Mast
REFORESTATION

VISUAL IDENTITY GUIDELINES | UPDATED 03.03.2023

Mast

Brandmarks
Overview

The Primary Logo is used most often, this includes the 'Reforestation' subtitle.

When the logo is displayed at smaller sizes, use the secondary logo. For example, in the footer of a document or presentation.

PRIMARY LOCKUP

Mast
REFORESTATION

SECONDARY LOCKUP

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PROFILE ICON / FAVICON

Mast
REFORESTATION

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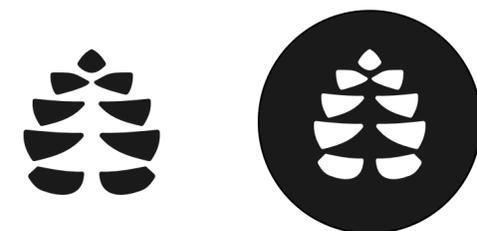
Brand Marks
Color
Application

These are approved color applications for brand mark usage. The logos should never be displayed in any color combinations other than those displayed on this page.

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Use black logos when applying to a white background.

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REFORESTATION

Use white logos when applying to a black or dark gray background.

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REFORESTATION

Use white logos when applying to an image.

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**SEE PHOTOGRAPHY
SECTION FOR MORE
USE CASES**

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Sometimes the image will be light, and may call for a black logo instead. Use best judgment for maximum contrast.

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Brand Marks

Clearspace +Misuse

Please follow these rules closely. It is paramont that we follow these guidelines to maintain the integrity of the brand.

CLEARSPACE

In order to preserve the integrity of the brand marks, it is important that no other logos, type or other graphic elements infringe on its space.

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MISUSE

In order to preserve the integrity of the brand marks, please note the following **DO NOT'S.**

DO NOT CREATE FORBIDDEN COLOR COMBINATIONS

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DO NOT MODIFY, REMOVE, OR ADD ELEMENTS

X

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REFORESTATION
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DO NOT STRETCH OR ROTATE

X

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DO NOT APPLY OVER CONFLICTING BACKGROUNDS

X

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Color Palette
Codes and Use Cases

PRIMARY COLORS

The brand logos should only be displayed in the primary colors listed here.

SOFT BLACK
#1A1A1A

Used for some headers, text for when additional contrast is needed. Backgrounds, image overlays at 30% opacity.

WHITE
#FFFFFF

Used for text on black, orange, blue, grey, charcoal, photo based backgrounds.

SECONDARY COLORS

This color palette is to be used sparingly. Use it for distinctions in maps, tables, charts, and graphs.

CHARCOAL
#454E54

Used for most text usage. Can also be used for backgrounds, e.g., on table headers.

GREY
#879CA9

Used in areas to compliment multiple hues of blue (e.g., for Gantt Charts)

HIGHLIGHT BLUE
#E1F4FF

Used for highlighting or calling attention to specific sections.

BRIGHT BLUE
#1F9BDE

Used as a primary accent color. Headers, subheaders, iconography, buttons, etc.

DARK ELECTRIC BLUE
#486E86

Used to compliment multiple hues of blue (e.g., for Gantt Charts). e.g., on table headers.

ORANGE
#F9A600

Used sparingly, but can be treated like the color red to call attention to a high priority area.

SMOKE
#D4DFE5

Used for subtle touches.

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Typography
Brand Typefaces

We encourage you to **download Inter** and install the .otf font files on your local machine. It's also available through the font selection list in various Google apps like Docs, Sheets, and more.

We use Inter because it's available as an open-source (free) licensed font. That means we can use the font across all Google-created assets, as well as other digital experiences like droneseed.com.

Inter - Bold

Inter - Bold

INTER - SEMIBOLD - ALL CAPS

BODY TEXT

Inter - regular

PULL QUOTE

Inter - light

Earth is Home

Look again at that dot. That's here. That's home.

That's us. On it everyone you love, everyone you know, everyone you ever heard of, every human being who ever was, lived out their lives. The aggregate of our joy and suffering, thousands of confident religions, ideologies, and economic doctrines, every hunter and forager, every hero and coward, every creator and destroyer of civilization, every king and peasant, every young couple in love, every mother and father, hopeful child, inventor and explorer, every teacher of morals, every corrupt politician, every "superstar," every "supreme leader," every saint and sinner in the history of our species lived there–on a mote of dust suspended in a sunbeam.

— CARL SAGAN, PALE BLUE DOT: A VISION OF THE HUMAN FUTURE IN SPACE

"The Earth is the only world known sofar to harbor life. There is nowhere else, at least in the near future, to which our species could migrate. Visit, yes. Settle, not yet. Like it or not, for the moment the Earth is where we make our stand."

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Photography
Style and treatment

Action speaks louder than words. We like to show what we do best by capturing in (and above) the field photographs.

We want our imagery to evoke a sense of **passion, care, wonder, responsibility, dedication, and community.**

Photography should have a clean journalistic approach. Avoid using photography that appears staged.

![Mast logo]
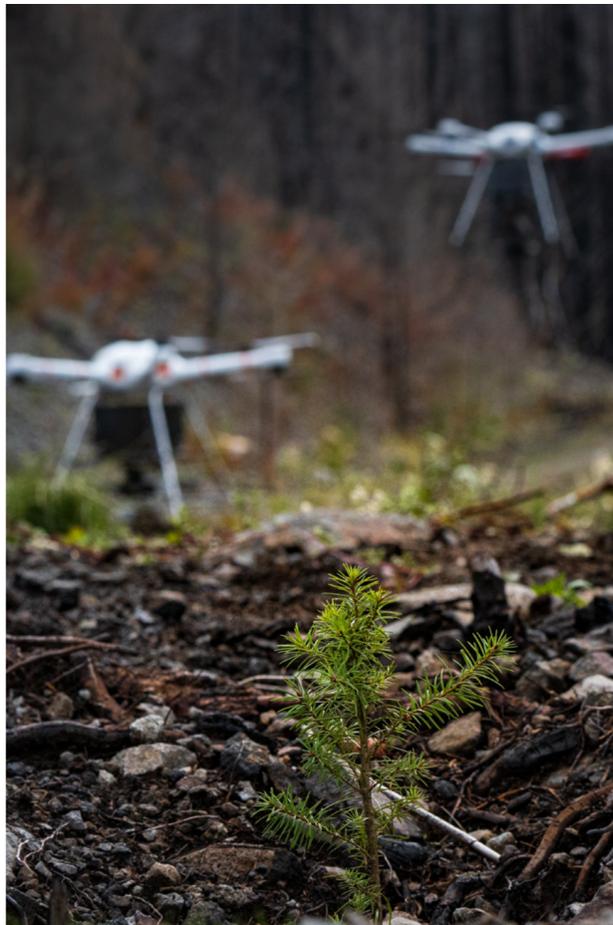
Photography
Graphic Application

When applying graphics and text on top of imagery. Always use these best practices.

Use **Inter Regular in white** on black or dark backgrounds

When more contrast is needed:

1. Choose a different photo with more dark or light contrast

2. OR, use a black layer at 30% opacity to create more contrast between image and text layer.

Use **Inter Regular in black** on white or lighter backgrounds

This is your world. Fluff that up. We'll put some happy little leaves here and there. Use your imagination, let it go.

This is your world. Fluff that up. We'll put some happy little leaves here and there. Use your imagination, let it go.

This is your world. Fluff that up. We'll put some happy little leaves here and there. Use your imagination, let it go.

The white logo should be displayed on dark photo-based backgrounds.

X **Please avoid** displaying the logo over any subject matter or primary focus in the photo

The black logo should be displayed on light photo-based backgrounds.