



PLANTING JUSTICE

Brand Visual Style Guide
Version 1.0 · 3.30.24



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Introduction

This visual style guide defines the various elements of the brand including brand architecture and visual brand identities. It aims to ~

1. Create awareness for Planting Justice (PJ) as a unique, well-established and valuable food and economic justice nonprofit and nursery, while clarifying its value and approach.
2. Define key brand identity assets and how to implement a clear visual brand system.
3. Create an internal, unified sense of Planting Justice by giving members a clear and consistent “brand story.”

This Guide is a Tool

This manual will help you create marketing communications, web pages, flyers, and other internal/external collateral that will consistently and effectively present Planting Justice. By utilizing and adhering to these standards, you will be able to create a clear and memorable picture of Planting Justice for all your audiences and a foundation to evolve the brand as it grows.

Brand Essence

The Planting Justice Brand Essence is the distillation of the brand's intrinsic characteristics into a succinct core concept. To effectively and visually communicate the Brand Essence keywords, or attributes, have been carefully chosen to personify the values and beliefs of the organization. The keywords will help to evaluate if visual communication materials evoke the emotional experience for the intended audience. The following keywords should serve as a guide for all visual design and communication. For specific editorial and messaging related guidance, please refer to the messaging guide referenced below.

Keywords

- Thriving
- Liberating
- Humanizing

We are North America's most **biodiverse urban farm and **organic** nursery.**

We are a **grassroots nonprofit that provides full-time living wage jobs for formerly incarcerated folks.**

We **thrive by **healing community** through teaching **food sovereignty** and **economic justice**.**

We aim to **liberate and return land back to black and indigenous people.**



The Logo

The logo signature mark should be used whenever possible to represent the presence of the brand. Please do not attempt to re-create the logo yourself, but instead use approved files in your designs.

The auxiliary lock-ups are meant to be used when the signature mark is not capable of creating a balanced and unified composition. Please consult your Creative director or Marketing Director when uncertain on which lock-up to use in certain instances.



PLANTING JUSTICE

Planting Justice_Signature-Logo_COLOR



PLANTING JUSTICE

Planting Justice_Centered-Logo_Color



PLANTING JUSTICE

Planting Justice_Centered-Logo_Black



PLANTING JUSTICE

Planting Justice_Centered-Logo_White



Planting Justice_Icon_Color



Planting Justice_Icon_Black



Planting Justice_Icon_White



Tagline & Emblem Logos

For some types of communications there might be a reason to make stylistic branding choices. The following logos can be used to communicate the tagline and the founding date. Example for a tagline use might for a video where one frame is the “tagline” version, which then transitions into the “signature” logo. Or, maybe the “emblem” logo is used on swag such as apparel or stickers. Please consult your Creative director or Marketing Director when uncertain on which lock-up to use in certain instances.



Planting Justice_Tagline-Logo_Color



Planting Justice_Tagline-Logo_Black



Planting Justice_Tagline-Logo_White



Planting Justice_Tagline Name-Logo_Color



Planting Justice_Tagline Name-Logo_Black



Planting Justice_Tagline Name-Logo_White



Planting Justice-Emblem_Color



Planting Justice-Emblem_Black



Planting Justice-Emblem_White



PJ_Favicon



Clear Space

For the greatest impact, the identity needs room to breathe. Other visual elements (text, graphics) should not be placed too close to the identity or tagline. Maintain a clear space around all parts of the identity that is equal to the size of X defined for each logo asset. (See diagrams)

Minimum Size

The identity loses its effectiveness and stature if it is too small. Except in special circumstances, the identity should never be reproduced at less than 1" WIDE OR TALL. (See diagram)

There are no special rules regarding maximum size. The identity should be large enough to be noticed, but not so large that it overwhelms the focus on the desired message or important elements appearing with the identity.

Clear Space - Signature and Tagline Logos



Clear Space - Centered, Emblem, and Icon Logos



Minimum Logo



Dos & Don'ts

Recognizability is a priority for any brand identity. To create a strong, consistent presence for Planting Justice, use the approved identity assets shown in this guide (pp. 3-4). The primary goal of a brand identity is to be identifiable and memorable, which is a result of maintaining consistency. The more a visual identity varies, the more difficult it is to remember.

Avoid these mistakes which create inconsistencies and weaken the impact and readability of the visual identity:

1. Don't alter the proportions of any element.
2. Don't rearrange the elements of the logo
3. Don't change colors.
4. Don't let the identity get lost in the background. Using the background that is too close in color or tonality to the symbol may not be flattering and will weaken the PJ image. Where possible, use the logo on white. For colored backgrounds, use the white version of the logo when there is enough contrast to support readability.



DO NOT condense, stretch, distort the logo or any of elements



DO NOT rearrange any of elements or create unapproved lock-ups



DO NOT place logo on similar background color or unapproved colors



DO NOT rotate the logo



DO NOT fill the logo in an unapproved color



DO NOT place logo on disruptive background



DO NOT stroke the logo



DO NOT fill the logo with a gradient



DO NOT place logo in a box or container



Color

Color is a powerful ingredient of the Planting Justice brand identity. The harmonious color palette is an adaptation and homage to the past PJ brand. Along with new colors, they form a memorable impression and convey the following feelings and reactions:

- Gentle
- Organic
- Playful
- Mature

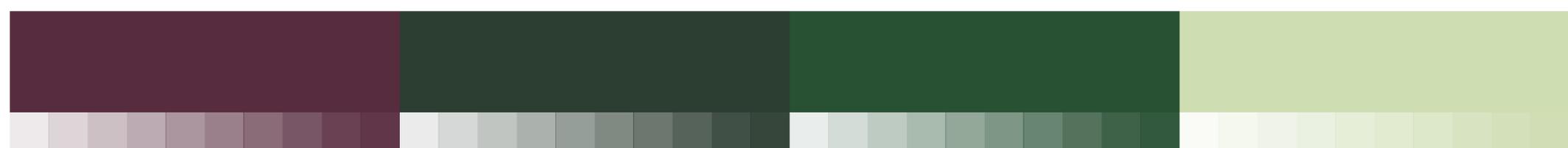
To allow consistent reproduction in a variety of media, please use the following color reproduction specifications for the PJ color palette. Use the appropriate specifications: CMYK colors should be used for print materials, and RGB or HEX for digital applications.

Matching Colors

Colors shown may not be truly accurate for matching purposes; use the numerical formulas shown, and consult a Pantone color swatch book to view the actual colors.

On-screen Color

To ensure the best display of the identity in on-screen applications such as websites or social media, follow these guidelines. The colors may vary from monitor to monitor or even between applications. Monitor settings and application color preferences will affect how a given RGB mix is displayed.



Organic Maroon

Pantone 4103 C

C=29 R=81
 M=92 G=37
 Y=41 B=47
 K=70 Hex #51252F

Lush Green

Pantone 6189 C

C=72 R=45
 M=41 G=61
 Y=72 B=50
 K=71 Hex #2D3D32

Thriving Green

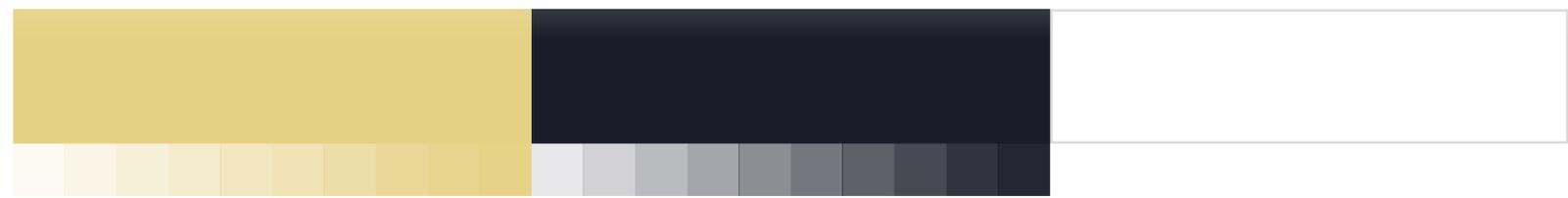
Pantone 350 C

C=74 R=44
 M=18 G=82
 Y=81 B=52
 K=62 Hex #2C5234

Healing Mint

Pantone 2274 C

C=16 R=207
 M=0 G=220
 Y=31 B=177
 K=0 Hex #CFDCB1



Visionary Mustard

Pantone 6001 C

C=5 R=231
 M=10 G=208
 Y=55 B=131
 K=0 Hex #E7D083

PJ Black

Pantone 532 C

C=92 R=29
 M=73 G=31
 Y=29 B=42
 K=89 Hex #1D1F2A

Opaque White

Opaque White

C=0 R=256
 M=0 G=256
 Y=0 B=256
 K=0 Hex #ffffff



Typography

Brother 1816 Family

Brother 1816 Printed is the chosen title and header typeface for the Planting Justice brand. It is a modern, geometric sans serif that is stylistic and evokes a organic, bold, and youthful look.

[Note: This guide uses the *Brother 1816 Printed* family for title and header text.]

Google Font Alternative

The *Montserrat* typeface should be used when the above font is not available, such as in Google Docs.

CSS Web Safe Fonts

The *Arial* typeface should be used when the above fonts are not available, such as in web page HTML text.

Work Sans Family

Work Sans is the chosen body typeface for the PJ brand. To maintain a sense of roughness and humanity this modern grotesque compliments the title and header's typeface while being a highly readable and legible typeface.

[Note: this guide uses the *Work Sans* family for body text.]

Google Font Alternative

The *Montserrat* typeface should be used when the above font is not available, such as in Google Docs.

CSS Web Safe Fonts

The *Arial* typeface should be used when the above fonts are not available, such as in web page HTML text.

Consistency

Using only the PJ's type pair, *Brother 1816* and *Work Sans*, will create a sense of consistency between all the PJ's brand's touch points.

Titles & Headers

Brother 1816 Printed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./;:'!@#%^&*()[]<>

Subheaders & Special Cases

Brother 1816
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,./;:'!@#%^&*()[]<>

Body Copy

Work Sans
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,./;:'!@#%^&*()[]<>



Tone, Voice & Rhythm

Planting Justice makes a statement with large, bold titles and headers, while using smaller body copy which is clear and precise body text to create a impactful statement. This cadence represents the visionary food justice and economic sovereign model it is cultivating in marginalized and underrepresented communities.

Brother 1816 Printed is used for titles and headers due to the rough edges which allude to the organic and grassroot nature of PJ. *Brother 1816* can also be used for subheaders and special call outs such as a running title in editorial document or navigation items on a website. Use uppercase where all characters are capitalized. We recommend it for smaller text sizes as it is more readable and legible than the *Brother 1816 Printed*.

Work Sans is used for body text and captions. To present a more easeful and clearer, use ample leading and, or line height especially when type is smaller in size to be readable and legible.

48 Title

Size: 48pt / **Font:** Brother 1816 Printed Bold
Color: Technical Black
Type Case: Uppercase
Leading/Letter Spacing: 0

36 Header 1

Size: 36pt / **Font:** Brother 1816 Printed Bold
Color: Technical Black
Type Case: Uppercase
Leading/Letter Spacing: 0

24 Header 2

Size: 24pt / **Font:** Brother 1816 Printed Bold
Color: PJ Black
Type Case: Uppercase
Leading/Letter Spacing: .375

18 Subhead

Size: 18pt / **Font:** Brother 1816 Bold
Color: PJ Black
Type Case: Title Case

12 Body

Size: 12pt / **Font:** Work Sans Regular
Color: PJ Black

10 Caption

Size: 10pt / **Font:** Work Sans Regular
Color: PJ Black

7 Minimum Text (Optional)

Size: 7pt / **Font:** Work Sans Regular
Color: PJ Black

Brother 1816 Printed Bold (PJ Black)

Body copy "PJ Black" (#1D1F2A) text goes here. Save Title for special use cases.

24pt Brother 1816 Printed Bold "PJ Black"
16pt Work Sans Regular "PJ Black"

Brother 1816 Printed Bold (PJ Black)

Use Brother 1816 Printed (#1D1F2A) for Titles, Headers, and Subheaders, and Work Sans (#1D1F2A) for body text.

18pt Brother 1816 Printed Bold "PJ Black"
14pt Work Sans Regular "PJ Black"

Brother 1816 Printed Bold (PJBlack)

Use Brother 1816 Printed versions (#1D1F2A) for Titles, Headers, and Subheaders, and Work Sans (#1D1F2A) for body text.

12pt Brother 1816 Printed Bold "PJ Black"
12pt Work Sans Regular "PJ Black"

