

Brand Guide

VOL. 1 2021



This guide aims to capture and communicate a clear vision for the Minnesota Native Landscapes brand. It is a holistic brand guide meant to guide and shape the conversation around Minnesota Native Landscapes. It's not an advertising guide, but it does guide the creation of marketing materials for Minnesota Native Landscapes. Still, this document's greater intent is to rally and guide the Minnesota Native Landscapes family around the purpose and vision of the brand.

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Who We Are

We're purpose-driven ecologists and environmentalists.

Sometimes we awaken the soil. Sometimes we bathe it in fire. But we always grow something new. We're a team of ecologists and environmentalists determined to ***heal the earth.***

The path to peaceful prairies and expansive vistas is paved with fire and sludge. We lead this restorative journey by transforming the land one piece at a time. Our value is firmly rooted in being responsible for our land, and a belief that in its most natural form, it is in its healthiest form.

Purpose

*We exist
to heal
the earth.*

Mission

Ten Twenty Thirty Goal.

Our 10 20 30 mission is lofty—10 million acres positively impacted by 2030. It might seem like a lot, but by achieving this goal, we'll create a measurable and remarkable improvement to air and water quality, soil health, and biodiversity across our state. With concentrated effort and dedicated mission partners, we know this goal is firmly within reach. We intend to grasp it.

How we'll reach our goal

- Seed prairies and wetlands
- Stabilize shorelines, river banks, rain gardens, and wetlands
- Maximize success and performance of native plant communities through Vegetation Management Services
- Minimize the damage of wildfires through our Wildland Firefighting Program (the largest in the midwest)
- Improve soil health, promote biodiversity, and restore diverse functional plant communities through The Grazing Program, a vegetation management tool
- Nurture land across the state by selling seeds, plants, and other restoration materials to landowning customers of all sizes

In addition, we commit to:

- | | | |
|--|--|--|
| • Remaining environmentally conscious in all aspects of our business operations by reducing or eliminating our use of chemicals and fossil fuels | • Earning Environmental, Social, and Governance (ESG) scores in the top 10% of all organizations | • Developing a dedicated base of Mission Partners to join us in our effort: 20% of mission achievement to come from direct MNL efforts and 80% to come from mission partners |
| • Significantly reducing our waste byproducts per acre impacted, compared to 2020 levels | • Offering our employees a safe work environment with schedules that are compatible with their lives | |

Core Values

Our values guide our actions. They are the embodiment of who we strive to be and make our noble purpose tangible. When our actions align with our values, achieving our mission becomes possible.

PASSION FOR MNL'S MISSION

We are inspired, and strive to inspire others, with our purpose of healing the Earth. We will have a profoundly positive impact on our world, leaving it a better, healthier place for future generations.

REAL GRIT

We are not afraid to roll up our sleeves to get the job done, working to perform our craft no matter the challenges, obstacles or difficulties.

WE PAINT EVERYTHING THAT WE CUT OR WELD

We display exceptional craftsmanship in everything we do. We will constantly develop our expertise, expand our knowledge and hold ourselves to the highest possible standards.

EVERY DAY WE WRITE THE BOOK

Our consistent drive to innovate separates us in the industry. We approach each opportunity with the eagerness to adapt and exceed expectations.

POSITIVITY LEADS TO SUCCESS

Positive attitudes are key to an inspiring, productive and successful work environment and we aspire to live that value at MNL. Positivity will attract others to join us in our life-changing mission.

Brand Identity

Our Voice

We're moved by the idea that, through collective effort, the earth can be renewed for future generations. So our voice pairs hope with action to prove that the future is brightest when we shape it together.

Our Tone

Active: Our tone is active because we are. We take an active approach to healing the earth, which means our language should be strong and active as well.

Positive: We speak as brightly as our future looks, embedding positivity in everything we do and say, because positivity is contagious.

Inspiring: We can't heal the earth alone. To realize our mission, we need to be able to inspire partners to join our cause as if it were their own.

Visual Identity

Photography

Our photography communicates how healing the earth happens and how the end result looks and feels. We do this by focusing our lens on three key aspects in a way that visually communicates how effort makes our dream of the future real.

1. OUR TOOLS

2. OUR PEOPLE

3. OUR OUTCOMES

Photographic Principles

Natural light

Washed out sunlight

Lens flares

Desaturated landscape and flowers



Color

Our dynamic color palette reflects our tone: active, positive, and inspiring. A warm yellow functions as a foundational color that’s complemented by a rich orange and a crisp blue. We’ve intentionally avoided using green as it’s a dominant color across environmental industries.

Size of color swatch represents ratio of how colors should appear in branding. E.I. Rich orange is widely used where as Warm Yellow and Crisp Blue are reserved as accents.

				
WARM YELLOW		COOL CHARCOAL	WHITE	
R=233 G=195 B=41		R=33 G=43 B=48	R=255 G=255 B=255	
C=10 M=20 Y=98 K=0		C=79 M=66 Y=59 K=63	C=0 M=0 Y=0 K=0	
#E9C329		#212B30	#FFFFFF	
				
RICH ORANGE	CRISP BLUE	RICH BLACK	COOL GREY	NATURAL
R=223 G=90 B=38	R=67 G=155 B=179	R=0 G=0 B=0	R=210 G=214 B=216	R=243 G=241 B=236
C=07 M=79 Y=100 K=01	C=72 M=24 Y=24 K=0	C=75 M=65 Y=65 K=100	C=16 M=11 Y=11 K=0	C=03 M=03 Y=05 K=0
#DF5A26	#439BB3	#000000	#D2D6D8	#F3F1EC

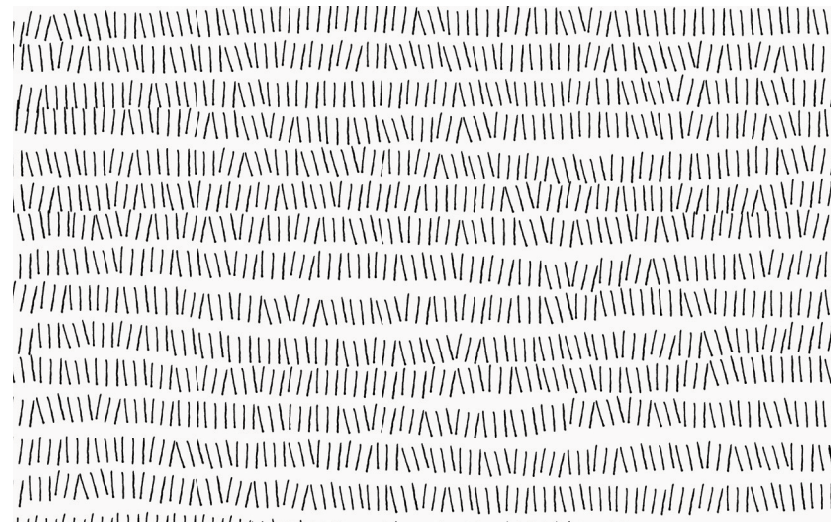
Pattern & Texture

Handmade pattern and textures are inspired by the original 1998 brand logo design. They add a humanistic element to marketing materials while also creating dimension with the design. Their intended use is for large fields of color or when photography isn't available. They are never meant to be used within the monogram.

The Stylized Plots of Land pattern can be used to add color and energy to open largescale layouts.



GRIT TEXTURE: Use to add a human element to clean type-driven layouts.



ABSTRACT GRASS TEXTURE: Use to represent the land on clean type-driven layouts.



STYLIZED PLOTS OF LAND PATTERN: Use to add color and energy to largescale layouts.

Logo

Our logo is the focal point of the brand, around which the visual identity forms. It's inspired by our purpose— to heal the earth— which is represented by a stylized visualization of growth with a seed shape at the core.



Use the "M" to ensure proper padding around the logo.

Logo Family

A versatile set of logos are available for use on various applications.

Using the logos properly, in the right applications, creates consistency. Follow these guidelines to maintain the integrity of the logo.

PRIMARY NAME-TO-ICON RATIO



FULL-COLOR: Use whenever possible on white or light backgrounds.



BLACK ONE-COLOR: Use on small applications or for proper contrast on color backgrounds.



INVERSE FULL-COLOR: Use on dark, neutral backgrounds, preferably cool charcoal or rich black.



INVERSE ONE-COLOR: Use on small applications or for proper contrast on color backgrounds.

ALTERNATE RATIO: WORKS WELL IN CIRCULAR FORMATS



ALTERNATE RATIO: WORKS WELL IN SQUARE FORMATS



Icons

Our iconography was created using shapes that are descendants of the seed shape at the core of our logo. This design approach allows for future icon development on an as-needed basis. Use icons to help organize information, provide context, and add visual clarity to marketing materials and products.



POLLINATOR



GROWTH



EQUIPMENT



SEEDING



RESTORATION



POLLINATOR



GROWTH



EQUIPMENT



SEEDING



RESTORATION

Typography

Our typography compliments the brand logo as well as our voice and tone. Monarcha, a serif font, humanizes headlines and compliments functional subhead and body copy type selections.

HEADLINE	LEADING TRACKING KERNING CASE	110% OF PT SIZE -15 OPTICAL TITLE
Monarcha Book*		

Healing the Earth, Together.

SUBHEAD [40% SIZE OF HEADLINE]	LEADING TRACKING KERNING CASE	110% OF PT SIZE 20 OPTICAL CAPS
Roboto Bold		

OUR MISSION

BODY	LEADING TRACKING KERNING CASE	200% OF PT SIZE 0 OPTICAL SENTENCE
Roboto Light		

Our 10 20 30 mission is lofty—10 million acres positively impacted by 2030 might seem like a lot. But by achieving our goal we’ll create a measurable and remarkable improvement to air and water quality, soil health and biodiversity all across our state. With concentrated effort and dedicated mission partners, we know this goal is firmly within reach. We intend to grasp it.

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COMPOSED PARAGRAPH EXAMPLE

OUR MISSION

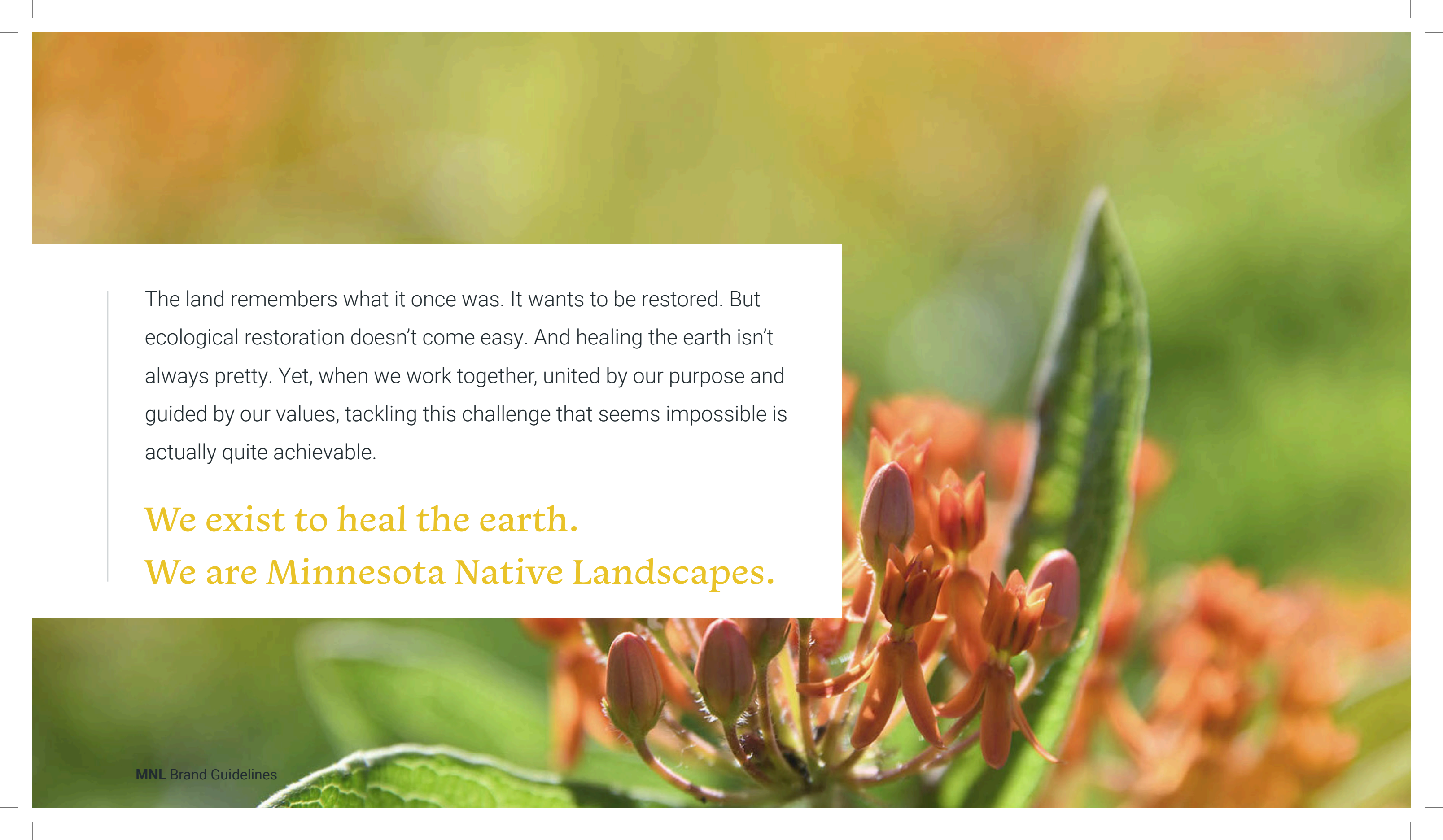
Healing the Earth, Together.

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Brand In Use

Here are a few examples of how the brand elements form a distinct and cohesive brand identity and visual experience.





The land remembers what it once was. It wants to be restored. But ecological restoration doesn't come easy. And healing the earth isn't always pretty. Yet, when we work together, united by our purpose and guided by our values, tackling this challenge that seems impossible is actually quite achievable.

We exist to heal the earth.

We are Minnesota Native Landscapes.