

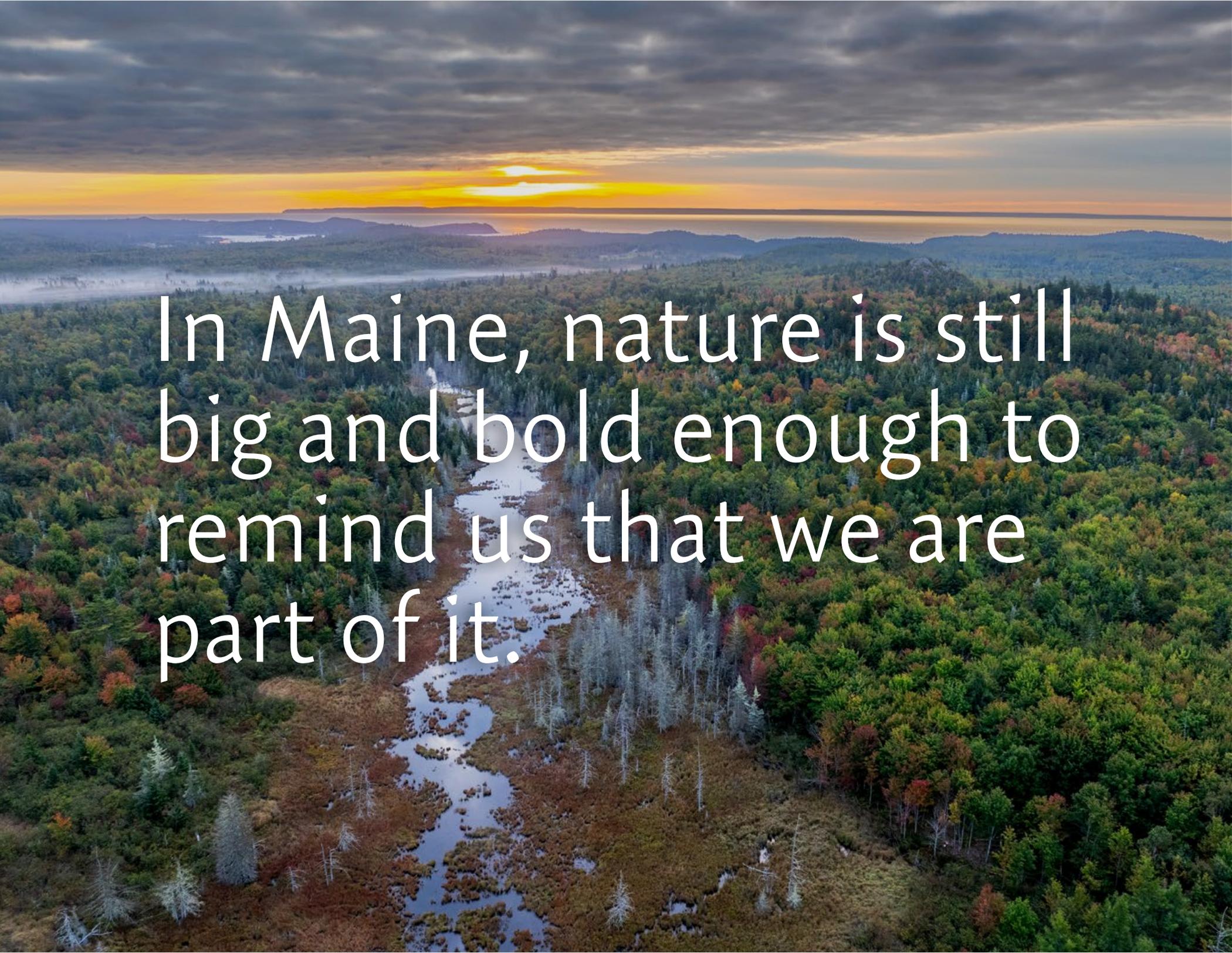


**Maine Coast  
Heritage Trust**

# Brand Guidelines



Who we are

An aerial photograph of a vast forested landscape in Maine during sunset. The sun is low on the horizon, casting a warm orange glow over the scene. The forest is dense and diverse, with trees in various shades of green, yellow, and brown. A winding river or stream flows through the center of the forest, reflecting the light from the sky. In the distance, rolling hills and a body of water are visible under a cloudy sky. The text "In Maine, nature is still big and bold enough to remind us that we are part of it." is overlaid in white, sans-serif font across the middle of the image.

In Maine, nature is still  
big and bold enough to  
remind us that we are  
part of it.

A photograph of a person walking away from the camera on a dirt path through a dense forest. The person is wearing a light blue shirt, dark pants, and a plaid backpack. The forest floor is covered in fallen leaves and moss-covered rocks. Sunlight filters through the trees, creating a dappled light effect. The text "Conservation emerges as part of the solution to many of the challenges Maine faces." is overlaid in white on the left side of the image.

Conservation emerges as  
part of the solution to  
many of the challenges  
Maine faces.

# Guiding principles

Foundational elements that guide our work choices

Conserving Maine's iconic coastline and natural areas

Supporting human connection to the lands and waters that sustain us all

Promoting biodiversity and increasing climate resilience in Maine

Working in partnership with others statewide to advance conservation outcomes

A photograph of a sunset over a body of water. The sky is a mix of orange, yellow, and blue. In the foreground, two people are sitting on a rocky shore, looking out at the water. The text 'Our vision' is overlaid on the left side of the image.

# Our vision

The future we aspire to create

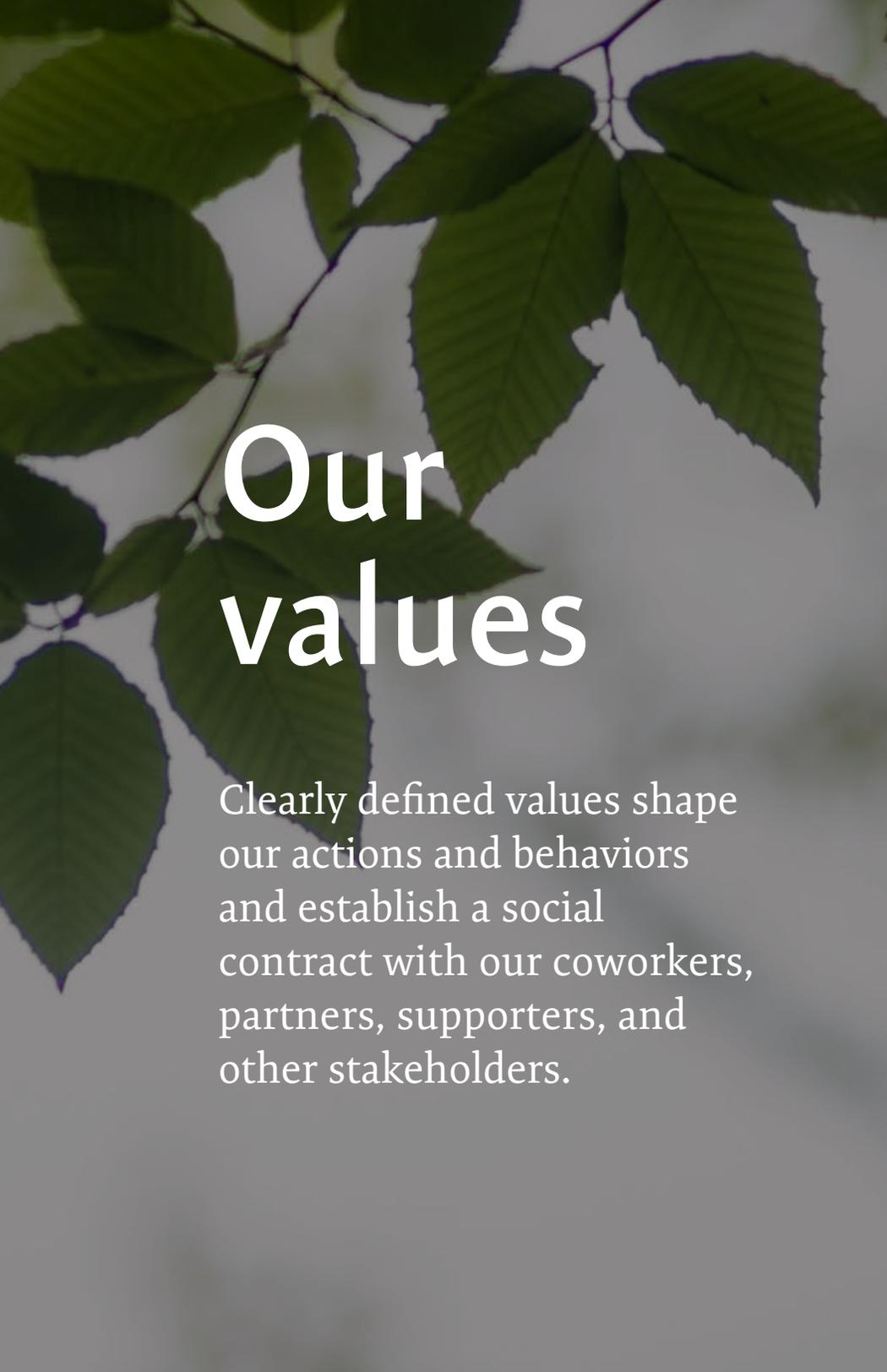
To create a world in which the lands and waters that sustain life are healthy, resilient, and an enduring source of connection for all.



# Our mission

Our purpose—what we do to  
achieve the vision

To advance the conservation of  
lands and waters in Maine to  
ensure ecological wellbeing and  
foster thriving communities.

A close-up photograph of green leaves on a branch, partially obscured by a dark green overlay on the right side of the page.

# Our values

Clearly defined values shape our actions and behaviors and establish a social contract with our coworkers, partners, supporters, and other stakeholders.

Enduring commitment

Respect for all

Active collaboration

Continuous learning



Our logo



## **Maine Coast Heritage Trust**

A logo is the visual ambassador of an organization. Much as a signature represents an individual, a logo represents an organization.

The clear and consistent usage of our logo presents Maine Coast Heritage Trust as a highly professional organization worthy of our donors' resources and the public's confidence in what we do.

Proper use of our logo builds and engenders trust in our brand.

Primary logo



**Maine Coast  
Heritage Trust**



**Maine Coast  
Heritage Trust**

Logo Seal

This logo is for special use only. Please see the next page for guidance for specific use cases.





### Logo Seal Use Cases

The MCHT seal is reserved for special or ceremonial uses that emphasize MCHT's history and institutional presence. Because the seal includes the organization's founding year and circular lockup, it should be used sparingly and typically in situations where the logo appears as a standalone mark – such as podiums, decals, trail markers, merchandise and certain signage.

For most communications materials, the primary vertical or horizontal logo should be used instead. Use of the seal by partners or external organizations requires approval from the MCHT Communications Team.

The minimum acceptable size of the circle in the logo is ½ inch. Avoid applications that require a smaller logo. When necessary, please review the intended usage with MCHT’s Communications Team.

Minimum size  
½ inch



Always maintain a clear space around the logo equal to the word “Coast” from the signature.

Minimum clear space



**DO NOT**  
change colors



**Maine Coast  
Heritage Trust**

**DO NOT**  
use unsanctioned  
configurations

**Maine Coast  
Heritage Trust**



**DO NOT**  
change the typeface



**Maine Coast  
Heritage Trust**

**DO NOT**  
reverse — use the supplied  
one color “White” logo



**Maine Coast  
Heritage Trust**

**DO NOT**  
distort



**Maine Coast  
Heritage Trust**



# Supplied logo files

When in doubt, follow this simple rule of thumb:

- 1) Use full color whenever possible.
- 2) If the background is dark, use the white logo.
- 3) If production limits color, use the one-color blue version.

## Full Name Vertical

Full color

Blue type



**Maine Coast  
Heritage Trust**

Color space	File format
PMS (Print)	AI, EPS
CMYK (Print)	AI, EPS, JPG
RGB (Screen)	AI, EPS, JPG, PNG

White type



**Maine Coast  
Heritage Trust**

Color space	File format
PMS (Print)	AI, EPS
CMYK (Print)	AI, EPS, JPG
RGB (Screen)	AI, EPS, JPG, PNG

One color

PMS 302 solid



**Maine Coast  
Heritage Trust**

Color space	File format
PMS (Print)	AI, EPS

White



**Maine Coast  
Heritage Trust**

Color space	File format
N/A	AI, EPS

## Full Name Horizontal

Full color

Blue type



**Maine Coast  
Heritage Trust**

Color space	File format
PMS (Print)	AI, EPS
CMYK (Print)	AI, EPS, JPG
RGB (Screen)	AI, EPS, JPG, PNG

White type



**Maine Coast  
Heritage Trust**

Color space	File format
PMS (Print)	AI, EPS
CMYK (Print)	AI, EPS, JPG
RGB (Screen)	AI, EPS, JPG, PNG

One color

PMS 302 solid



**Maine Coast  
Heritage Trust**

Color space	File format
PMS (Print)	AI, EPS

White



**Maine Coast  
Heritage Trust**

Color space	File format
N/A	AI, EPS

**Logo Seal** These logos are for special use only. Please see the MCHT's Communications Team for specific use cases.

Full color

Blue type



Color space	File format
PMS (Print)	AI, EPS
CMYK (Print)	AI, EPS, JPG
RGB (Screen)	AI, EPS, JPG, PNG

White type



Color space	File format
PMS (Print)	AI, EPS
CMYK (Print)	AI, EPS, JPG
RGB (Screen)	AI, EPS, JPG, PNG

One color

PMS 302 solid



Color space	File format
PMS (Print)	AI, EPS

White



Color space	File format
N/A	AI, EPS



Maine Coast  
Heritage Trust

# Key messages about the new brand

When communicating about the “why” of MCHT’s updated brand and identity, consult the four key messages on the following pages, and consider incorporating them into your materials or talking points.

Key message 1

# Maine is changing

Conservation plays a critical role in ensuring a healthy, sustainable future.

Maine is facing mounting pressures: More extreme weather and rising sea levels due to climate change; an increasing need for affordable housing; and continued wildlife and habitat loss. These pressures threaten lands and waters, and impact the people and animals that depend on them.

Conservation protects lands and waters – and the people and wildlife that depend on them. It's about sustaining wildlife and plant life, working landscapes and waterfronts, and people's access to nature. And it's about balancing the many pressing needs of communities – ecological, economic and social.

This moment calls for leadership and increased collaboration that accelerates the pace and scale of conservation. MCHT continues its strong tradition of leadership and partnership-building while creating new approaches and solutions.

ROAD



Key message 2

# MCHT is evolving

to meet the needs of Maine today and into the future.

Since 1970, Maine Coast Heritage Trust (MCHT) has led conservation efforts across Maine in partnership with communities, land trusts, and agencies.

What's new is our scale and intentionality: landscape-level thinking; deeper engagement with local communities, governments, and tribal nations and organizations; and a stronger role in statewide planning and collaborations.

We are honoring MCHT's history and expanding our impact by connecting more people with the land and the work of land trusts; enhancing collaborations with our network of partners; and providing financial and resource support to other conservation efforts.



## Maine Coast Heritage Trust

### Key message 3

Our new logo is a fuller representation of MCHT's work and what conservation makes possible.

The expanded color palette and sense of motion move the mark from something static to something living – reflecting the evolving, dynamic nature of conservation and our forward momentum.

The imagery reflects interconnected systems that conservation protects. Transparent, overlapping trees express connection, collaboration and interdependence, while the ying-yang relationship of the bird and fish symbolizes nature's cycles and the interconnectivity of life.

The design reflects the breadth of landscapes and communities at the heart of MCHT's work. Alongside the blue of the coastal waters, the orange band evokes farmland, trails, and sand. Placing our name outside the circle intentionally centers conservation itself.



#### Key message 4

This work supports all of what is now Maine — and everyone has a part to play.

MCHT conserves land and supports public access for everyone, because every person makes Maine what it is.

MCHT supports all of Maine's land trusts and creates ways to work together to maximize collective impact.

This logo represents what conservation makes possible — and invites more people to see themselves as part of this place and part of caring for Maine.

This logo is just one part of MCHT's identity. It symbolizes our organization's values, our vision of the future, and how we work with others to get there.

The creation of this logo was funded by grants. Private foundations that share MCHT's vision and passion for Maine's past and future contributed to our refreshed identity.

# Frequently Asked Questions

## Why did MCHT update its logo now?

Maine is changing, and conservation plays a critical role in ensuring that Maine's future is healthy and sustainable. Climate change, development pressures, housing needs, and habitat loss are reshaping Maine and the communities that depend on lands and waters. At the same time, MCHT's work has evolved in scale, scope and partnership.

The MCHT logo had not changed in more than 50 years. The new logo honors our long history while better representing the full breadth of our work today and the leadership role we are playing to help accelerate conservation across Maine.

## What values or ideas guided the design process?

The design was guided by several core ideas:

**Welcoming and inclusive:** A brighter, more vibrant palette signals openness and multiplicity. The clean, friendly typeface was designed by an award-winning Maine-based typographer known for inclusive work – a subtle nod to belonging.

**Community-minded and nature-loving:** The interlocking bird, fish, and trees reflect interdependence and ecological balance – and the idea that conservation is not a solo act, but collaborative and deeply rooted in relationships.

**Place-based and visionary:** The mark reflects Maine's diverse landscapes and waters – from coastlines to rivers and lakes – and signals MCHT's statewide presence and broader conservation impact.

**Dynamic and forward-moving:** The logo has a sense of motion and direction, reflecting living work that requires momentum, partnership, and shared responsibility.

**Confident and clear:** Bold, simplified shapes and strong color give the mark clarity, balance, and presence across many uses.

These core ideas are reflected in MCHT's current strategic plan. The logo update was a strategic decision to ensure our visual identity is aligned with our direction and supports our long-term objectives.

## Who was involved in developing the new logo?

The refreshed visual identity is the result of a thoughtful, collaborative process that included staff, board members, advisory council members, and volunteers. We also invited feedback from key partners, including donors and funders.

This work was supported by the talented teams at Puelle Design, Ethos | VONT Marketing, and Big Duck, who deftly led us through strategic messaging, graphic design and implementation of the new visual identity.

## Are partners and land trusts able to use the new logo?

Yes. Partners and land trusts can use the new logo in appropriate contexts where MCHT is a collaborator, supporter or funder. Our brand guidelines help ensure the logo is used consistently and in ways that reflect shared values and partnership.

# Typography

## Designer

Mark Jamra has designed and produced typefaces for over 40 years. His lettering and typefaces have been shown in numerous exhibitions and have received awards from the Association Typographique Internationale and the Type Directors Club.

[typeculture.com](http://typeculture.com)

## Typefaces

### Expo Sans

A distinctive and extraordinarily readable sans serif design. Twenty-two hard working fonts for signage, headlines and lots of text.

### Expo Serif

The companion to Expo Sans. Spirited and versatile—a classic design that can take on any job and provide effortless readability online or in books.

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

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## Typical type styles

All copy is typically set flush left.

### 1. Headlines

Headlines are set in sentence case using Expo Sans Bold and are typically two times larger than the body copy. If necessary, it can be set using a color from the secondary palette to add a sparkle to the page.

### 2. Sub-headlines

Subheads are set in sentence case using Expo Sans Semibold and are typically one and a half times larger than the body copy.

### 3. Body copy

Body copy is set in Expo Serif Regular and its size is never smaller than 9 pt. set over 11 pt. leading.

We do not use indents for new paragraphs.

### 4. Bullets

Bullets always align left, not indented, and are set in the same font and size as the body copy. The body is indented one eighth of an inch from the bullet.

### 5. Information, data, and captions

Information and data is typically set in Expo Sans.



## Alternative typeface

For Microsoft or other digital applications where Expo is not available, please use Microsoft Aptos.

All Microsoft templates have been set up with Aptos as the main typeface.

If Expo or Aptos is not available, please use Arial.

**Aptos** <https://www.microsoft.com/en-us/download/details.aspx?id=106087>

abcdefghijklmnopqrstuvwxy<sup>z</sup>

ABCDEFGHIJKLMN<sup>OPQRSTUVWXYZ</sup>

**abcdefghijklmnopqrstuvwxy<sup>z</sup>**

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# Photography



## MCHT's brand is accented by beautiful photography.

Always use high-quality, crisp, compelling photos.

Choose photos that represent the full breadth of MCHT's work — including a diversity of landscapes, geographies, animal and plant life, and people. MCHT staff may find approved photos to choose from on Canto.

Use photos only with express permission. Provide photo credit when required. MCHT staff-taken photos are not credited.







Color

## Primary



The primary colors for Maine Coast Heritage Trust are PMS 302 (blue) and white. These colors allow the logo and photography to stand out from other elements on the page.

The secondary palette is derived from the logo itself. These colors should be used for highlighting information or bringing a sparkle to the layout. In some situations they can be used as background colors but check with MCHT's Communications Team before doing so.

The tertiary palette can be used sparingly, in small quantities, when brighter colors are needed.

Refrain from using light colored text, as it can be hard to read for some viewers. Instead, highlight text using the bold style.

If colored text is necessary, see the color accessibility chart on the next page.

## Secondary

PMS  
CMYK  
RGB  
HEX #

302  
100 74 40 33  
0 58 93  
003a5d

383  
41 20 100 1  
165 172 0  
a5ac00

7722  
97 50 58 35  
0 79 82  
004f52

7451  
47 26 0 0  
132 170 228  
84aae4

5763  
55 38 79 17  
114 122 76  
727a4c

131  
19 48 100 2  
204 137 0  
cc8900

50% K  
0 0 0 50  
147 149 152  
939598

## Tertiary

301  
100 45 0 18  
0 101 64  
0065a4

2299  
42 0 83 0  
158 204 93  
9ecc5d

321  
80 19 37 0  
12 155 162  
0c9ba2

2123  
66 40 0 0  
93 137 198  
5d89c6

381  
23 0 96 0  
208 221 50  
d0dd32

2007  
5 33 93 0  
239 175 48  
efaf30

25% K  
0 0 0 25  
197 199 201  
c5c7c9

# Color Accessibility for Text

		Type Color								
		White	302	383	7722	7451	5763	131	50% k	25% K
Background Color	White	X	✓	X	✓	X	✓	X	LRG	X
	302	✓	X	✓	X	✓	X	LRG	LRG	✓
	383	✓	✓	X	LRG	X	X	X	X	X
	7722	✓	X	LRG	X	LRG	X	LRG	LRG	✓
	7451	X	✓	X	LRG	X	X	X	X	X
	5763	✓	X	X	X	X	X	X	X	X
	131	X	LRG	X	LRG	X	X	X	X	X
	50% K	LRG	LRG	X	LRG	X	X	X	X	X
	25% K	X	✓	X	✓	X	X	X	X	X

✓ Yes      X No      LRG Text 18pt plus



# Other elements

## The Bold Coast Arc

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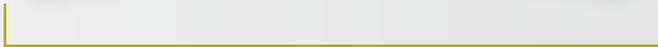
*In Maine, nature is still big and bold enough to remind us that we are part of it.*

**The Bold Coast Arc** is a graphic element derived from the logo. Inspired by the rugged Maine shoreline, it serves as a visual anchor — evoking resilience, natural beauty, simplicity, and a sense of place that reinforces the brand's identity. Its primary graphic purpose is to add dynamism and page segmentation. It should only be used once per page.

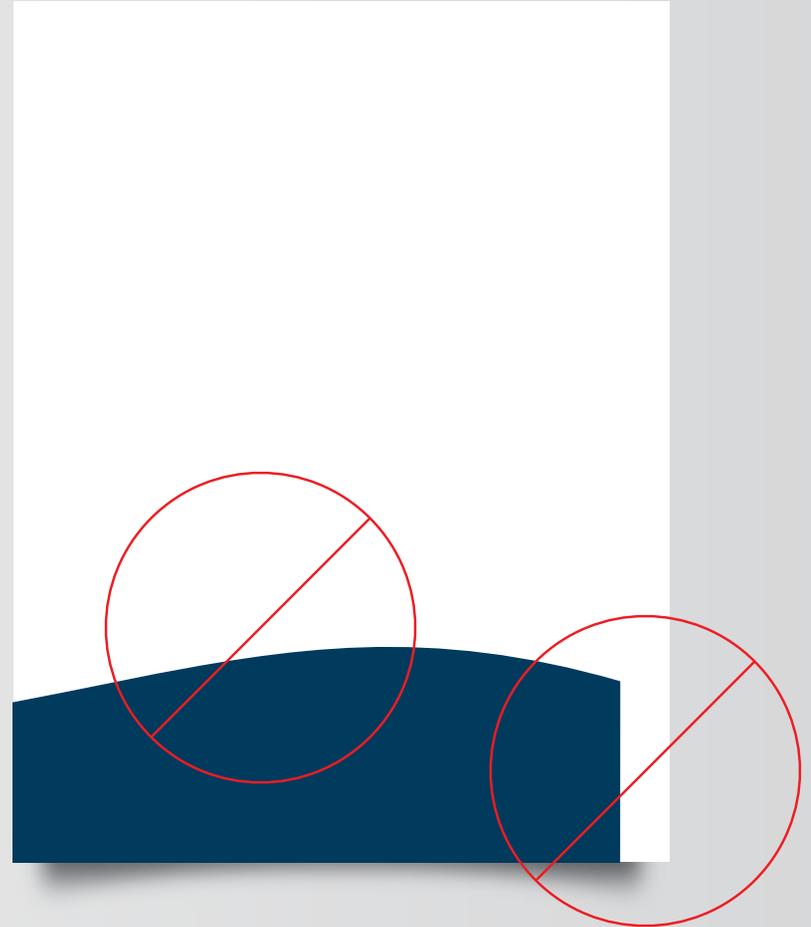
## Ripples

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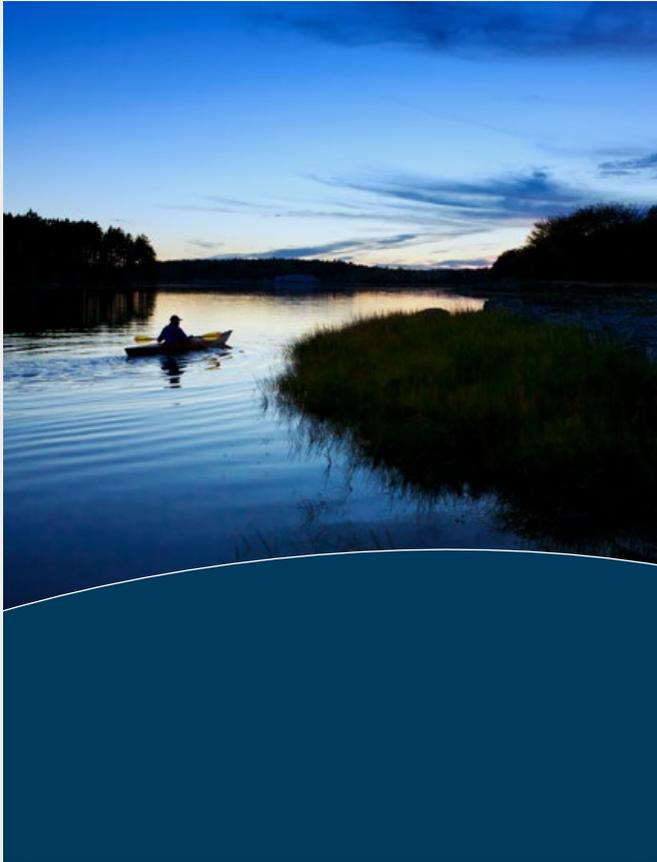
**The Ripple** is a pattern derived from the logo. It symbolizes MCHT's conservation efforts, which flow outward and expand inland.



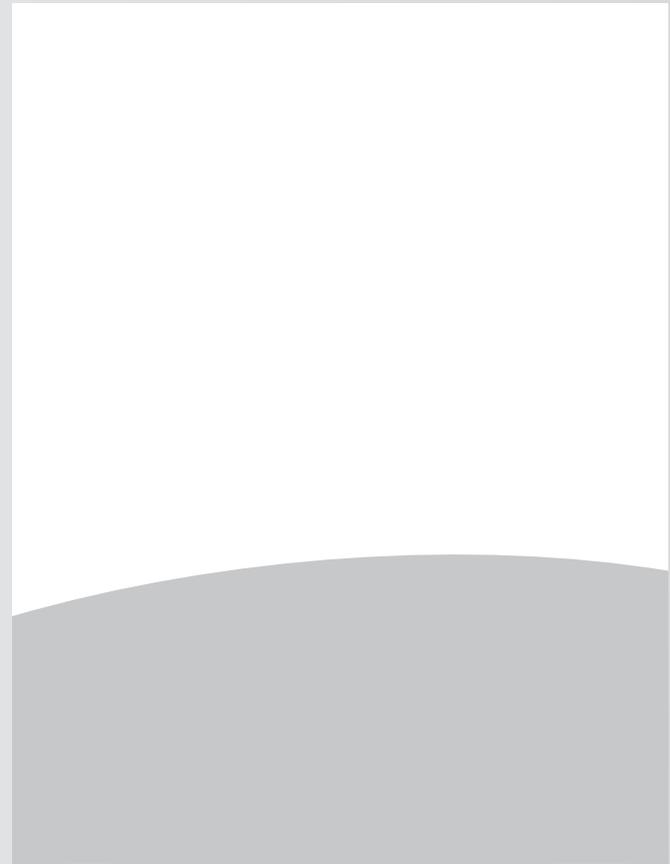
Always use the full width of the Bold Coast Arc graphic.



Do not trim the edge or change the arc.



When the Bold Coast Arc graphic is used with a photograph, make sure there is a white rule that separates the graphic from the photo.

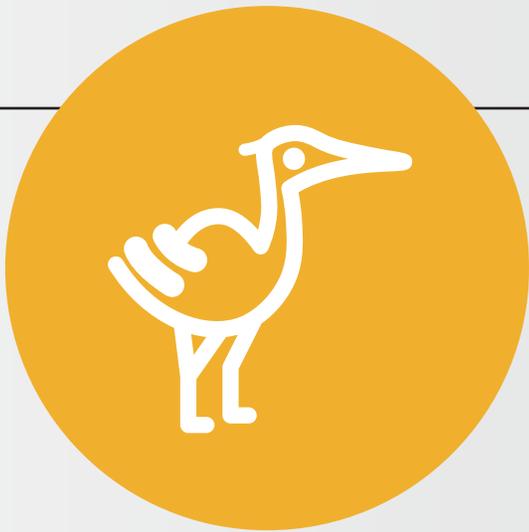


The Bold Coast graphic can be used in a light gray color to separate content on a page or to add interest to a layout of non-cover pages. Do not use any other colors.

The Ripple pattern should only be used with the dark blue (PMS 302) Bold Coast Arc graphic. Do not use it on its own.



# Icons



Sets of icons have been developed to use with statistics and to call attention to specific topics. They are typically used in dark blue (PMS 302) but can be colored for more vibrant applications. Please get in touch with MCHT's Communications Team for files.



# Icons

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**Critter:** Heron



**Critter:** Fish



**Critter:** Osprey



**Critter:** Bird



**Critter:** Eagle



**Critter:** Bobolink



**Critter:** Brown Tail Moth Caterpillar



**Critter:** Porcupine



**Critter:** Tick



**Conservation:** General



**Conservation:** Partner



**Conservation:** Island



**Conservation:** Forest-Land



**Dogs:** Dog Waste Clean Up



**Dogs:** Dog on leash



**Dogs:** Dog off Leash



**Natural Feature:** Poison Ivy



**Natural Feature:** Coastline



**Natural Feature:** Forest-Land



**Natural Feature:** Islands



**Natural Feature:** Lakes



**Natural Feature:** Streams-Rivers



**Natural Feature:** Marsh-Bog



**Natural Feature:** Quarry



**Natural Feature:** Nest



**Natural Feature:** Water



**Activities:** Picnic Table



**Activities:** ATV



**Activities:** No ATV



**Activities:** Hunting



**Activities:** Campfire



**Activities:** Cross Country Ski



**Activities:** Paddling



**Activities:** Cabin



**Activities:** Explore

# Icons



Activities: Binoculars



Activities: Boating



Activities: Hiking



Activities: Open to Public



Activities: Trails



Activities: Reserved Campsite



Activities: Group Campsite



Activities: Tent Platform



Activities: Tent



Buildings/Areas: Cemetery



Buildings/Areas: Monument



Buildings/Areas: Boat Launch



Buildings/Areas:  
Hand Carry Boat Launch



Buildings/Areas: Gov. Building



Buildings/Areas: Gov. Building



Buildings/Areas: Light House



Buildings/Areas: Barn



Buildings/Areas: Structure



Buildings/Areas: Bridge



Buildings/Areas: Garden



Buildings/Areas: Landing



Buildings/Areas:  
Small Boat Landing



Buildings/Areas: Dock



Buildings/Areas: Ferry



Buildings/Areas: Fire Station



Outreach: Ecological Wellbeing



Outreach: Thriving Community



Signs/Symbols: Star



Signs/Symbols: Historic Site



Signs/Symbols: You are Here



Signs/Symbols: Pin Point



Signs/Symbols: Foundation



Signs/Symbols: Interpretive



Signs/Symbols: Ledge



Signs/Symbols: Stairs

# Icons

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Signs/Symbols: Parking



Signs/Symbols: No Parking



Signs/Symbols: No



Signs/Symbols: Wheel Chair



Signs/Symbols: Restroom



Signs/Symbols: Anchor



Signs/Symbols: Gate



Signs/Symbols: Bench



Signs/Symbols: Photo



Signs/Symbols: Sign



Signs/Symbols: Kiosk



# Sign Standards



Countless visitors experience MCHT preserves each year — and preserves offer the single biggest touchpoint for people with the organization.

Preserve signs are often the first thing people see when they arrive. Signs welcome people to the area. They communicate that these lands are open to all. They share important safety guidelines. And they help people find their way.

MCHT has taken great care to develop signs that contain essential information visitors must be aware of when visiting a preserve. On the following pages are standards for producing signage.

## Roadside sign sample sizes

36" x 24"



48" x 24"

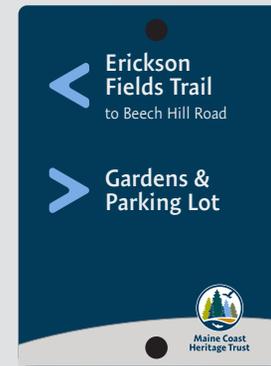
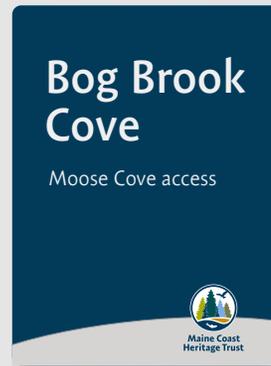


Dual Post 48" x 16"

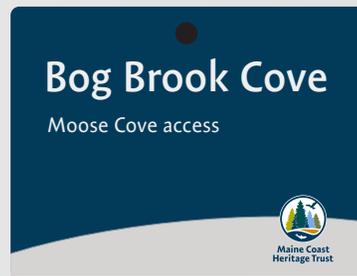


## Standalone signs

9" x 12"



12" x 9"



7" x 5"



On signage text that includes a complete sentence, use a period or the proper punctuation. On signage text that features a sentence fragment (e.g., lacks a verb), do not use a period.

## Kiosk banner sample sizes

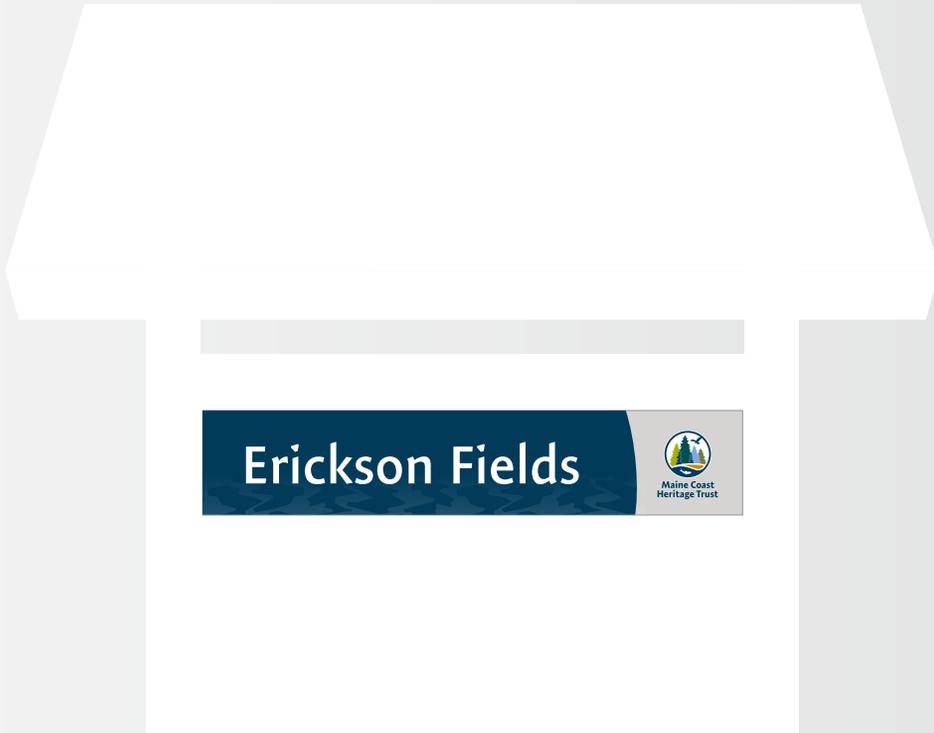
48" x 9"



31" x 6"



Banner sign location



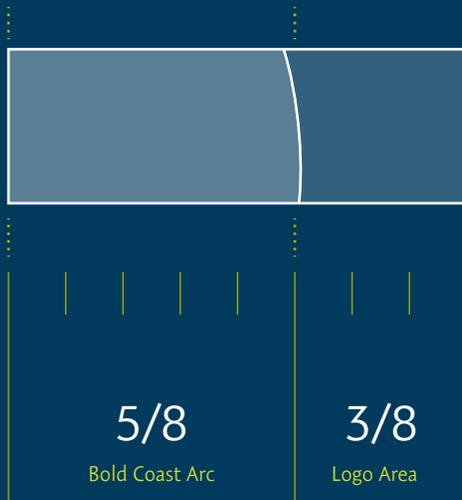
## Kiosk maps and guidelines

Still under development.

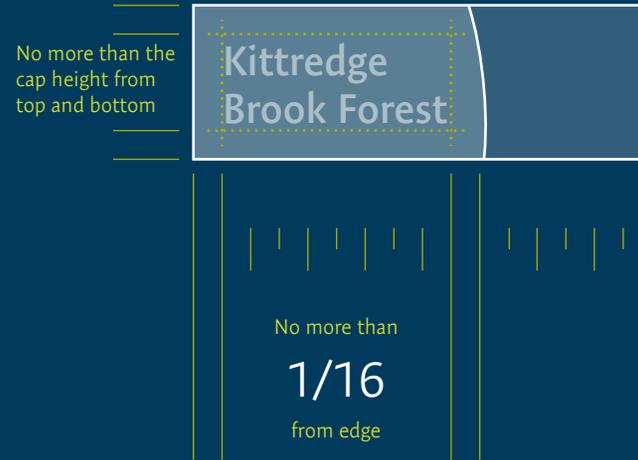
## Setting up road signs

Use these guidelines to set up road signs. It's important to have the Bold Coast Arc and logo positioned properly within the proportions of the sign.

### Sign proportions



### Type proportions and location



### Logo proportions and location

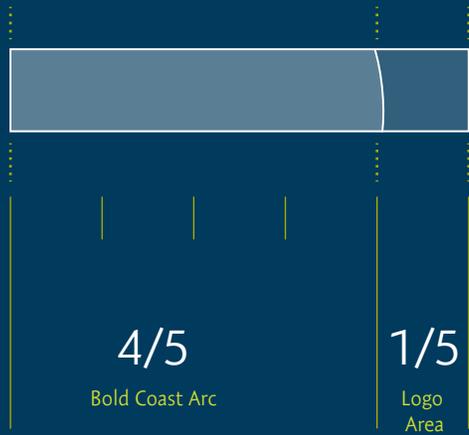


No more than "Coast"  
from edge

## Setting kiosk banners

Use these guidelines to set up kiosk banners. It's important to have the Bold Coast Arc and logo positioned properly within the proportions of the sign.

### Sign proportions



### Type proportions and location

No more than the cap height from top and bottom



No more than  
 $1/16$   
from edge



### Logo proportions and location



No more than "Coast"  
from edge



# Examples



**Maine Coast  
Heritage Trust**



**Maine Coast  
Heritage Trust**

**Joelle Albury**  
*Aldermere Farm Office &  
Outreach Manager*

Aldermere Farm  
70 Russell Avenue  
Rockport, ME 04856  
(207) 236-6372  
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[mcht.org](http://mcht.org)

**Topsham (Business) Office**

1 Bowdoin Mill Island, Suite 201  
Topsham, ME 04086  
(207) 729-7386

**Mount Desert Island Office**

P.O. Box 669  
Mount Desert, ME 04660  
(207) 244-5100

**Downeast Field Office**

160 U.S. Route 1  
Whiting, ME 04691  
(207) 259-5043

**Aldermere Farm**

20 Russell Avenue  
Rockport, ME 04856  
(207) 236-2739

The headland that forms the Witherle Woods Preserve has a long succession of roles in the colorful life of the Caspene Peninsula, including Revolutionary battleground, pasture, and state park. Visitors can trace the preserve's past and ecology by walking wooded trails while enjoying panoramic views. The preserve is just a mile from the center of the most beautiful and historically interesting town in Maine.

## History

The 183-acre preserve occupies the northwest portion of the Caspene peninsula, which has been prized for centuries for its deep-water harbor and location at the head of Penobscot Bay. After millennia of use by Native Americans, the peninsula changed hands repeatedly from the outset of the colonial period through the War of 1812 as Dutch, French, English and American powers vied for its control.

In 1779, the promontory, now encompassed by the preserve, became a notorious battleground of the Revolution. A naval force dispatched from Boston landed over 1,000 Massachusetts militia and Continental Marines on the headland, launching a disastrous bid to capture nearby Fort George and take the peninsula from the British. The Americans, including Paul Revere, eventually withdrew and scuttled their ships, resulting in one of the worst naval debacles in U.S. history.

During the War of 1812, British troops occupied Caspene and built a blockhouse, two batteries (Furieuse I and II) and a lookout on the headland as part of a plan to make the peninsula the southernmost bulwark of Britain's maritime possessions in the region. Though these installations have since disappeared, signs in the preserve mark the sites. ([See map](#))

Caspene became a center in the early 1800s. In the War the town's center was destroyed. In the 1870s, the peninsula was the site of a ship-overboard recovery and cleared carriage to use the land.

Maine Coast Heritage Trust acquired the preserve in 1985 and expanded its land holdings in 2007.

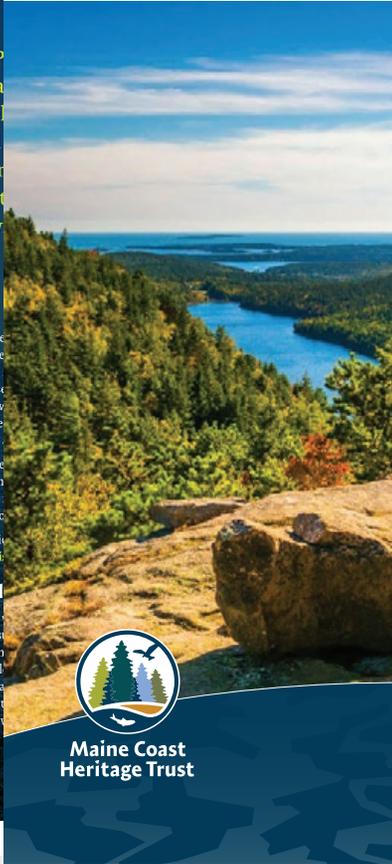
More information is available at [www.caspenehistory.org](http://www.caspenehistory.org).

## Changing Land

A "microburst" of funding during a 2007 storm allowed the Trust to undertake a patchwork of clearcutting and planting beneficial to maintain the forest well, primarily red pine and red oak.

# Witherle Woods

PRESERVE



Maine Coast Heritage Trust



Ken Weisard Photography



Maine Coast Heritage Trust



## The Conary Point Project

Visitors and residents of Deer Isle and Stonington have long sought beauty and inspiration on this beloved Deer Isle peninsula, where paths meander through woods and meadows to granite ledges and a beach overlooking islands. Hoping to see Conary Point in conservation ownership and open to the community, the landowners have given Maine Coast Heritage Trust (MCHT) the opportunity to raise funds to purchase the property at a price below market value.

MCHT hopes to acquire this special peninsula as a conservation preserve, the organization's first on Deer Isle. MCHT is collaborating with Island Heritage Trust (IHT) on the fundraising effort and will work with Haystack Mountain School of Crafts and staff from University of Maine (UME) with expertise on soundscape ecology to gather new types of information and input for shaping preserve design here and elsewhere.

This project will benefit from the input of students and faculty visiting from all around the world sharing observations, ideas, and experience of the place. Soundscape recording work and research already underway by three sound artists from UME will help MCHT better understand where and how to think about sound, in addition to scenery and views, as part of visitor experience.



*"This initiative is driven by a deep-seated interest in the preservation of island identity, conservation and sustainable use of land—as well as the intersection of art and place." — Haystack Executive Director Perry Price*

### Your gift to this project will:

- Help MCHT acquire and take care of Conary Point to prevent its development and ensure it remains a special destination to experience the coast.
- add to the great collection of conservation preserves in the area put together by IHT and MCHT.
- benefit local organizations including Haystack and the community at large.
- and support a unique pilot project to inspire and inform the design of this and other land trust properties.

**Location:** Deer Isle, Maine

**Project size:** 11 acres

**Total cost:** \$2.1 million total project costs including acquisition, estimated upfront and ongoing stewardship within pooled fund, pilot project design and materials, and conservation support.

**Fundraising Deadline:** December 31, 2025

#### For more information:

MCHT Engagement Department  
engagement@mcht.org | 207 729 7366

#### Island Heritage Trust

islandheritagetrust.org | 207 348 2455



## Preserve Name

Location, Maine



Trail to Beech Hill Preserve

[www.mcht.org](http://www.mcht.org)

### Preserve Guidelines

- Carry out all trash including human and pet waste and toilet paper
- Keep pets under control
- Dogs may be allowed off-leash only in designated areas and times
- Please look for signs indicating these areas along the trail
- No fires or camping permitted
- No overnight parking

### Legend

- Preserve
- P Parking
- Trail Points
- Trail Junctions
- ⋯ Trails



- Ticks can carry Lyme and other diseases that are a health risk to people and pets
- Use EPA-registered insect repellents on your skin and clothing
- Inspect yourself, your clothes, and pets for ticks
- Shower and wash clothes soon after being outdoors
- Contact your doctor if a rash develops near a tick bite



- Pets must be kept under control at all times
- Dogs are required to be on-leash except in areas and times marked by signs along the trail
- These areas and times are subject to change should there be violations
- Even when off-leash, dogs must remain under strict voice control



- This property is open to hunting
- Wear blaze orange during hunting season
- Hunting is not permitted on Sundays

Logowear and stitching section  
under development.

This is a living document. As new use cases are developed – for example, for preserve signage, kiosks, vehicles or other applications – they will be incorporated into the brand guidelines.