National Forest
Foundation
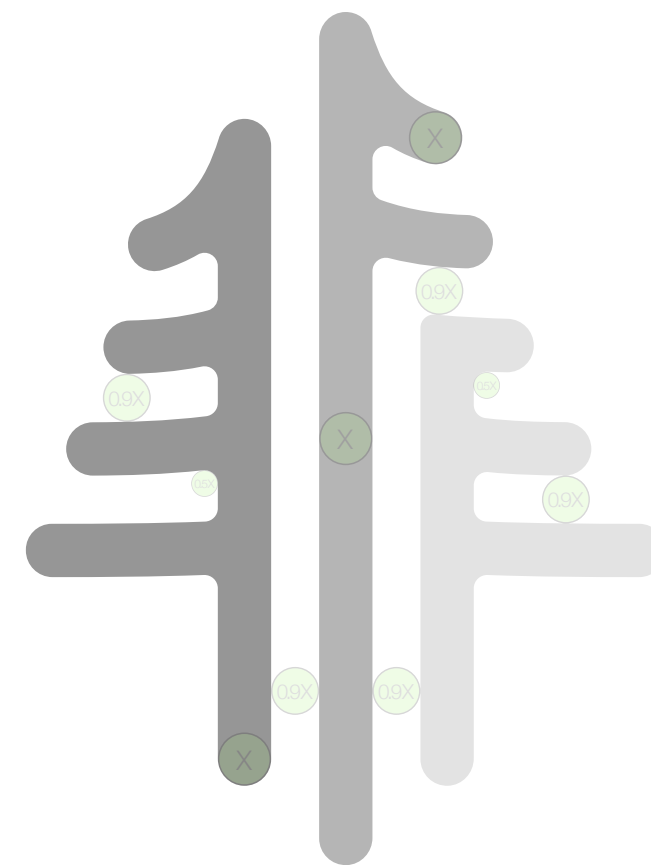
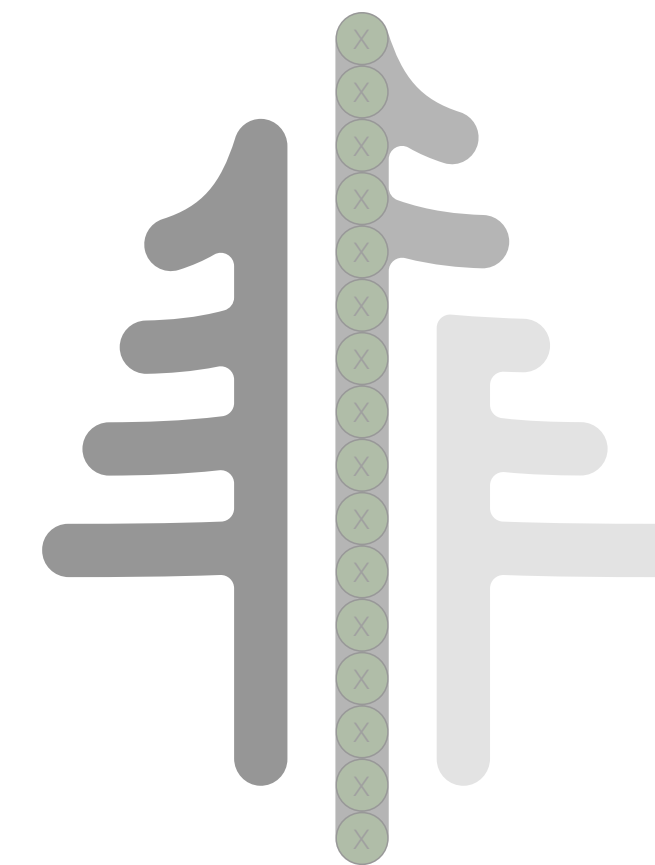# Brand Guidelines

09.06.19

# Identity

# Logo Foundation

- The Forest logo is designed to represent unity and progression, with multiple trees joining to form the shape of one larger tree pointing ever upward.
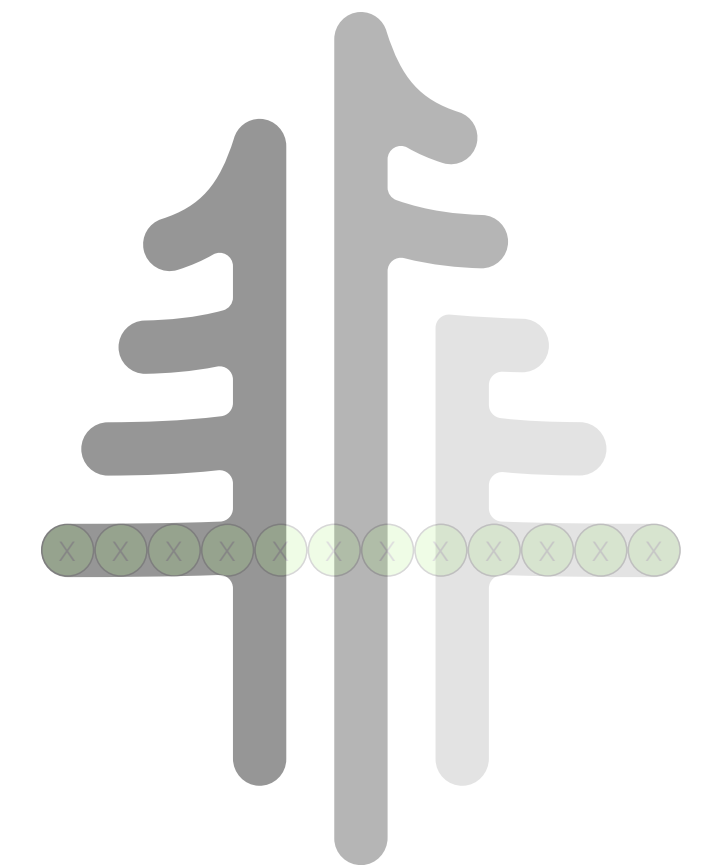


⊗ = 1X = width of stroke

16X = height

12X = width

# Logo Variations

- The National Forest Foundation logo is available in multiple configurations for use across a variety of platforms and production methods.

- Please note that the logo indicated as PRIMARY is the preferred mark unless use-case requires an alternative.

- The identity is available in full- and one-color versions, for both positive and reverse knock-out treatments.

- Full Color Usage is preferred for print and on-screen.

**Logo Assets:**

NFF_LOGO_FULLCOLOR_ICON.extension

NFF_LOGO_FULLCOLOR_HORZ_PRIMARY.extension

NFF_LOGO_FULLCOLOR_HORZ_SECONDARY.extension

NFF_LOGO_FULLCOLOR_VERT.extension

NFF_LOGO_1COLOR_ICON.extension

NFF_LOGO_1COLOR_HORZ_PRIMARY.extension

NFF_LOGO_1COLOR_HORZ_SECONDARY.extension

NFF_LOGO_1COLOR_VERT.extension

Full Color - Icon

One Color KO - Icon

Full Color - Horizontal Primary

One Color KO - Horizontal Primary

Full Color - Horizontal Secondary

One Color KO - Horizontal Secondary
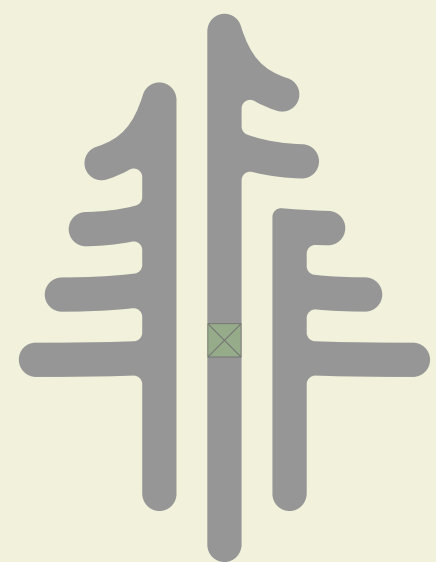
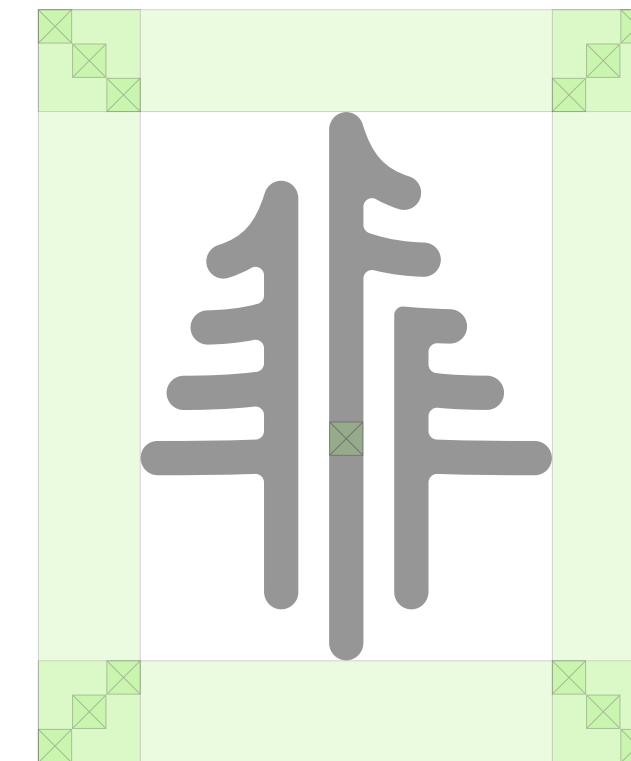Full Color - Vertical

One Color KO - Vertical

# Logo Clear Space

- Always surround the logo with sufficient free space, based on the "x" value, which is equal to the width of the tree logo's stroke weight.

- All logo variations requires at least 3X clear space.

- All logo asset files include the required clear space.

3X = clear space

⊠ = 1X = width of stroke

# Logo Clear Space

- Always surround the logo with sufficient free space, based on the "x" value, which is equal to the width of the tree logo's stroke weight.

- All logo variations requires at least 3X clear space.

- All logo asset files include the required clear space.
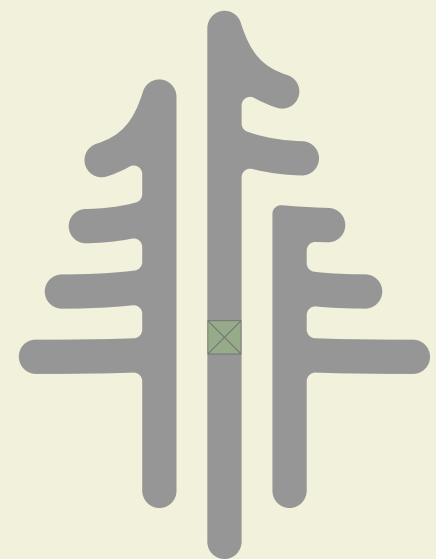
⊠ = 1X = width of stroke

3X = clear space

# Logo Clear Space

- Always surround the logo with sufficient free space, based on the "x" value, which is equal to the width of the tree logo's stroke weight.

- All logo variations requires at least 3X clear space.

- All logo asset files include the required clear space.
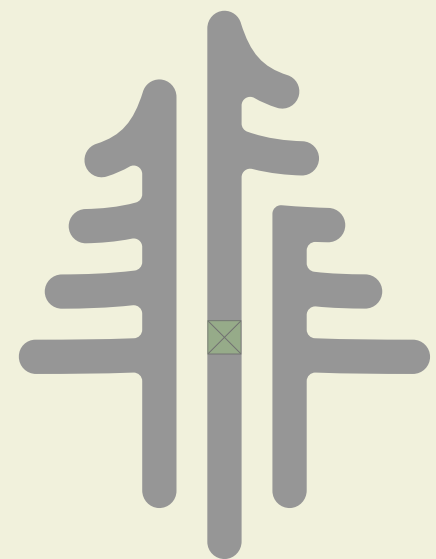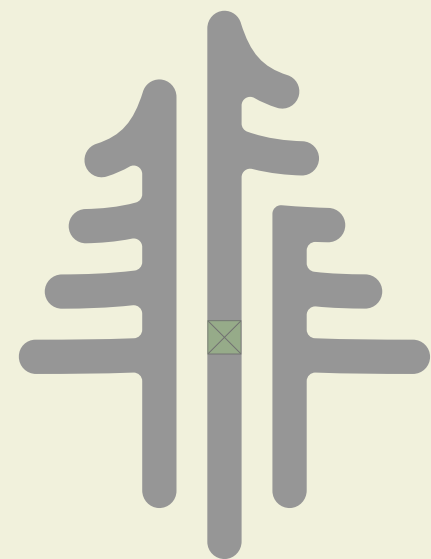
⊠ = 1X = width of stroke

3X = clear space

National Forest Foundation

National Forest Foundation

# Logo Clear Space

- Always surround the logo with sufficient free space, based on the "x" value, which is equal to the width of the tree logo's stroke weight.

- All logo variations requires at least 3X clear space.

- All logo asset files include the required clear space.

3X = clear space

⊠ = 1X = width of stroke

# Identity Color Palette

- The National Forest Foundation identity is comprised of Sage, Evergreen, and Blue. Khakis are provided as a background or knock-out colors for specific applications and should not be substituted for any of the 3 primary colors in the logo itself.

- The use of Khaki as a background color is an important supporting component of the identity.

- Always provide sufficient contrast with the background against which the logo appear.
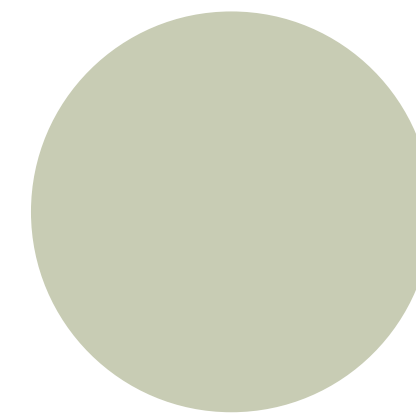
**Color Assets:**
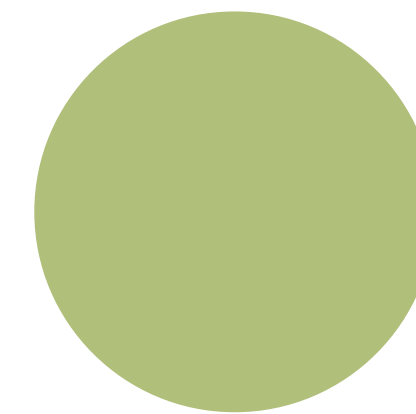
NFF_COLOR_RGB.ase

NFF_COLOR_CMYK.ase
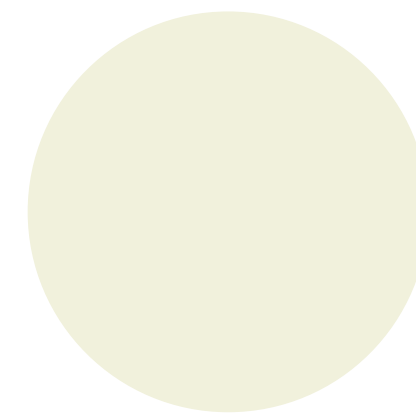
**Khaki**
#f1f1dc
r241 g241 b220
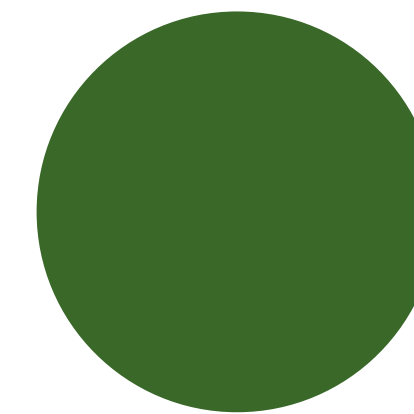c5 m2 y14 k0
Pantone® 616
(@ 30% Screen)

**Dark Khaki**
#c9ccb4
r200 g204 b180
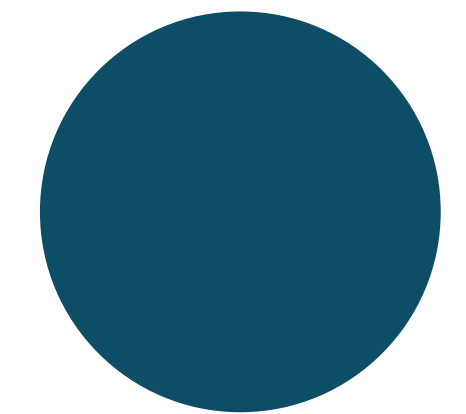c22 m13 y30 k0
Pantone® 5803

**Sage**
#b0bf7a
r176 g191 b122
c34 m13 y65 k0
Pantone® 577

**Evergreen**
#396829
r57 g104 b41
c78 m36 y100 k27
Pantone® 7743

**Blue**
#0e4d66
r14 g77 b102
c95 m64 y41 k25
Pantone® 2153

# Supporting Typography

- Consistent use of typefaces is key to the National Forest Foundation brand recognition as well as establishing a unified identity.

- Barlow is an open-source, freely available typeface used throughout the entire identity and is available in both web and print formats through Google Fonts.

- The Barlow type family draws on the visual style of public signage, road signage, and similar, and has a radiused form that aligns with the NFF logo. Barlow was built by a designer from the Electronic Fontier Foundation (a non-profit).

Font stack & Fallbacks:

Barlow; Geneva; Arial; sans-serif

Headlines
Our headline font is bold and confident with a timeless solidarity between digital and print environments. Clear communication and easy to read. We speak above the noise and get to the point.

## Mixed Case Titles and Headlines.

· Our kerning is tight (-10)
· Our leading is tight (100%)

Typeface: Barlow Bold

AaBbCcDdEeFfGgHhIiJjKk LlMmNnOoPpQqRrSsTtUu VvWwXxYyZz

0123456789   $(&?!%.,:;)

Sub Headlines

## This Is How We Support Our Headlines with Subtitle Type.

Barlow — Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy

Body copy will flow like this. The body copy will be easy on the eyes and is set in Barlow Regular. For maximum legibility and style, keep it clean and minimal. Letterforms are rounded, low-contrast, digital friendly, and have a timeless aesthetic.

· Kerning is 10
· Leading is 180%

Barlow — Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Example Pairing

### Our Nation's Forests and Grasslands

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum.
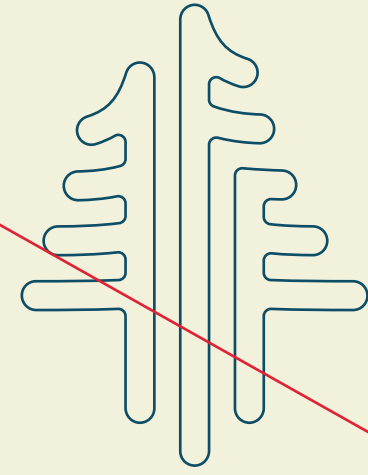
# Identity Examples

National Forest Foundation

National Forest Foundation
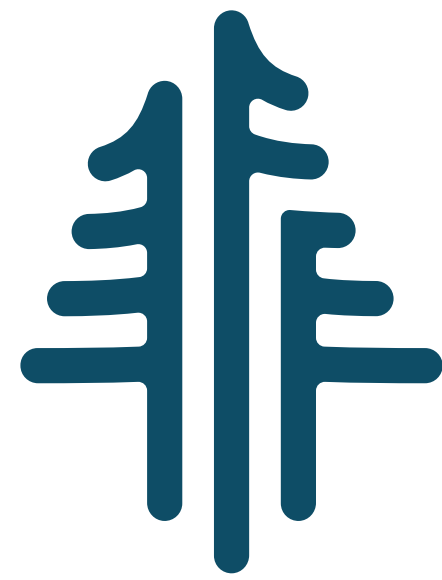
National Forest Foundation
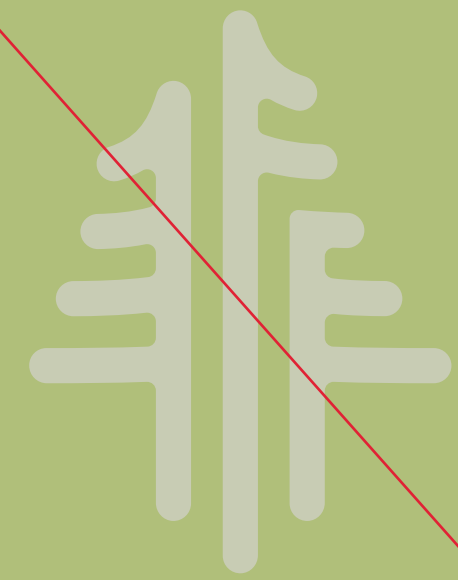
National Forest Foundation

Do not: outline the logo

National Forest Foundation
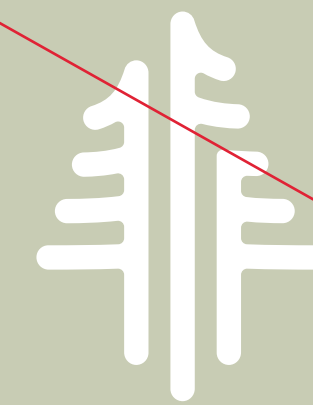
Do not: change the coloration of the logo

Do not: use color combinations that lack contrast

Do not: use color combinations that clash or vibrate

National Forest Foundation

Do not: reconfigure or re-scale the logo

# Questions & Requests:

**Hannah Featherman**

Communications Manager

National Forest Foundation

———

406.830.3723

hfeatherman@nationalforests.org

**NationalForests.org**