



A branding concept by Justin Vorndran
Visual Brand Magic: Minneapolis College of Art and Design

The Brief, in short:

Great Pines Land Trust is a (fictional) community nonprofit dedicated to protecting (fictional) land in northern Wisconsin and Minnesota.

As they grow as a community organization, they require a new logo, and a new identity.

In short, the new identity should:

- Bring together stakeholders, including donors, visitors, and supporters from many backgrounds.

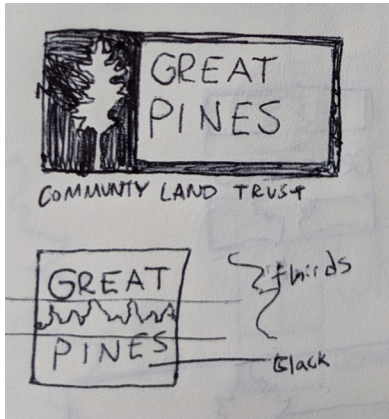
- Have a natural feel fitting for the place.

- Be timeless. Branding is expensive, and the land trust would like this image to last for decades or more.

How do we “sell”
conservation to as
many people as
possible?

Sketching the logo:

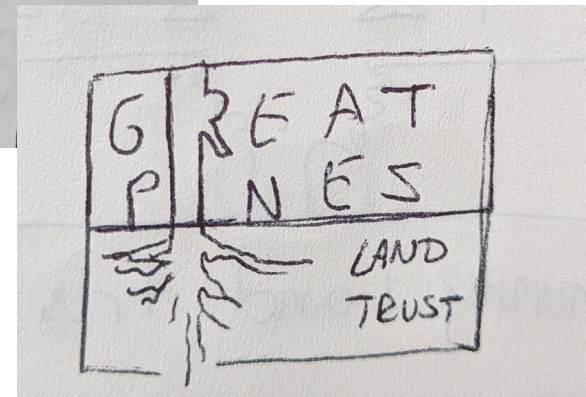
Initial ideas by hand:



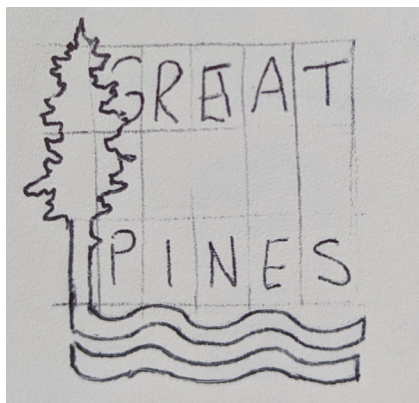
Maybe tree rings? Didn't pan out.



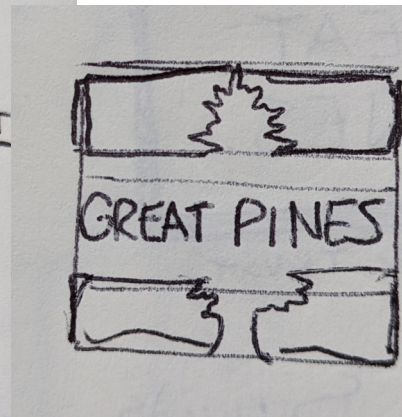
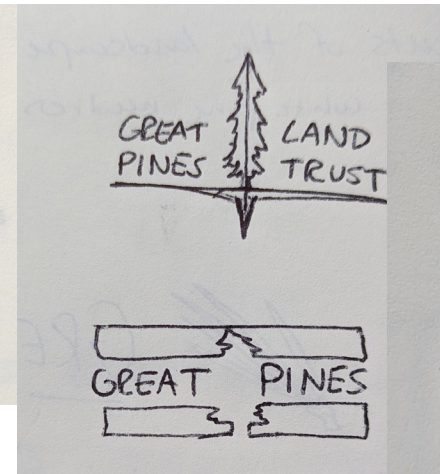
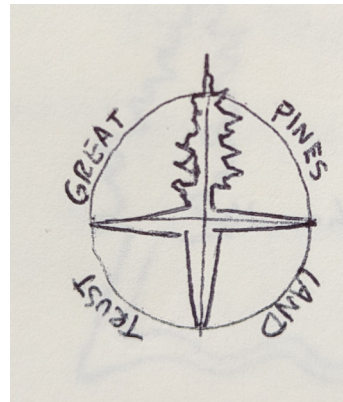
Now the roots appear...



The pine first appears...



Or maybe a compass...



Maybe some lines for flourish?
Could represent water...

What about using negative space?

The first digital mockup:



Unifying themes include a hand-drawn pine tree, roots, prominent use of negative space, and a subtle compass motif.

Now add color, and text!

Type Study: Final choice, Oxtail ALL CAPS



**GREAT GREAT GREAT
PINES PINES PINES**

COMMUNITY LAND TRUST

First experiments with colors



**GREAT
PINES**

COMMUNITY LAND TRUST



Extend the line, unify the design



**GREAT
PINES**

COMMUNITY LAND TRUST



**GREAT
PINES**

COMMUNITY LAND TRUST



**GREAT
PINES**

PINES

COMMUNITY LAND TRUST

Stamps, one for BW, one for color



**GREAT
PINES**

COMMUNITY LAND TRUST



**GREAT
PINES**

COMMUNITY LAND TRUST

The logo:



The Great Pines Land Trust logo takes two forms:

A full logo, with negative space defining the Pine, the roots, and the text against a tri-color green background.

A stamp, in the darkest of the tricolor greens, emphasizing the compass motif, and useful in situations that might not require the “GPLT” text.





Using three colors divided into thirds for a stable, but versatile logo.

Breathing room is measured in “community land trusts”. Each line or text line gets some elbow space.



The logo: stripped.



The logo: stripped.

OXTAIL MEDIUM (ALL CAPS)

FUTURA MED & BOOK

Joly text

calibri (if you must)

A hierarchy of fonts contrasting a playful serif aesthetic against a modern, clean sans serif. Joly for documents and body text. Calibri for those who don't use Adobe Fonts.

Design guidelines:



Brand Guidelines: Great Pines Community Land Trust

Fonts

OXTAIL OT CAPS

Is used in the GPLT Logo, caps only. This font should only be used in the context of the logo, and site names on signage. Use only in CAPS.

Futura PT, Medium + Book

Is our standard font for document titles, headings, and general use in signage. This font can be used in social media settings.

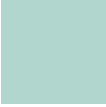




Joly Text Regular

Is our serif-font option for thank-you cards, letters, and any other fitting application where a versatile and stylish serif is required. This font can be used in social media settings.

Calibri + Calibri Bold

Should be used in all standard documents, emails, announcements and accessible content.

Color

	# b3d5cb R: 179 G: 213 B: 203	Official documents should maintain consistent use of the tricolor green. When using color in accessible documents, make sure to maintain high contrast.
	# 10725e R: 16 G: 114 B: 94	
	# 0c5645 R: 12 G: 86 B: 69	
	# cc8338 R: 204 G: 131 B: 56	In any document addressing hunting, utilize alternate "harvest" colors in conjunction with the green tricolor. Use these colors as accents.
	# 4c3a25 R: 76 G: 58 B: 37	

Nonprofit employees often wear multiple hats.

Having a succinct document compiling all of the necessary details of the Great Pines Brand is essential for employees who might not be versed in design.

In this document, employees can find the color codes, fonts, and guidelines to utilizing the logo.

Having this easily accessible to all employees will help the organization maintain a consistent outward-facing appearance, whether the document is coming from marketing, operations, a development professional, or an accountant.



Use the logo effectively.

Logos

FULL COLOR:



Use full color logos in digital content. Utilize against high-contrast background colors. Utilize stamp only in contexts where the "Great Pines" title text is displayed elsewhere clearly on-screen.

SIMPLIFIED WHITE:



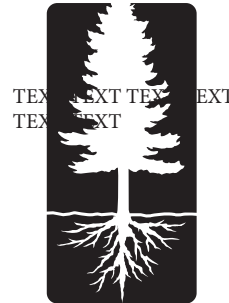
Use simplified white logos only against the dark green on the GPLT tricolor green, or "harvest" brown, or dark web backgrounds. Display against darkened photos for social media.

SIMPLIFIED FOR PRINT:



Use print simplified on non-color documents in order to reduce ink consumption.

Logo Do-Nots:



GPLT's logos are designed with transparency in mind. Background elements will show through. Arrange documents so that the logo is clearly visible, with no elements interrupting the view. When using the logo against colored backgrounds, ensure that contrast remains high.



DON'T:



DO NOT recolor the full color logo, as great as this purple version looks. Use the green tricolor in full-color logos only. For alternatively colored content, like photos, social media, or other documents, use the simplified white.

DO:



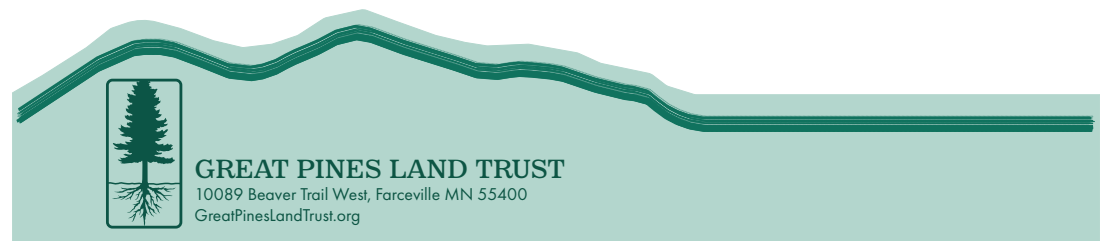
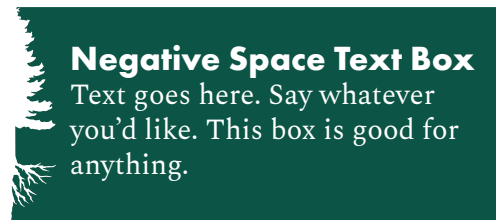
Design Toolkit:

An illustrator file full of assets that employees can use when designing documents.

Lines, the pines, and the tricolor are prominent themes.



10089 Beaver Trail West,
Farceville MN 55400
GreatPinesLandTrust.org



Document design samples:

Headers, or footers ... do it with style & color. Here are some examples of the toolkit in use. Nonprofits make first impressions with their letterhead - it better look good!


COMPANY POLICY - MAKING SAMPLE BRANDING DOCUMENTS

This is an absolutely useless paragraph full of sample text. Perhaps it's an inquiry into purchasing land. Perhaps it's a grant proposal. Maybe it's a letter thanking someone for a donation. Or maybe, i'm just filling this space with text so you can get an idea of what a document from Great Pines might look like.

This is an absolutely useless paragraph full of sample text. Perhaps it's an inquiry into purchasing land. Perhaps it's a grant proposal. Maybe it's a letter thanking someone for a donation. Or maybe, i'm just filling this space with text so you can get an idea of what a document from Great Pines might look like. This is an absolutely useless paragraph full of sample text. Perhaps it's an inquiry into purchasing land. Perhaps it's a grant proposal. Maybe it's a letter thanking someone for a donation. Or maybe, i'm just filling this space with text so you can get an idea of what a document from Great Pines might look like. This is an absolutely useless paragraph full of sample text. Perhaps it's an inquiry into purchasing land. Perhaps it's a grant proposal. Maybe it's a letter thanking someone for a donation. Or maybe, i'm just filling this space with text so you can get an idea of what a document from Great Pines might look like.

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GREAT PINES LAND TRUST
10089 Beaver Trail West, Farceville MN 55400
GreatPinesLandTrust.org



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Farceville MN 55400
GreatPinesLandTrust.org

Dear Person,

This is an absolutely useless paragraph full of sample text. Perhaps it's an inquiry into purchasing land. Perhaps it's a grant proposal. Maybe it's a letter thanking someone for a donation. Or maybe, i'm just filling this space with text so you can get an idea of what a document from Great Pines might look like.

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Sincerely,

Justin Vorndran

The guy who designed the branding for this whole thing.



10089 Beaver Trail
West, Farceville MN

Perhaps the letter or document needs to be printed. Leave the color behind, but keep the strong branding. Perhaps the letter or document needs to be printed. Leave the color behind, but

The website:

There's a "greatest hits" of buttons and pages that every land trust website must include. Presented in style, with high-quality photos, the old formula looks professional and lively.

GREAT PINES
COMMUNITY LAND TRUST

[HOME](#) [ABOUT US](#) [VISIT](#) [PROTECT YOUR LAND](#) [GET INVOLVED](#) [DONATE](#)

GREAT PINES COMMUNITY LAND TRUST

Protecting natural spaces in northern Wisconsin and Minnesota since 1992

3,789 ACRES of hardwood forest, protected in perpetuity.

450 ACRES of habitat restoration in 2023.

4,698 HOURS of volunteer effort.

OUR STORY

A long time ago, in a galaxy far, far, away, we started this land trust. Natural spaces should be a human right. Get outside more, what are you doing on the computer? **GO LOOK AT TREES!**

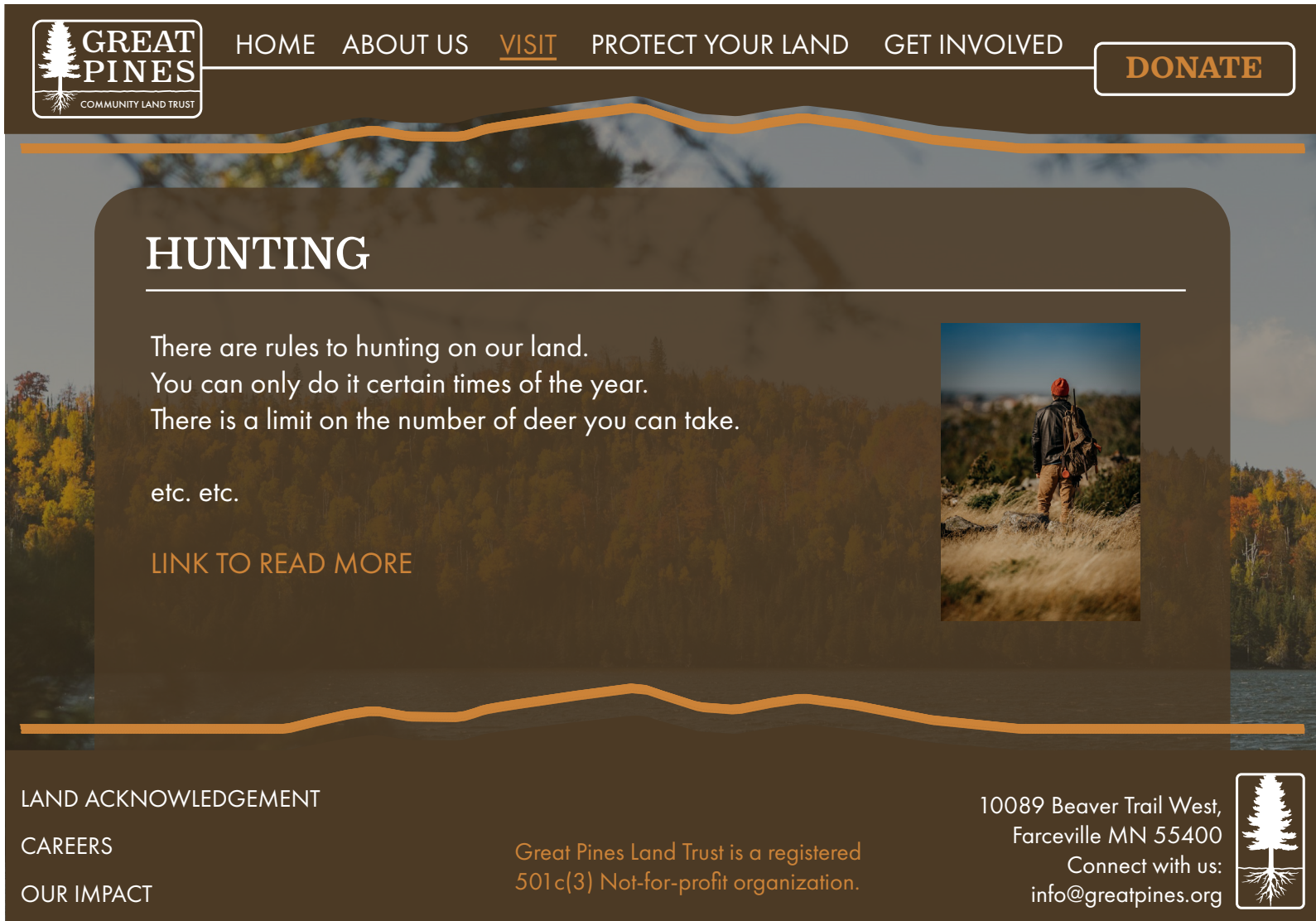
LAND ACKNOWLEDGEMENT
CAREERS
OUR IMPACT

Great Pines Land Trust is a registered
501 c(3) Not-for-profit organization.

10089 Beaver Trail West,
Farceville MN 55400
Connect with us:
info@greatpines.org

The website, in hunting season:

A large subset of the donors and visitors to Great Pines are hunters. The website and other correspondances will shift to a “harvest” color scheme for hunting topics - to emphasize the seasonal nature, and fit in with the autumn colors.



The screenshot shows a website header with a dark brown background. On the left is the Great Pines logo, which includes a stylized tree and the text 'GREAT PINES' and 'COMMUNITY LAND TRUST'. To the right of the logo are navigation links: 'HOME', 'ABOUT US', 'VISIT' (underlined), 'PROTECT YOUR LAND', and 'GET INVOLVED'. Further right is a 'DONATE' button with a white border and orange text. Below the header is a large, dark brown content area with a wavy orange line separating it from the header. The word 'HUNTING' is written in large, white, serif capital letters. Below it, there is a paragraph of text: 'There are rules to hunting on our land. You can only do it certain times of the year. There is a limit on the number of deer you can take. etc. etc.' To the right of this text is a photograph of a person in a red hat and dark jacket standing in a field with trees in the background. Below the text is a 'LINK TO READ MORE' button with orange text. At the bottom of the page, there is a dark brown footer with a wavy orange line above it. On the left, there are links for 'LAND ACKNOWLEDGEMENT', 'CAREERS', and 'OUR IMPACT'. In the center, there is text: 'Great Pines Land Trust is a registered 501c(3) Not-for-profit organization.' On the right, there is an address: '10089 Beaver Trail West, Farceville MN 55400', followed by 'Connect with us:' and the email 'info@greatpines.org'. A small version of the Great Pines logo is in the bottom right corner.

GREAT PINES
COMMUNITY LAND TRUST

HOME ABOUT US VISIT PROTECT YOUR LAND GET INVOLVED **DONATE**

HUNTING

There are rules to hunting on our land.
You can only do it certain times of the year.
There is a limit on the number of deer you can take.
etc. etc.

[LINK TO READ MORE](#)

LAND ACKNOWLEDGEMENT
CAREERS
OUR IMPACT

Great Pines Land Trust is a registered
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Social media outreach:



Yet another version of the logo. This time, the tree and roots are balanced, and the lines are extended for a rounded social media profile image.

Solid for Facebook and Instagram, two essential outreach avenues for nonprofits.



There's merch for everyone:



Great for:

-Donation gifts

-Volunteers

-Hunters

-Employees

-Anyone who looks good in pine green or blaze orange.

See the logo in the wild.

And why not have a catchphrase? We're not some stuffy government branch. We're a cool nonprofit and we protect land.



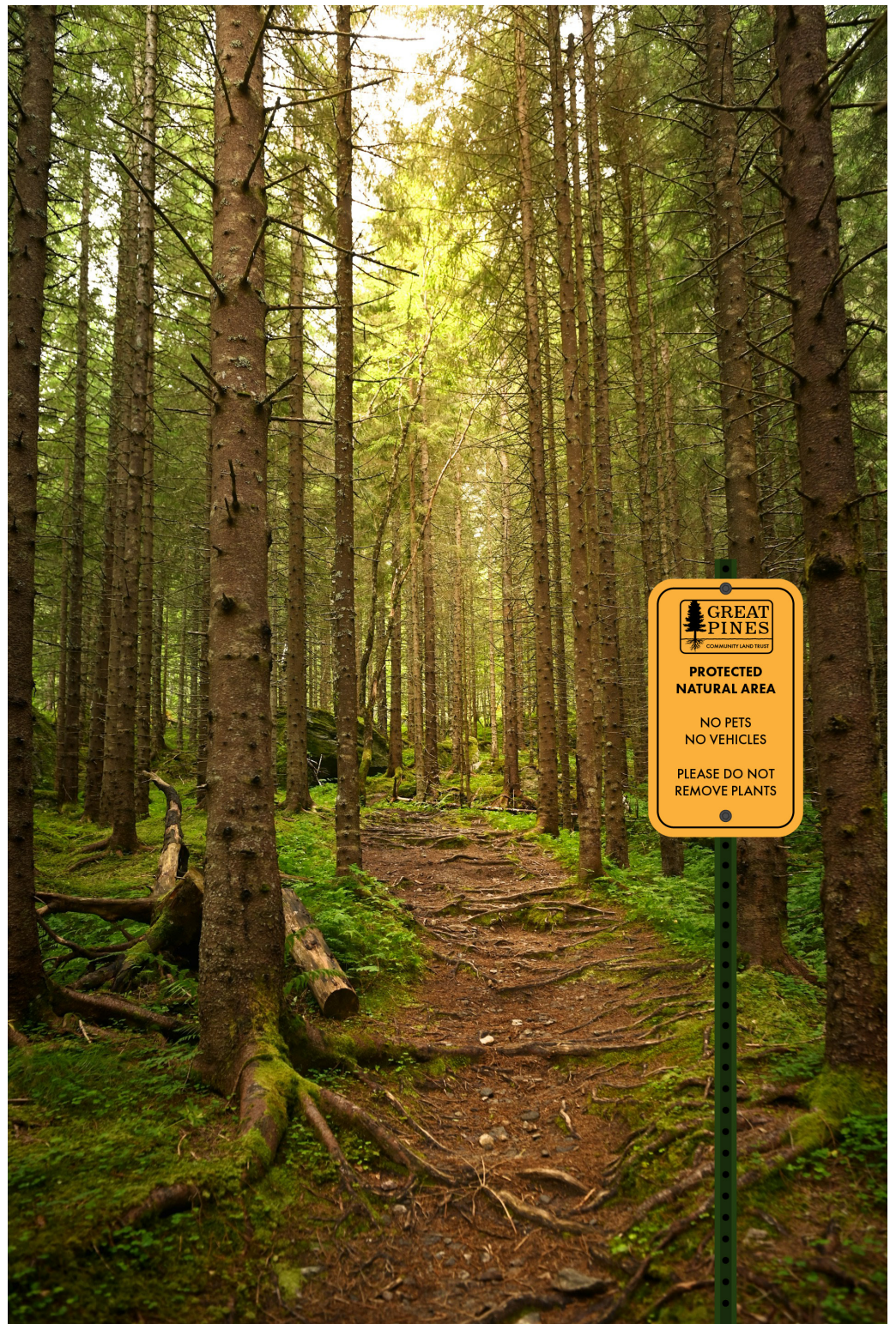
**THIS
LAND IS
YOUR
LAND.**

These private lands are protected in perpetuity by conservation easement, and open for your enjoyment.



**PROTECTED
FOR OUR
CHILDREN'S
CHILDREN**

These private lands are protected in perpetuity by conservation easement.



Border signage:

Interpretive signage:



BIG ROUND DEEP LAKE: A STORIED PAST



There are fish in this lake.
They have been here for a
very long time.
If you have a rod and a
permit you can catch them!

This lake would not be here
without water.

This lake is **THIS DEEP!**
When was the last time you
saw a lake this nice?





GREAT
PINES

COMMUNITY LAND TRUST