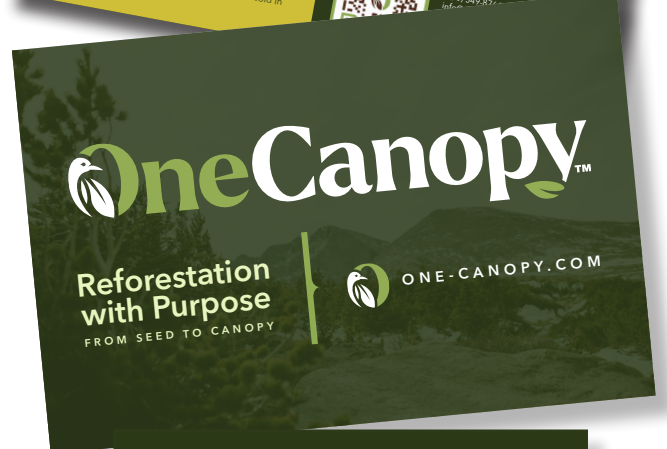


BRAND LAUNCH ADS & COLLATERAL

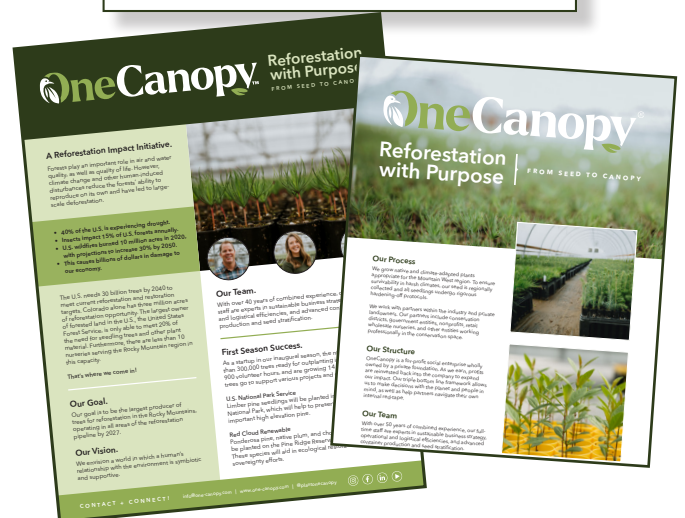
Provided strategic direction and vision to designer, coordinated budget, placements, and rollout.



White Fir, *Abies concolor*

Customer: _____

Box _____ of _____  one-canopy.com



Brand Launch - Internal Communication

From: Kevin

To: All BRES Employees

Date: Schedule via MailChimp for 6 p.m. on 3.22.23

SUBJECT: We're tackling reforestation with purpose, from seed to canopy

As you all know, OneCanopy was founded last year and we've already had great success, selling 35,000 trees so far in 2023. Although the team has been working hard behind the scenes, we hadn't yet announced this endeavor externally. As of earlier today, we've officially launched our new website and introduced OneCanopy to the community. This email is to share more about "our why" and welcome you all to join us in this effort.

(Image of Logo)

Our Brand

Our name and logo represent our ethos that we can all work together to protect our ecosystems. Here's how we define our brand DNA:

- **One:** Because we believe we're all in this together and are focused on cultivating community as we work toward leaving a long-lasting, unified impact.
- **Canopy:** The uppermost trees or branches in a forest, forming a protective shelter where animals and ecosystems thrive.
- **Our Icon - a Clark's Nutcracker:** The icon in our logo represents a *Clark's Nutcracker*, a bird native to our region and one with a true symbiotic relationship with the pines. The trees support the life of the bird, and the bird spreads the seeds of the tree.

Our Why

Founding OneCanopy as a social enterprise in which people and profit have equal bearing on our business operations has been a dream of mine for over a decade.

This video articulates "our why" and gives you a true peek behind the curtain of the amazing work happening at the nursery.

(Embed Video)

I couldn't be prouder of the team that came together to make this happen, and hope you'll be able to join us at the nursery in the summer for our Grand Opening on June 9th. Save the date and look for an invite in the coming months to join us in celebrating the immense progress taking place at OneCanopy!

Now for the fun stuff....help us name the Nutcracker!

(Icon)

As I mentioned above, our icon represents the Clarks Nutcracker, a native bird species found in the Rocky Mountain region. They need a name! Get your creative juices flowing and submit a name that you think is fitting of the flagship of our brand. Submit your entries here: [LINK](#). Feel free to submit as many as you like! The nursery team will choose their top five for us all to vote on.

(Kevin signature)

Brand Launch - External Communication

From: Katelynn

To: Full OneCanopy contact list

Date: Schedule via MailChimp for 12 p.m. on 3.22.23

SUBJECT: Introducing OneCanopy (Image of Tagline)

We envision a world in which a human's relationship with the environment is symbiotic and supportive.

OneCanopy is a privately funded reforestation company and conservation nursery headquartered in Loveland, CO. As many of you know, we began operations last year and have already filled our greenhouse space with 300,000 seedling trees ready for reforestation and restoration efforts in the Rocky Mountain region. I'm excited to share more about our company and hope you'll join us in our mission to restore ecosystems and cultivate community by filling vital gaps in the reforestation pipeline.

(Image of Logo)

Our Brand

Our name and logo represent our ethos that we can all work together to protect our ecosystems. Here's how we define OneCanopy:

- **One:** Because we believe we're all in this together and are focused on cultivating community as we work toward leaving a long-lasting, unified impact.
- **Canopy:** The uppermost trees or branches in a forest, forming a protective shelter where animals and ecosystems thrive.
- **Our Icon - a Clark's Nutcracker:** The icon in our logo represents a *Clark's Nutcracker*, a bird native to our region and one with a true symbiotic relationship with the pines. The trees support the life of the bird, and the bird spreads the seeds of the tree.

Our Why

OneCanopy was founded as a social enterprise in which we reinvest our profits back into the company to support our mission and we espouse a triple-bottom-line approach to our business.

This video articulates "our why" and gives you a true peek behind the curtain of the amazing work happening at the nursery.

(Embed Video)

We couldn't be prouder to officially unveil OneCanopy and look forward to working with you in our shared stewardship goals. Contact us today to purchase seedlings (link to <https://onecanopystg.wpengine.com/contact-us/#>), provide seeds (link to <https://onecanopystg.wpengine.com/contact-us/#provide-seeds>), or volunteer at the nursery (link to <https://onecanopystg.wpengine.com/contact-us/#volunteer>). We also welcome ideas and thoughts around broader collaborations and partnerships!

And save the date for our Grand Opening on June 9th! Look for an invitation in the coming months and plan to come check out the nursery and celebrate the progress that's possible when we all join together.

(Katelynn Signature)