



OneCanopy®



BRAND GUIDELINES

These are comprehensive brand guidelines for OneCanopy. As with any good brand, adherence to graphic standards is a sure way to preserve the original intent and create thoughtful, informed visual solutions moving forward. These pages contain all the tools you need to create consistent and compelling materials unique to OneCanopy.

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Brand Personality

TONE OF VOICE
Professional, experienced, collaborative, purpose-driven, knowledgeable, trustworthy, dedicated

BRAND PERSONA ATTRIBUTES
Impact- and community-focused, innovative and unconventional, competent and reliable, sincere and transparent

Mission
To restore ecosystems and cultivate community by filling vital gaps in the reforestation pipeline

Vision
A world in which a human’s relationship with the environment is symbiotic and supportive

Tagline
Reforestation with purpose, from seed to canopy

All

In all instances, logos used should have the trademark symbol attached.

Primary

The primary colors of the OneCanopy logo are Pantone Matching System (PMS) 4212C and PMS 476C. This version is to be used with white or light colored backgrounds.



Reverse

When the logo is used on a dark colored background or overlaid on an image, it should be displayed in its reverse form.



Black and White

Black and white identities should be used on materials where black and white reproduction is the only option.



Clear Space

Clear space is the amount of empty space that must appear around the identity in order to preserve its presence and fidelity. No other graphic element, such as text, imagery or other logos can intrude upon this space. In this case, the clear space is based on the height of the "o" in the name.



Minimum Size

The identity has a minimum permitted size in order to maintain legibility and graphic integrity. The primary identity should never be used smaller than 1" in width



Icon

The O icon can be used without the primary identity to reinforce brand recognition and promote a sense of confidence. It should always be used in close proximity to the primary identity or name.



Dos & Don'ts

Do not stretch or skew logo



Do not use colors other than PMS 4212C and PMS 476C



Do not rotate logo in any way



Do not use smaller than minimum size



Do not redraw, use a different font, or retype any elements of the identity



Do not change the size or relationship of the elements of the identity



COLOR PALETTE

Color adds another level of visual consistency and recognition to the brand that eases navigation and helps communicate concept. Below are the color breakdowns for each color, tuned to provide the best match across a variety of mediums: PMS, CMYK, RGB, and HTML.

PRIMARY PALETTE

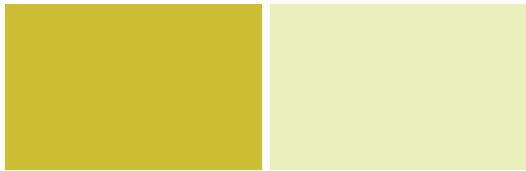


PMS	4212C		WHITE
CMYK	71 51 95 60	48 17 86 1	0 0 0 0
RGB	45 58 25	145 173 84	255 255 255
HTML	2D3A19	91AD54	FFFFFF

SECONDARY PALETTE



PMS	476C	
CMYK	44 73 80 59	15 3 29 0
RGB	80 45 30	218 228 191
HTML	502D1E	DAE4BF



PMS		
CMYK	22 18 94 0	9 0 33 0
RGB	207 191 56	234 240 188
HTML	CFBF38	EAF0BC



Use this graph as a guide to prioritize the amount of colors used on a page at any one time.

TYPOGRAPHY

Headline, Display, and Body Copy

Avenir Next is the primary font used for all marketing and communication materials. This versatile font can support a full range of uses from display and headlines to sub-heads, call-outs and body copy. Make sure display type and headlines are greater in size than sub-headlines to establish hierarchy.

AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ULTRA LIGHT

REGULAR

MEDIUM

DEMI BOLD

BOLD

HEAVY

 For e-mail and other formats that require use of Microsoft/standard typefaces, please use Arial in place of Avenir. Licenses may be required for Avenir. Please purchase if prompted to do so.

Interactions

- Capture candid, authentic moments that highlight teamwork, action, and connection to nature.
- Use natural lighting to create a warm, polished aesthetic aligned with our brand.
- Focus on close-up shots of hands, seedlings, and interactions to showcase the tactile and nurturing aspects of our work.
- Incorporate wide shots that highlight the scale and structure of our nursery spaces while maintaining a clean, uncluttered feel.
- Feature real team members and volunteers engaged in meaningful tasks to emphasize community, passion, and purpose.



People

- Feature team members in natural, confident poses that convey expertise, authenticity, and approachability.
- Capture staff engaged in real work duties to showcase what happens behind the scenes.
- Prioritize clean, well-composed shots that thoughtfully balance the subject with our nursery setting to reinforce our operational scale and impact.
- Capture headshots in the greenhouse to better reflect our industry, rather than using traditional formal portraits. The subject should have their left shoulder angled slightly away from the camera to achieve consistency.



Plants

- Highlight healthy, vibrant seedlings with clear focus and a blurred background to showcase quality and growth potential.
- Use natural lighting to emphasize the bright, organic feel of our plants and greenhouse.
- Capture close-up details of foliage, roots, and trays.
- Also capture aerial, zoomed-out perspectives to showcase our production capabilities and to build intrigue.
- Maintain clean, minimal backgrounds to keep the focus on the plants.



Scapes

- Capture wide, organized views that showcase the scale and structure of our nursery operations.
- Highlight orderly rows, trays, and groupings to convey professionalism, care, and operational excellence.
- Frame shots to minimize visual distractions and emphasize the health and quality of the plants.
- Capture aerial shots with repetition to draw attention and interest.



Activated Spaces

- Show staff and equipment in motion to illustrate the energy, efficiency, and impact of our daily operations.
- Focus on dynamic moments - planting, moving, inspecting - to tell a visual story.
- Frame images to balance human interaction with the surrounding nursery environment, emphasizing scale and activity.
- Capture staff caring for plants to regularly bring the human element into our identity.



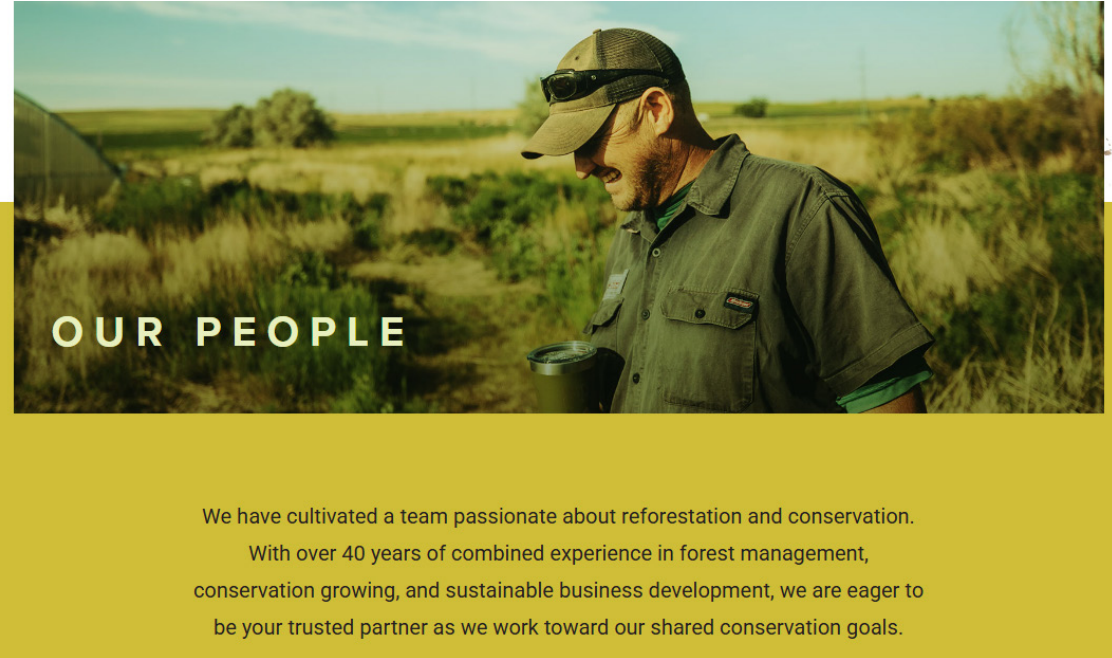
External Engagement

- Capture authentic interactions between staff, volunteers, partners, customers, and media to highlight community and collaboration.
- Focus on genuine moments of learning, exchange, and participation to reflect engagement and shared purpose.
- Use natural, candid photography to maintain a welcoming, transparent, and professional image.
- Frame scenes to emphasize connection, whether through conversation, teamwork, or hands-on activities.



OneCanopy has a clean, earthy, and modern aesthetic that leverages key design characteristics to maintain a professional yet approachable feel. The natural color palette, sans-serif typography, generous use of white space, and compelling photography creates cohesion. Below are examples of how to utilize these elements, including color blocks with organic shape dividers and overlaid images, and the use of nature-inspired details.

To achieve a branded effect for website imagery, overlay header photos with dark brand green. This will also maintain the legibility of overlaid text. Supporting photography can utilize a lighter brand green overlay to help extend the brand but not incorporate any overlaid text.



ANY QUESTIONS?

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