



GIANT SEQUOIA

LANDS COALITION

VISUAL IDENTITY SYSTEM

The brand toolkit for the Giant Sequoia Lands Coalition is designed to work as a comprehensive system accommodating flexible usage across multiple agencies and public campaigns while maintaining a consistent and cohesive visual identity.

The logo and accompanying visual identity system were developed by Bold Bison Communications & Consulting in close cooperation with coalition members.

Please follow the usage guidelines in this handbook to ensure an effective and consistent visual identity for Giant Sequoia Lands Coalition across all communications.



OVERVIEW

The Giant Sequoia Lands Coalition (GSLC) is an organized collaboration of public and non-governmental organizations with a shared commitment aimed at the conservation of giant sequoia grove ecosystems. Our coalition is comprised of all federal, tribal, state, local agencies and organizations that manage giant sequoia groves in public, tribal or private non-profit ownership. Our affiliate partners include select federal and state conservation agencies, non-governmental organization conservation groups, and academic research partners, with a shared commitment to protect giant sequoias and their ecosystems from emerging threats associated with climate change and the extended absence of natural, low severity wildfire processes on the landscape.

The goals of the coalition are to increase wildfire resilience in our forests and communities; address long term planning for climate change through research and monitoring; increase pace and scale of treatments to reduce destructive forest fuels through prescribed burning and restorative thinning; and increase efficiency through partnerships aimed at policy changes that allow for more swift action.



GIANT SEQUOIA LANDS COALITION

MEMBERS

National Park Service
USDA Forest Service
Bureau of Land Management
Tule River Indian Tribe of California
California State Parks
University of California, Berkeley
County of Tulare

AFFILIATE MEMBERS

Save The Redwoods League (*Special Coalition Affiliate*)
Sequoia Parks Conservancy
Giant Sequoia National Monument Association
The Marmot Society
Yosemite Conservancy
US Geological Survey—Western Ecological Research Center
Stanislaus National Forest
American Forests

TYPOGRAPHY

The visual identity system makes use of two font families: Josefin Sans and Nunito.

HEADERS

Headers, subheaders, and other large succinct text should use Josefin Sans Bold or Josefin Sans Regular. Headers may be written in sentence case or in all caps. The differential use of bold fonts and case can be used to establish hierarchy between headers. Header colors should generally be limited to black/grayscale or Primary Colors only (see Brand Colors). The special use of Secondary Colors for headers should be limited to Josefin Sans Bold only.

BODY TEXT

Paragraphs and other body text should use Nunito Light where possible. To improve legibility in certain situations, such as small print size or above photography, Nunito Medium may also be used.

LOGO



GIANT SEQUOIA ← **JOSEFIN SANS BOLD**
LANDS COALITION ← NUNITO LIGHT
Tracking: 400

JOSEFIN SANS BOLD (CAPS) → **HERE TO PROTECT OUR FORESTS.**

NUNITO LIGHT → Giant sequoias and their ecosystems face dramatic declines from intense, high-mortality fires caused by prolonged drought and the accumulation of heavy forest fuels; as well as other urgent new stressors, such as death or weakening from bark beetle attack and drought stress, and potential shifting of suitable microclimates outside of their existing range.

JOSEFIN SANS REGULAR (CAPS) → **HERE TO PROTECT OUR FORESTS.**

NUNITO LIGHT → Giant sequoias and their ecosystems face dramatic declines from intense, high-mortality fires caused by prolonged drought and the accumulation of heavy forest fuels; as well as other urgent new stressors, such as death or weakening from bark beetle attack and drought stress, and potential shifting of suitable microclimates outside of their existing range.

JOSEFIN SANS REGULAR → **Here to protect our forests.**

NUNITO LIGHT → Giant sequoias and their ecosystems face dramatic declines from intense, high-mortality fires caused by prolonged drought and the accumulation of heavy forest fuels; as well as other urgent new stressors, such as death or weakening from bark beetle attack and drought stress, and potential shifting of suitable microclimates outside of their existing range.

JOSEFIN SANS BOLD → **Here to protect our forests.**

NUNITO MEDIUM → Giant sequoias and their ecosystems face dramatic declines from intense, high-mortality fires caused by prolonged drought and the accumulation of heavy forest fuels; as well as other urgent new stressors, such as death or weakening from bark beetle attack and drought stress, and potential shifting of suitable microclimates outside of their existing range.

TYPOGRAPHY

HEADERS

JOSEFIN SANS BOLD

**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**

JOSEFIN SANS REGULAR

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

BADGE AS "O" TYPE TREATMENT

JOSEFIN SANS 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

BODY TEXT

NUNITO 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

NUNITO 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

Note: Wherever possible, numbers should be written in Nunito.

LOGO

The Giant Sequoia Lands Coalition logo uses a circular “badge” template whose simple geometric shape accommodates a wide variety of uses. The badge features three monarch sequoia trees, with the largest tree rising triumphantly out and above the frame of the badge. The background features the Sierra Nevada mountains at daybreak, symbolizing resilience, possibility, and a new day ahead.

The text below features a distinctive font (Josefin Sans) that allows the wordmark and badge icon to be separated and used individually (see Logo Variations).



GIANT SEQUOIA
LANDS COALITION

LOGO VARIATIONS

The Giant Sequoia Lands Coalition logo comes in a number of variations to accommodate different uses:

The **Horizontal Logo** can be used for letterheads and footers, or at small scales where the larger font size improves legibility.

The **Badge Icon** features only the illustrative scene of the logo, and can be used for social media or for apparel, stickers, etc.

The **Wordmark** features only the organization's name, and can be used in a wide variety of settings, including those mentioned for the Horizontal Logo.

The **Monochrome** versions of the logo can be used for black & white printing to reduce colors, or atop full color photography, where the full color logo may lose visual clarity.

HORIZONTAL LOGO



GIANT SEQUOIA
LANDS COALITION

BADGE ICON



WORDMARK

GIANT SEQUOIA
LANDS COALITION

MONOCHROME (BLACK & WHITE)



GIANT SEQUOIA
LANDS COALITION

BADGE AS "O" - TYPE TREATMENT

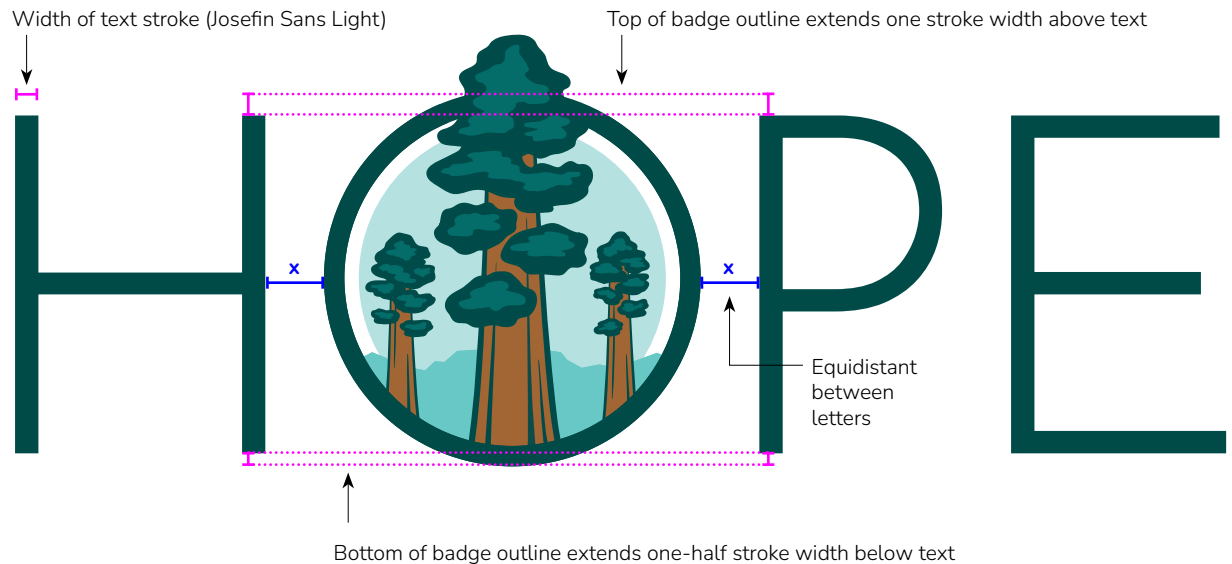
The **Badge Icon** can be used as a capital "O" within single words thematic to a particular campaign or initiative. The font Josefin Sans Light must be used for all words with this logo treatment. The sizing of the badge icon is slightly larger than the default "O", and should be set by a professional designer using the alignment guide provided. The badge icon should only be substituted for the letter "O", and should be used as the first "O" of any word with multiple "O"s. The badge icon should only be used once per word, and should be restricted to single words (no sentences or phrases).

As the Giant Sequoia Lands Coalition launches its website and brand in summer 2022, the "Forever" treatment of Badge As "O" usage is recommended. Future uses (Hope, Love, Protect) should be deployed sparingly and as warranted by campaigns, events, or other opportunities for public engagement.

EXAMPLE (recommended use for website and branch launch)



ALIGNMENT



LOGO SIZING

The logo and its variations should not be printed at sizes smaller than the minimums provided. Usage at a smaller size will alter reproduction of fine details and compromise legibility.

FULL COLOR / MONOCHROME BADGE:



HORIZONTAL LOGO



WORDMARK



BADGE AS "O" - FOREVER TREATMENT



BRAND COLORS

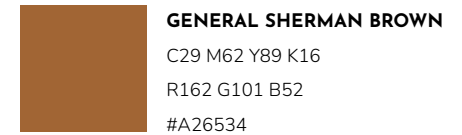
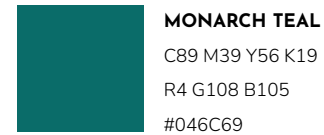
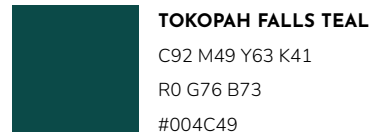
The brand colors for Giant Sequoia Lands Coalition are inspired by the greater landscape of the Sierra Nevadas. The color system prioritizes natural colors less commonly used in environmental branding to ensure Giant Sequoia Lands Coalition has a distinctive and unique visual identity.

The **primary colors** featured in the logo can be used widely, especially for font and text treatments. Priority use of primary colors should follow left to right, with preference for Tokopah Falls Teal followed by Monarch Teal, and to a lesser extent, General Sherman Brown.

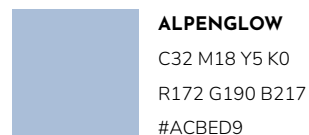
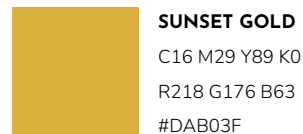
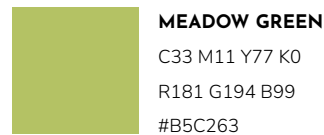
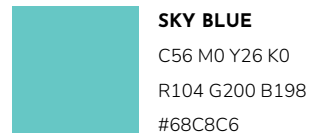
Secondary colors can be used as accent colors or color blocks for text. They can also be highlighted to distinguish different action campaigns or themes within them.

Tertiary colors should be used sparingly in the place of their corresponding secondary colors when a lighter color or backdrop is desired.

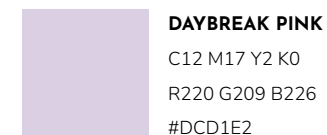
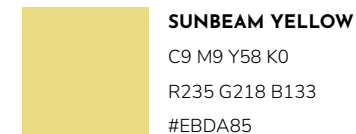
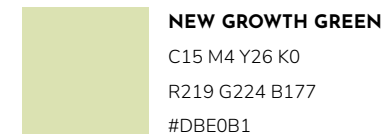
PRIMARY COLORS



SECONDARY COLORS

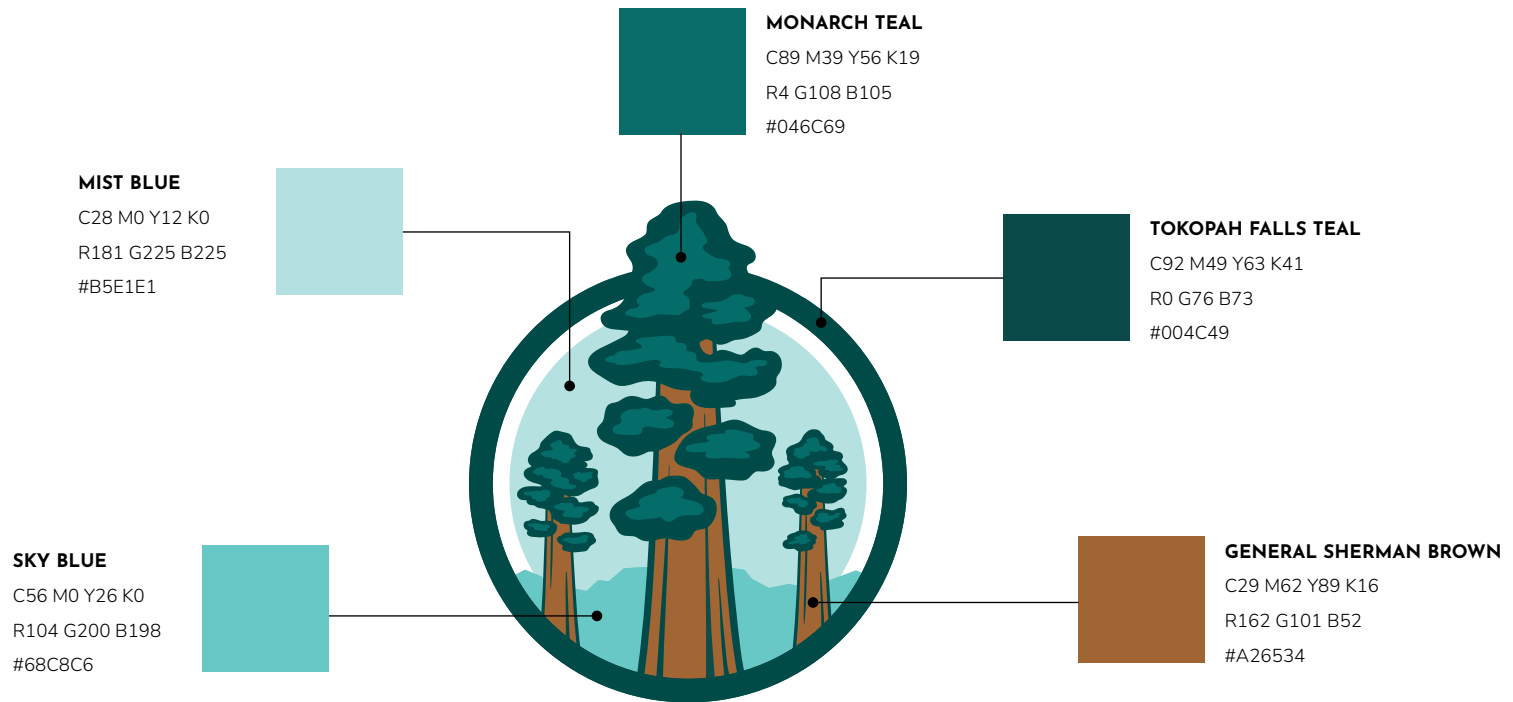


TERTIARY COLORS



BRAND COLORS

LOGO COLORS:



GIANT SEQUOIA
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BRAND COLORS

The **Primary** and **Secondary Colors** can be used as color blocks to support legibility of text, particularly above full color photography where text or the logo may get lost.

These colors can also be used strategically as “mini-brands” to distinguish individual action campaigns, themes, or words as necessary. Colors can be used in a collection, or a single color can be used to distinguish an entire campaign or initiative.



SEQUOIA

CONSERVE

PROTECT



ENJOY

SUPPORT

HONOR

FOREVER

HOPE

BRAND COLORS

The full color logo should not be placed over any **Primary Color** background, as the colors of the logo will blend with the background and distort visual clarity. The white monochrome version of the logo should be used instead for all Primary Color backgrounds. The black monochrome logo should not be used overtop Tokopah Falls Teal, as it is too dark.

The full color logo can be placed upon all **Secondary Color** backgrounds and color blocks, as can both black and white monochrome versions of the logo.

PRIMARY COLOR BACKGROUNDS

NO ✗ (all colors)



YES ✓ (all colors)



NO ✗ (Tokopah Falls Teal)



SECONDARY COLOR BACKGROUNDS

YES ✓ (all colors)



YES ✓ (all colors)



YES ✓ (all colors)



LOGO USAGE - PHOTOGRAPHY

The full color logo is not recommended for use with full color photography in most cases to avoid color clashing and visual distraction. The monochrome versions of the logo and its variations are instead recommended.

The white monochrome logo can be used with or without color blocks, on areas with sufficient contrast and minimal visual activity (such as a sky or dark background). The use of color blocks with black and color monochrome logos is highly recommended.



INCORRECT LOGO USAGE

Use only the logo and its variations as provided. To maintain the integrity of GSLC's visual identity, do not modify, distort, or alter any logo in any way.



GIANT SEQUOIA
LANDS COALITION

Do not stretch or scale disproportionately



GIANT SEQUOIA
LANDS COALITION

Do not rotate



GIANT SEQUOIA
LANDS COALITION

Do not apply effects, including drop shadow



GIANT SEQUOIA
LANDS COALITION

Do not alter colors*



GIANT SEQUOIA
LANDS COALITION

Do not alter text or font



GIANT SEQUOIA
LANDS COALITION

Do not rearrange elements

*EXCEPTION: The wordmark used alone may be recolored to any Primary or Secondary color in select instances to graphically support a particular campaign or initiative. Consultation from a professional designer is highly recommended.


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APPLICATION: LETTERHEAD

Please use the brand guidelines, including logo sizing and font guidelines, when preparing all publications. Further development of templates by coalition members or by a professional designer can aid in establishing consistent communication.



Dear General Sherman,

Os sitat aliquam lautecae delloria venditibust, consedisi non nus est essit autet esequae nonem fugit, verenis aut alicatur, sit, consequatum fugitassit fugiam, tem. Ita simagnisqui te natatet et quis ex endipsa persper iatum, si sum quideseque nemqui repella tiorem que pellend icienimus connihici aut qui dipsam facerfero odis eatiisqui tem ut molori velecte mpellupta voluptae explantibus aliquam cus moluptate voluptatur, eossimus dent.

Axim vendant volorrovid et verum eicae nonsent quis et qui quam que volut hitiunt ma quibus voloresciami omnis etur? Qui incia atium ide con non peditas perferib-erem cus.

Sam esequo coribusdae que offic te venetur, unt molor ad ma conecer uptaeprcullend icitis debit unto quistrum sequiassim quia destis ent omnimpore endiciet volent.

Am autende nitati restrum harciatete verum aceatqui cone venihil im voluptate core liqui rescit, sint, sam, que sitenit ius. Apiduci antior reces alit remquaecae nus simporepudit ad quaspis dolorit aectemp oribus doluptaque lit optatur, conem harunt quodi alitatibus. Ut ipides ut omniene scipsam rest, volorem quisitat aut hillest oditae eum sinctiunt laborro blate et qui ant, sitios etur, con et ut et occus dolupta quatem qui ut mi, occulla et ut ute prenis connim is sit aut lam, omnis sandam idersped quaecto tem. Ihicis alia qui cullanis vellam exerae odisi dolum voluptio. Bearum aperiore et volo etus modis voluptatur? Ciisquam quae porererum hillorehenim que poreptus venderi dolupicto con nimus qui dolupid eaque doluptius inti dollorum fugiatq uundae. Aspelliquo blabo. Optius suscitecum dolo que sam, quo eium as nit hillit omnieni aerrum etus sundion et fugitet eum rescit officti atemodis di id que odis nus quod quam, te pelenis tioreium simagnam aliquat ustiandiam earum aut qui repeles tibusandelit quam lam fuga. Dam quod utecte pro torrum ulpa voluptio eosandam samus int eostias maio.

Apriet mo tem. Atur ad que verovit di optati ntorio ius resequis sectemp oreprat enimaximolut as arum endi disiminimus ipsunt pero quam quatempero ent, omnihil liquis ut adis eum rectate molupta tisitae volor audaerum non.

Sincerely,
The President

giantsequoialandscoalition.com

APPLICATION: APPAREL

Apparel should follow the brand color guidelines as much as possible, with the material or textile color being treated as a color block.

