

Feiro Marine Life Center

Branding a Community Asset



The Feiro Marine Life Center (FMLC) has been a mainstay of the Port Angeles waterfront for decades, providing a premium educational experience at its hands-on aquarium for visitors and locals alike. Its mission is to foster appreciation and inspire stewardship of the marine environment and nearby watersheds.

As a self-supporting non-profit, FMLC has striven to build its resources and continue to establish itself as a center for education. Hard work has resulted in steady growth, upgraded facilities and expanded public and private partnerships.

To position itself as a significant regional marine center, FMLC asked Laurel Black Design to design a logo that would reflect its level of professionalism and the unique features of the center.

These concepts were articulated in a Creative Brief which laid the basis for a distinctive logo, business materials and other materials. With the CB as a guide, business materials, rack cards and banners were designed to extend and promote FMLC's brand identity to a regional market.

Since 2013, the center has doubled its annual visitation, expanded its educational offerings for K-12 students and become recognized as a major community asset on the north Olympic Peninsula.

The Feiro logo has been recognized as a winner in the American Graphic Design Awards. The Feiro banners were honored in 2017 with an award from GD:usa.

Melissa Williams, Executive Director, says, "Laurel perfectly captured the spirit of interacting with our marine life collection through her design. The banners make a strong visual impact to visitors about what they can expect to do in our exhibits and provide critical wayfinding guidance to bring guests to our front door."



Feiro
MARINE LIFE CENTER

