

PARKS

Client: **Shorebird Park Nature Center**

Location: **Berkeley, CA**

Description: **Signage & Identity Graphics**

The identity program was coordinated with the opening of their new “straw bale” headquarters, a showcase of green building techniques.



DESIGN

San Francisco
2604 3rd St
San Francisco CA 94107
415 222 9667
415 222 9668 f

Sonoma Valley
707 824 4333
New York
212 242 3366
212 242 3399 f

PARKS

Client: **San Francisco Bay Area Water Trail**

Location: **Oakland, CA**

Description: **Branding & Signage Program**

This outreach and marketing program consisted of development of a Water Trail "brand," which included the Water Trail logo, Site Signage Program, website, brochure, and templates for future PowerPoint presentations, letterhead, and newsletters. *With Campana Design.*



SAN FRANCISCO
BAY AREA
WATER
TRAIL

Make the Bay Your Playground



Imagine a trail
with no beginning or end,
a non-linear path that takes you
to world-class destinations...

This is the San Francisco Bay Area Water Trail, a growing network of launching and landing sites, or "trailheads," around the San Francisco Bay Area.

Each trailhead allows non-motorized small boat users to enjoy the historic, scenic, cultural, and environmental richness of San Francisco Bay. This unique network of sites will allow people to explore San Francisco Bay in different boat types and in a variety of settings through single- and multi-day trips.

The vision for the Water Trail began with Bay Access, a non-profit group working to ensure a future for the Bay with access for non-motorized small boat users. This vision became law in 2005 with the passage of the Water Trail Act.

by the California Legislature. Multiple agencies and partners are working together to make the Water Trail a reality.

From each Water Trail "trailhead," discover jaw-dropping views, amazing wildlife, and rich history — the possibilities are limitless.

Many of us have walked, jogged, or biked along the Bay, enjoying our shoreline for exercise, relaxation, wildlife watching, or for personal reflection. The Bay also offers a completely different type of experience — out on its waters. This great 450-square-mile estuary provides many opportunities for



recreation for those who venture out beyond land. Some Bay experiences are thrilling, and others are quiet and peaceful.

We invite you to
explore, discover,
learn, and enjoy!

So, you'd like to get out on the water. Where do you start? What do you do if you don't own a boat? Where should you go? How do you learn to be safe around other vessels, and prepare for tides, currents, and weather?

Our website has resources to help you get started and become a safer and more experienced boater. The foundation of safe boating on the Bay is preparation — from there, fun and exploration will follow!

www.sfbaywatertrail.org

Accessibility Notice
This publication is available in alternative formats upon request by contacting the ADA Coordinator at 510-286-1015 or via email at adacompliance@sfcc.ca.gov.

Leave No Trace

Know Before You Go

- Plan your trip based on weather, tides, current, wind, and your own capability
- Be prepared for an emergency
- Use proper gear
- Inform others of your trip plan

Bag Your Trash

- Carry out all your trash

Be Careful With Fire

- Follow regulations for your campsite or BBQ structure

Keep Wildlife Wild

- Give wide berth to wildlife and do not harass, feed, or rescue wildlife
- Respect seasonal closures and wildlife buffer distances

Be Safe

San Francisco Bay is one of the busiest ports in the world, influenced by tides, currents, and weather. Be aware of Bay conditions, know how to boat responsibly near other vessels, and be prepared for emergencies.

Leave It As You Find It

- Leave plants and other natural objects where you find them
- Don't disturb cultural resources
- Leave only wakes

Land and Launch on Durable Surfaces

- Launch and land only where you can avoid trampling sensitive habitat, disturbing wildlife, or trespassing on private property

Yield to Others

- Know the Rules of the Road for boats
- Know where the shipping and ferry routes are and give ships the right of way
- Take responsibility for your safety

This copyrighted information was developed in conjunction with the Leave No Trace Center for Outdoor Ethics. For more information on Leave No Trace visit www.LNT.org or call 1-800-332-4100.

Wear a wet suit and/or other insulating gear, a USCG-approved personal flotation device (and keep it snug), and carry emergency equipment such as radios, flares, whistles, and repair kits. Visit our website for more safety tips and links to real-time weather and tide information.

www.sfbaywatertrail.org



The Water Trail is a regional, nine-county program implemented under the leadership of the Coastal Conservancy in close collaboration with the Association of Bay Area Governments, the San Francisco Bay Conservation and Development Commission, and the California Department of Boating and Waterways. For more information visit www.sfbaywatertrail.org.

Major funding provided by



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