Olivewood Gardens & Learning Center
Branding Standards Guide
Visual Identity System

Fall 2013 • Art 541 – Graphic Design IV
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The Organization

The Olivewood Gardens and Learning Center is a nonprofit organization that connects and motivates students and families from diverse backgrounds through organic gardening, environmental stewardship, and nutrition education. Located in National City, they work locally and focus on the many Hispanic and Filipino families, empowering them to be healthy and active citizens. Their vision is to reconnect students and families to the natural environment through food education and community engagement.

The Brand

The primary goal of the brand is to represent the community and hands-on programs of Olivewood while maintaining its historicism and the farm-to-table lifestyle they teach. It will bolster donorships and volunteers to support the importance of how good nutrition starts from good home-grown organic produce.

Brand Attributes

Inviting
Fresh
Community-based
Family oriented
Hands-on
**The Mark**

**Sketches**
To capture the hands-on nature of the programs at Olivewood Gardens, the initial sketches emphasized a hand-drawn and rustic look. An emphasis on “Olivewood” was quickly decided to better reference the location and add clarity.

**Process**
After the initial sketches, four logos were explored digitally. Each logo focused on a different aspect of the Olivewood Gardens and Learning Center brand.
Final Mark

The final mark represents the farm-to-table as philosophy of Olivewood through the overlapping icons of spade and fork. It represents the garden and food connection that is taught at Olivewood Gardens through community engagement.

The mark comes in two variations: a clean and elegant look, and a textured variation. The textured variation works best when used for larger-scale applications.
Mark Variations

The vertical mark is primarily used for printed collateral.

The typographic mark can be used in cases where size is an issue—it is a cleaner variation that works at smaller sizes. It may also be used when the application contains many surrounding elements, and a simpler solution is required.

The horizontal mark is primarily used for applications where there is not enough space for the main logo lock-up but the spade and shovel icon are required. This works for the website or ephemera.
Guidelines

Minimum Size & Clear Zones
Clear zones are necessary to the mark an appropriate amount of white space. Minimum sizes are necessary to keep the mark legible.
Contact Information

The centered mark with centered contact information should never be placed in the center of the page. Always keep it on the left or right side in a column. This is primarily used for the stationery, letterhead, and envelopes.

The main mark lock-up with left-aligned text works best when placed on the left side of the page. This is primarily used for invoice letters.
Sub brands

The Marks
The goal of the mark is to represent each program that is available at Olivewood Gardens. They combine an icon overlapping a vegetable/fruit texture which ties in with the brand idea of farm to table with a touch of Victorian style.

For the Health of it at Olivewood Gardens

Gardening Classes at Olivewood Gardens

Cooking for Salud! at Olivewood Gardens

Promotoras at Olivewood Gardens

Day of Play at Olivewood Gardens
Clear Zones
When placing the sub-brand logos onto an application, allow for a minimum of this much breathing room between the logos and other elements.

Minimum size: 1 inch

Variations
The logo has a vertical lock-up if there is not enough space. In instances where there the title of the program has already been given, the sub-brand logo may appear without text.
Incorrect Uses
Under no circumstances should the main logo and sub-brand logos be modified.

Do Not:

Stretch

Rotate
Olivewood Gardens & Learning Center

Add a Drop Shadow

Olivewood Gardens & Learning Center

Change Color

Olivewood Gardens & Learning Center

Use on Dark Background
Visual Identity System

Patterns & Backgrounds
The lace-like line pattern adds a level of sophistication and professionalism and is mainly used in conjunction with the main logo. Do not use with sub-brands logos.

Paper
When printing ephemera and printed collateral for sub-brands, use a felt-finish paper in a cream or natural white color.
Photography
Vibrant photographs showcasing the Olivewood environment play an important role within the brand. Use detail photographs as a texture for printed ephemera. Event photographs must have children and adults engaging in the appropriate activity.

Textures
Stamp textures must be used sparingly. They can be used to highlight a piece of information or as an alternate background for the typographic marks.
Color Palette

**Primary Colors**
The primary palette must always be used for the logo as well as for any logo variations.

![Primary Colors](image)

- **PMS**: 47-8, 8-16, 148-7, 127-6, 88-7
- **CMYK**: 0 91 92 47, 0 18 100 38, 72 0 90 0, 78 0 42 0, 42 86 0 0
- **RGB**: 142 36 16, 173 142 0, 61 172 75, 0 75 163, 160 64 143

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**Secondary Colors**
The secondary palette and tints are only to be used as accents in collateral designs. Tints may be used for any of the colors in both the primary and secondary palettes.

![Secondary Colors](image)

- **PMS**: 157-16, 7-8, 34-8, 126-16, 2623
- **CMYK**: 48 100 14, 0 18 100 0, 0 75 99 0, 100 0 41 60, 70 100 28 16
- **RGB**: 129 172 34, 225 205 0, 236 92 22, 0 82 85, 98 32 102
Typefaces

Chaparral Pro is used as the main typeface in the main and sub-brand logos. It can be repeated as a header when setting long text. Refrain from using other font weights other than Regular.

Grotesque MT is used as the supporting typeface and is mainly used for body text in publication. The varying font weights can be used wherever appropriate.

Primary Typefaces

Chaparral Pro Regular
Chaparral Pro Italic
Chaparral Pro Bold
Chaparral Pro Bold Italic

Grotesque MT Light
Grotesque MT Regular
Grotesque MT Bold
Printed Collateral

Stationery

Olivewood Garden’s stationery reflects the more sophisticated and professional side of the gardens and learning center. The system uses tints of the primary brand colors only, with a subtle and elegant pattern.
Olivewood Gardens & Learning Center

Healy Vidgersen  
EXECUTIVE DIRECTOR
619 294 5699
hvidgersen@gmail.com
Olivewood Gardens  
2550 N Avenue  
National City, CA 91955
olivewoodgardens.org

October 28th, 2013  
The Money Company  
222 Adams Street  
San Diego, CA 92101

Dear Mr. Choparesa,

I, Healy Vidgersen, am writing to you on behalf of Olivewood Gardens and Learning Center, an organization that is working for the education about nutrition and teaching our community youth about the fun to take control. We estimate that today there are 428,000 kids in our towns that are passionate about gardening and cooking. Our organization aims to educate this process of making that happen but we need your help.

We estimate that today there are 3,500 kids in our town that are passionate about staviewing but have nowhere to do it safely. We feel that this athletic environment is a place where we can work to help children to play, and develop skills that will be useful throughout their lives. Our organization is excited to the process of making that happen but we need your help.

Your donation will bring us closer to our goal of $450.00. Many business and community leaders are on board as well as hundreds of individuals. Our community is excited to see this project succeed. You can be apart of that excitement by supporting our youth with a $9.00 donation. We are happy to acknowledge your donation on our website and at our numerous events, (unless you prefer otherwise).

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I would like to thank you for considering this opportunity to partner with our organization for needed funds. If you have any questions regarding our organization, our fund management policy, or this project itself, please feel free to contact me at the address given above or at myemail@olivewoodgardens.org.

Sincerely,

Healy Vidgersen
Brochure

The brochure keeps a balanced look between the professional look of the main brand and the fun, hands-on activities of its sub-brands. Photographs and facts can be changed annually. When choosing background colors for text boxes, stick to tints and shades of the sub-brand, or a neutral tone.

Our Mission

At the Olivewood Gardens and Learning Center, we strive to connect and motivate students and families from diverse backgrounds through organic gardening, environmental stewardship, and nutrition education, empowering them to be healthy and active citizens. Our Vision is to reconnect students and families to the natural environment through food, education, and community engagement.

DO LEARN GIVE

2525 N Avenue,
National City, CA 91950

www.olivewoodgardens.org
info@olivewoodgardens.org
(619) 434-4288

Front & Back Folds
Who We Are
Olivewood Gardens and Learning Center's historic 4.62-acre property in National City, California serves as an outdoor classroom and outdoor classrooms for children and adults from around San Diego County. Olivewood provides science-based environmental education programs, hands-on gardening, and hands-on cooking classes for students and families from underserved communities.

Facts
- Over 7,000 student field trips and 6,700 community events have been held.
- 14,000 hours of California certified-led elementary student instruction.
- Over 700 volunteers in 2019 have donated 11,000 hours.
- Trained 173 adults in horticultural training, gardening in prison, and teaching gardening for school gardens through the Prison Nurse Teacher Education Center for San Diego County.

What We Do
Through garden-based education, our programs inspire children to explore connections between plants and the natural world, and the disciplines of history, science, art, literature, math, geography, and nutrition. Our science-based environmental education programs add hands-on, inquiry-based workshops in sustainable agriculture, water conservation, recycling, and composting. Our main programs are the following:

Gardening Classes at Olivewood Gardens
Promotoras at Olivewood Gardens
For the Health of It at Olivewood Gardens
Cooking for Salad! at Olivewood Gardens
Day of Play at Olivewood Gardens

Be an Olivewood Volunteer
Olivewood Gardens and Learning Center is fortunate to be supported by a team of passionate and hardworking volunteers. Volunteers are not only integral to the success of our program, but they also help demonstrate to students the caring and commitment of their larger community.

We are seeking individuals who are passionate about environmental education, food, local food, working with children, community engagement, and hands-on gardening. Please visit our website or call us at 619-221-9030 to learn more about volunteering. Our Volunteer Coordinator can also answer any questions.

It’s easy to become a volunteer, just complete the following steps*:
1) Fill out a volunteer application
2) Review the Volunteer Manual
3) Attend Volunteer Orientation

*Some positions may require additional training and screening (at the discretion of the Olivewood Gardens & Learning Center).

Inside

Cover
Take Aways

The main goal of the take-aways is to promote and list the upcoming events at Olive-wood Gardens. Each take-away pamphlet highlights a different program and sub-brand. These can be given out during promotional events or mailed around the neighborhood.

The Grid
Keep to a maximum of three supplemental photos total. Use tints of the sub-brand color to fill the remaining grid squares.

The Main Image
Images must be detail shots of food, ingredients or the gardens. Try to keep all photos in the same hue as the correlating sub-brand color. At least one element in the photo must relate to the sub-brand color.

Program Title & Sub-brand Logo
It is possible to swap the location of the title and the sub-brand logo whether it is on the top or bottom. Both the title and logo must have a white background.
Gardening Classes at Olivewood Gardens

**NOV 15**


Gardening classes, eros voluptate facilisis blandit, massa luctus vestibulum odio, ut viverra tortor leo eget libero.

Free event | 6 - 8 pm

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**NOV 27**


Gardening classes, eros voluptate facilisis blandit, massa luctus vestibulum odio, ut viverra tortor leo eget libero.

$20 admission | 4 - 8 pm

Olivewood Gardens & Learning Center
2525 N Avenue, National City
olivewoodgardens.org
808-619-0203
Website

The website targets both donors and visitors. Using a similar grid system as in the sub-brands allows the website to be fun and inviting, while the use of the main brand colors keep the look professional. Photographs are strictly used to emphasize upcoming events and quick links.
The main focus of the home page is the events slider, highlighting any big upcoming events or news.

The four quick links get to the point of the main reasons users may visit the site.
Ephemera

[Image of a tote bag and an apron with the logo "Olivewood Gardens & Learning Center"]
Signage

Olivewood Gardens & Learning Center

[Image of a wooden sign with the text "Olivewood Gardens & Learning Center"]

[Image of a tree with a sign attached]