

PRIMARY CONTENT / GOALS

Licensing (regulations)
Natural resource appreciation and preservation, wildlife
Recreation (boating, paddling, shooting ranges)
Maps and access to physical spaces
Educational content
Magazine!

IA

- Hunting and Fishing
- Licenses
 - Regulations
 - Cross link: Division of Marine Resources
 - Cross link: Wildlife and Freshwater Fisheries
 - Cross link: Boating and Fishing Access

- Land, Water, and Maps
- Land Conservation Programs and Resources
 - Water Resources
 - Field Guides
 - FEMA Flood Maps
 - GIS Resources
 - Boating and Fishing Access
 - Cross link: Office of Environmental Programs

- Recreation and Boating
- Boat Ramps
 - Cross link: Boating and Fishing Access

- Education and Conservation
- Volunteering
 - SC Wildlife
 - Climate
 - Support DNR
 - Cross link: Land, Water, and Conservation
 - Office of Environmental Programs

- About
- Employment
 - Contact Us
 - Divisions
 - Law Enforcement
 - Marine Resources
 - Wildlife and Freshwater Fisheries
 - Land, Water, and Conservation
 - Executive Office
 - Data
 - Volunteering
 - Events Calendar
 - Magazine
 - Locations and Closures

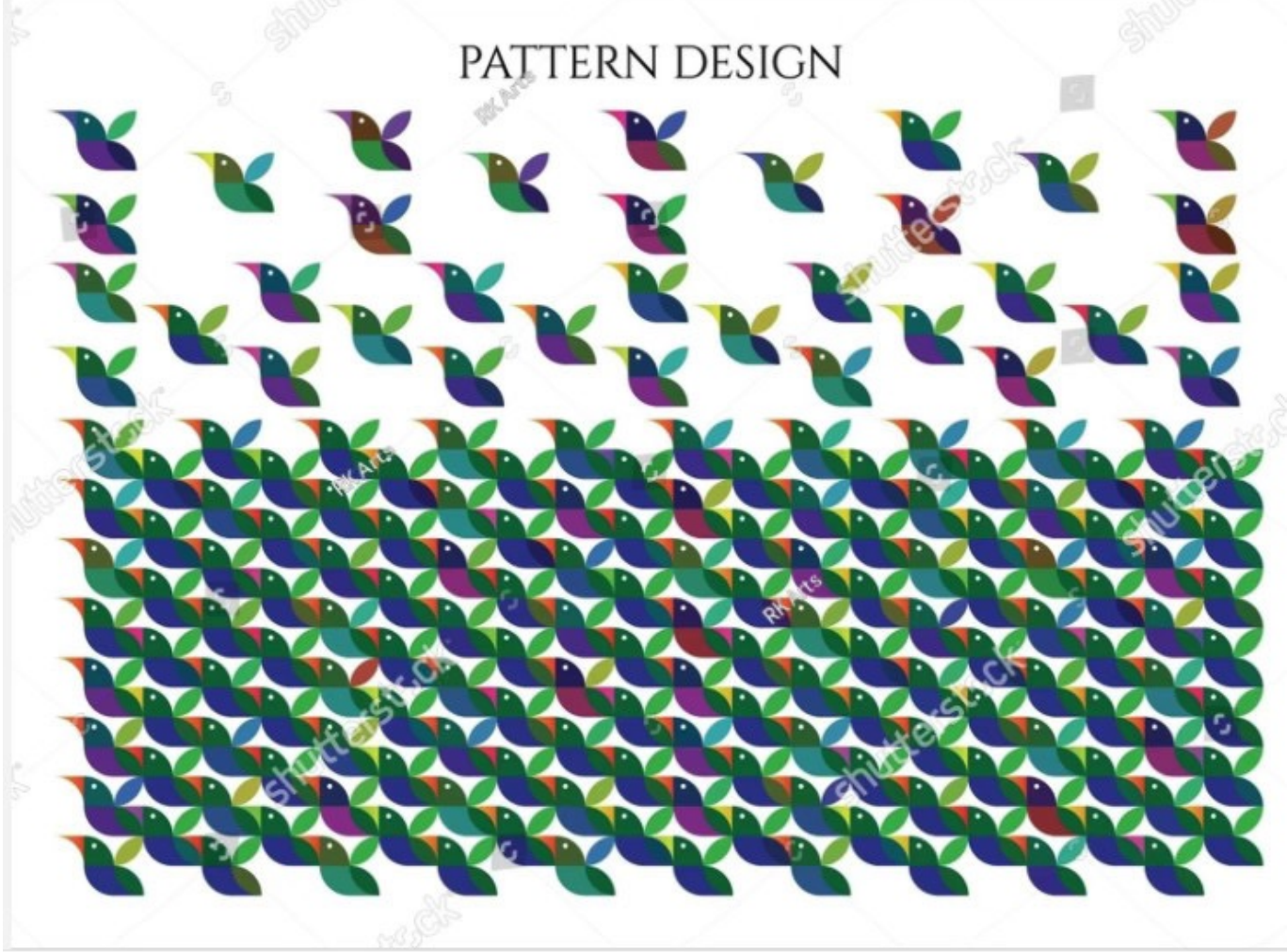
TAGLINE

Life’s better outdoors.

DESIGN INSPO

Geometric, repeating pattern that can be used as an accent, like a tessellating bird pattern?

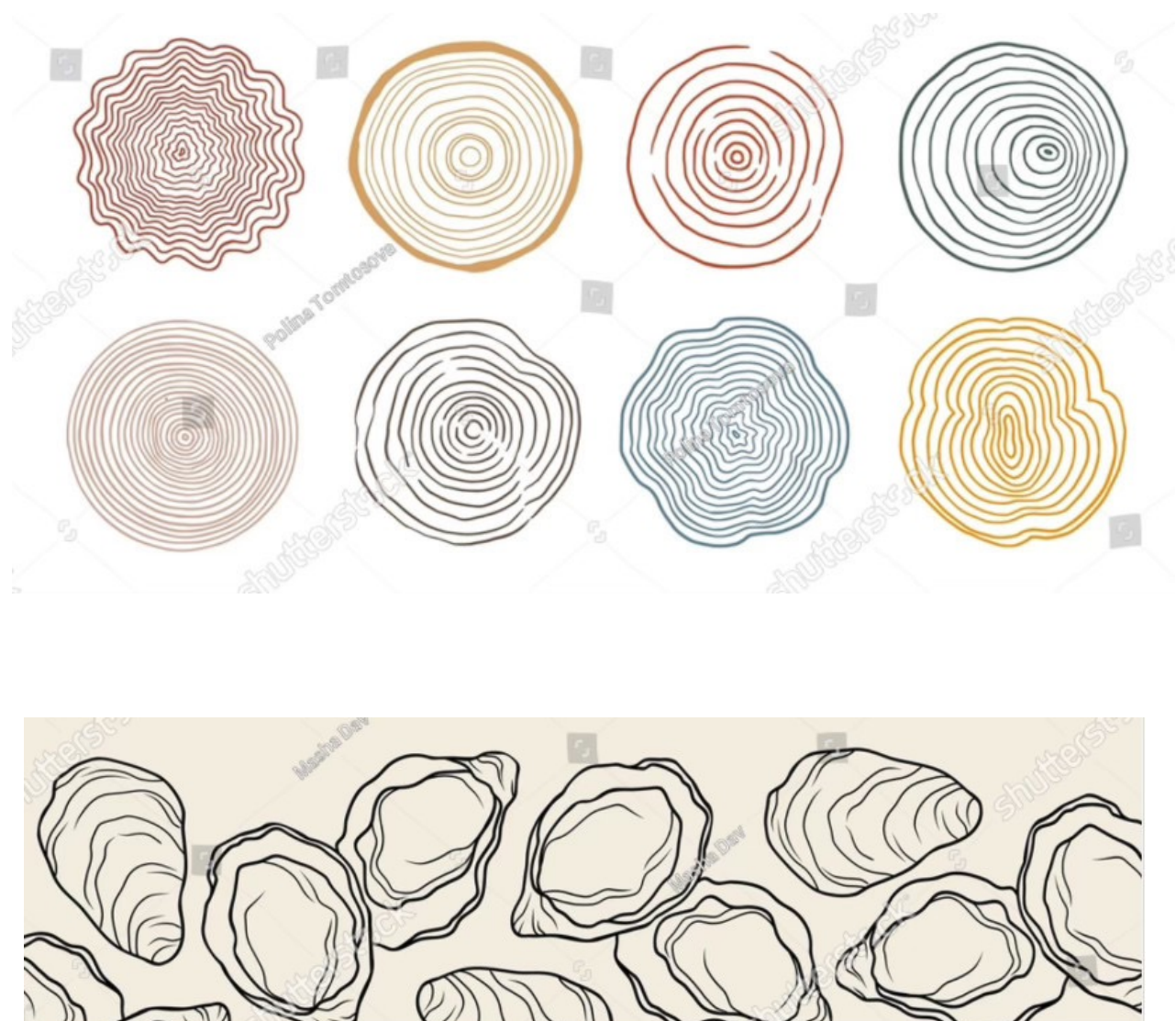
<https://www.shutterstock.com/image-vector/seamless-hummingbird-tessellation-geometric-pattern-vibrant-2635019671>



leaves
birds
waves
fish scales?

*modern, abstract

Hand-drawn natural elements



wood grain
tree rings
leaves
crabs (native species)
oysters (native species)

*builds upon what they have now - including on social media

Better fit for the tagline “Life’s better outdoors”

Kind of a boutique, modern, minimalist, handcrafted direction focusing on natural beauty enhanced by illustrative background elements.



State flower: Jessamine

State animal: Deer

State bird: Carolina wren

