Brand Guidelines
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Our Brand Story:
A Journey into Identity
A Journey into our Identity

For five decades, Acterra and its predecessors have been ardent environmental champions, embracing change.

1970  The Peninsula Conservation Center Foundation formed as a hub for eco-groups.
1990  Bay Area Action emerged from the International Earth Day 1990 campaign.
2000  Acterra: Action for a Healthy Planet arose from merging the Peninsula Conservation Center Foundation and Bay Area Action.
Today  Acterra continues its legacy of impactful action and community-based solutions – with a focus on the urgent challenge of climate change.
Our mission is **to bring people together** to create local solutions for a **healthy planet**. Our solutions prioritize **equity** for all communities, align with **science-based findings**, and are defined for the **benefit of all**.
Our Vision

At Acterra, we envision a future where impactful actions combat climate change. We advocate for electrification, energy efficiency, renewable energy, and sustainable food practices. We are dedicated to empowering students, residents, elected officials, local businesses, and underserved communities through resilience and adaptation. Through collaboration with community partners and local governments, we strive to drive positive change in our region and beyond, making informed choices to create a healthier planet for all.
Our Brand Guidelines

The brand guidelines aim to ensure a consistent and impactful visual representation of Acterra, reflecting professionalism, competence, action, and positivity. These guidelines will convey the organization’s mission and vision effectively, fostering a connection with potential donors and volunteers.

In terms of visual content, special attention will be given to showcasing diverse community members to resonate with the broad cross-section of Bay Area residents. By following these guidelines, we accomplish the following:

01 Enhance brand recognition
02 Engage stakeholders
03 Strengthen our commitment to our mission and values
Crafting Our Logo: Guidelines for Consistency
Logo Brief

This logo, designed by Mark Bult from Mark Bult Design, received a prestigious award from LogoLounge for its outstanding creativity and execution in representing the Acterra identity. It brilliantly combines creativity and precision, embodying sustainability and environmental consciousness in a remarkable way.

At the heart of the design, a gentle leaf unfurls, symbolizing our deep bond with nature and dedication to protecting the Earth. Its intricate veins and soft shape embody the essence of the environment.

The eye represents insight and foresight, embracing sustainability by delving into issues deeply, emphasizing a holistic approach for a better future through comprehensive understanding.

These elements, the leaf and the eye, blend harmoniously, showcasing Acterra’s key values of caring for the environment and comprehensive sustainability. The logo communicates a story of connection, awareness, and accountability without words.
Guidelines for Consistency

To ensure a professional and consistent visual representation of the Acterra brand, these logo usage guidelines have been carefully crafted. Our logo is a valuable asset that embodies our commitment to creating local solutions for a healthy planet. Adhering to these guidelines will help preserve the integrity of our brand identity and maintain a strong presence in all communications.

Clear Space
Maintain ample clear space around the logo to allow it to stand out and avoid visual clutter. The clear space should be equal to the height of the leaf element within the logo. The logo should never touch or bleed off edges.

Minimum Size
Prevent logo scaling below the specified minimums: 1.56 inches (3.96 cm) or about 150 pixels wide for horizontal, and 0.73 inches (1.85 cm) about 70 pixels wide for vertical.
Color Variations

Use the appropriate color version of the logo based on the background to ensure contrast and readability. Choose the version of the logo that provides the best contrast when placed on colored backgrounds. Pasting a colored logo on another color may be too difficult to view. Please refer to the examples provided below.
Incorrect Usage

Do not alter, modify, or distort the logo in any way. Preserve the original proportions and design elements. Remember to always keep the Shift key pressed while scaling the logo.

- Do not distort or warp the logo in any way.
- Do not rotate the logo.
- Do not use colors other than primary logo, black, and white.
- Do not change the size or position of the icon.
- Do not use drop shadows or any other effects.
- Do not change the transparency of the logo.
- Do not rearrange the icon and typography in any way.
- Do not use icons separately.
Utilize the latest logo versions, including the tagline. Below is an updated inventory of all our department logos, each presented in its colored variant.
By upholding these logo usage guidelines, we strengthen our brand identity and inspire a sense of trust and professionalism in our audiences. For access to logo files, please visit our website: acterra.org/logos.
Colors that Inspire: Our Vibrant Palette
Our Vibrant Palette

Acterra’s color palette is a fundamental element that helps define our visual identity and reinforces our brand message. Consistency in color usage across various applications, both digital and print, is crucial in maintaining a cohesive and recognizable brand presence. Limit additional colors to maintain a cohesive brand identity. Below, we present our color palette for easy reference:
Primary Colors

Our primary color represents the core essence of our brand and should be used prominently in all brand materials. It is ideal for headlines, calls-to-action, and any elements that require strong visual emphasis.

HEX: #8DA335
RGB: 141, 163, 53
CMYK: 9, 0, 43, 36

HEX: #F37321
RGB: 243, 115, 33
CMYK: 0, 50, 82, 5

Digital Applications

For digital materials, such as websites and social media graphics, use the specified RGB or HEX values to achieve consistent colors across various devices and platforms.

Color in Print

When producing printed materials, ensure that the appropriate CMYK values are used to maintain color accuracy across different printing processes.
Colors that Inspire

Secondary Colors

Our secondary colors complement the primary color and serve as a supporting element. It can be used for subheadings, icons, and other design elements that require a slightly softer visual impact.

Consistency is Key

Ensure that the specified color codes are accurately used in all digital and print materials. This consistency reinforces our brand recognition and strengthens our visual identity.
Colors that Inspire

Accent Colors

The accent color adds versatility to our color palette and can be used sparingly to draw attention to specific details or create visual interest in our designs.

- HEX: #D7DA56
  RGB: 215, 218, 86
  CMYK: 1, 0, 52, 15

- HEX: #937365
  RGB: 147, 115, 101
  CMYK: 0, 13, 18, 42

- HEX: #96799B
  RGB: 150, 121, 155
  CMYK: 2, 13, 0, 39

- HEX: #36A6C2
  RGB: 54, 166, 194
  CMYK: 55, 11, 0, 24

- HEX: #FDCC99
  RGB: 253, 204, 153
  CMYK: 0, 19, 39, 1
Colors that Inspire

Accessibility Colors

Utilize the provided neutral shades: Opt for the suggested palette’s shades when working with text to prevent extreme discomfort for users’ eyes. While pure white can be acceptable and less harsh, avoid pure black and consider the specified shades from the palette below.

- **HEX: #ACACA7**
  - RGB: 172, 172, 167
  - CMYK: 0, 0, 2, 33

- **HEX: #1F1717**
  - RGB: 31, 23, 23
  - CMYK: 0, 3, 3, 88

- **HEX: #FEFFF8**
  - RGB: 254, 255, 248
  - CMYK: 0, 0, 3, 0

Following these color palette guidelines allows us to showcase a cohesive and visually captivating brand identity. The chosen colors play a vital role in establishing an emotional bond with our audience, reinforcing our brand message.
Program Colors

The color combinations presented here have been customized for individual programs, with the primary program color denoted by the larger icon. While additional colors for the program are available, you are welcome to utilize other hues from our palette to serve as secondary and accent colors.

Acterra Student Ambassador Program (ASAP)  Climate Friendly Kitchens  Green@Home

Green Team Network  Healthy Plate, Healthy Planet  Karl Knapp GoEV

Public Lecture Series  Young Professionals  You(th) be the Change
Colors that Inspire

Synergetic Colors
When using text on colored backgrounds, ensure there is sufficient contrast for readability. Use our brand’s color contrast guidelines to ensure accessibility compliance.
Colors in Practice
Here, we present actual design examples that embody our recommended color schemes and contrast principles. These instances showcase how strategic color application can enhance user experience, inclusivity, and readability.
Typography Matters:
Guidelines for Excellence
Primary Typefaces

We utilize two primary typefaces to maintain a consistent and professional visual identity. They are available on both Adobe Creative Suite and Canva platforms. These typefaces have been thoughtfully selected to ensure legibility, visual appeal, and brand coherence across all materials.

**JOSEFIN SANS**

AaBbCcDdEe  
AaBbCcDdEe  
AaBbCcDdEe  
AaBbCcDdEe  
AaBbCcDdEe

**LEAGUE GOTHIC**

AaBbCcDdEe  
AaBbCcDdEe  
AaBbCcDdEe  
AaBbCcDdEe  
AaBbCcDdEe

Primary typefaces are for special documents like annual reports, as it’s in our logos. For other graphics, use it as a subheader wisely.

Use it sparingly as a header or subheader for special documents like annual reports, as it’s in our logos. For other graphics, use it as a subheader wisely.
Text Size Dynamics

Varying text sizes are crucial for content organization. Headings, 2 to 2.5 times larger than body text, highlight key sections. Subheadings, 1.2 to 1.5 times larger, guide structured reading. Body text, standard-sized, ensures comfort. Ratios adapt with fonts and layouts, enhancing balance and readability across sections.

Heading

Subheading

Body Text

Heading Font

For headings, use Josefin Sans in a bold weight to achieve a strong and eye-catching appearance. It conveys a sense of authority and emphasis, making it ideal for drawing attention to key sections and titles.

Subheading Font

Opt for Josefin Sans in semibold or regular for subheadings, finding the sweet spot between bold headings and delicate body text. Alternatively, go for League Gothic in regular or condensed. Experiment with wider letter spacing and lighter accent colors.

Body Text Font

For body text, use Josefin Sans in a light or thin weight. This choice ensures a clean and comfortable reading experience, making the content easily digestible for our audience.
Guidelines for Excellence

Consistency in typography across various brand materials is crucial for maintaining a cohesive visual identity. By adhering to these typography guidelines, we ensure a harmonious and professional presentation of our brand, reinforcing our commitment to excellence and effective communication.

Graphic Examples

Improve readability and user-friendliness by positioning text to the left of the graphic. This strategy is backed by statistical insights and is strongly recommended due to its strategic advantages.
Capturing Moments:
Image & Photo Insights
Visual storytelling holds immense power in conveying our brand’s essence and mission. Our imagery plays a vital role in establishing an emotional connection with our audience while reinforcing our commitment to a healthier planet. To maintain a consistent brand identity, we have carefully defined guidelines for the style, types of imagery, and overall tone that align with our vision.

**Usage Rights and Attribution**

When using images from external sources, it’s crucial to respect copyright and usage rights. Always obtain the necessary permissions and provide appropriate attribution as required.

By adhering to these imagery and photography guidelines, we aim to create a cohesive and compelling visual narrative that resonates with our audience and strengthens our impact.

**Image Resolution and Quality**

To ensure a visually appealing presentation, we emphasize the use of high-resolution and clear images in all our brand materials.

Pixelated or distorted images can detract from the impact of our message, so it’s essential to use high-quality visuals.
Style and Types of Imagery

We embrace authenticity, diversity, and inclusivity in our preferred imagery style. We encourage the use of original photography, capturing real moments and experiences that authentically reflect the communities we serve. Additionally, illustrations and graphics are welcome as long as they complement our brand’s aesthetic and maintain a professional and approachable tone.

Tone and Content

Our imagery should reflect the positive impact and hope that our organization brings to the community. It should inspire action, conveying a sense of optimism and progress. Content depicting sustainability efforts, community engagement, and environmental initiatives perfectly aligns with our brand message.
Inclusivity and diversity are integral elements of our brand identity. Our imagery should represent people from various backgrounds, cultures, and walks of life, embracing the broad cross-section of Bay Area residents.
We are also deeply committed to ensuring accessibility for people of differing abilities, including those with limited vision or other impairments. To accommodate individuals with limited vision, we provide alternative text descriptions (alt text) for all visual content, allowing screen readers to describe images and graphics. For individuals with other impairments, we strive to offer clear and concise communication in plain language, minimizing the use of jargon. Our team is attentive to providing captioning and transcripts for audio and video content, making them accessible to the deaf community.

By incorporating these accessibility measures, Acterra aims to create an inclusive environment where individuals of all abilities can fully engage with our mission and participate in our community empowerment initiatives.
Crafting Our Voice:
Brand Messaging
Brand Messaging

Our organization’s mission highlights the power of unity. By coming together, we can achieve remarkable feats. Messaging should center on collaboration, partnership, trust, commitment to action, and shared resolve, all of which are integral to Acterra’s identity.

Use Plain Language

Let’s keep it simple and approachable. Minimize the use of jargon, ensuring our communications are easily understood by everyone.

Impactful Storytelling

Incorporate metrics and data that showcase our tangible impact on the community. Our stories should resonate with our audience, inspiring them to be a part of the positive change.

Emphasize the Positive

Acterra thrives on positivity. Our messaging should focus on the brighter side of things, showcasing the potential for positive change and impact.

Identify the Call to Action

Bring our messages to life with catchy slogans and compelling calls to action that engage and mobilize our audience.

Tone of Voice

Friendly, Informative, Inspiring: Our voice should be friendly, building connections with the audience. We speak with data and provide insightful information, always inspiring with impactful stories and results.
To improve access to information and resources in many communities within the Bay Area, Acterra engages, whenever possible, in outreach in Spanish, Chinese, and Vietnamese in addition to English. Explore these social media examples that embody our tone of voice and commitment to inclusivity.

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**Social Media Examples**

**Planetacterra**

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**Planetacterra**

*Follow*

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**Planetacterra**

*Follow*

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**Planetacterra**

*Follow*

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Liked by mariya.a1990 and others

**Planetacterra** We’re Acterra. With programs focused on electrification of buildings and transportation, sustainable food, youth education to build future climate leaders, and advocacy efforts that drive policy changes, we are at the forefront of building a sustainable and equitable future for all here in the Bay Area.

Community members like you are the key and help sustain our work. Please consider making a gift before our fiscal year ends on June 30! For a limited time, your donation will be matched dollar-for-dollar, doubling your impact! On behalf of all of us, thank you for making our work possible.

Donate now: https://www.acterra.org/donate-now

#Acterra #Sustainability #Electrification #BuildingBetterFuture #ClimateAction #HealthyPlanet

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**Planetacterra**

*Follow*

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**Planetacterra**

*Follow*

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**Planetacterra**

*Follow*

---

Liked by mazanola and others

**Planetacterra** Are you interested in driving an EV but think you can’t afford it? Think again!

At our special trilingual event, learn about the financial assistance programs that are designed to help income-qualifying residents in the San Francisco Bay Area, including the Clean Cars for All grant and county-specific programs that can make owning an EV a reality for you.

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**Planetacterra**

*Follow*

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**Planetacterra**

*Follow*

---

**Planetacterra**

*Follow*

---

Plus, attendees will have the opportunity to request a free consultation for additional guidance in identifying the programs for which they qualify. Don’t miss out on this opportunity to join the future of transportation!

Register to attend: https://bit.ly/3Irfr6R

This event is sponsored by @palo_alto_utilities, @sjscleanenergy, and @percleanenergy.

- ¿Estás interesado en conducir un vehículo eléctrico pero crees que no puedes permitirtelo? ¡Únete a nosotros!
- En nuestro evento especial, conozca sobre los programas de asistencia financiera diseñados para ayudar a los residentes de la zona de la bahía de San Francisco que cumplen con los límites de ingresos, incluyendo la subvención Clean Cars for All y programas específicos del condado que pueden hacer que poseer un vehículo eléctrico sea una realidad para ti.
- Además, los asistentes tendrán la oportunidad de solicitar una consulta gratuita para obtener orientación adicional sobre los programas para los que califican.
- ¡No pierdas esta oportunidad de unirte al futuro de la transporatión!


- Tiếng Việt ở dưới
- Bạn đang nghĩ mình không đủ chi trả cho một chiếc xe điện? Suy nghĩ lại! Tìm hiểu về các chương trình hỗ trợ tài chính đang hoàn hảo cho các cư dân đáp ứng đủ điều kiện thu nhập, bao gồm hỗ trợ xe sạch cho Người Mới và các khoản hỗ trợ các quận nằm trong khu vực Vịnh San Francisco. Sau đó, những người tham gia có thể yêu cầu một buổi tư vấn miễn phí cho...
Our Audiences

Our audience is broad, spanning local residents, businesses, schools, and governments in the Bay Area. Our message is directed to everyone — young and old — who believes that we can enhance our communities by taking action together. Acterra serves community members by providing resources and education and by forming connections and partnerships.

In turn, we ask our community members to become donors and help support the organization and its mission. Each interaction with Acterra’s supporters, volunteers, donors, sponsors, partners, stakeholders, or media outlets should reflect Acterra’s friendly, informative, and inspiring tone of voice.
Stay Connected:
Contact Information
We want to hear from you.

For any questions, inquiries, or further information related to our brand or organization, we encourage you to reach out to our dedicated team. We value open communication and are committed to providing prompt and helpful assistance to all stakeholders.

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