



Beneath the canopy
AI-assisted editorial plate — not a Foundation property

PLATE — BOTANICAL STUDY

BOTANICAL PLATE
Engraving tradition · educational ornament

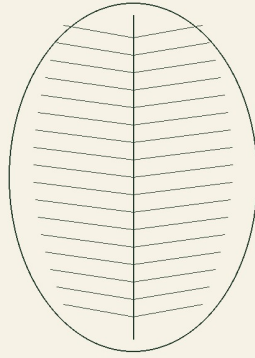


Plate · Living form study
Line engraving aesthetic · brand mark only

Plate — Botanical study

AI-assisted editorial plate or brand diagram · not a Foundation property photograph · CommUNITY Land Foundation

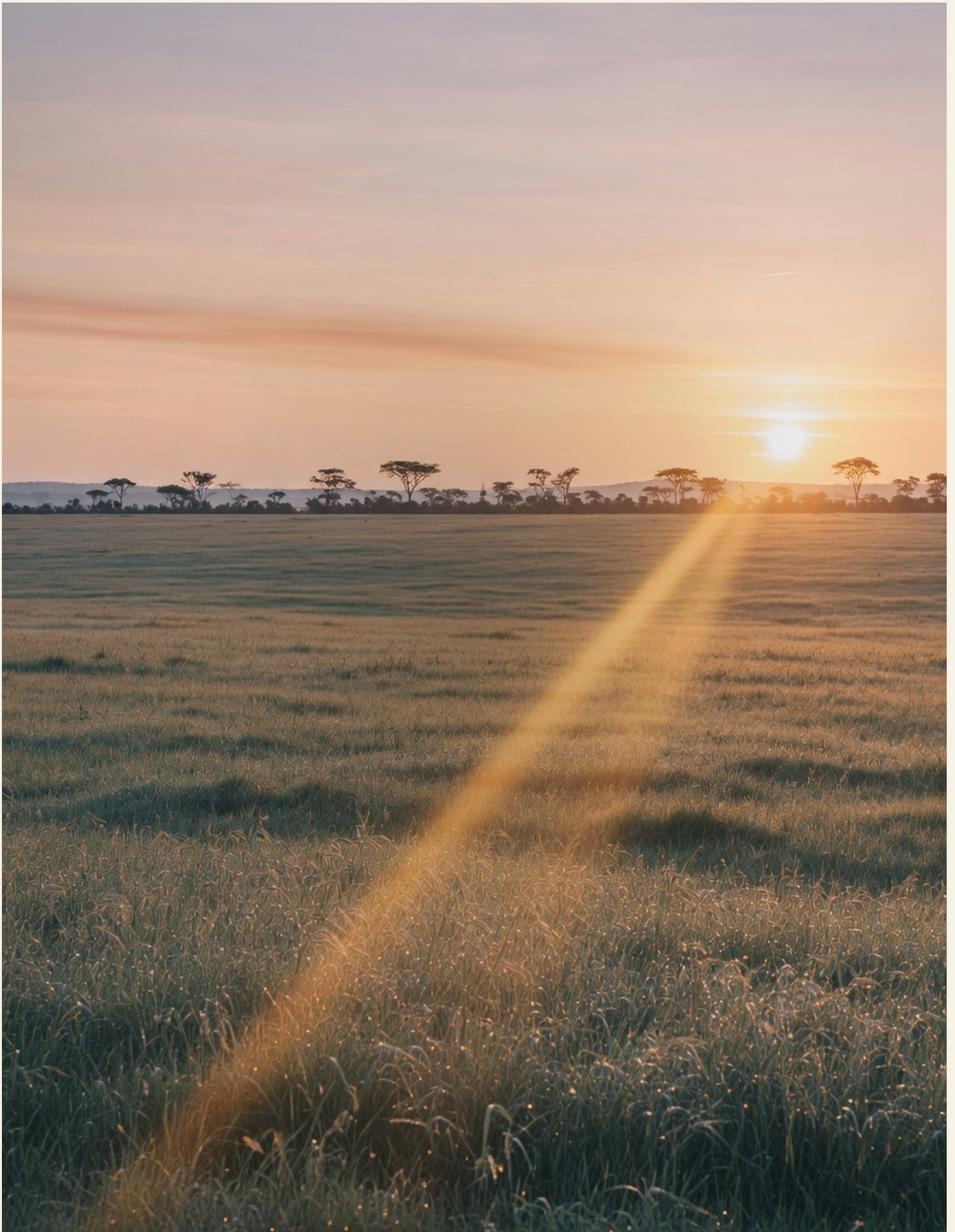
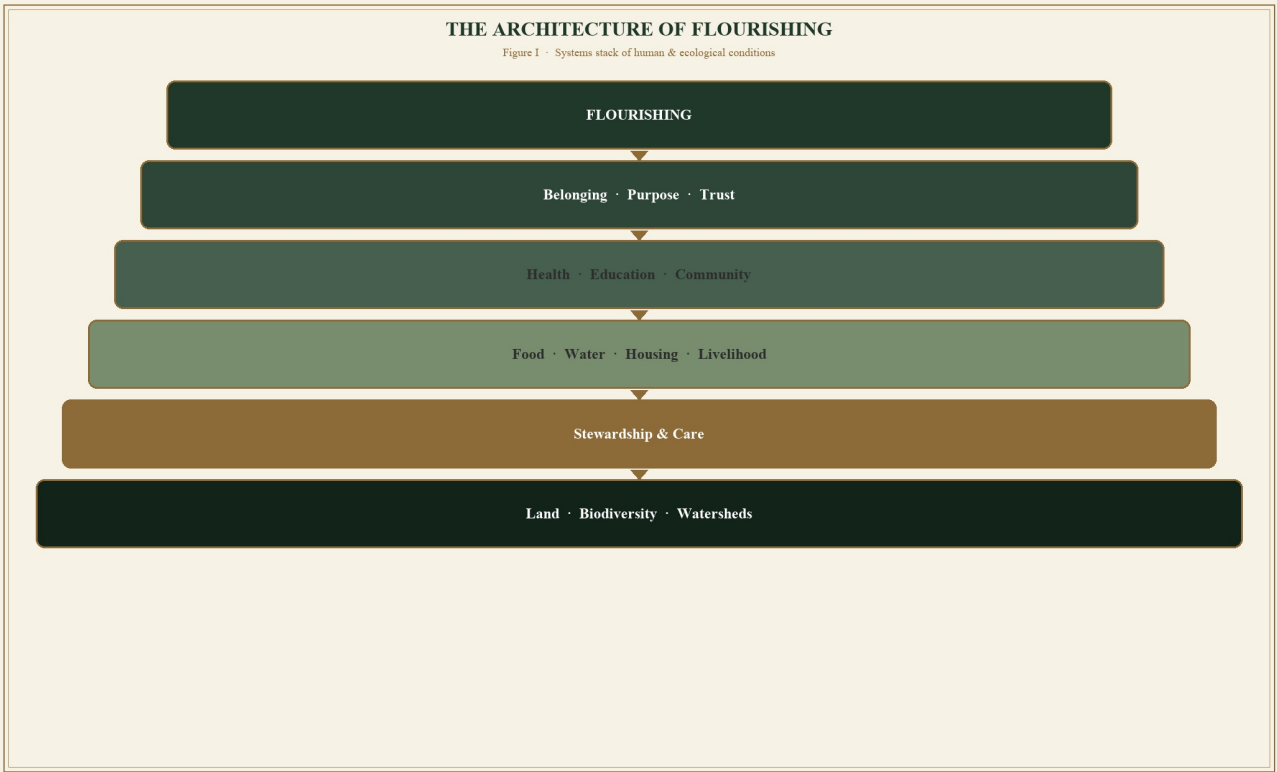


FIGURE — ARCHITECTURE OF FLOURISHING



Healthy societies emerge from healthy relationships

Showstopper vector figure · brand palette · print-safe

Figure — Architecture of flourishing

AI-assisted editorial plate or brand diagram · not a Foundation property photograph · CommUNITY Land Foundation

Purpose

This manual establishes the visual, editorial, and institutional standards of the CommUNITY Land Foundation. Every publication, website, presentation, exhibit, certificate, and sign should reflect these standards so the Foundation communicates with one consistent voice.

1. Mission

To cultivate the conditions in which people, communities, and the living world flourish together across generations.

Guiding Principle: The Future Is Cultivated.

2. Brand Values

Every design decision should reinforce at least one of these values.

- Stewardship
- Responsibility
- Trust
- Belonging
- Conservation
- Flourishing
- Transparency
- Humility
- Legacy

3. Logo System — The Grand Seal

Primary Mark: Bronze Tree of Stewardship. Circular seal with living systems, deep roots, global responsibility, continuity, and legacy.

Secondary Marks: one-color bronze seal; one-color forest green seal; embossed seal; watermark seal; book spine icon; favicon.

Primary applications: book covers, certificates, letterhead, monument plaques, steward badges, website homepage.

Minimum clear space: one seal diameter.

Never distort. Never recolor. Never place over busy photography.

The seal represents: Living systems. Stewardship. Deep roots. Global responsibility. Continuity. Legacy.

4. Color Palette

Foundation Forest — Primary institutional green. Use for covers, headers, signage, chapter dividers.

Heritage Bronze — Used for seal, rules, pull quotes, chapter numbers, icons.

Warm Ivory — Primary paper color. Background for publications.

Charcoal — Body copy only.

Watershed Blue — Reserved exclusively for rivers, maps, and hydrology diagrams.

5. Typography

Display Typeface — Elegant classical serif. Use only for titles, chapter openers, and covers.

Body Typeface — Readable book serif. 11–12 pt. 16–18 pt leading.

Captions — 9 pt. Italic serif.

Diagram Labels — Simple sans-serif. Never decorative.

6. Photography

Preferred imagery: Colorado landscapes, ancient forests, native grasslands, rivers, wetlands, wildlife, tree roots, healthy soil, volunteers working, quiet moments.

Avoid: overprocessed HDR, heavy saturation, artificial posing, stock-style handshakes, marketing imagery.

Photography should feel observed—not staged. Landscapes remain foundational; people appear as stewards working with the land rather than acting upon it.

7. Editorial Voice

Every publication should read like a museum exhibition catalog, a conservation journal, a National Park field guide, or a university press publication.

Avoid: sales language, political slogans, exaggerated claims, buzzwords.

Write with: Evidence. Humility. Precision. Hope. Patience.

8. Layout System

Trim: 9 × 12 in (this PDF uses letter for practical desktop printing; final press editions may use 9 × 12).

Margins: wide. Grid: 12-column. Body: three-column editorial layout when appropriate.

Photography: full bleed whenever possible. No text over primary landscape imagery.

Allow generous white space so the reader can pause between ideas.

Use the bronze seal as the basis for page ornaments, folios, and chapter dividers.

9. Chapter Openers

Each chapter begins with: full-bleed landscape, book number, chapter title, one-sentence principle. Nothing else.

Silence is part of the design.

10. Pull Quotes

Pull quotes should never exceed two sentences. Use bronze. Centered. Large white space.

Example: The Future Is Cultivated.

11. Diagrams & Maps

Every diagram must be: vector, minimal, timeless, legible in grayscale, printable in black and white. No unnecessary decoration.

Maps should include: scale, north arrow, watersheds, habitat, public access (if applicable), protected areas, restoration zones. Remove unnecessary road clutter.

12. Institutional Documents

The following publications share one design language: Founding Prospectus; Executive Prospectus; Steward Handbook; Annual Stewardship Report; Property Stewardship Plans; Scientific Reports; Board Materials; Volunteer Guides.

Readers should recognize them instantly.

13. Quality Standard

Before publication, ask:

- Is every statement accurate?
- Are photographs licensed or owned?
- Is every claim supported?
- Would this still look appropriate in twenty years?
- Does it strengthen trust?

If not, revise.

**DESIGN
IS
STEWARDSHIP
MADE VISIBLE.**

Closing Principle — Brand & Editorial Standards Manual

Future Editions

As the Foundation grows, add: property profiles, restoration reports, conservation easements, annual stewardship metrics, community stories, scientific monitoring, historical timeline, impact maps.

The manual should evolve, but the mission, visual identity, and editorial principles should remain consistent unless intentionally revised through governance.