



# BRAND STANDARDS GUIDE

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## BRAND STANDARDS GUIDE

**This guide defines everything that plays a role in the look and feel of our brand.**

Use this brand standards guide when designing materials, both online and off.

### **A note about brands:**

Beyond name recognition, our brand is a set of expectations for what the Sonoran Desert Biosphere Region represents and will deliver for its stakeholders. By treating the brand style with care and consistency, the Sonoran Desert Biosphere Region reinforces those expectations and improves the stakeholder experience.





# Tips for using this guide:

This brand standards guide is a digital interactive tool for those that will be using the brand.

You will see colored bars throughout this document that link directly to Dropbox folders with the assets corresponding to that page.

As an example, click the link below to go to the main Sonoran Desert Biosphere Region Dropbox folder, which contains the entire branding package:

LOCATED IN FOLDER: SONORAN DESERT BIOSPHERE BRANDING PACKAGE





# What is the Sonoran Desert Biosphere Region?

The Sonoran Desert Biosphere Region (SDBR) is recognized by UNESCO's Man and the Biosphere Programme as part of the World Network of Biosphere Reserves. This network is designed to recognize excellence in practice and foster "harmonious integration of people and nature for sustainable development through participatory dialogue; knowledge sharing; poverty reduction and human well-being improvements; and respect for cultural values and society's ability to cope with change." The Sonoran Desert Biosphere Region represents an expanded scope and perimeter of the Organ Pipe Cactus Biosphere Reserve - a 1st generation biosphere reserve designated in 1976.

The formal perimeter of the Sonoran Desert Biosphere Region currently includes Organ Pipe Cactus National Monument, Cabeza Prieta National Wildlife Refuge, sections of BLM land (more from a de facto connectivity perspective than from agency engagement), Ajo, Why and Lukeville. That said, the aspirational and functional perimeter of the Biosphere Region is much larger and would include the BMGR, Gila Bend, the Sonoran Desert National Monument, the Tohono O'odham Nation, and potentially communities and protected areas in the Mexican state of Sonora.

Through a process facilitated by the Conservation Fund and the U.S. Biosphere Network, a working group drawn from the aspirational SDBR area laid the groundwork for identifying some shared language and values about the bioregion and codifying those into a shared brand.





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# Primary Brandmarks

The primary brandmark that includes the tagline should be the first choice. If there are limitations with space or color, choose one of the additional options included.



ALIVE WITH **CULTURE AND NATURE**



ALIVE WITH **CULTURE AND NATURE**



ALIVE WITH **CULTURE AND NATURE**

LOCATED IN FOLDER: FULL LOGO WITH TAGLINE



LOCATED IN FOLDER: FULL LOGO ONLY



LOCATED IN FOLDER: LOGO WITHOUT ICON IMAGERY

LOCATED IN FOLDER: WORDMARK ONLY



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# Additional Brandmarks

These additional marks include options where the letters are cutout to reveal the background they are placed on, the isolated tagline file, and the isolated brand icon imagery.



LOCATED IN FOLDER: LOGO WITH CUTOUT WORDS



ALIVE WITH **CULTURE AND NATURE**

ALIVE WITH **CULTURE AND NATURE**

ALIVE WITH **CULTURE AND NATURE**

LOCATED IN FOLDER: LOGO WITHOUT ICON IMAGERY AND CUTOUT WORDS

LOCATED IN FOLDER: TAGLINE ONLY



LOCATED IN FOLDER: SONORAN ICONS



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# Usage

Below are some examples of what not to do.

Make sure you are always using a version of the logo that has a transparent background. If it isn't working with the background that you are placing it on top of - choose another version of the logo that will work.



Don't move or scale individual elements.



Don't add embellishments (drop shadows, gradients, strokes, transparencies, etc.)



Don't change colors or place on clashing colors.



Don't rotate or skew the logo in any way.



Do not place a color block behind the logo. (Note: If you don't use a transparent color setting, a box will automatically appear.)



Never stretch or distort the logo







# Typography

Mostra Nuova is the font used in the brandmark. Throughout this document various styles in the Mostra Nuova font family have been used and are available through the [Adobe Fonts](#) link below.

## Mostra Nuova Bold

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz0123456789**

**!@#\$%\*(:;-)**

## Mostra Nuova Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

!@#\$%\*(:;-)

# Color Palette

The color palette evokes scenes of the Sonoran Desert Biosphere Region. For each brand color, three different types of codes are provided here: HEX, CMYK and RGB.

HEX is primarily for web design, CMYK for professional printing and RGB for digital applications, including PowerPoint. The codes ensure no matter the application of the brand, its colors remain consistent.

SONORAN  
GREEN

**HEX** 659176  
**CMYK** 64 27 60 6  
**RGB** 101 145 118

CLOUD  
WHITE

**HEX** eaece8  
**CMYK** 7 4 7 0  
**RGB** 234 236 232

BURNT  
ADOBE

**HEX** 904d2b  
**CMYK** 31 73 90 25  
**RGB** 144 77 43

WARM  
EARTH

**HEX** de865b  
**CMYK** 10 55 69 0  
**RGB** 222 134 91

GOLDEN  
GLOW

**HEX** e8bd79  
**CMYK** 9 25 60 0  
**RGB** 232 189 121

WATER  
+ SKY

**HEX** 85a9a5  
**CMYK** 51 22 35 0  
**RGB** 133 169 165

IRON  
BLACK

**HEX** 414042  
**CMYK** 0 0 0 90  
**RGB** 65 64 66