

C&G Partners

Riverkeeper

Website Redesign

October 6, 2008

Design Round 1a:
Moodboards

Photography: Inspirational



Photography: Inspirational



RIVERKEEPER MOODBOARDS

Photography: Seasons / Time of Day



RIVERKEEPER MOODBOARDS

Photography: Aerial



RIVERKEEPER MOODBOARDS
Photography: Water texture



RIVERKEEPER MOODBOARDS

Photography: Journalisitic



RIVERKEEPER MOODBOARDS
Photography: Activity

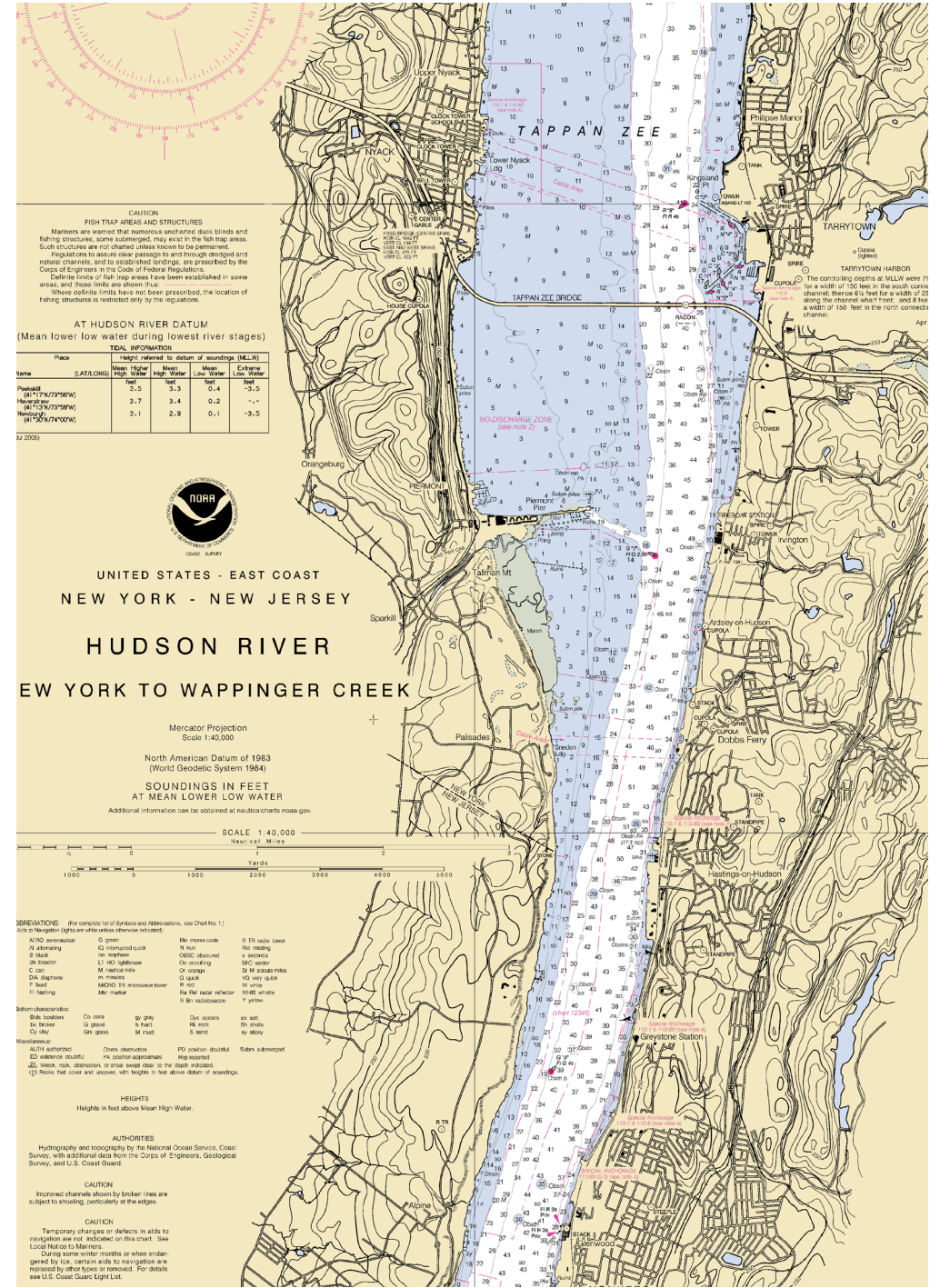
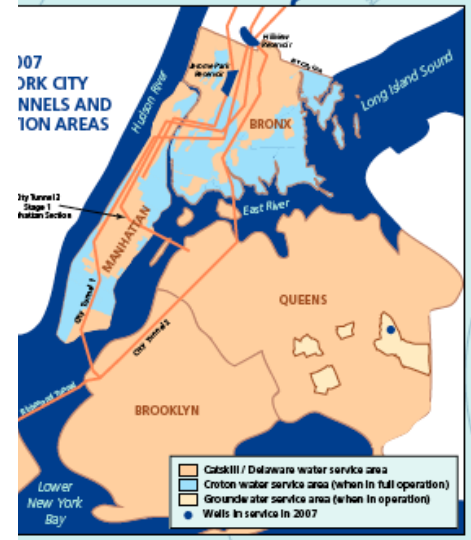
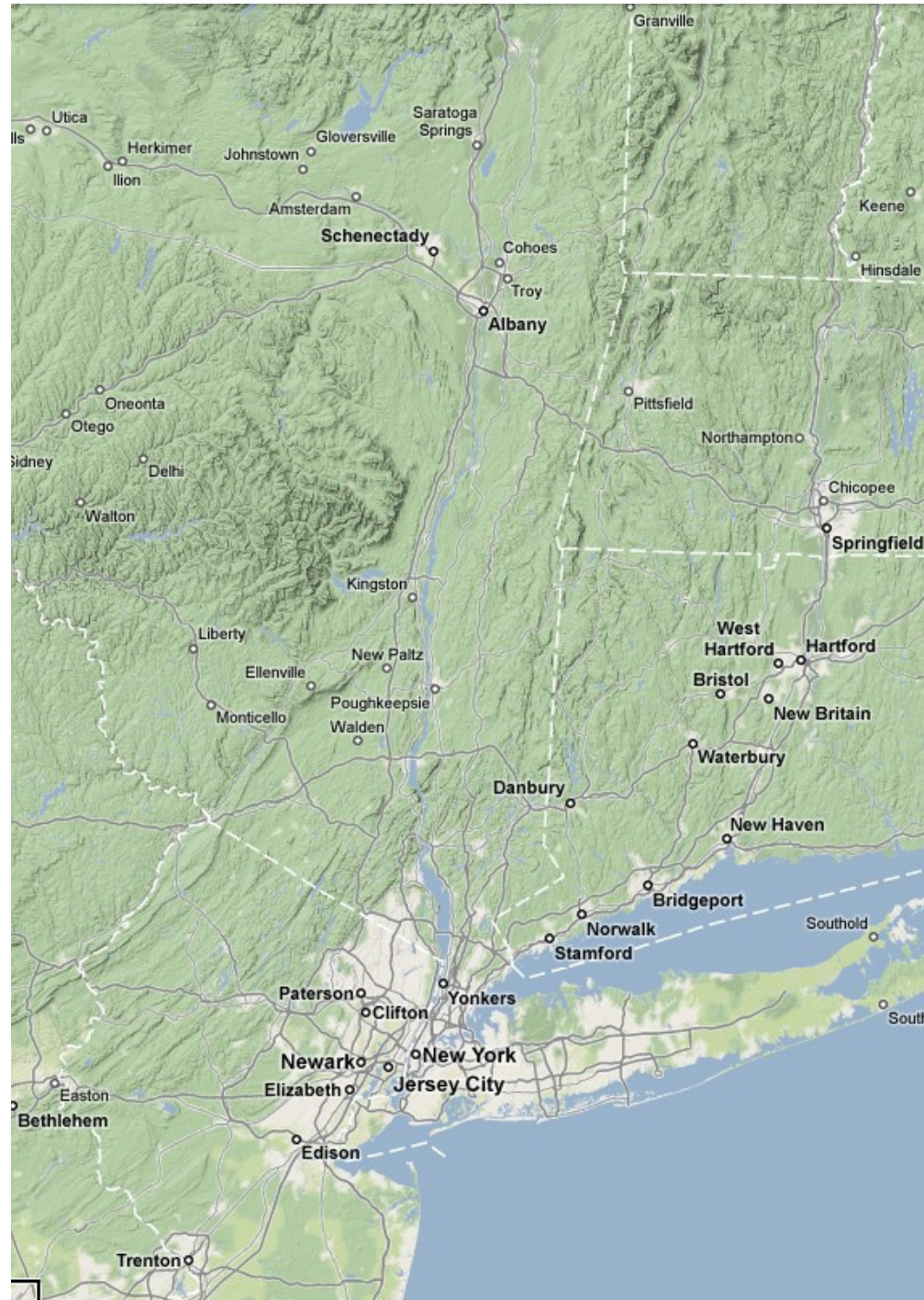


RIVERKEEPER MOODBOARDS
Photography: Wildlife



RIVERKEEPER MOODBOARDS

Imagery: Maps





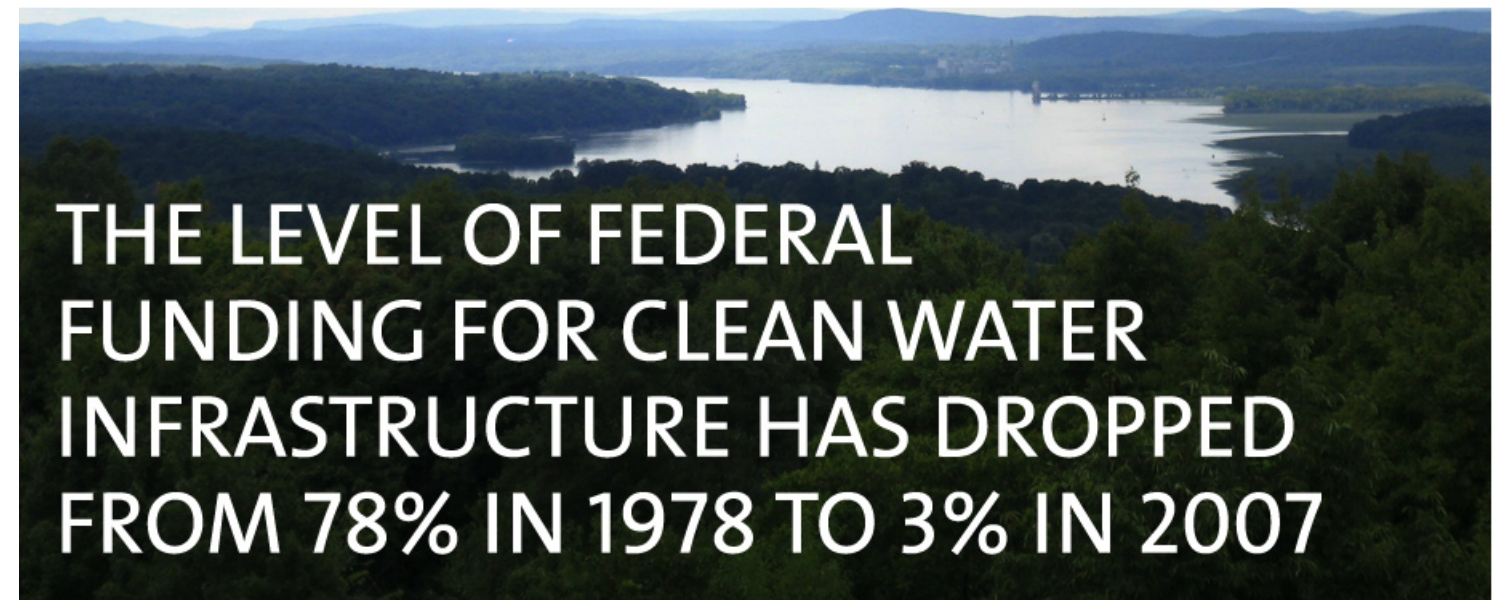
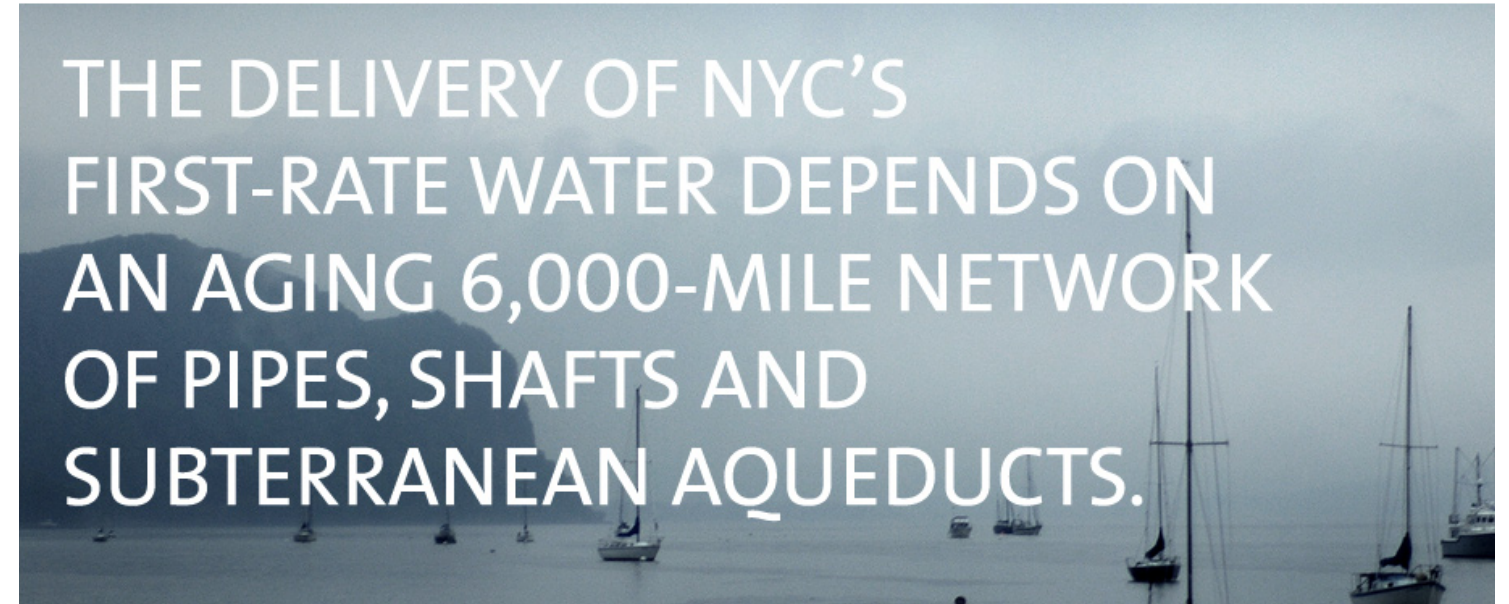
**THE DELIVERY OF NYC'S
FIRST-RATE WATER DEPENDS
ON AN AGING 6,000-MILE
NETWORK OF PIPES, SHAFTS AND
SUBTERRANEAN AQUEDUCTS.**



**THE LEVEL OF FEDERAL
FUNDING FOR CLEAN
WATER INFRASTRUCTURE
HAS DROPPED FROM 78%
IN 1978 TO 3% IN 2007**



**BOTTLED WATER CAN
COST THOUSANDS OF
TIMES MORE THAN
TAP WATER.**

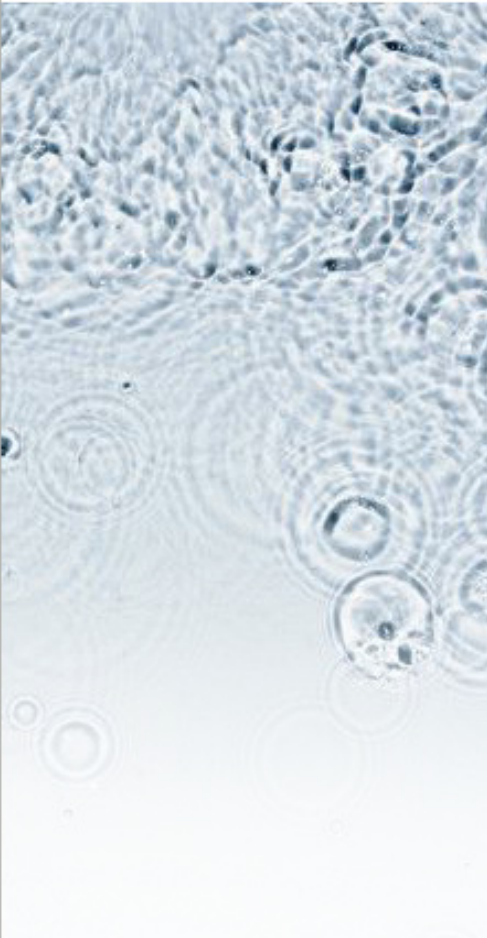
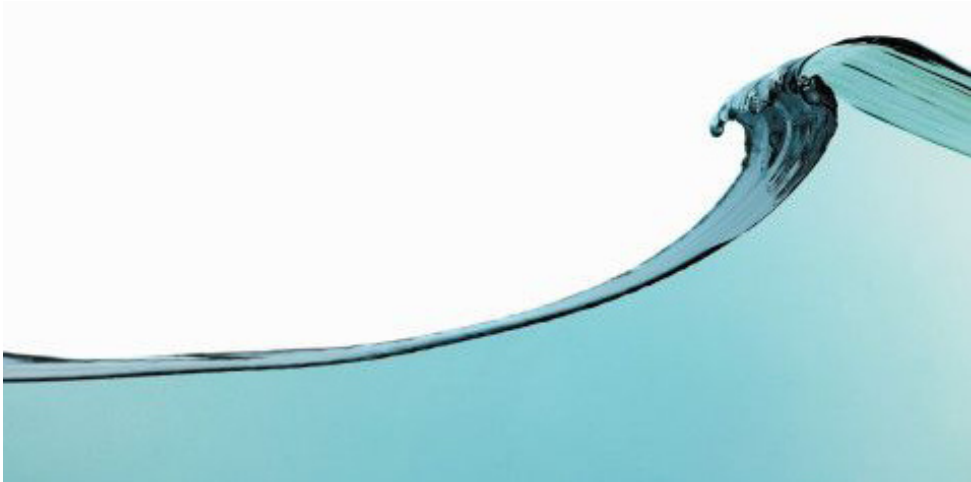


RIVERKEEPER MOODBOARDS
Photography: Image Banners



Photography: Water Elements

- Sub-Section Name
- Sub-Section Name
- Sub-Section Name
- Sub-Section Name
- Sub-Section Name



Colors Scheme 1

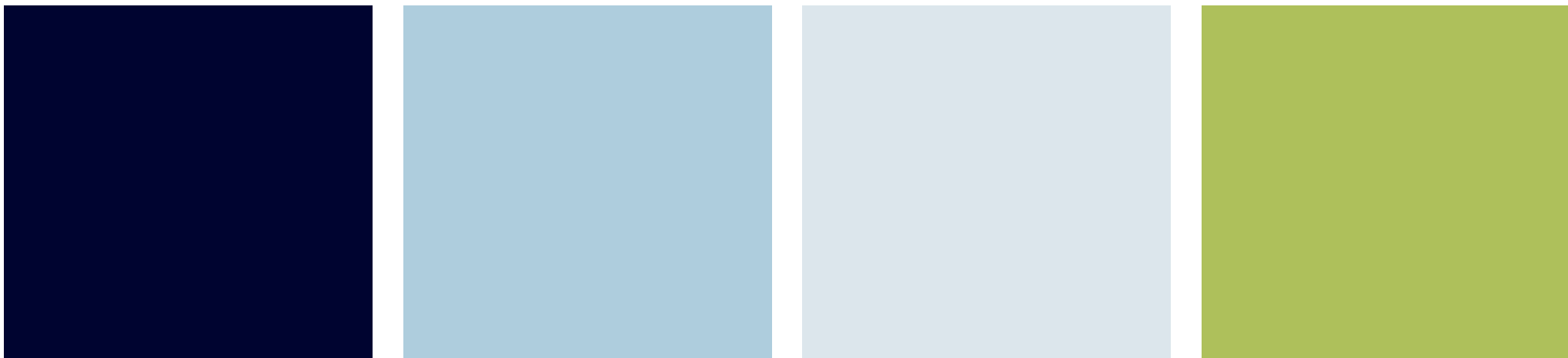
BRAND COLORS:



HIGHLIGHT COLORS:



SECONDARY COLORS:



Colors Scheme 2

BRAND COLORS:



HIGHLIGHT COLORS:



SECONDARY COLORS:





RIVERKEEPER®

AaBbCc Handgloves

AaBbCc Handgloves

AaBbCc Handgloves

AaBbCc Handgloves

AaBbCc Handgloves



RIVERKEEPER®

AaBbCc Handgloves

AABBCc HANDGLOVES

AABBCc HANDGLOVES

AaBbCc Handgloves

AABBCc HANDGLOVES

AaBbCc Handgloves

AABBCc HANDGLOVES



RIVERKEEPER.

AaBbCc Handgloves

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AaBbCc Handgloves

AaBbCc Handgloves