

BRAND GUIDELINES: Roots for the Future

Logo Treatments



Contained



Un-contained

Reverse Logo Treatment

On dark emerald and black backgrounds the logo can be in white or any of the secondary colors. When using it on top of a photograph, try to place it over the darkest part of the image and/or add a subtle drop shadow to the logo.

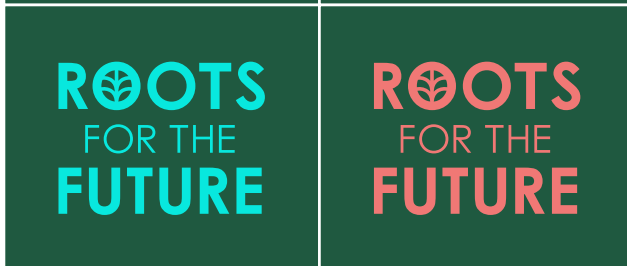


Photo Treatments

Never place the logo over people's faces. A subtle dropshadow may be added to the logo to help it pop on the background. Select photos with complementary color schemes. Photos may be cropped in a circle, with a diagonal accent and/or cut-out and layered with a hand-drawn outline. Layering images and creating playful scrapbook-like treatments are encouraged.



Reverse logo + dropshadow and darkening gradient overlaying image



Logo contained + diagonal cutout for handout headers and banners

Layering a cutout image with circle crops and watermark symbol



Logo Rules

Spacing

A space equal to the width of a "O" around the entire logo.



Do Not

Never alter the logo in the following ways:



Color outside the brand color scheme



Stretch or distort



Not enough contrast between secondary colors and white



Placing logo over pattern or photo that competes for attention

Symbol

The symbol found in the first "O" can be used as a watermark in photo collages and other design treatments. See social card example to the right.



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Colors

Color plays an important role in brand identity. The dark emerald green should be used on all brand materials. Body copy should be dark 90% black or emerald green. The three secondary colors should be used sparingly to create visual emphasis. Tints of all four colors can be used to create a larger color scheme and depth in designs. The neon green and blues will be subdued in print materials.

When printing in full color coated paper stock is preferable. Uncoated stock absorbs ink which tends to darken and dull colors. CMYK colors included in these guidelines are meant for coated paper stock. Colors shown below and on subsequent pages are in RGB because this brand guidelines book will likely be viewed on-screen. RGB/Hex hues will be lighter and more vivid on-screen compared to CMYK swatches. Always print with CMYK colors and request printed proofs whenever possible.



C:90 M:35 Y:82 K:27
R:31 G:89 B:64
Hex: #1E583F



C:42 M:0 Y:89 K:0
R:153 G:255 B:110
Hex: #98FF6E



C:66 M:0 Y:25 K:0
R:8 G:232 B:222
Hex: #607E8DE



C:0 M:65 Y:39 K:0
R:240 G:121 B:117
Hex: #F07975

Typography

When used appropriately typography is a powerful piece of the brand identity toolkit. The font family Karla is recommended for use across all collateral materials.

Karla is an open source font that can be downloaded Karla from googlefonts.com/karla.

Karla SemiBold, Bold or Extrabold should be used for headings in both print and digital collateral. Karla Regular and Medium are the most appropriate for paragraph copy. Various font weights can also be used for special typographic treatments such as quotes or key points that are separated from the main text of the marketing collateral.

Karla - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Iconography

Iconography can be used for presentations or documents. Roots for the Future icons are a modern “line” style. The line weight should always be the same and the level of detail should not exceed that of the examples shown below.

Icons may be any of the colors included in this document. Icons may stand alone or be encompassed in a full color circle. Icons should always be aligned to the center of each other. Consult with the marketing team before using a new icon.

Brand Appropriate Icons



Icon styles that are unacceptable for Roots for the Future

