



# **STYLE GUIDE**

1/4/2021

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# WHO WE ARE

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## MISSION

Aspen Valley Land Trust protects the special places and open spaces of the Roaring Fork and Colorado River valleys for wildlife, agriculture, and community, forever.

## VISION

We seek a future where land, wildlife, and people flourish together, and where land is a treasure to be passed on forever.

## VALUES

Commitment

Community

Resilience

Respect

Trust

## OUR NICHE

AVLT is the only local non-partisan, nonprofit organization dedicated to conserving land forever in the Roaring Fork and Colorado River valleys. For over 50 years, AVLT has been a trusted community-supported conservation partner helping to ensure the natural and community health of our region.

## VALUE PROPOSITION

Saving special places and open lands for our communities, forever. Connecting people to place and people to nature. Enhancing the health and well-being of our communities, human and wild.

# LOGOS

## PRIMARY



This is the preferred full color primary logo and should appear on a white background whenever possible. The inverted logo, black logo, and white logo can be used as necessary.

**CLEAR SPACE:** To ensure the logo has breathing space, use the height of the “L” to determine clear space.

**MINIMUM SIZE:** The logo should not be any smaller than 2 inches, because it loses impact and readability.

### DO NOT

- Do not change the color or typeface of the logo
- Do not skew or rotate the logo
- Do not adjust individual elements of logo
- Do not improperly scale or stretch logo
- Do not use unapproved logo lockups
- Do not add effects to the logo

## SECONDARY

The horizontal logo can be used to better accommodate given space. The black logo and white logo can be used as necessary.

When using the minimum size, the tag line should not accompany the logo.



## SPECIAL USE ONLY

For certain audiences and uses, the distressed logo and versions of it may be used in print.



## FAVICON

In small spaces, the favicon can be used in place of the full logo.



# COLOR PALETTE

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## PRIMARY



AVLT Red  
Hex #b22219  
R 178, G 34, B 25  
C 21 M 98, Y 100, K 12



Chokecherry  
Hex #6f1410  
R 111, G 20, B 16  
C 31.89 M 97.61, Y 100, K 45.91



Deep Koamaru  
Hex #303467  
R 48, G 52, B 103  
C 94, M 90, Y 31, K 20



Buddha Gold  
Hex #c78f00  
R 199, G 143, B 0  
C 21.97 M 43.52, Y 100, K 2.74

## SECONDARY



Basecamp Green  
Hex #1f582c  
R 31, G 88, B 44  
C M, Y, K



Accent Grey  
Hex #a5a7a8  
R 166, G 167, B 169  
C 37, M 29, Y 29, K 0



Wheat  
Hex #f4dbb3  
R 244, G 119, B 179  
C 3.75, M 12.93, Y 31.49, K 0



Morning Haze  
Hex #feefd8  
R 254, G 239, B 216  
C 0.25 M 5, Y 14.47, K 0

# TYPEFACE

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## PRINT PRIMARY

### **THIS IS A HEADER**

Myriad Pro Bold • 34pt • Uppercase

### **THIS IS A SUBHEAD**

Myriad Pro Bold • 26pt • Uppercase

This is body text.

Adode Garamond Pro • 12pt • Case sensitive

## PRINT SECONDARY

If the above the above font families, Calibri can be used as a substitute.

Calibri • 12pt • Case sensitive

This is body text.

Minion Pro • 12pt • Case sensitive

## DIGITAL PRIMARY

### **THIS IS A HEADER**

Droid Serif Regular • 34pt • Uppercase

### **This is a subhead**

Droid Serif Regular • 26pt • Case sensitive

### **THIS IS A SECONDARY SUBHEAD**

Open Sans • 14pt • Uppercase

This is body text.

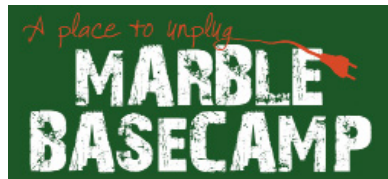
Open Sans • 12pt • Case sensitive

# SECONDARY BRANDS

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AVLT programs, properties, and campaigns should always be preceded by “Aspen Valley Land Trust” or “AVLT”.

## CHAPIN WRIGHT MARBLE BASECAMP



## R3FUND

KEA & IAN HAUSE



## SAVE RED HILL





# PHOTOGRAPHY

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## PHOTOGRAPHY STYLE

- Include a “heartbeat” whenever possible
- Colorful, bright, primary colors
- Mostly candid, natural, and action shots
- Outdoor settings
- Show people individually and in groups

