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## Acadia National Park Centennial Logo Contest Creative Brief

### PROJECT: Commemorating the 100<sup>th</sup> Anniversary of Acadia National Park

*“It is an opportunity of singular interest, so to develop and preserve the wild charm and beauty of this unique spot on our Atlantic coast that future generations may rejoice in it yet more than we...”*

—George B. Dorr

### WHAT IS THE ASSIGNMENT?

Develop a logo for Commemorating the 100<sup>th</sup> Anniversary of Acadia National Park

- Deliver mechanical artwork for logo

### WHAT ISSUE ARE WE ADDRESSING?

Centennial Vision: Acadia National Park’s 100<sup>th</sup> Anniversary will encourage people to celebrate Acadia National Park’s rich natural and cultural history, and inspire people to make a personal connection with the park and work for the best possible future for this national treasure.

Centennial Tagline: Acadia’s Centennial: Celebrate our past! Inspire our future!

The 100<sup>th</sup> Anniversary of Acadia National Park celebrates the rich natural and cultural history that comes together to make Acadia National Park a premier vacation destination and one of the gems of the National Park System, and inspires today’s park visitors to contribute to Acadia’s ongoing protection.

This celebration pays tribute to the natural scenic beauty that inspired early conservationists to support its protection and that continues to inspire visitors today. It honors the relationships that have grown up between the park and the surrounding community, and recognizes the role that Acadia National Park has come to play for the many individuals and families that visit seeking recreation, adventure, rejuvenation, and solitude.

The 100<sup>th</sup> Anniversary Celebration recognizes the power of the past, the rich cultural and natural history of the park, and welcomes its influence in shaping and inspiring the management actions and stewards of the present and future.

### Park Mission:

The mission of Acadia National Park is to preserve the park’s natural conditions and scenic beauties, its natural and historic objects and wildlife, and to provide the freest recreational uses consistent with this purpose.

### Friends of Acadia Mission:

Friends of Acadia preserves, protects, and promotes stewardship of the outstanding natural beauty, ecological vitality, and distinctive cultural resources of Acadia National Park and surrounding communities for the inspiration and enjoyment of current and future generations.

### **WHO IS THE TARGET AUDIENCE?**

- Acadia National Park first time, returning, and virtual visitors
- Acadia National Park communities and residents, both far and near
- Learners: students, youth, and adults
- Acadia National Park partners
- Acadia National Park employees and other National Park Service employees
- Friends of Acadia members and volunteers

### **WHAT ARE THE EXECUTIONAL CONSIDERATIONS?**

Logo Key Points: The design needs to be an **iconic image that is unique to Acadia National Park**, inspired by the slogan and serving as a call to action for people to think and act to protect Acadia. The design should inspire participation in park activities and stewardship that enhances our cultural and natural heritage.

### Mandatory:

Acadia's Centennial  
1916 – 2016

### Include Removable Tagline:

Celebrate our past! Inspire our future!

Tone: inspiring, engages multi-generations and cultures, and recognizes iconic features of what Acadia National Park protects. We are honoring a historic event, and Acadia's iconic images invoke tradition. With this said, the character also needs to be integrated with freshness. A key design challenge is to build on the tradition, but find a way to do so that is fresh and relevant to younger generations.

### Functions:

Mark must be easily reproducible in a variety of sizes and potential placements:

- Traditional business system materials
- Traditional media – print, broadcast and more
- Online/social media and other new media opportunities
- Retail signage and merchandise opportunities

## **BACKGROUND INFORMATION**

### The creation of Acadia National Park:

Acadia National Park was first established as Sieur de Monts National Monument on July 8, 2016, by President Woodrow Wilson. But it was countless foresighted and stewardship-minded individuals at the turn of the 19th century that created this first national park east of the Mississippi, recognizing its singular natural beauty and the need to protect it in perpetuity.

At that time, the lands were owned by the Hancock County Trustees of Public Reservations, an organization with a Maine state charter to hold and protect property for the public benefit. George B. Dorr, now known as the “father of Acadia,” led the effort to gain federal protection for what is now Acadia National Park, worked tirelessly to secure additional tracts of land for the park, and served for 25 years as the park’s first superintendent. Also recognized as park founders are Charles W. Eliot, the Harvard president who established the Trustees, and John D. Rockefeller Jr., who gave some 10,000 acres to Acadia and financed and directed the construction of the historic carriage roads, the Park Loop Road, and the gatehouses and other iconic buildings. Equally important to the creation of Acadia National Park are countless individuals, some known and some lost to history, who constructed Acadia’s historic system of footpaths and hiking trails, who labored on the carriage roads, and who generously gave properties they had purchased or inherited so they might be protected and enjoyed by all for generations to come.

The only national park created entirely by private donations of land, Acadia National Park is closely intertwined with the Maine coast communities that surround it and has always enjoyed strong support from private donors and volunteers who contribute their personal resources to improve and enhance it.

### Park Significance:

Encompassing 45,000 acres on two islands and a mainland peninsula on the rugged coast of Maine, Acadia National Park is a jewel of granite mountains, filigreed coastlines, forested valleys, meadows and marshes, unique cultural resources, dazzling night skies, and precious communities of plant and animal life. These weave together to create a national park like no other. Acadia’s landscape holds human history as well, from Native Americans and European explorers to seafaring and homesteading residents and seasonal populations of “rusticators,” artists, and conservationists. Acadia’s resources are found in undisturbed natural systems for study, exceptional scenery for individual inspiration, protected habitat for plants and animals, and defining stories of people and the land.

Acadia, like other national parks, offers opportunities to fulfill emotional and spiritual needs for renewal and to invoke attitudes of reverence and stewardship. Because of the deep affection held for Acadia, private citizens of both a century ago and today took the actions necessary to preserve these beautiful landscapes. As a national park, Acadia has continued the tradition of providing spiritual respite and encouraging responsible stewardship. Acadia’s easy accessibility for all ages and all levels of ability make it possible for everyone to observe and be renewed by nature.

The flora and fauna of Acadia National Park and surrounding waters comprise a rich mix of species significant in their biodiversity. Botanically, Acadia lies in a transition zone between the northern coniferous forests and the temperate deciduous woods. The co-mingling of species from two distinct regions creates unusual plant associations. Rare and endangered plant species find refuge here. The variety of vegetation supports a diversity of wildlife as well. Critical habitat is provided for all animals, especially for protected species and nesting seabirds on outlying islands.

The cultural resources of Acadia National Park document human activities that span 5,000 years. Acadia's human history begins with centuries of use by native people, who became known as the Wabanaki. Only five centuries ago, Europeans began making contact with these people, as they too explored and settled here. Decades of commercial use by lumbermen, shipbuilders, and fishermen overlapped and even fostered increased pressure for conservation and the evolution of tourism. Today, over two million visitors each year seek Acadia's gifts, either by trail, boat, bicycle, vehicle, or through quiet contemplation, making Acadia one of the ten most popular national parks in the US.

Acadia National Park provides many opportunities to increase our understanding of natural systems and human impact on them. Considered a living laboratory since the 19<sup>th</sup> century, Acadia offers significant possibilities for education, continued ecosystem monitoring, and research that generates valuable data. Research conducted by park staff, visiting researchers, and citizen scientists continue to add to Acadia's foundation of historic scientific reports. While a variety of science occurs throughout the park, the Schoodic Education and Research Center has turned a formal navy base into a focal point for science and education.

The natural landforms of Acadia National Park illustrate the dynamics of many geologic processes. Exploring Acadia is like walking through a geology textbook with chapters that include all three rock types, plate tectonics, volcanism, glaciations, and shoreline erosion. The park's granite mountains are surrounded by sedimentary and metamorphic rocks, covering a time span of half a billion years. The awesome power of glaciers is evident in the valleys and cliff sides, while the on-going assault by the sea reworks the island's edge even today. Significant geologic resources include Somes Sound, a glacially sculpted fjord (or fjard); Sand Beach, a natural pocket beach composed primarily of shell fragments; and a collection of former sea-level features such as cobble beaches, cliffs, and caves that are now exposed approximately 240 feet above current sea level.

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