

Branding

When the project began, we laid out several early web pages using simple html editing tools. The work, done by geologists and botanists with no graphics training was simple and there was little coherence between pages other than a similar color scheme. As the website evolved from hand-authored individual pages for each photo pair, to the first iteration of the database-driven site, there remained little consideration for interface design or a coherent look and feel for the web site.

The second round of support for the program from the National Science Foundation provided the catalyst for revamping the web interface and began a process of unifying the look and feel of the web site. We engaged a local design firm with experience in web site creation to design a landing page as well as a detailed site map page. The design firm worked with us to create headers and footers that were installed on all of the site's pages. The design process for all of these elements was iterative and involved multiple concept drafts traded back and forth between the designers and the project staff. Early on in this process, we settled on a look and feel for the web site including a consistent color palette and a feeling of antiquity for the design.

The color palette and graphical elements including the Landscape Change Program logo appear not only on the web site but also on a postcard we use for advertising. The cost for printing postcards has plummeted and so we distribute these cards freely at every event the program is part of.



**See your town as it was
100 YEARS AGO!**

**LANDSCAPE
CHANGE
PROGRAM**

Burlington's City Hall Park

1909 1927

Marvel at the damage wrought by the 1927 flood. Find pictures of long-vanished farms. View the Green Mountain state clearcut for sheep farming. See landslides, ice jams, mines, and quarries. Visit our collection and search thousands of Vermont images by place, by date, by topic!

www.uvm.edu/perkins/landscape

**Who uses
OUR WEBSITE?**

Everyone! Vermonters use the site to see town landscapes as they once were. Geologists use the site to see the impact of storms and logging. Town Planners use the site to learn more about their town's rich history. Historical societies use the site to make their collections available to anyone, anywhere, anytime. Teachers use the site to give students a sense of place, a sense of history.

**Share your images with
THE REST OF VERMONT!**

Visit our website and upload your own images of Vermont as it was they'll become part of the ever-expanding collection, a true community archive of our state's changing landscapes.

Email us at glcp@uvm.edu or write us at the Landscape Change Program Geology Department, University of Vermont, Burlington, VT 05405



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The Landscape Change Program logo also appears on a poster that we distributed to all state offices, libraries, and schools.

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LANDSCAPE CHANGE PROGRAM

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1919 2007

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Manchester 1927

Rutland 1879

East Montpelier

PERKINS MUSEUM OF GEOLOGY
UNIVERSITY OF VERMONT

The UNIVERSITY of VERMONT

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Many thanks to the Shelburne Civil History Project, The University of Vermont Special Collections, and the Vermont Historical Society for donating images you see on the poster.

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Do you have a large COLLECTION OF IMAGES?

We'd be happy to provide advice, scanning, and upload assistance to help get your images on-line. E-mail us at gkps@uvm.edu, call us at 802.656.4411, or write us at the Landscape Change Program, Perkins Museum of Geology, The University of Vermont, Burlington, VT 05405.

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By unifying the colors, themes and approaches between the website, posters and postcards, we have tried to create a recognizable and consistent look and feel for the program