

Brand Guidelines



Embark Sustainability Society
Last updated: November 2022



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Using the brand guidelines

Embark Sustainability as a brand

Embark Sustainability is an independent, student-centred not-for-profit based out of Simon Fraser University that seeks to achieve a just and sustainable future through social and systemic change, encouraging the next generation of student sustainability leaders.

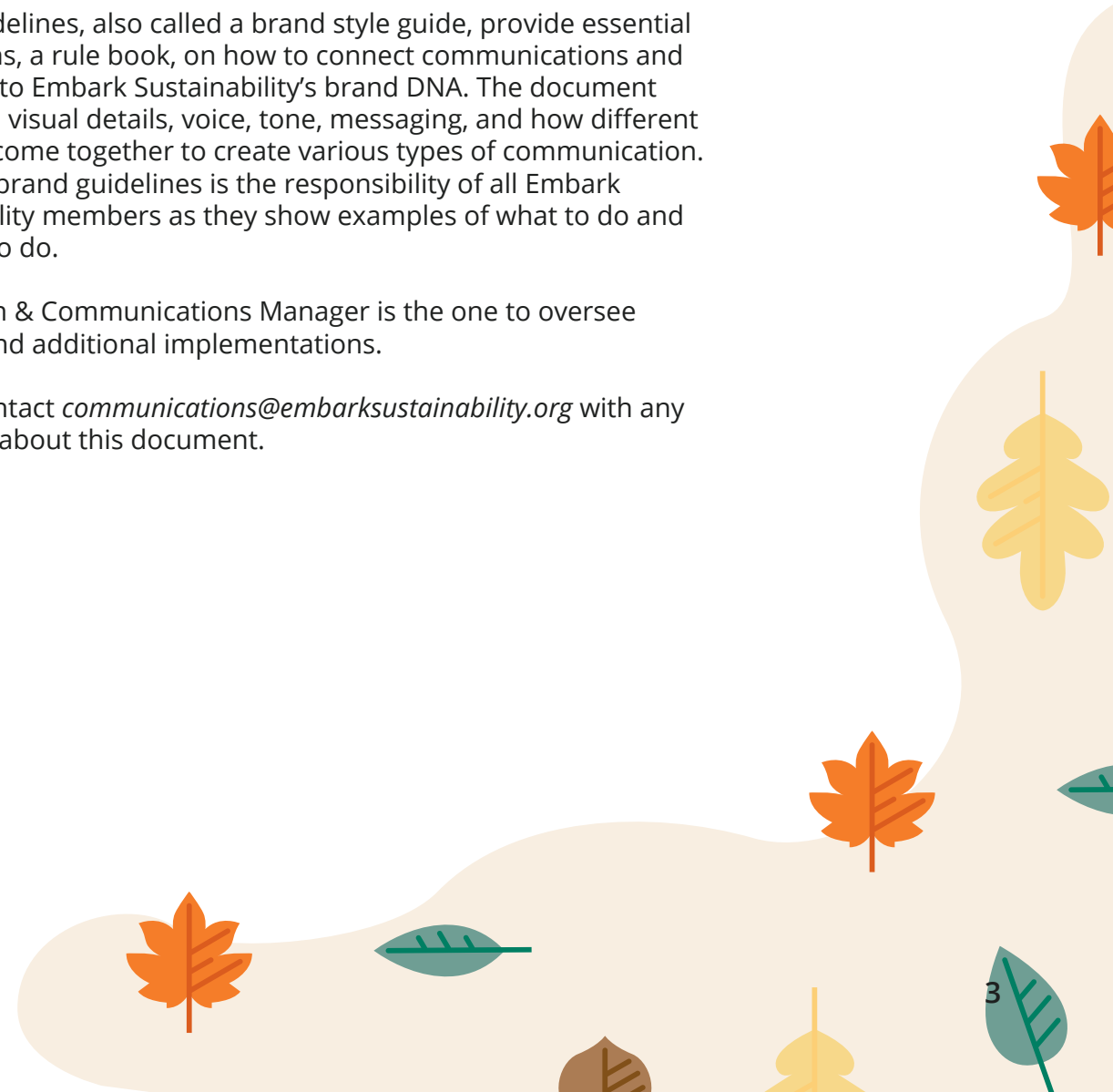
Every time members of Embark Sustainability communicate with the represented membership with over 35,000+ SFU undergraduate and graduate students or the larger community they influence our reputation and shape our brand. The tools we use to communicate—advertisements, posters, videos/photos, presentations, documents—all contribute to the character of our student society. Communicating our brand values help strengthen our messages across our university community.

Brand Guidelines

Brand guidelines, also called a brand style guide, provide essential instructions, a rule book, on how to connect communications and messages to Embark Sustainability's brand DNA. The document lays out all visual details, voice, tone, messaging, and how different elements come together to create various types of communication. Using the brand guidelines is the responsibility of all Embark Sustainability members as they show examples of what to do and what not to do.

The Design & Communications Manager is the one to oversee updates and additional implementations.

Please, contact communications@embarksustainability.org with any questions about this document.



Brand Architecture

OVERVIEW

Since the rebranding in 2015, moving from Sustainable SFU to Embark Sustainability, the brand identity continues to grow stronger. And the brand architecture reflects why. This established system over how we identify usage of brand assets ensures cohesivity and clarity of our brand's ambitions.

To learn more about how to use the logos properly move to pages 12-19.





Brand DNA



BRAND DNA

Promise, Position and Attributes

Promise

To create space for transformation by catalyzing student sustainability journeys that centre justice, equity, decolonization, diversity and inclusion.

Position

Embark Sustainability Society is a student-centred sustainability non-profit for SFU students in need of support and community on their sustainability journey. Unlike other environmental groups students can join on campus, Embark promises to meet students where they are at while keeping justice, equity, decolonisation, diversity and inclusion at the forefront of all their programming.

Attributes

Just	Outgoing
Decolonial	Uplifting
Inspiring	Sustainable
Inviting	Informative
Equitable	Cool
Inclusive	Encouraging

BRAND DNA

Engagement Framework

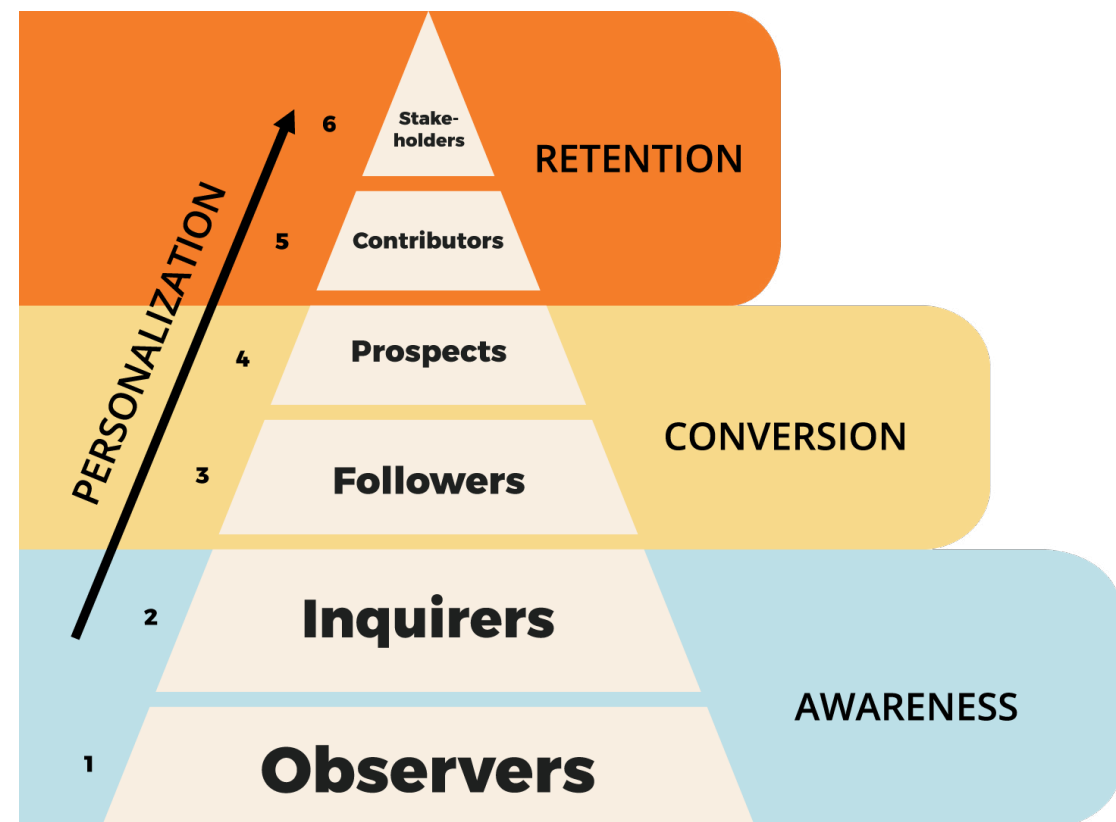
Engagement pyramid

The audience engagement pyramid is a framework to track engagement across different types of audiences known to Embark Sustainability as an organization.

The pyramid can also be used as a framework for matching any upcoming opportunities with those most likely to have interest in them.

The bottom of the pyramid represents where relationships and communication are more or less automated and standardized to efficiently reach the masses. For example; website, newsletter, social media, email, tabling, outreach events, and posterings.

The upper part of the pyramid is where communication becomes more personal, and relationship building becomes critical to success.



BRAND DNA

Target Audience and How to use the brand DNA

Target audience(s)

Stakeholders

Our staff, coordinators, board, dedicated associate members

Contributors

Our volunteers, 2x+ event attendees, associate members

Prospects

1x event attendees, student connections in other SFU/SFSS organizations (ie, clubs renting garden plots)

Followers

Environmentally-minded and activist SFU students, social media followers, newsletter subscribers

Inquirers

Students who linger during tabling, website visitors, those who are curious about Embark and what we offer

Observers

Includes: SFU Students who are unaware and/or indifferent to Embark Sustainability and our cause

How to use the brand DNA

The brand DNA is a tool that informs our internal community about our society's branding and positioning. It is a section of the larger brand guidelines that defines what makes Embark Sustainability unique.

The brand DNA acts as a useful tool to guide new team members, board members, volunteers, communicators and other internal community members.

The engagement framework is the soul of the brand DNA and is available for use by all Embark ambassadors: the staff team, board members, coordinators, volunteers, and the larger membership.

For more information about putting the brand DNA to use, please refer to [Embark's 2022-24 Engagement Strategy](#).

A collection of stylized autumn leaves in shades of green, orange, and yellow, scattered in the top left corner of the page.

Brand Elements

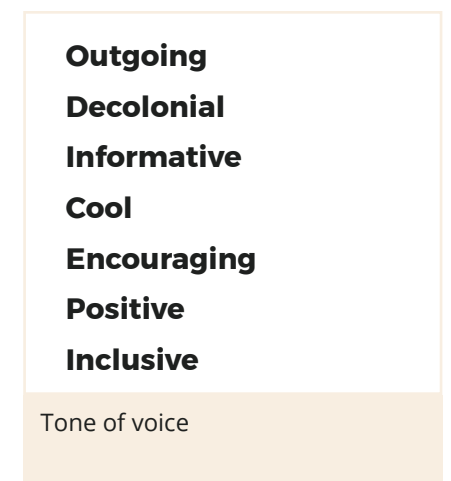
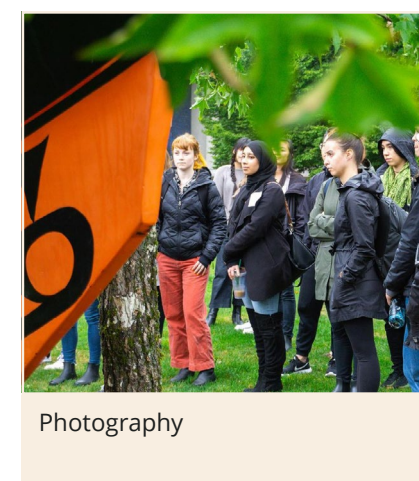
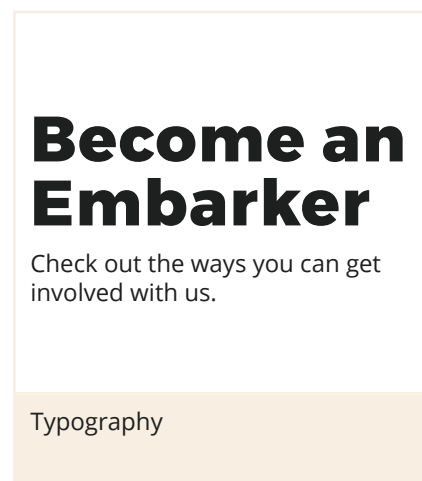
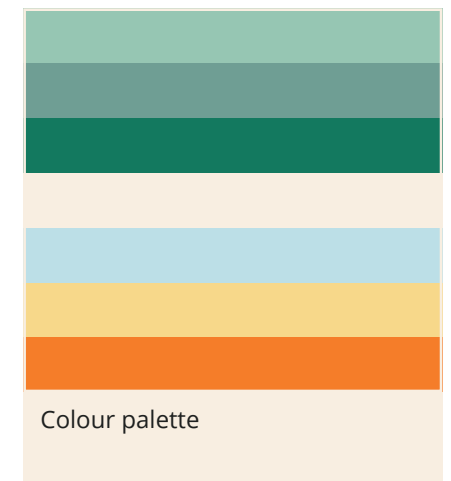
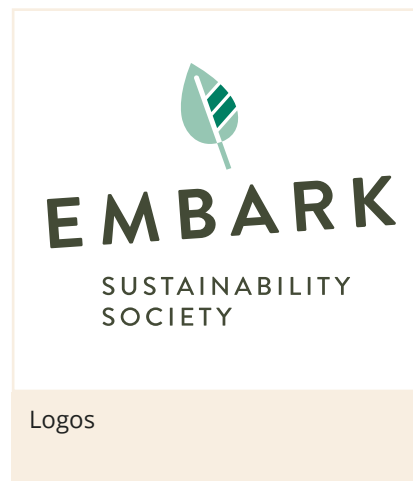
A dense cluster of stylized autumn foliage, including various green leaves, orange and yellow leaves, and small red berries, located in the bottom left corner.A single stylized green leaf with a brown stem, located in the bottom right corner.

Brand Elements

OVERVIEW

The brand elements that come together to form Embark Sustainability's brand identity are made up of six distinct parts. They are considered to be the Embark Sustainability building blocks.

The following section includes everything you need to know about these elements and how to use them successfully.



BRAND ELEMENTS

Logos

Overview of logo versions

The Embark Sustainability logo is the pulsating heart of our brand. The logo was created in 2015 when SSFU re-branded to Embark Sustainability.

The logo should appear on all outward-facing collateral. The logo versions available are used depending on identified audiences.

Over the next pages, the logo construction and usage of the logos are outlined.



BRAND ELEMENTS

Embark Sustainability Logos

VERSIONS

The Embark masterbrand logo is the main to be used in any outward-facing communications where Embark Sustainability is not recognized, not the main event host, or where we're trying to reach potential new audiences within the SFU community and beyond. This logo is always the preferred version and should be used whenever possible.

The masterbrand in-self-hosted-communities logo with only "EMBARK" spelled out is used for any internal communication or communications targeting well-known Embark programs.

The icon fixture serves the same purposes and can also be used as a replacement in cases where "Embark Sustainability Society" has already been spelled out, and space is a pressing issue.

To preserve the design integrity of the logo, it should always appear on its own. That is without any additional taglines, or copy attached to it. Learn more about this on page xx, placement and usage.



Masterbrand logo



Masterbrand in-self-hosted-communities logo



Icon fixture

BRAND ELEMENTS

Embark Sustainability Logos

COLOUR VARIATIONS

Embark Sustainability's logo files are available in CMYK, RGB and PANTONE/spot colour formats, including black and white.

Colour versions

This version should be used whenever possible.

Colour reverse

The colour reverse versions are available to use on darker-toned backgrounds where the original colour version loses contrast.

Black & white versions

These versions are used for gray-scale production i.e. document printing.

A complete set of logo files is available for digital and print use in EPS, PDF, SVG, PNG and JPEG formats.

Do not create or alter these logos, only use the logo files as supplied.



BRAND ELEMENTS

Embark Sustainability Logos

TAGLINE AND USAGE

Embark Sustainability's tagline operates as a flexible extension of the vision rather than a "logo amplifier." Incorporation is optional and should only be visible if it makes sense and space allow.

Where can find the tagline?

You can find the tagline in written communications, foremost in short descriptions or introductions for outreach. Embark Sustainability relies on two versions of the same tagline. One is more descriptive, and one is snappy and concise.

Longer version

Embark Sustainability is an independent, student-centred not-for-profit based out of Simon Fraser University that **catalyzes student sustainability (un)learning journeys for the next generation of leaders**

Shorter version

Non profit student society **catalyzing student sustainability journeys for the next generation of leaders**

BRAND ELEMENTS

Embark Sustainability Logos

FORMAL OUTREACH LOGO



Spot colours should be used for all printed materials whenever possible as they maintain the greatest colour consistency across the largest number of mediums and provide the sharpest reproduction.

Font: Brandon Grotesque Bold

Font Transformation: Uppercase/All Caps

Tracking: 250 pt



Formal outreach logo

In reversed colour.

Available for use on dark-toned backgrounds.



Formal outreach logo

In black.

Only used for gray-scale print production.



Formal outreach logo

In white.

Used mainly for gray-scale print production. But can be substituted in other cases.

BRAND ELEMENTS

Embark Sustainability Logos

INFORMAL COMMUNITY LOGO



Spot colours should be used for all printed materials whenever possible as they maintain the greatest colour consistency across the largest number of mediums and provide the sharpest reproduction.

Font: Brandon Grotesque Bold

Font Transformation: Uppercase/All Caps

Tracking: 250 pt



Informal community logo

In reversed colour.

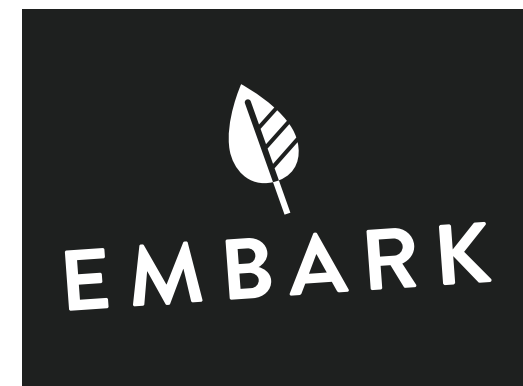
Available for use on dark-toned backgrounds.



Informal community logo

In black.

Only used for gray-scale print production.



Informal community logo

In white.

Used mainly for gray-scale print production. But can be substituted in other cases.

BRAND ELEMENTS

Logos

USAGE AND PLACEMENT

The 'quiet zone' or minimum clear space around the logo is indicated by the dotted outer borders shown above. The 'quiet zone' is an area free from any type or other graphics.

The Embark Sustainability logo's 'quiet zone' is equal to the height of the Embark leaf icon, marked out as 'x' around the logo. Note that these measurements are the minimum dimensions suggested, allow for more space whenever possible. Exceptions can be made for extremely tight spaces.

The minimum size of the "Embark" type, in all colour variations, is 0.75" for print and 85 pixels for digital applications. Any smaller will become illegible.

The Embark Sustainability logo should never bleed off the sides of the design composition, or be placed in a direct corner. The minimum distance to the edge is equal to the height of the Embark + leaf within the logo. Some exceptions may apply and are laid out within this document.

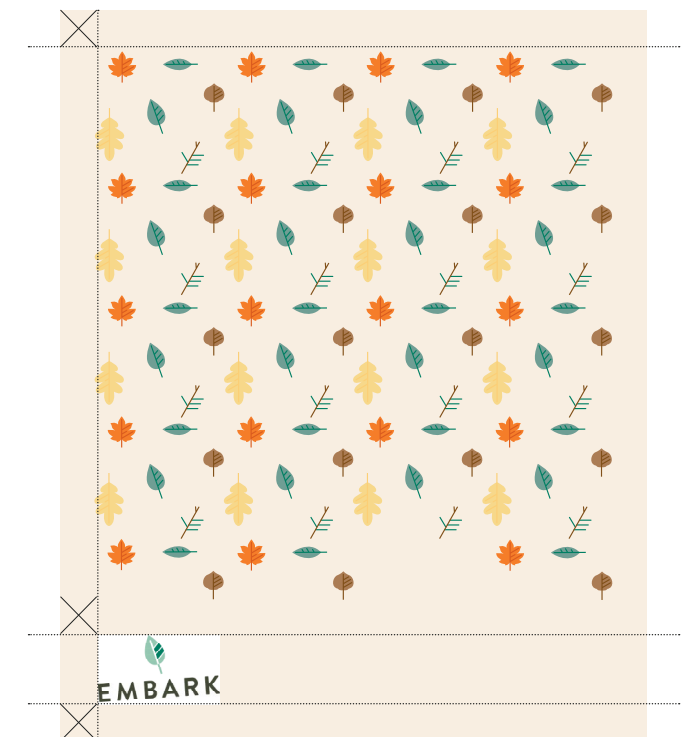


The X marks are also useful for mapping up documents. Align the logos accordingly with composition edges.

Keep in mind, these as minimum recommendations, always allow for more space.



minimum size
0.75" / 85 pixels



BRAND ELEMENTS

Logos

PARTNERSHIP

Layout

Logos should not be placed in different areas of any material, but instead visibly linked together in a shared 'logo area'.

Logos are to be aligned horizontally, leading with Embark's logo on the left handside unless otherwise agreed upon by all parties. The 'quiet zone' given to the Embark logo will also be given to all other logos, one 'x' worth on either side of each logo. Align all logos by their bottom edge.

Spacing

All partner logos will take up the same amount of visual space, give or take 10% of the size to adjust for any optical differences, unless otherwise discussed by all parties to suit the needs of a particular partnership.



BRAND ELEMENTS

Logos

BEST PRACTICES

We want the Embark Sustainability logo to be consistent and to stay recognizable to both known and new audiences. Here are some things to avoid when working with the Embark Sustainability logo.

Logo updates to commemorate particular celebrations, show solidarity with marginalized groups, or other cause-specific gestures must be thoroughly thought through and only undertaken if no other form of recognition will suffice. A timeline for returning the logo to its original form must be determined before updating.



Do not change the colours.



Do not alter the logo composition



Do not rotate, skew, or distort the logo.



Do not reposition or size adjust the logo's elements.



Do not recreate the logo in any way or change the typeface.



Do not crop out logo elements.

BRAND ELEMENTS

Colour Palette

OVERVIEW

The Embark Sustainability colour palette is inspired by nature and its colour-changing season, bringing a natural, down-to-earth identity that is easy to work with independent of the current semester or event type.

The colours are divided into two colour packs: Primary colours and Illustration colours.

Primary Colours

The primary colours make up the base identity of Embark Sustainability and are therefore used in most communication situations.

Illustration Colours

The illustration colours are used to complement and expand the primary palette to create a wider chromatic range for a particular communication piece where appropriate and design allows it. Note, the illustration colours are not to be used as primary colours, e.g. for type, background, or call-to-action.

Contrast

For high contrast and accessibility of text, use white text with Embark Fall and Embark Greens, and black text against Embark Sand, Ocean, and Sun.



BRAND ELEMENTS

Colour Palette

PRIMARY VALUES

<div><div>Embark Green - Primary</div><div>Used in our logo, secondary background fields, headers, and graphic elements</div></div> <div><div>Pantone 557</div><div>CMYK - 41 5 33 1</div><div>RGB - 136 178 159</div><div>HEX - #88B29F</div></div>	<div><div>Embark Dark Green - Primary</div><div>Used for dominant background fields, headers, call-outs and graphic elements</div></div> <div><div>Pantone 625</div><div>CMYK - 56 19 40 8</div><div>RGB - 108 138 130</div><div>HEX - #6C8A82</div></div>	<div><div>Embark Deep Green - Primary</div><div>Used in our logo, secondary background fields, headers, and graphic elements</div></div> <div><div>Pantone P 138-14 U</div><div>CMYK - 72 0 57 43</div><div>RGB - 19 121 95</div><div>HEX - #13795f</div></div>	
<div><div>Embark Sand - Primary</div><div>Used for dominant background fields</div></div> <div><div>CMYK - 2 5 10 0</div><div>RGB - 248 238 225</div><div>HEX - #F8EEE1</div></div>	<div><div>Embark Ocean - Primary</div><div>Used for dominant background fields, headers, and graphic elements</div></div> <div><div>Pantone 552</div><div>CMYK - 25 2 7 0</div><div>RGB - 188 223 231</div><div>HEX - #BCDFE7</div></div>	<div><div>Embark Sun - Primary</div><div>Used for call-outs and graphic elements</div></div> <div><div>Pantone 7403</div><div>CMYK - 3 13 54 0</div><div>RGB - 247 217 138</div><div>HEX - #F7D98A</div></div>	<div><div>Embark Fall - Primary</div><div>Used for call-outs and graphic elements</div></div> <div><div>Pantone 1665 UP</div><div>CMYK - 0 63 95 0</div><div>RGB - 244 125 41</div><div>HEX - #f47d29</div></div>

BRAND ELEMENTS

Colour Palette

ILLUSTRATION VALUES

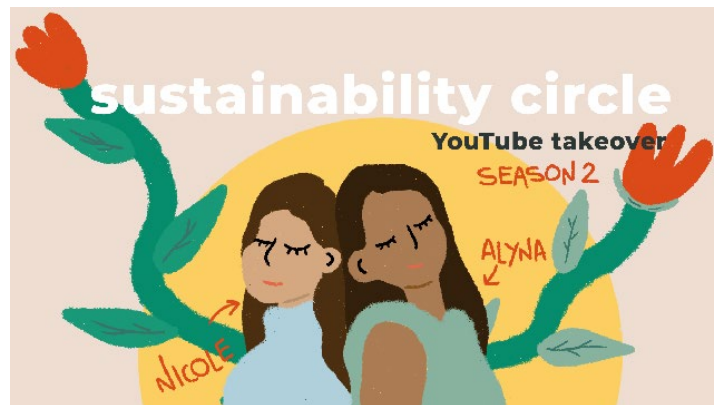
<p>CMYK - 73 65 66 74 RGB - 30 32 31 HEX - #1e201f</p>	<p>CMYK - 8 8 15 0 RGB - 232 226 213 HEX - #E8E2D5</p>	<p>CMYK - 23 100 100 16 RGB - 170 27 27 HEX - #AA1B1B</p>	<p>CMYK - 3 16 71 0 RGB - 247 209 102 HEX - #F7D166</p>	<p>CMYK - 37 68 0 0 RGB - 168 105 183 HEX - #A869B7</p>
<p>CMYK - 0 46 83 50 RGB - 129 80 25 HEX - #815019</p>	<p>CMYK - 58 43 70 54 RGB - 67 74 54 HEX - #434A36</p>	<p>CMYK - 8 100 100 1 RGB - 219 27 27 HEX - #DB1B1B</p>	<p>CMYK - 1 10 70 0 RGB - 255 222 106 HEX - #FFDE6A</p>	<p>CMYK - 33 63 0 0 RGB - 180 114 196 HEX - #B472C4</p>
<p>CMYK - 32 56 73 14 RGB - 158 110 77 HEX - #9E6E4D</p>	<p>CMYK - 87 28 71 12 RGB - 0 127 99 HEX - #007F63</p>	<p>CMYK - 8 85 100 1 RGB - 221 75 25 HEX - #DD4B19</p>	<p>CMYK - 0 18 62 1 RGB - 252 207 118 HEX - #FCCF76</p>	<p>CMYK - 31 68 20 0 RGB - 178 107 146 HEX - #B26B92</p>
<p>CMYK - 30 54 73 10 RGB - 168 118 81 HEX - #A87651</p>	<p>CMYK - 85 22 70 6 RGB - 6 140 108 HEX - #068C6C</p>	<p>CMYK - 3 82 100 0 RGB - 254 84 24 HEX - #EA5418</p>	<p>CMYK - 9 19 25 0 RGB - 229 203 183 HEX - #E5CBB7</p>	<p>CMYK - 25 65 18 0 RGB - 191 115 153 HEX - #BF7399</p>
<p>CMYK - 13 24 28 0 RGB - 221 193 175 HEX - #DDC1AF</p>	<p>CMYK - 81 16 65 2 RGB - 30 155 122 HEX - #1E9B7A</p>	<p>CMYK - 0 75 100 10 RGB - 219 92 30 HEX - #DB5C1E</p>	<p>CMYK - 79 57 34 12 RGB - 69 99 126 HEX - #45637e</p>	<p>CMYK - 0 0 0 0 RGB - 255 255 255 HEX - #FFFFFF</p>

BRAND ELEMENTS

Colour Palette

USAGE

The set shown here demonstrates the flexibility of our colour palette and how it can be used. For visibility and accessibility of text, use white text with Embark Fall and Embark Greens, and Embark Black text against Embark Sand, Ocean, and Sun.



Video cover animation for the Sustainability Circle.



Generic Embark Sustainability newsletter graphic.



Social post graphic for an Embark Sustainability event.



Event banner for a reoccurring Embark Sustainability programming event.

BRAND ELEMENTS

Typography

STANDARD FONTS

Embark Sustainability's standard typefaces are Brandon Grotesque, Montserrat, and Open Sans. There is an established style and use for each typeface.

Font purchasing information:

Brandon Grotesque: <https://fonts.adobe.com/fonts/brandon-grotesque>

Montserrat: <https://fonts.google.com/specimen/Montserrat>

Open Sans: <https://fonts.google.com/specimen/Open+Sans>

Grow with us

Become an Embarker

All Embark programming is available to all current part-time and full-time Simon Fraser University students as they contribute a semesterly membership. Check out the ways you can get involved with us.

HOW WE WORK

Our mission is to create space for transformation by catalyzing student sustainability journeys that centre justice, equity, decolonization, diversity, and inclusion. We do this by engaging SFU students in programs, events, and other initiatives that work to address systemic challenges including climate change and food insecurity.

“**Embark's Food Rescue program connected me to new people every week. All through edible produce, and rich conversations about the food systems, and how to contribute to a more sustainable community.**”

First Page Headlines

Font - Montserrat ExtraBold
Size - Larger than 50 pt
Leading - 100%
Tracking - 25
Align - Left

Headlines

Font - Montserrat Bold
Size - Smaller than 50 pt
Leading - 150%
Tracking - 25
Align - Left

Sub-Headlines, Call-to-Action

Font - Open Sans SemiBold
Size - 120% compared to body copy*
Transformation - All caps
Tracking - 0
Align - Left
*ex. Body 11pt = Sub-Head 13pt

Body Copy

Font - Open Sans Regular*
Leading - 120%
Tracking - 0
Align - Left
*For highlight use Open Sans SemiBold

Accent parts, Call-outs

Font - Montserrat Bold
Size - 1 pt smaller than body copy
Leading - 150%
Tracking - 0
Align - Left

BRAND ELEMENTS

Typography

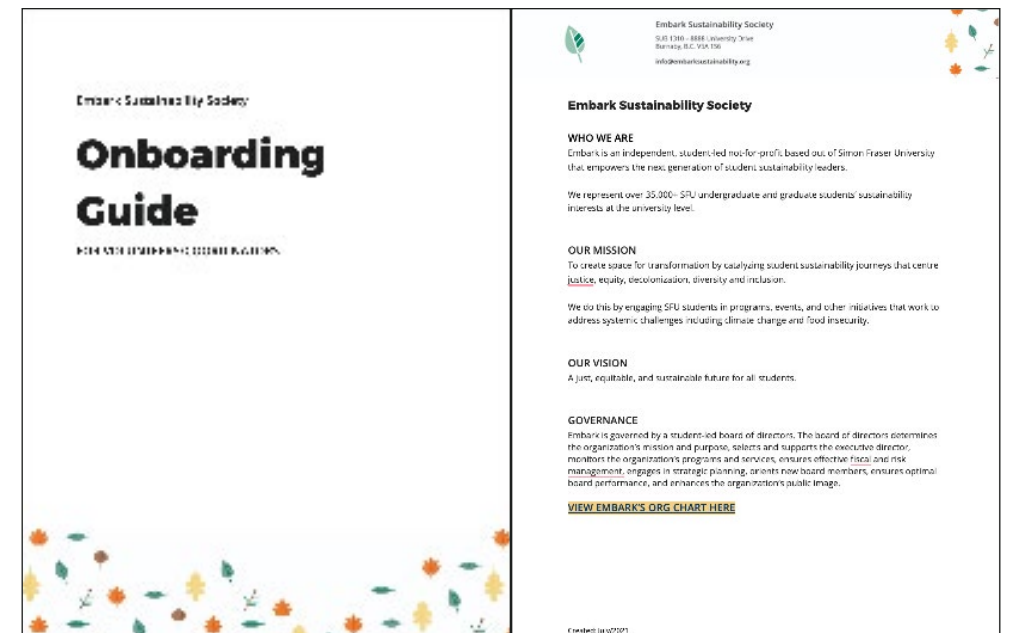
LAYOUT

The typography is an important part of our brand that keeps designs consistent. Typography layouts should feel dynamic and interesting. Always strive to keep structure and balance while staying playful.

Here are two layout examples that demonstrate just that.



Headlines don't have to be combined with subheadings. Blocks containing text are kept rounded to create a calm yet dynamic presentation.



Using negative space keep designs looking interesting and informative.

BRAND ELEMENTS

Graphic Assets

Branded Embark Sustainability assets

To help the design stay dynamic and exciting Embark Sustainability has branded graphic assets that will make anything pop.

Embark Leaves Embark Produce

The best practice when using the assets is to have a purpose for them. In other words, they should most likely be present for promotional material or if added to a print document. When used the assets can't be manipulated. The colours and shapes are a part of the Embark Sustainability brand.



The Embark branded produce box and tote bag are mainly used for Food Rescue, and Food systems change promotion purposes where it makes sense.



Branded Embark leaves can be used to create patterns or as stand-alone assets.



Branded Embark produce can be used to create patterns or as stand-alone assets.



BRAND ELEMENTS

Illustrations

Embark Sustainability's style

To help the design stay dynamic and exciting Embark Sustainability has adopted its own branded illustration style to bring promotional communications to the next level.

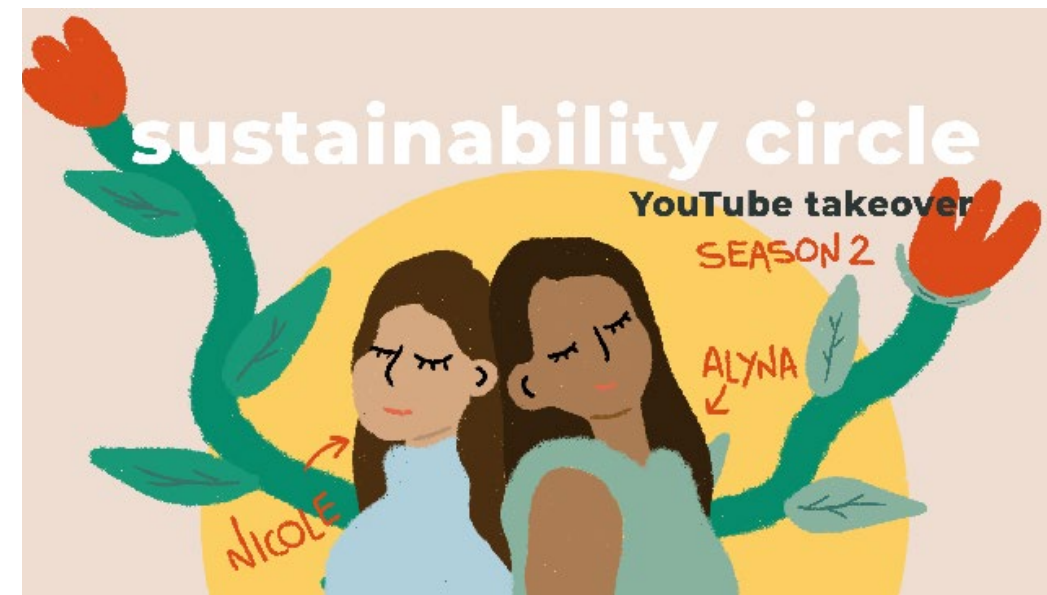
The best practice when creating illustrations is to give them a storytelling purpose. Illustrations are therefore only used for promotional materials that have a shorter living expectancy. In other words, illustrations are never used for generic print materials.

The illustration style is fun, explorative, and unpolished -- without perfect lines, shapes and sizing.

Brush purchasing information

Adobe Brush Set: Kyle T. Webster's brushes
Brush Style: Kyle's Inkbox

<https://helpx.adobe.com/ca/mobile-apps/how-to/kyles-brushes-in-sketch.html>



BRAND ELEMENTS

Photography

PHOTOGRAPHY STYLE

Our photography is vivid and colourful with a photo-journalistic style, focused on capturing a story as it unfolds. The images are used across digital platforms/applications and can be used in printed communications.

Embark Sustainability's brand images should portray SFU students, community members, and the Embark team/membership engaging in real activities. The shots should feel authentic yet candid, where the people interaction is the main subject.



The Embark images should always portray our unique learning opportunities and experiences available for SFU students.

The images should always focus on people engaging in real activities or conversations. They should always feel authentic.

There is not anything wrong with capturing candid witty in-the-moment images that will make us giggle.

BRAND ELEMENTS

Photography

PHOTOGRAPHY EDITING

For photo editing, we use Adobe Suite's Lightroom. This software offers easy access to our photo library for anyone within the organization who may need it. When editing there are two presets available that should guide the editing process: "Embark Outside" and "Embark Inside".

Embark Outside

Embark Outside will deepen the photo and slightly saturate the colours, focusing on the deep green. The photography should never look over-saturated or under-exposed.

Embark Inside

Embark Inside will erase any yellow light that will be present inside the SFU facilities and add a slight colour and noise correction. The photography should never look too warm, preferably more blue and cold.



Embark outside edits.



Embark inside edits.

BRAND ELEMENTS

Tone of Voice

HOW WE SPEAK

Besides shaping the Embark Sustainability brand with curated design assets, how we speak is just as important as what we say. All our brand stories should reflect our ambition to catalyze student sustainability journeys that centre justice, equity, decolonization, diversity and inclusion.

Position

Together with the attributes that define Embark Sustainability (engaging, approachable, transformative, intersectional, accessible) we always have to create content for the intended audience and occasion. In other words, we always use different writing techniques for social copy, print ads compared with policy writing and press releases.

How do we then define our tone of voice?

We are outgoing and fun, yet informative. We are friendly in the way that we communicate, and not afraid to get witty. We use conversational language, striving to be the friend that always checks in with bright, positive energy. Lastly, we always use inclusive language that focuses on catalyzing all SFU students.

Embark is never

Disrespectful

Discriminatory

Discouraging

Aggressive

Assumptive



Brand Applications



BRAND APPLICATIONS

Advertising

PRINT

All Embark Sustainability print should breathe fun, informative and inclusive. Below are examples that demonstrate the flexibility of our brand elements.



Embark general poster design.



Embark illustration poster design.



Embark promotional leaflets.

BRAND APPLICATIONS

Advertising

EVENT FOCUSED

Event-focused advertising allows you to design to express excitement and tell a story.



Event promotion with images and graphic elements



Event promotion with illustration elements



Event promotion with Embark graphic assets

BRAND APPLICATIONS

Large-scale print

For applications like large-scale print assets, we strive to keep the design “Embark generic” to be able to use it for a longer time and not overconsume materials. The design for these applications should always consider the scale, messaging, usage, and relationship to the audience.



Pop-up banners

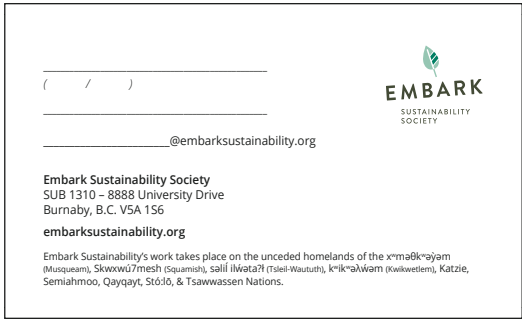
BRAND APPLICATIONS

Stationary

Embark Sustainability stationary always uses the formal master logo, unless whole society name is prominent, and primary brand assets (leaves). There are digital templates available over our GDrive.



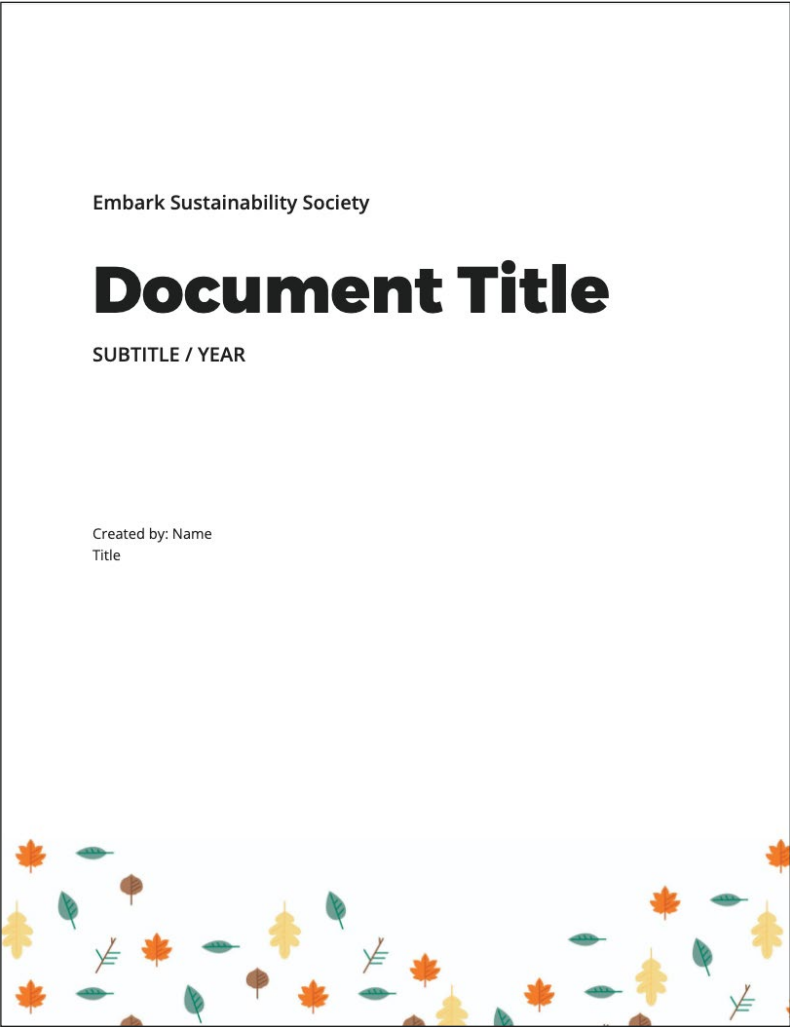
Two-sided business card for staff



Two-sided generic business card



Document head

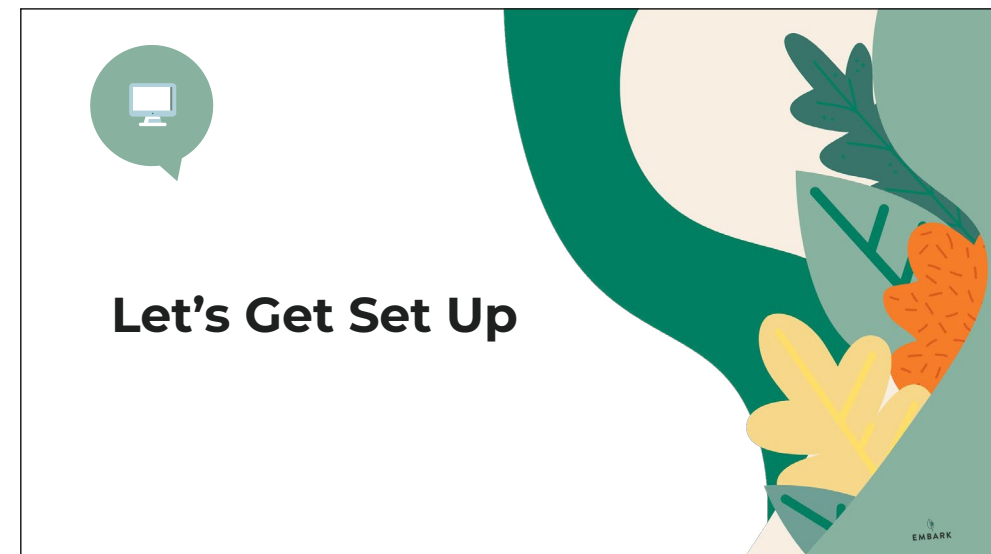
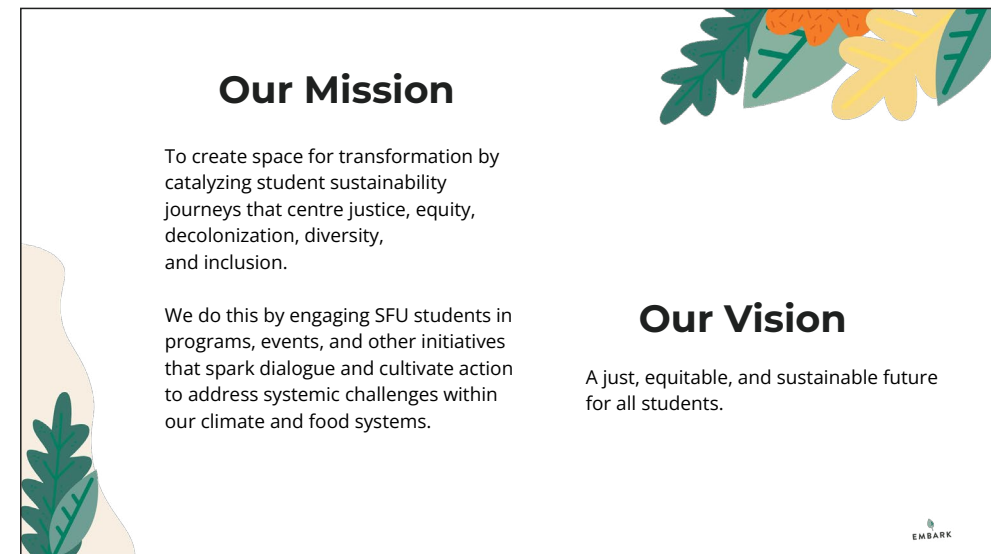
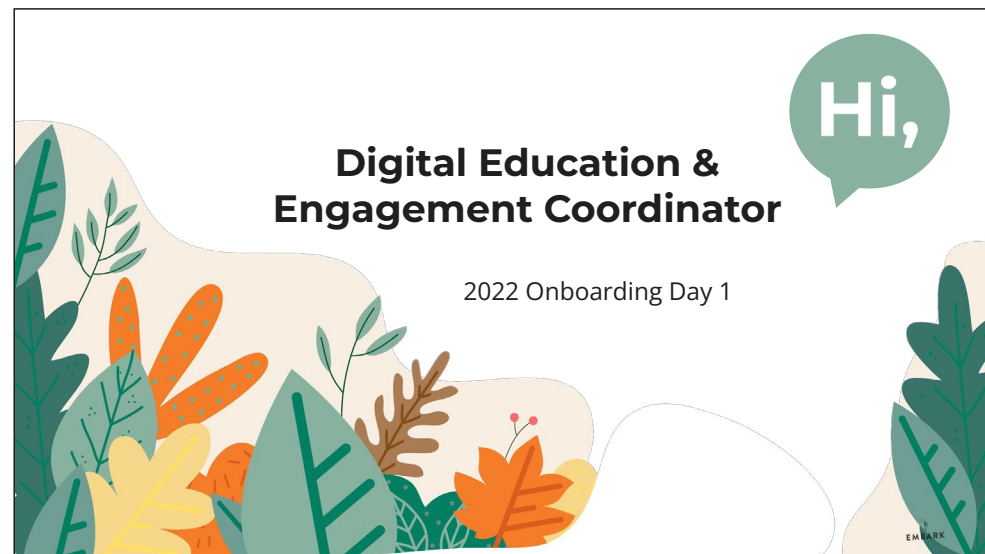


PDF Cover Page

BRAND APPLICATIONS

PowerPoint

Embark Sustainability has an official PPT template to keep the look consistent across various presentations. The template can be found in the GDrive folder "Embark Sustainability."



Presentation slides

BRAND APPLICATIONS

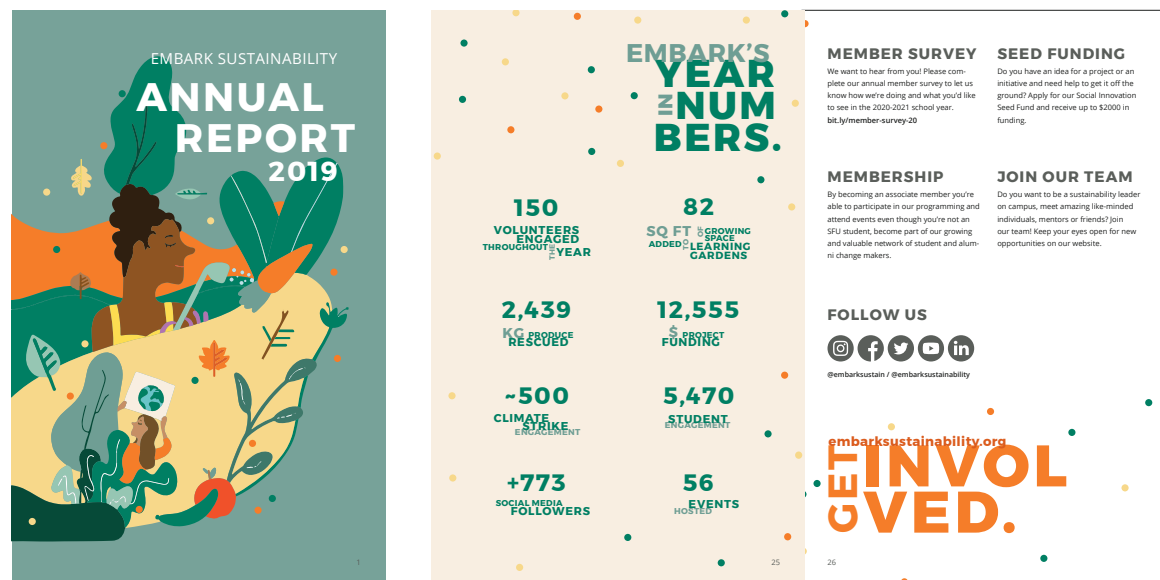
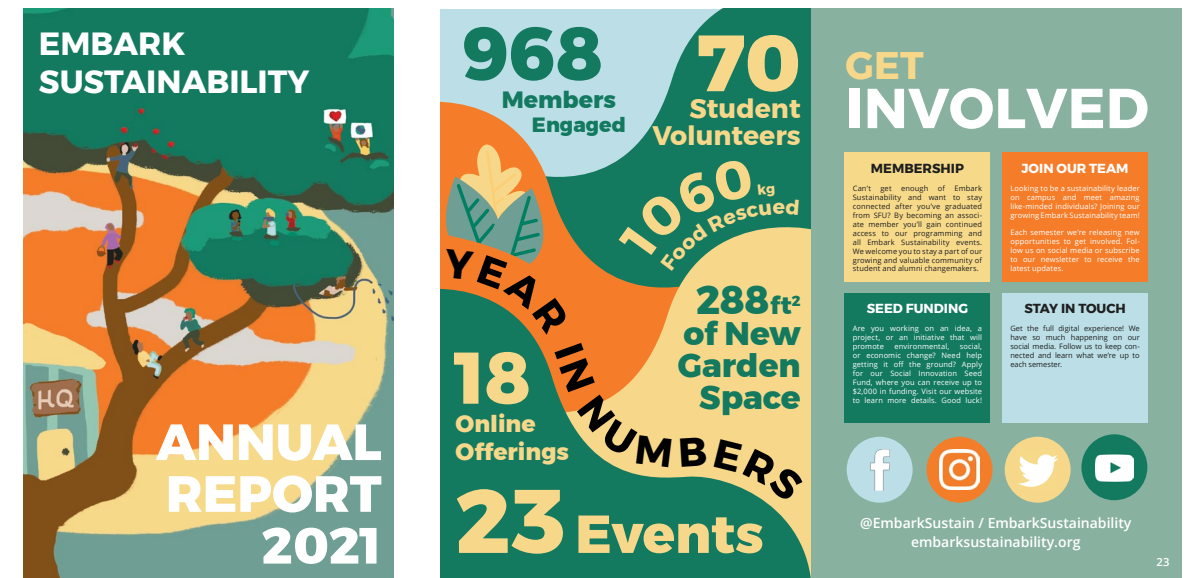
Publications and Brochures

ANNUAL GENERAL REPORT

As a representation of Embark's accomplishments for the year, the annual general report is both a one-off document that allows for ample creativity and a publication that should strictly adhere to Embark brand guides. This typically means a mix of new illustrations and staple brand assets are used.

Each annual report should carry a slightly different look and feel to mark the passage of time through visual updates and changes.

Annual reports from 2019 - 2021



BRAND APPLICATIONS

Social Media

Standard sizes for social media graphics are to be created for events, programs and initiatives. Design within social media apps, such as on Instagram stories, can be more flexible but should be adjacent to Embark's in-house look and feel.

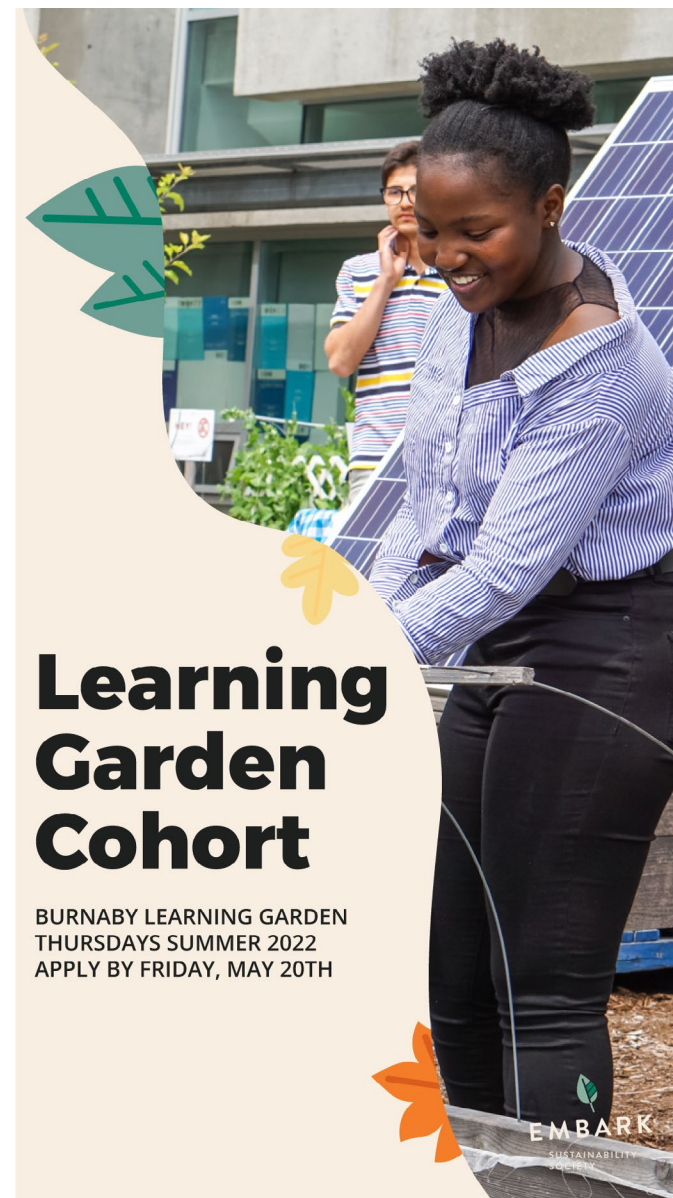
In text on socials, the herb emoji (🌿) is a quick and easy way to bring organic elements into the digital space.

All social media graphics should be high contrast and include alt text when posting to ensure accessibility to all followers.

Instagram 1080 x 1080 px

Instagram stories 1920 x 1080 px

Facebook, Twitter 1200 x 630 px



Social graphics for Instagram, Facebook, and Twitter

BRAND APPLICATIONS

SWAG

Swag should be clear, concise, and appealing to the eye. Enticing giveaways make for great brand awareness. Updates to our tote bags, wearable goods, and other large scale swag to come in 2023.



Totes, bookmarks and stickers

BRAND APPLICATIONS

Video

LOGO PLACEMENT

TBD

In the works 2023

BRAND APPLICATIONS

Video

TYPOGRAPHY AND COLOUR

TBD

In the works 2023

BRAND APPLICATIONS

Video

FOOTAGE AND MOVEMENT

TBD

In the works 2023