



# Nature and Health Alliance

## **Brand Guidelines**



# Introduction

## Introduction

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## History

The NHA was initiated by an interdisciplinary group of researchers and practitioners from Nature and Health at the University of Washington. They proposed the creation of an interdisciplinary national effort to foster research and raise awareness of the health values of engagement with nature. They established a national Advisory Committee, led by Joshua Lawler, with Kathleen Wolf, Peter Kahn, John Spengler, Jennifer Roberts, Nooshin Razani, Hector Olvera Alvarez, Bitka Kash, Gregory Bratman, Nalini Nadkarni, and Jay Maddock.

In October, 2022, the Advisory Committee received an invitation to submit a proposal to the REI Cooperative Action Fund, which is dedicated to supporting organizations that champion justice, equity, and inclusivity in outdoor spaces. The Committee extended the geographical reach of its leadership, and a subgroup of members across the United States assembled the proposal. The new leadership team included Bitka Kash, Joshua Lawler, Jennifer Roberts, Nalini Nadkarni, and Jay Maddock. The NHA received a two-year award to work toward enhancing the health and well-being of individuals and communities by promoting time spent in nature, with a focus on understanding how to provide these opportunities to groups that have been underserved in access to the health benefits of nature.

In May 2023, NHA convened a Planning Conference in Salt Lake City, UT, marking a significant milestone in the development of NHA. Participants developed vision and mission statements, strategic goals, leadership structure, and an initial scope of work to guide NHA's strategic planning. The group also determined that the leadership and location will rotate in subsequent years to ensure inclusion of diverse ideas, experience, and resources, and to promote understanding and communication of the health benefits of nature for all individuals.



# Target Audience

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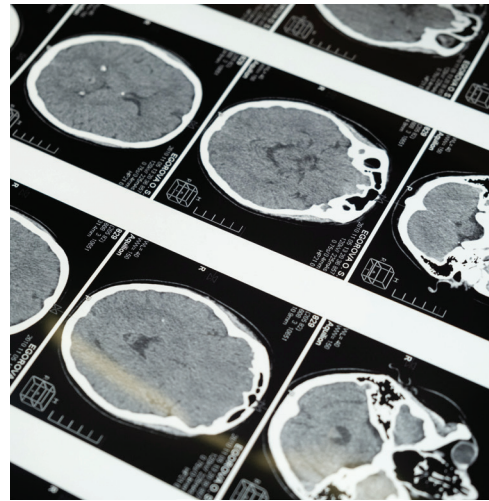
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## Mission

To enhance understanding of, foster evidence for, and communicate about the relationships between nature and health.

## Vision

A world in which everybody has access to nature and can sustain the benefits of nature

## Strategic Goals

1. Become a recognized nationwide network of researchers and practitioners focused on nature and health.
2. Generate evidence on the benefits of nature for health and well-being
3. Propel evidence on the benefits of nature for health and well-being into policy and practice
4. Educate and train the next generation of nature and health researchers, practitioners, and advocates. Generate evidence on the benefits of nature for health and well-being
5. Propel evidence on the benefits of nature for health and well-being into policy and practice
6. Educate and train the next generation of nature and health researchers, practitioners, and advocates.



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# Brand Personality

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## Harmonious

## Expert

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## Trusted

## Inclusive

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## Nature

## Scientific

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### Brainstorming Description

This design concept is centered around the integration of nature, health, relationships, communication, research, and equity.

The aesthetic palette features calming blues and greens, with a balance between dark and bright tones, avoiding overly vibrant or childish hues.

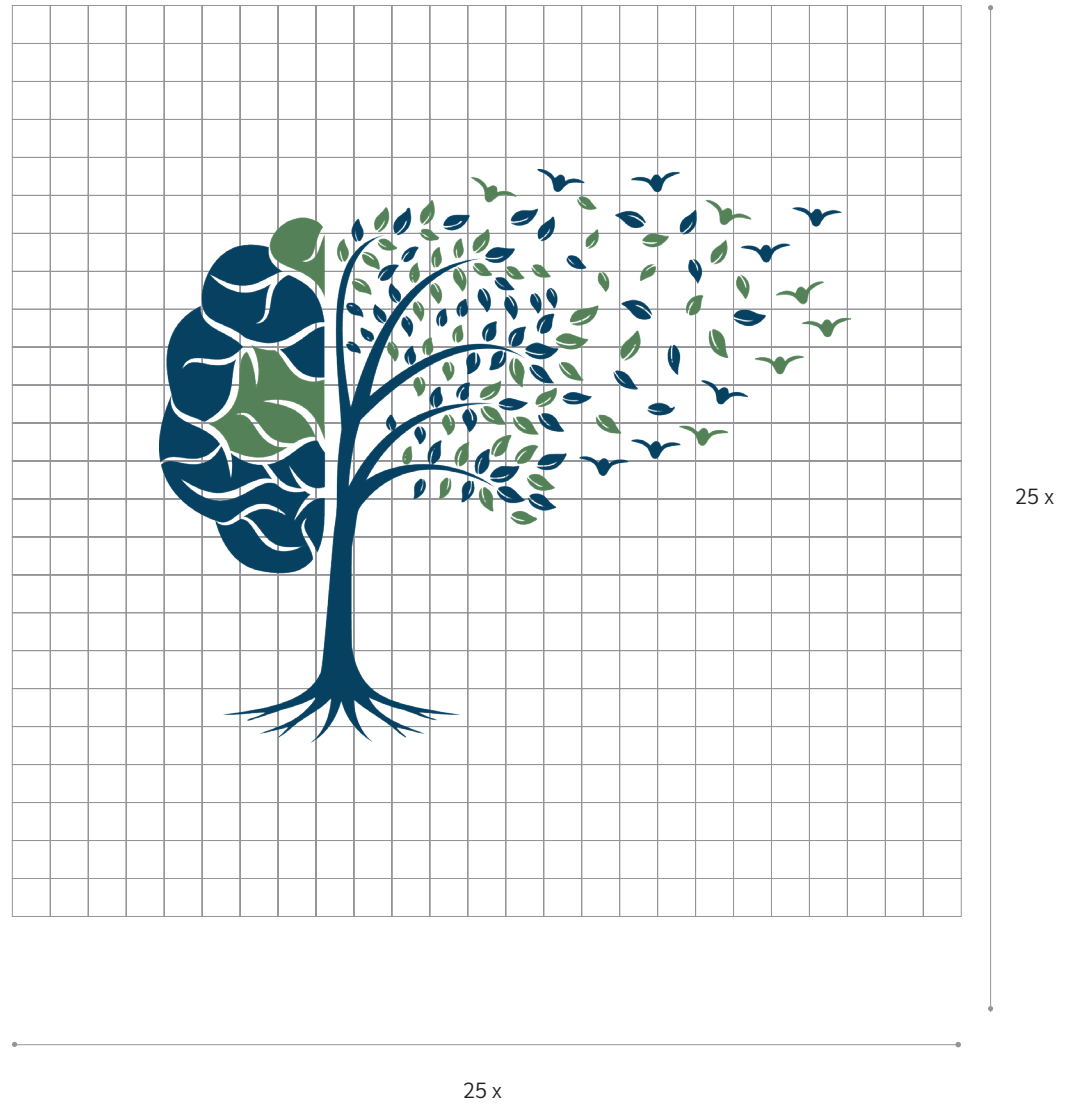
The design strives to create a harmonious blend of science and nature, propelling evidence on the benefits of nature for health and well-being into policy and practice. It aspires to foster connections and knowledge that transcend conventional boundaries and contribute to a more equitable and inclusive society.

The overall tone is serious, reflecting a commitment to science and research, while maintaining a friendly and approachable atmosphere for users.



# Logo Mark

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# Logomark

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The logomark represents a seamless fusion of science and nature. The design features a stylized combination of a brain merging with the branches of a tree, creating a dynamic and visually impactful emblem.

Within the logo, leaves gracefully transform into birds, symbolizing the propelling of information. The birds become messengers, visually conveying the concept of information dissemination.

Simultaneously, roots delve deep into the soil, grounding the logo in a solid foundation. This element represents the gathering of information, rooted in the rich soil of discovery. The roots symbolize the foundational exploration and research integral to the concept.

The overall design celebrates the harmonious coexistence of scientific precision and the nurturing essence of nature. It is a distinctive logo that invites viewers to connect with the dynamic relationship between propelling information forward and steadfastly gathering the roots of knowledge.





# Logo Usage

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## Brand Wordmark & Icon

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# Typography

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When Paul Renner designed Futura in 1927 it looked chic and ahead of its time. The great design is due, in part, to Heinrich Jost, who was instrumental in realizing Paul Renner's ideas. Futura is dazzling in its simplicity, welcoming in its rationality. It's simple and beautiful. Many fonts find the spotlight for a time, but Futura has remained as relevant and innovative as it was when it was created 90 years ago.

Jost aims to keep the attitude of Futura rather than the exact design. Futura was designed to be functional in its day, and in that spirit, Jost\* aims to be as functional as possible in the digital era. For that reason it deviates from the exact designs of Paul Renner, favoring, for example, a larger x-height or more balanced capital forms. It also includes some features which would not have been possible in the era of Futura.

## Jost Font

Designed by Owen Earl  
indestructible type\*

Aa

Size **72 pt**

Aa

Size **130 pt**

Aa

Size **200 pt**



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There is friendliness and perfection to this font. As a geometric font, its elements are based on simple geometric shapes like circles, triangles, and rectangles. In other words, it features clean and precise proportions, rather than imitating organic script or handwriting. Jost is also an extremely symmetrical typeface.

It features nine weights and two styles and is under active development. The range of weights doesn't just make it handy in its expressiveness, it also allows it to adapt to all manner of context and media.

Light  
Regular  
Medium  
Bold

01234567890  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**01234567890**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**01234567890**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**



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Green is strongly associated with nature, growth, and renewal. It represents the color of plants and foliage. It is often considered a color of balance and harmony. It is soothing to the eyes and can create a sense of equilibrium. In addition, green is sometimes linked to health and well-being, particularly due to its association with nature.

Blue is often associated with a sense of calm and tranquility and is often seen as a color that conveys trust and dependability. Lighter shades of blue are sometimes associated with communication and openness.

Orange is often seen as a color that represents energy, vitality, and enthusiasm. It can evoke a sense of warmth and vibrancy. Due to its connection to the warmth of the sun, orange is considered a warm color and gives the sense of friendliness.

<b>HEX</b> #588157			
<b>HEX</b> #3A5A40	<b>HEX</b> #405842	<b>HEX</b> #A7B38F	<b>HEX</b> #D9D6CD



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<b>HEX</b> #4E9ED1			
<b>HEX</b> #194061	<b>HEX</b> #2E75B2	<b>HEX</b> #CADEEE	<b>HEX</b> #DEEDFA
<b>HEX</b> #885939	<b>HEX</b> #A9714B	<b>HEX</b> #E8985E	<b>HEX</b> #FEC AA4



# Color Palette

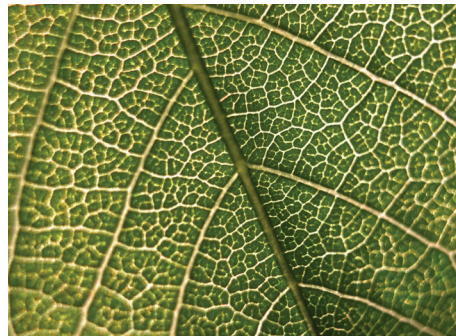
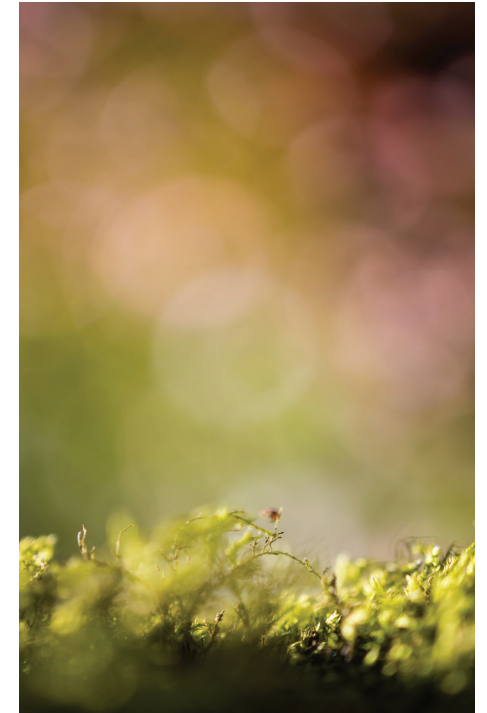
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<b>HEX</b> #333333	<b>HEX</b> #555555	<b>HEX</b> #777777
<b>HEX</b> #CCCCCC	<b>HEX</b> #F1F1F1	<b>HEX</b> #FFFFFF



# Photography

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