CALIFORNIA ENVIRONMENTAL LITERACY INITIATIVE

BRAND GUIDEBOOK

INTRODUCTION

WELCOME to the California Environmental Literacy Initiative (CAELI) Brand Guidebook. In this book, you'll come to better understand the visuals, the voice, and the values that guide our initiative and express who we are and how others experience us.

The word 'brand' means different things to different people. Every organization, service, product, and initiative has a brand. Whether that brand is good or bad depends on the choices made by people behind the brand. A brand is the story that people tell about us, and the emotional experience that story creates among our audiences.

Brands are a lot like people. Just like people, they communicate who they are by how they dress (their visual identity), how they carry themselves and interact with others (their personality), what they believe (their values), and what makes them unique. In short, a brand expresses the essence of who we are and how we move through the world and do our work.
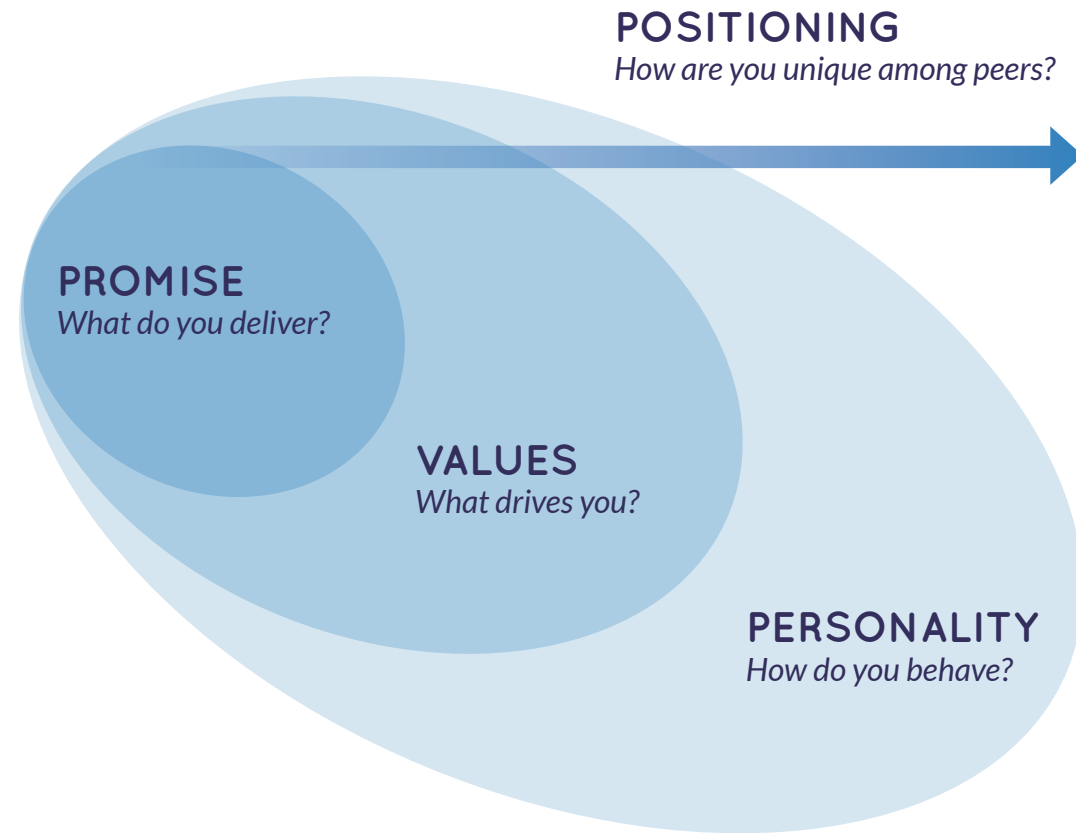
Just like people, brands are constantly evolving and being reshaped through time. It's important to know and understand our brand as it exists today so that our communications and interactions with the world around us have consistency and integrity, and are easily recognizable to others.

This is what the CAELI brand guidebook is meant to help with. It serves as a manual for our communications and interactions with our stakeholders, and is meant to guide how we shape our messaging and activity. It is important to remember that every single interaction with CAELI contributes to our brand, the value we add to enriching education, and the difference we make in communities and the natural world. By embodying these concepts in our daily work, we bring our brand to life, and ultimately express the real-world power and impact of our work.

BRAND FRAMEWORK

A brand framework is a tool for shaping our brand story. It is meant to serve as a guide for how we express ourselves and what we communicate. It is aspirational, defining who we are at our best. It is also authentic, reflecting what we know is true about us.

A brand framework has several components that include, but are not limited to the following:

POSITIONING
How are you unique among peers?

PROMISE
What do you deliver?

VALUES
What drives you?

PERSONALITY
How do you behave?

BRAND PROMISE

Our brand promise statement is about the one-on-one relationship that we develop with our constituents. It answers the question: "What do I get out of this relationship?" The promise statement articulates the value that our constituents receive from our work. It is not intended as a public message, but rather as a tool to convey CAELI in a way that will attract others to dedicate their resources to it.

OUR BRAND PROMISE

We have a unique opportunity to empower and support the next generation of leaders and champions of our planet. The California Environmental Literacy Initiative can help us make the most of this opportunity through public–private partnerships that power change.

BRAND VALUES

Our brand values are the essence of our brand. They animate our organization. They are its lifeblood; they are why we do what we do. These values give moral meaning to the stories we tell and help ensure that our behaviors are in alignment with our brand promise.

OUR BRAND VALUES

Power of Education.
We believe in the power of education to positively impact who students become and how they interact with their environment, their communities, and their world. We believe in supporting all students to develop the knowledge, understanding, and opportunities that prepare them to meet challenges and fulfill their potential to imagine and realize a better world.

Equity and Inclusion.
We know that people of color and low-income communities are most negatively impacted by environmental racism and unhealthy environmental conditions. We believe that environmental literacy prioritizes including and engaging students of color and in meaningful, culturally relevant ways, empowering them to achieve academic success and advocate for themselves and their communities. We work with districts to ensure that resources, partnerships, and support systems are focused on equity, and explicitly prioritize communities that have historically been excluded from participation in environmental learning.

Partnership.
We understand that the success of a system is based on the strength of all of its parts working as a whole. We function as a network of partners working in concert to fulfill the promise of environmental literacy for all California students. We strive to work collaboratively and inclusively, highlighting the interconnectedness of people and environment.

Connection.
We know that humans and nature are inextricably connected. Education in, for, and about the environment is not an add-on: it is an engaging way for students to learn across core subjects with positive outcomes for students, administrators, and the planet. We understand that environmental literacy inspires inquiry and critical-thinking skills while developing students' capacity to identify and analyze problems and develop solutions.

Care.
We believe that California's people value each other and our environment, and act on that caring. We have bold ideas for how to achieve environmental literacy, and we work collaboratively and compassionately with educators, students, and allies to achieve them. We exhibit our care for communities in all that we do.

Leadership.
We know that California is increasingly an environmental leader on the world stage. We understand that successes in leading-edge exemplar school districts that incorporate environmental literacy set an example for others to follow. We believe in leading by example in all areas of our work.

BRAND PERSONALITY

Our brand personality is the set of attributes and behaviors that come to mind when someone hears about CAELI. These attributes help to distinguish us from other organizations and initiatives. Along with our promise, they offer a reason to work with us.

Our personality traits are a mix of both our current, authentic self and our aspirational self, the brand we want to live in the world.

OUR BRAND PERSONALITY

Confident. We know educators have a lot on their minds and and we want to make things easier for them. Environmental literacy offers a clear path forward. Integrating the environment with core subjects helps meet learning goals and creates opportunities for equitable student learning without adding an additional burden.

Optimistic. We live our belief in the power of education to create a better future. We believe awareness leads to behavior change, and that educators can encourage that critical awareness. We know that educators, students, and community partners working together can create positive change and powerful new possibilities.

Supportive. We see the system of public education as serving students, communities, and our society. We focus work at the district level to support administrators, subject matter experts, teachers, and students because that's where change happens. We believe the school district holds space at the heart of community, and is entrusted with our most valuable resource: our young people. We celebrate the victories of our partners, and recognize the strength of a network working together.

Resourceful. We provide the tools to do things differently. We listen to the needs of the people and districts we serve to co-create environmental learning partnerships and experiences that are based in the communities and places where students live. We work with a generosity of spirit to support academic success and environmental literacy for all students. We prioritize equity by focusing resources on communities who have experienced historic, systemic, and continued barriers to accessing environmental literacy.

BRAND POSITIONING

This statement positions us in the marketplace, relative to others. It articulates the desired reputation we wish to have for our work, describing how we wish to be perceived. It expresses what is unique and relevant about us and guides our communications. Every communication effort should use the position statement as a yardstick by which to measure its effectiveness in conveying our brand. The position statement is an internal statement, rather than public, and is aspirational. It is a goal rather than an achievement.

OUR BRAND POSITIONING

By connecting the power of public education and private partnership, the California Environmental Literacy Initiative catalyzes the people and resources needed to empower California students with knowledge about the relationship between people and environment, and provide them with the skills they need to succeed — today and in the future.
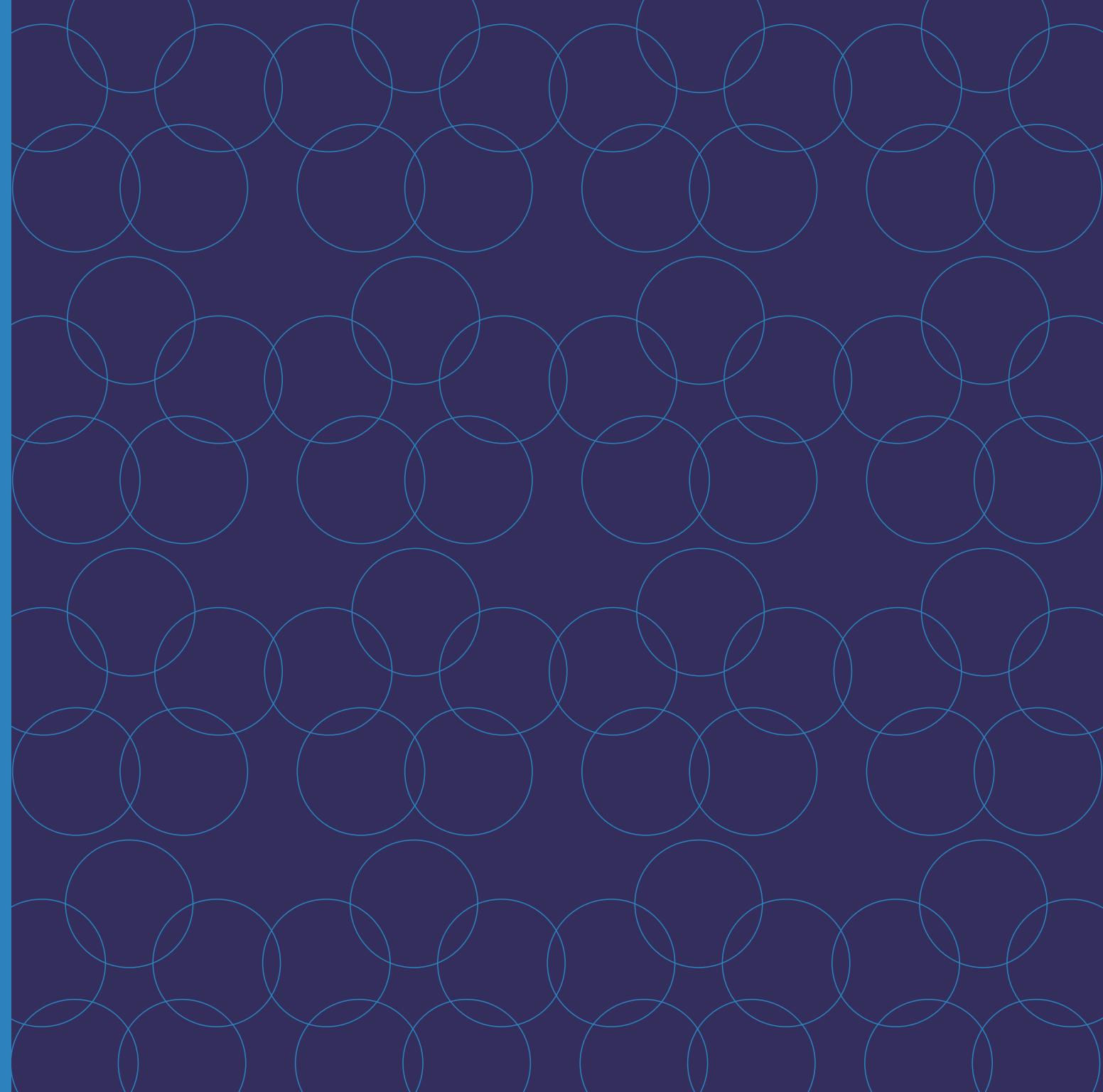
BRAND VISUAL IDENTITY

A brand visual identity is a system of visible attributes that give expression to a brand. In the same way that individuals express themselves by the clothes they wear, how they wear their hair, or have tattoos, so also are organizations able to express who they are through their logo, color palette, typography, and other graphic features.

The following pages detail some of the visual identity elements of logo, color, and typography that have been developed for the CAELI brand system. As we consistently apply and use these elements viewers will gain confidence in, and an understanding of, who we are and the work we do.

PRIMARY LOGO

The California Environmental Literacy Initiative's logo takes two primary forms, horizontal and circular, that feature a logo symbol and typeface.

Our logo symbol features a circular five-sided figure that evokes the image of people huddled in a circle or seated around a table, such as in a classroom, exploring and learning about our natural environment. Each figure's outstretched arms grasps the hands of the person next to them. Inside the circle are symbols that evoke the breadth of our natural environment in California: bear, redwood trees, gray whale. Our logo symbol and typeface convey a sense of individuals from many different backgrounds who join together to form a unit or family.

CALIFORNIA ENVIRONMENTAL LITERACY INITIATIVE

the logo symbol   the logo typeface

LOGO SPACING

To avoid clutter and give our logo prominence, always separate it from other text and graphic elements with a minimum clear space equivalent to the three times the x-height of the word 'Environmental' as shown in the example below.

LOGO USAGE & MISUSE

To preserve the integrity of our logo, only the configurations and colors referenced in these guidelines are permitted. Do not create new configurations or use new colors. Be mindful of how the logo appears on colored or dark backgrounds to maximize contrast and allow the logo to stand out.

DON'T reposition or re-arrange logo elements

DON'T skew or rotate the logo

DON'T use drop-shadows or other effects on the logo.

DON'T use a font color other than the approved color. DON'T change the colors of the inner-circle symbols.

DON'T contain the logo in a box when used on a colored background

DO feel free to use the all-white version of the logo on dark colored backgrounds

COLOR PALETTE

There are five colors that make up the logo. The colors are spread across the color spectrum to emphasize the diverse characteristics of our brand's personality. They are intentionally simple and inviting, with delicate saturation.

Pantone: 3591U
C90 M90 Y35 K27
R52 G46 B92
342e5c

Pantone: 144U
C8 M51 Y84 K0
R229 G142 B66
#e58e42

Pantone: 2184U
C80 M42 Y5 K0
R44 G128 B187
#2c80bb

Pantone: 1535U
C31 M62 Y100 K18
R155 G99 B39
#9b6327

Pantone: 2424U
C72 M29 Y92 K14
R79 G128 B67
#4f8043

TYPOGRAPHY

The main typeface that is used in the CAELI brand visual identity is Quicksand, which is used in ALL CAPS as part of the logo.

QUICKSAND

Quicksand is a display sans serif font with round terminals that is available in a variety of font weights, making it a versatile typeface. It is free for download from Google Fonts and can be used across all platforms.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LATO

Lato is a san serif font that complements the Quicksand font. It is elegant in both its 'Light' and 'Regular' weights. It is free for download from Google Fonts and can be used across all platforms.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CALIBRI

When the above recommended typefaces are not available, Calibri should be used. Calibri can also be used for digital productions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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