

Brand Handbook

REDWOODS RISING



VISUAL SYSTEM

The elements of the Redwoods Rising visual system work together to create a consistent look and feel and make the organization recognizable to our stakeholders. Please follow these guidelines to ensure consistent usage of the visual elements, which will create a strong visual identity for Redwoods Rising.

OVERVIEW

Redwoods Rising was formed in March 2017 by Save the Redwoods League, the National Park Service, and California State Parks. The mission of this collaborative is to protect the remaining and future old-growth forests on the North Coast by expanding, connecting and restoring redwood forest ecosystems, ensuring the long-term health of these forests through coordinated management at a landscape level, increasing public benefit and support, and improving educational opportunities and visitor experiences.

The Redwoods Rising identity represents this mission by actively evoking the image of growing redwoods, and the towering old-growth trees that will rise again in these restored forests. Like other movements around the world, this name also inspires the idea of bringing people together in support of the collaborative's initiatives, to help ensure the health of redwood forests on California's North Coast for centuries to come.

REDWOODS RISING



MESSAGING

Redwoods Rising should be referred to as a collaboration between Save the Redwoods League, the National Park Service, and California State Parks.

When describing the work of this collaborative, use the verbiage for the vision and mission on this page.

REDWOODS RISING VISION

Our vision is that the 120,000 acres of redwood forest ecosystems in Redwood National and State Parks exist as a connected and thriving landscape that supports and protects the park's natural and cultural treasures.

REDWOODS RISING MISSION

We protect old-growth stands, restore redwood forest ecosystems, and ensure the long-term health of these lands. Together with redwood enthusiasts, park visitors, local communities, and tribes, we seek to increase support, knowledge, and appreciation of the iconic and unique California redwood forest landscape.

TYPOGRAPHY

There are only two typefaces that should be used in print communications related to Redwoods Rising: Univers Bold Condensed and Trade Gothic.

Body copy should only be in Trade Gothic Light or Medium, and should only be in the colors “Owl Gray”(Pantone 410 C) or black.

Headlines and subheads can be Univers Bold Condensed or Trade Gothic Bold No. 2, and should only be used in all CAPS.

Headlines and subheads should always be the same color, and can be any color in the Redwoods Rising palette except Azalea Pink or Sunshine Yellow (see page “Additional Colors” in this handbook).

BODY COPY:

Trade Gothic Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Trade Gothic Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

HEADLINES AND SUBHEADS: ALL CAPS

UNIVERS 67 BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

TRADE GOTHIC BOLD NO. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

LOGO LOCKUP

The Redwoods Rising lockup with partner logos should be used whenever possible. The logo without partners can be used in cases where space is limited.

Digital art for the Redwoods Rising logo lockup has been provided in vector and pixel-based formats for a variety of print and digital media. The Redwoods Rising logo lockup should never be recreated and proportions should be maintained when resizing. Redwoods Rising is an official trademark of Save the Redwoods League.

When using the logos of Save the Redwoods League, the National Park Service, and California State Parks in association with the Redwoods Rising logotype, the logos should appear as in the supplied lockups. Please do not recreate the lockup; use only the logo lockup provided.

REDWOODS RISING



PREFERRED LOGO LOCKUP
WITH PARTNER LOGOS

LOGO LOCKUP: COLOR

The logo lockup with partner logos can only be used as 4-color process or in greyscale, as seen on this page. Please use only supplied files. Do not alter the color on logo files.

REDWOODS RISING



4-COLOR PROCESS / CMYK

REDWOODS RISING



GREYSCALE / K

OTHER LOGOS

The Redwoods Rising lockup with partner logos as seen on the previous page should be used whenever possible. The logos to the right can be used in cases where space is limited. Please use the logo version that fits best with the space available in a design project.

Digital art for the Redwoods Rising logo lockup has been provided in vector and pixel-based formats for a variety of print and digital media. The Redwoods Rising logo lockup should never be recreated and proportions should be maintained when resizing. Redwoods Rising is an official trademark of Save the Redwoods League.

When using the names of Save the Redwoods League, the National Park Service, and California State Parks in association with the Redwoods Rising logo, the names should appear as in the supplied files only. Please do not recreate the partner names; use only the logo files provided.



**REDWOODS
RISING**

STACKED LOGO



REDWOODS RISING

HORIZONTAL LOGO



**REDWOODS
RISING**

**CALIFORNIA STATE PARKS
NATIONAL PARK SERVICE
SAVE THE REDWOODS LEAGUE**

LOGO WITH PARTNER
NAMES

OTHER LOGOS: COLOR

Colors for the Redwoods Rising logos have been derived from the color palette of Save the Redwoods League. The primary color for the Redwoods Rising logotype is “New Growth Green” (Pantone 576 C). In instances where use of colors is restricted, gray, white and black versions of the logotype have been provided. The white logotype can be placed over solid color or photography if there is sufficient contrast between the background and the logotype.

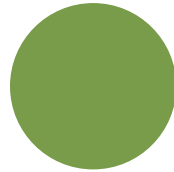
“Owl Gray”(Pantone 410 C), a warm, gray-brown tone can be used in the Redwoods Rising system as a background or accent color.

Color specifications have been provided for print media using spot colors, CMYK and RGB mixes. On-screen colors are specified in HEX values. These specification should never be modified.

Digital art for the Redwoods Rising logotype has been provided in all colors and should never be recreated.



REDWOODS
RISING

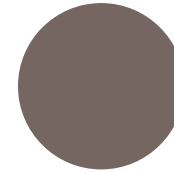


PRIMARY COLOR

NEW GROWTH GREEN
PMS 576 C
C58 M22 Y92 K4
R120 G155 B72
#789B48



REDWOODS
RISING



SECONDARY COLOR

OWL GRAY
PMS 410 C
C51 M53 Y55 K20
R118 G103 B97
#766760



REDWOODS
RISING

WHITE



REDWOODS
RISING

BLACK

LOGO SIZING

MINIMUM PRINT SIZE

Usage in a smaller size than indicated here will alter reproduction of the finer details.

REDWOODS RISING



PREFERRED LOGO LOCKUP
WITH PARTNER LOGOS
MINIMUM SIZE: 2" WIDE

REDWOODS RISING

CALIFORNIA STATE PARKS
NATIONAL PARK SERVICE
SAVE THE REDWOODS LEAGUE



LOGO WITH NAMES
MINIMUM SIZE: 1" WIDE

REDWOODS RISING



STACKED LOGO
MINIMUM SIZE: 0.6" WIDE

REDWOODS RISING



HORIZONTAL LOGO
MINIMUM SIZE: 1" WIDE

LOGO SAFETY AREA

SAFETY AREA

A safety area equal to the letter-height of the R should be maintained around the logos at all times.

SAFETY AREA TO BE MAINTAINED AROUND LOGO



SAFETY AREA TO BE MAINTAINED AROUND LOGO

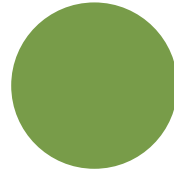


ADDITIONAL COLORS

Colors for the Redwoods Rising logo have been derived from the color palette of Save the Redwoods League.

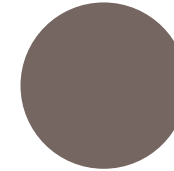
The primary color for the Redwoods Rising logo is “New Growth Green” (Pantone 576 C). “Owl Gray” (Pantone 410 C) can be used as a background or accent color.

Additional colors specified on this page can be used for accent and in graphics as a part of the Redwoods Rising brand system. The color palette is bright and fresh to contrast with imagery of the redwood forest, which is often dark and mysterious. The Redwoods Rising logo should never be set in these colors.



PRIMARY COLOR

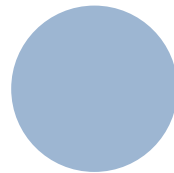
NEW GROWTH GREEN
PMS 576 C
C58 M22 Y92 K4
R120 G155 B72
#789B48



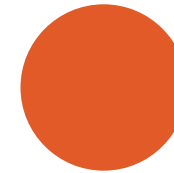
SECONDARY COLOR

OWL GRAY
PMS 410 C
C51 M53 Y55 K20
R118 G103 B97
#766760

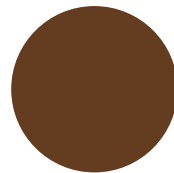
ADDITIONAL COLORS



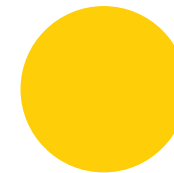
SKY BLUE
PMS 644 C
C38 M20 Y7 K0
R157 G183 B211
#9CB6D2



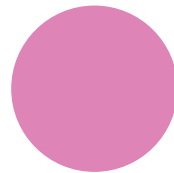
SALAMANDER RED
PMS 7579 C
C7 M79 Y98 K1
R255 G8 B41
#E15829



HUMUS BROWN
PMS 161 C
C41 M69 Y89 K46
R99 G60 B32
#633C20



SUNSHINE YELLOW
PMS 116 C
C0 M18 Y100 K0
R255 G206 B0
#FFCD00



AZALEA PINK
PMS 763 C
C9 M59 Y0 K0
R233 G133 B186
#DF84BA

LOGO USAGE AND PHOTOGRAPHY

In general, imagery used for Redwoods Rising materials should be photographs of coast redwood trees, forests, and species, and not drawn illustrations.

When using the logo with photography, do not modify, scale disproportionately, or add effects to any logos, lockups or branding elements.

Do not use the logo over patterned or variable colored-backgrounds in order to meet ADA requirements and to increase readability. There should be at least a 70% difference in contrast between the logo and the image or color behind it.

CORRECT USAGE OF LOGO WITH PHOTOGRAPHY



Do use the logo in a scale that allows photography to tell the story

Do use color blocks to allow the logo to have its own space and not compete with the photo



Do use the logo and partner names on areas with high contrast and with minimal visual activity

INCORRECT USAGE OF LOGO WITH PHOTOGRAPHY



Don't use a drop shadow on any logo



Don't use the logo in a scale that feels crowded or too big

LOGO INCORRECT USAGE

Only use the elements as they are provided to maintain the integrity of the brand. Do not modify, scale disproportionately, or add effects to any logos, lockups or branding elements.



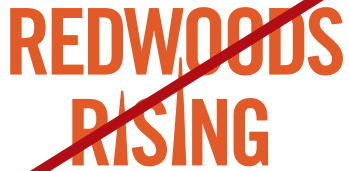
REDWOODS RISING

Don't stretch or scale disproportionately



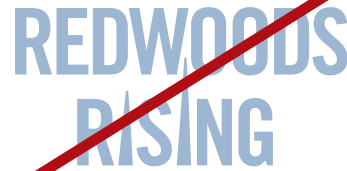
REDWOODS RISING

Don't add effects, including drop shadow



REDWOODS RISING

Don't alter color



REDWOODS RISING

Don't alter color



REDWOODS RISING

Don't rotate



REDWOODS RISING

Save the Redwoods League
National Park Service
California State Parks


Don't retype org names



REDWOODS RISING

CALIFORNIA STATE PARKS
NATIONAL PARK SERVICE
SAVE THE REDWOODS LEAGUE

Don't alter color



REDWOODS RISING

Don't rearrange elements

APPLICATION: 1-SHEET

The following pages show examples of how to use the design elements from these brand guidelines.

Please contact Jennifer Benito-Kowalski at Save the Redwoods League to receive templates for these items.

REDWOODS RISING



TITLE GOES HERE
Subtitle goes here

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam elementum est urna, sit amet mattis nisi volutpat eu. Mauris rutrum, eros in posuere sagittis, urna lacus interdum justo, ut tincidunt eros mi et dolor. Donec pellentesque nisi vel lorem facilisis molestie. Ut posuere neque sit amet orci scelerisque, at commodo lacus luctus. Fusce ipsum nisi, imperdiet quis dignissim vitae, ultrices consequat nisi.

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WHO WE ARE
Redwoods Rising is a collaboration between Save the Redwoods League, the National Park Service, and California State Parks.

VISION
Our vision is that the 120,000 acres of redwood forest ecosystems in Redwood National and State Parks exist as a connected and thriving landscape that supports and protects the park's natural and cultural treasures.

MISSION
We protect old-growth stands, restore redwood forest ecosystems, and ensure the long-term health of these lands. Together with redwood enthusiasts, park visitors, local communities, and tribes, we seek to increase support, knowledge, and appreciation of the iconic and unique California redwood forest landscape.



TITLE GOES HERE
Subtitle goes here

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam elementum est urna, sit amet mattis nisi volutpat eu. Mauris rutrum, eros in posuere sagittis, urna lacus interdum justo, ut tincidunt eros mi et dolor. Donec pellentesque nisi vel lorem facilisis molestie. Ut posuere neque sit amet orci scelerisque, at commodo lacus luctus. Fusce ipsum nisi, imperdiet quis dignissim vitae, ultrices consequat nisi.

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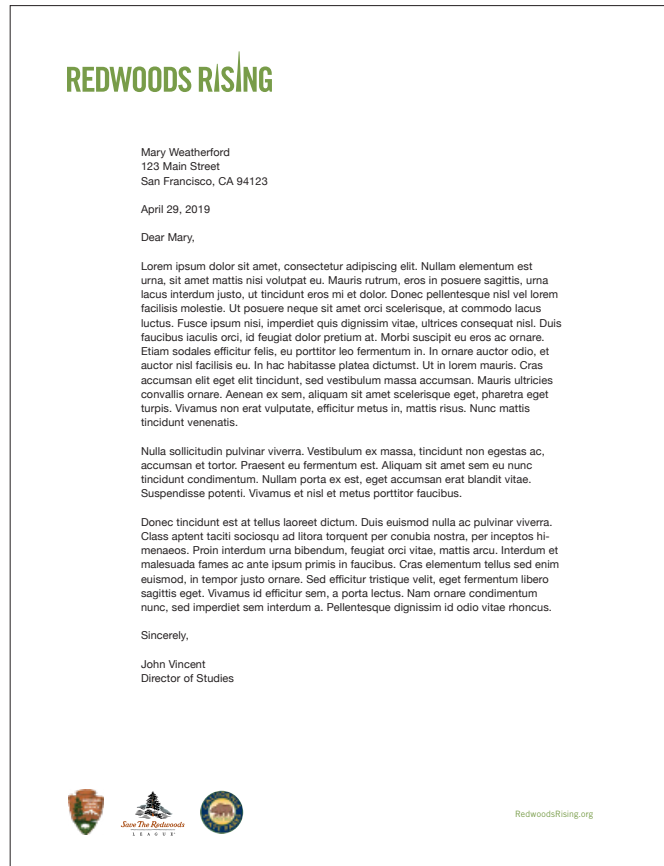
Cras accumsan elit eget elit tincidunt, sed vestibulum massa accumsan. Mauris ultricies corvallis ornare. Aenean ex sem, aliquam sit amet scelerisque eget, pharetra eget turpis. Vivamus non erat vulputate, efficitur metus in, mattis risus.



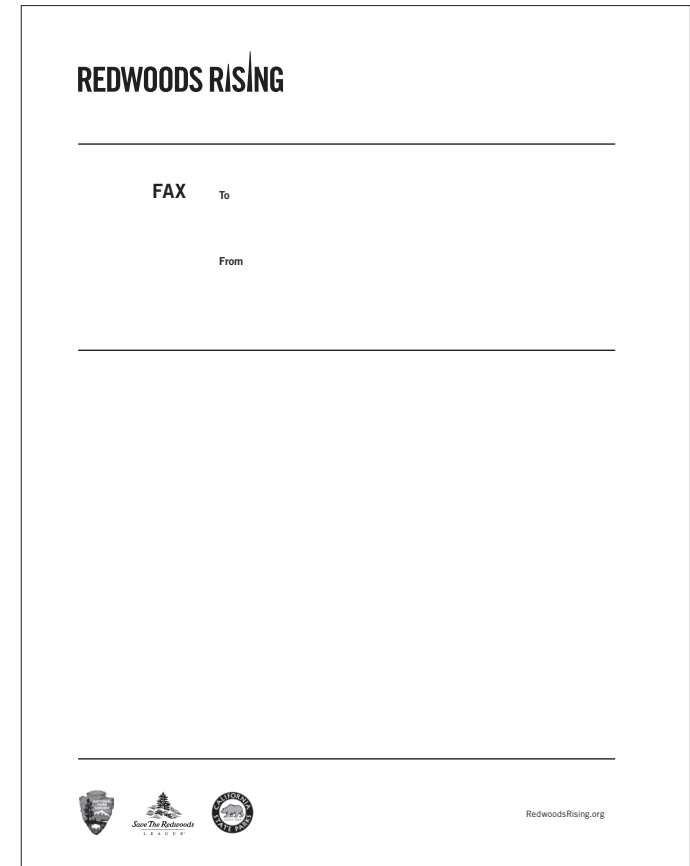


APPLICATION: LETTERHEAD AND FAX

Please contact Jennifer Benito-Kowalski at Save the Redwoods League to receive templates for these items.



LETTERHEAD



FAX

APPLICATION: PRESS RELEASE

Please contact Jennifer Benito-Kowalski at Save the Redwoods League to receive templates for these items.

REDWOODS RISING



MEDIA CONTACT:

Ashley Boorman, Landis Communications, Inc.
Redwoods@landispr.com | (415) 359-2312

Coast Redwood Genome, Second Largest Ever Sequenced, Now Completed by Save the Redwoods League, UC Davis and Johns Hopkins University

*Giant Sequoia sequencing also completed:
Partners to make data publicly available today*

SAN FRANCISCO, CALIF. (April 23, 2019) — Save the Redwoods League, University of California, Davis, and Johns Hopkins University have successfully sequenced the coast redwood and giant sequoia genomes, reaching the first major milestone of dolor sit amet, consectetur adipiscing elit. Nullam elementum est urna, sit amet mattis nisi volutpat eu. Mauris rutrum, eros in posuere sagittis, urna lacus interdum justo, ut tincidunt eros mi et dolor. Donec pellentesque nisi vel lorem facilisis molestie. Ut posuere neque sit amet orci scelerisque, at commodo lacus luctus. Fusce ipsum nisi, imperdiet quis dignissim vitae, ultrices consequat nisi. Duis faucibus iaculis orci, id feugiat dolor pretium at. Morbi suscipit eu eros ac ornare. Etiam sodales efficitur felis, eu porttitor leo fermentum in. In ornare auctor odio, et auctor nisi facilisis eu. In hac habitasse platea dictumst. Ut in lorem mauris. Cras accumsan elit eget elit tincidunt, sed vestibulum massa accumsan. Mauris ultricies convallis ornare. Aenean ex sem, aliquam sit amet scelerisque eget, pharetra eget turpis. Vivamus non erat vulputate, efficitur metus in, mattis risus. Nunc mattis tincidunt venenatis.

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Donec tincidunt est at tellus laoreet dictum. Duis euismod nulla ac pulvinar viverra. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Proin interdum urna bibendum, feugiat orci vitae, mattis arcu. Interdum et malesuada fames ac ante ipsum primis in faucibus. Cras elementum tellus sed enim euismod, in tempor justo ornare. Sed efficitur tristique velit, eget fermentum libero sagittis eget. Vivamus id efficitur sem, a porta lectus. Nam ornare condimentum nunc, sed imperdiet sem interdum a. Pellentesque dignissim id odio vitae rhoncus.

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Nulla sollicitudin pulvinar viverra. Vestibulum ex massa, tincidunt non egestas ac, accumsan et tortor. Praesent eu fermentum est. Aliquam sit amet sem eu nunc tincidunt condimentum. Nullam porta ex est, eget accumsan erat blandit vitae. Suspendisse potenti. Vivamus et nisi et metus porttitor faucibus.

REDWOODS RISING



ABOUT REDWOODS RISING:

Redwoods Rising is a collaboration between Save the Redwoods League, the National Park Service, and California State Parks. It will greatly accelerate the pace of redwood forest recovery within these parks and help protect the area's remaining old-growth groves.

ABOUT THE PARTNERS:

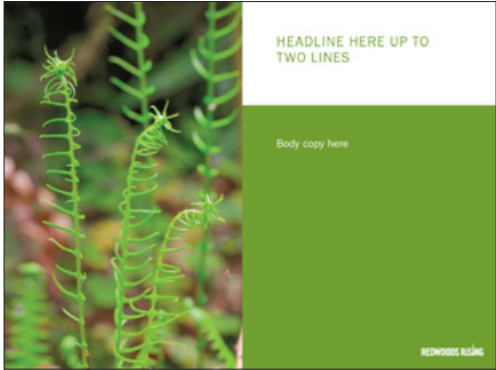
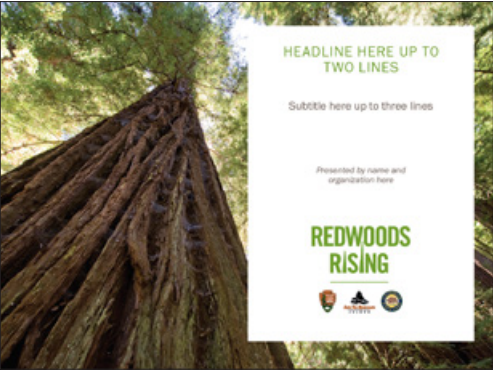
Save the Redwoods League One of the nation's oldest conservation organizations, Save the Redwoods League has been protecting and restoring redwood forests since 1918, connecting generations of visitors with the beauty and serenity of the redwood forests. Our 24,000 supporters have enabled the League to protect more than 216,000 acres of irreplaceable forest in 66 state, national and local parks and reserves.

National Park Service Donec tincidunt est at tellus laoreet dictum. Duis euismod nulla ac pulvinar viverra. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Proin interdum urna bibendum, feugiat orci vitae, mattis arcu. Interdum et malesuada fames ac ante ipsum primis in faucibus.

California State Parks Donec tincidunt est at tellus laoreet dictum. Duis euismod nulla ac pulvinar viverra. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Proin interdum urna bibendum, feugiat orci vitae, mattis arcu. Interdum et malesuada fames ac ante ipsum primis in faucibus.

APPLICATION: POWERPOINT

Please contact Jennifer Benito-Kowalski at Save the Redwoods League to receive templates for these items.



APPLICATION: PATAGONIA VEST AND HAT

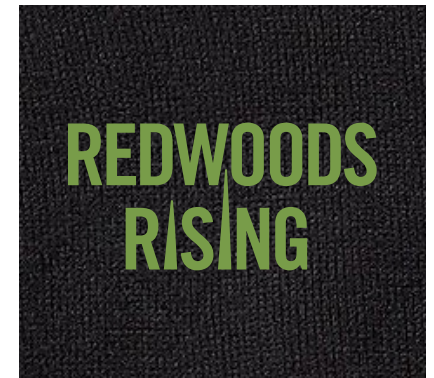
Please contact Jennifer Benito-Kowalski at Save the Redwoods League to receive templates for these items.



APPLICATION: JACKET

The Redwoods Rising green stacked logo has been applied to a Patagonia Better Sweater jacket in black.

Embroidery of the Redwoods Rising logo has been contracted to Action Embroidery:
actionembroideryreno.com



APPLICATION: SUNGLASSES

The Redwoods Rising horizontal white logo has been applied to “Retro Woodgrain Sunglasses”

Item #BEYSE-LQYEX

This item is produced with Graphic Promotions: graphic-promotions.com



APPLICATION: WATER BOTTLE

The Redwoods Rising green stacked logo has been applied to a white, 500ml insulated water bottle (S-18 White).

The logo is applied to both sides of the water bottle.

This item is produced with Graphic Promotions: graphic-promotions.com



REDWOODS RISING

Jennifer Benito-Kowalski

Chief Marketing and Communications Officer

jbenito@savetheredwoods.org

p 415-820-5814