal can be found on various government documents and currency.



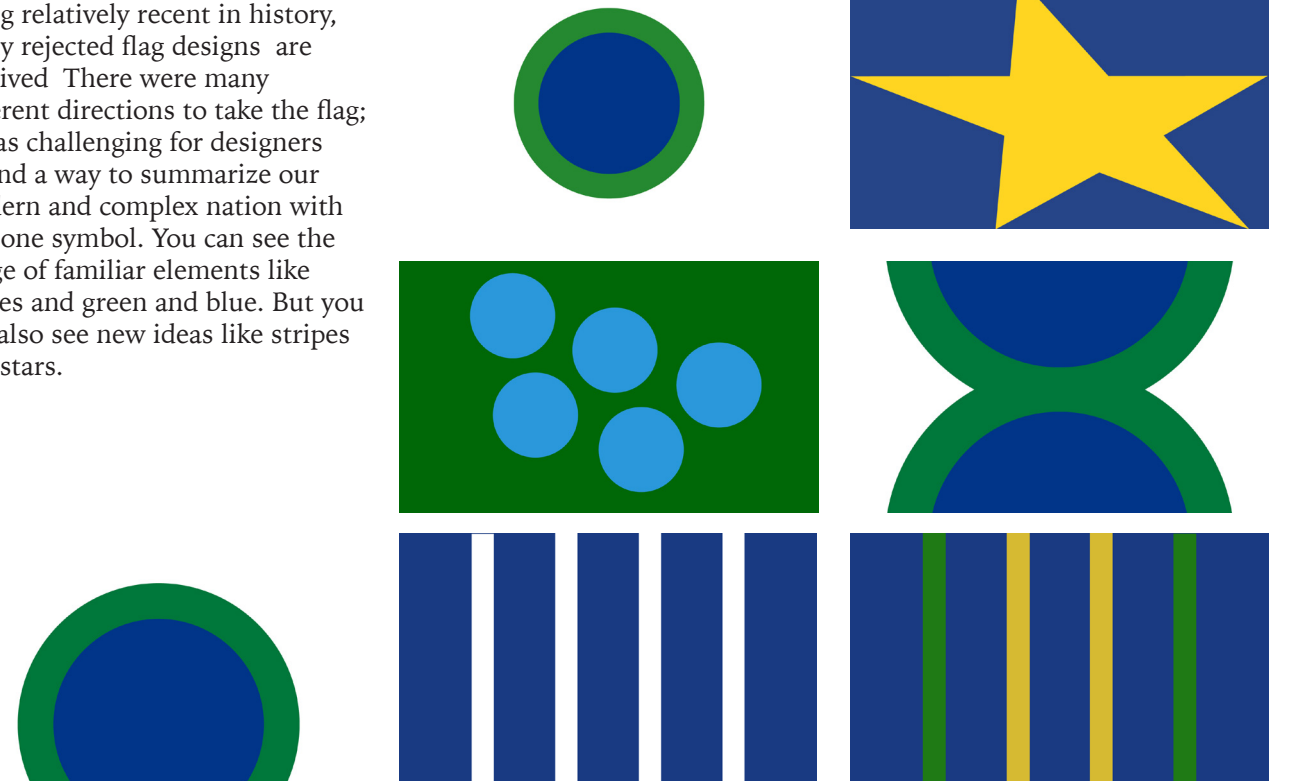
## Lakes Silhouette

The outline of the great lakes is a beautiful silhouette that is present throughout different visuals relating to the NNOGL. The complex pattern makes it good for security like on government documents, currency, and passports. Its iconic silhouette also makes it suited for things like merchandise and branding.



## Rejected Flags

With the creation of the NNOGL being relatively recent in history, many rejected flag designs are archived. There were many different directions to take the flag; it was challenging for designers to find a way to summarize our modern and complex nation with just one symbol. You can see the usage of familiar elements like circles and green and blue. But you can also see new ideas like stripes and stars.



# Currency

The designs for each bill showcases our new focus on nature rather than celebrating ourselves. Our one dollar bill features a Yellow perch, which is a very common fish in our lakes. The five dollar bill showcases a wolf. The Twenty dollar bill has a bear, also found in our wilderness. Finally our one hundred dollar bill has the rare Golden-Winged Warbler.

These designs have hard to replicate and complex patterns on them. Yet from far away they can be spotted. With a diverse color palette amounts can be easily deciphered by citizens who struggle with sight, a common problem in the post global warming world.



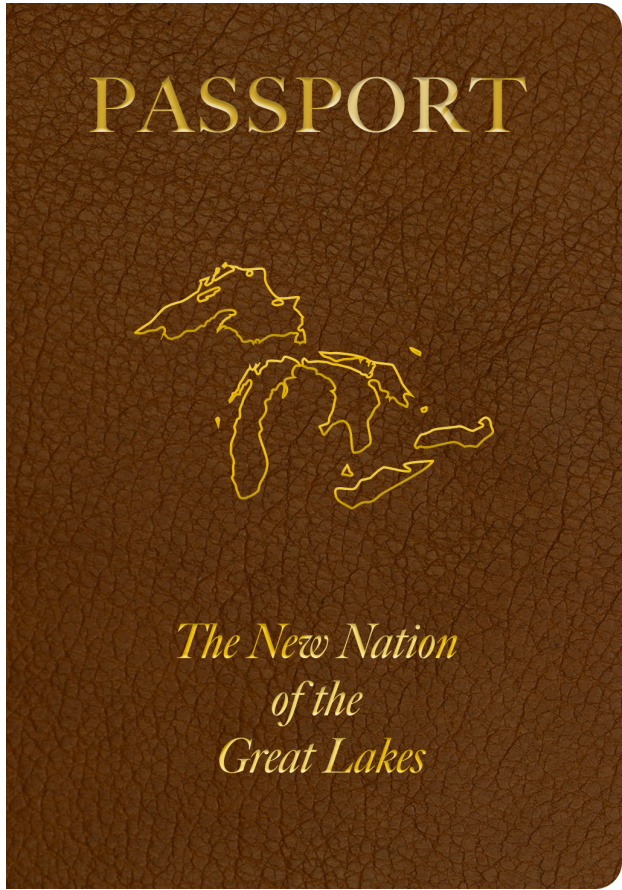


# Passport

Our Passports all feature the iconic silhouette of our nation’s great lakes on the cover. The silhouette became a popular symbol since the early talks about our country’s formation. We wanted to show our love for the shape by placing it on the passport.

The ID section of the passport has an image of a dock and a sailboat. Sailing is a very popular pastime in our country and a part of our new culture. Above that is the circle from our flag, acting almost like the sun in the sky.

The stamp spread shows another part of our culture, canoeing. Canoeing is not unique to our country, but the beautiful trees are. Fish security etchings are subtle but colorful when held in the light.





# Government Branding

## New Departments

The NNOGL was tasked with rethinking the way that government operated and focused on in order to create a better future. A shift in priorities was needed to prevent the failures of nations’ past. These new priorities needed new organizations with passionate people ready to change the world.

### The Department of Aquatic Protection

The great lakes are our nation’s prized feature. After the melting of the polar ice caps; the Great Lakes became the number one source of freshwater in the world, but this did not happen overnight. Before the nation’s creation many passionate activists worked tirelessly to clean and replenish the Great Lakes back to their former glory. The Department of Aquatic Protection Exists to maintain our freshwater resources for everyone on earth to enjoy.

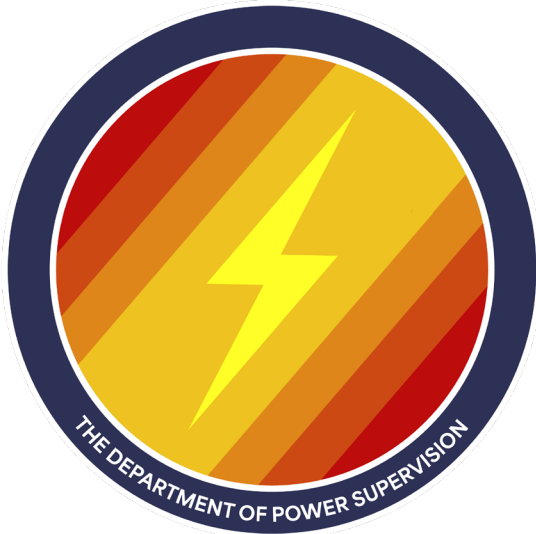
The water is depicted with graphic waves of different blue values. The design is separated into five parts to represent the five different lakes. The white divisions give a sense of protection to the water underneath.



### The Department of Power Supervision

The Department of Power Supervision is a necessary evil in maintaining our clean paradise. The previous usage of fossil fuels was deadly to our planet’s health, all while more sustainable energy sources existed. This department tracks the energy usage and sources of institutions and cities in order to make sure excess is a thing of the past. Energy is now cleaner than ever and for the first time in years citizens can enjoy all the great things that come with energy without any of the negative effects.

A lightning bolt acts as the universal symbol of power. The orange and red stripes behind it are saturated and powerful colors in order to communicate the strength of our new energy sources and power management.

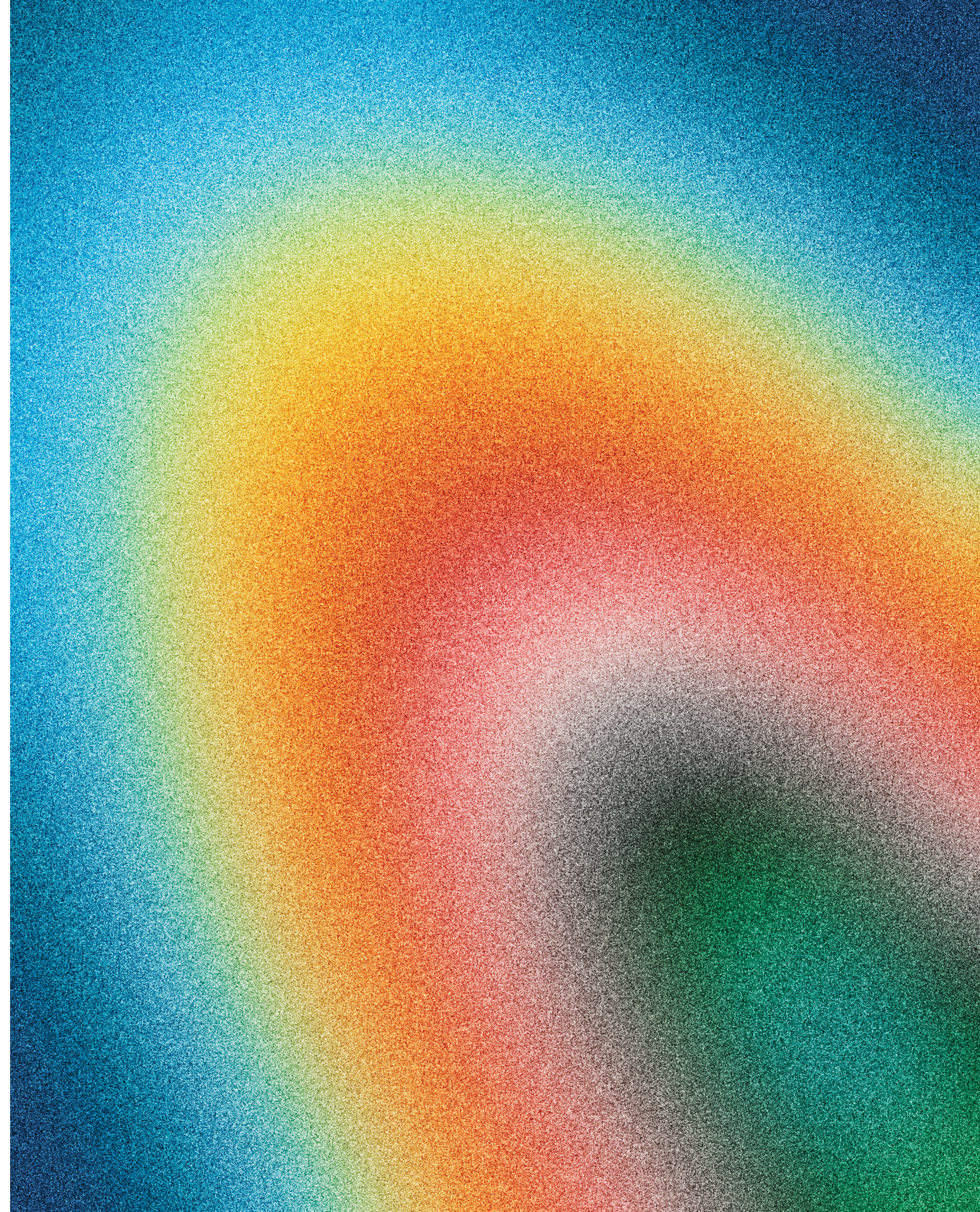




# The Department of Ozone Replenishment

The most deadly part of climate change has got to be the depletion of the ozone layer. After the damage was done populations fell drastically, it got to the point where in some places you needed an umbrella just to step outside. Now using modern technology combined with greener practices, the ozone layer is starting to replenish itself. The Department of Ozone Replenishment tracks the atmosphere and uses new technology to help restore our earth.

A graphic depiction of the sun and earth match with the other departments stylistically as well as communicate the sheer strength of the sun.





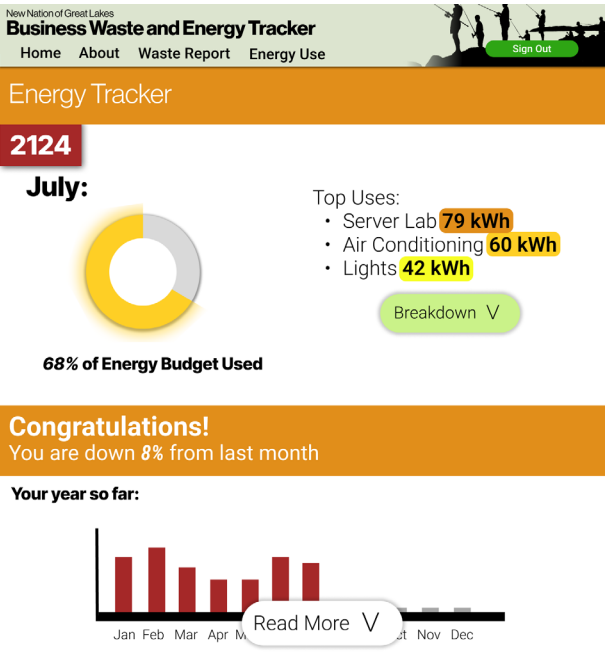
# Government Branding

## The Business Waste and Energy Tracker

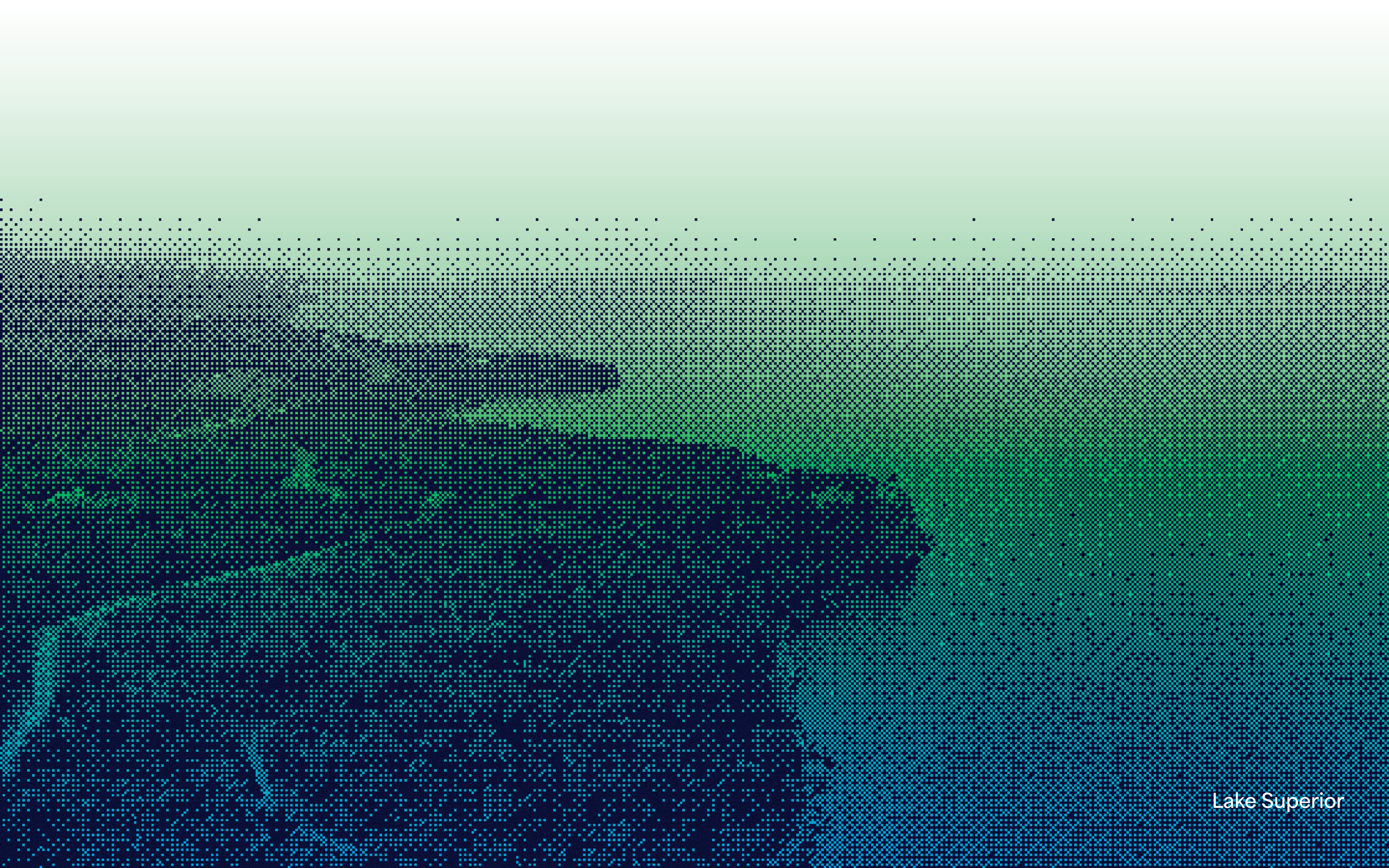
One of the ways that the Department of Power Supervision helps control energy usage is with the use of a newer invention: The Business Waste and Energy Tracker. The service is a website that does exactly as the title suggests. Businesses can sign up and log different metrics on their waste and energy habits. If these numbers fit within government

guidelines then they may qualify for financial grants in order to keep their business flourishing. We understand that larger institutions create large waste, but this service is one way to incentivise cleaner habits from businesses. The website itself has numerous features to effectively and accurately log your business's

metrics. Clear and encouraging graphs show the progress of your business and can help you with next steps with improvement. The largest businesses in the world use our tool and we have even sold it to other nations across the world so we can work together for a cleaner earth.







Lake Superior



Designed by Asher Teal  
Depaul 2024