re**think** **out**side ™

Rethink Outside is coordinated by

Blue Sky FUNDERS FORUM

Brand design and style guide developed by

H

Studio Hinrichs

Rethink Outside brand concept created by Lexicon Branding

Rethink Outside is a national initiative grounded in the belief that everyone deserves the opportunity to enjoy time outdoors, because when people connect with nature we all benefit. We seek to challenge and change the prevailing public narratives around time spent in nature, lifting up the benefits of time spent outdoors as a basic human right. Together, we aspire to create a future where everyone has positive experiences outdoors and shares the joy, health, growth, and sense of community that come with it.

Rethink Outside is coordinated by Blue Sky Funders Forum, a working group of the Environmental Grantmakers Association.

Rethink Outside is a registered trademark.

This style manual was created for the correct and appropriate use of the Rethink Outside

identity. The Rethink Outside identity is intended for use by organizations aligning

themselves with the efforts of the Blue Sky Funders Forum community to promote a shared

narrative that reshapes how people think about and prioritize the outdoors and its benefits. Rethink

Outside partners are united in the belief that when people have meaningful experiences outdoors their

quality of life, health, and social wellbeing improve, and in turn their communities become stronger and

more sustainable. Correct usage of the brand identity will ultimately further Rethink Outside partners'

collective goal to create a future where everyone has positive experiences outdoors and shares the joy,

health, growth, and sense of community that come with it. The following pages provide a brief set of

guidelines for the usage of the logo, including typographic system and color palette. Each element has

been designed to project the Rethink Outside brand with sophistication and clarity. When followed

correctly, this identity system expresses a sense of integrity and purpose, enabling participating

organizations to identify themselves as part of Rethink Outside—a national initiative grounded in the

belief that everyone deserves the opportunity to enjoy time outdoors.

Anupama Joshi
Executive Director
Blue Sky Funders Forum

"In creating **Rethink Outside**, the goal was to develop an energetic campaign statement that appeals to a broader base of constituents – beyond environmental groups while representing a call to action. The invitation to 'rethink' brings more individuals to see themselves in the shared narrative from their unique perspective. The choice to use 'outside' aims to limit the perception of nature as an elite privilege, and for its range of associations from the outdoors to concepts like 'think outside the box.'"

David Placek
Founder and President
Lexicon Branding

This is the primary identity for Rethink Outside.

The identity in it's original form with the Rethink Outside, in Gotham, and a surrounding box to highlight the white text, is used to show Rethink Outside as a clean and straightforward logo.

The color and image versions of the Rethink Outside logo are described throughout this style guide in order to provide flexibility and meet any other Rethink Outside graphic needs or requirements.

rethink
outside™

This identity may be displayed in specific colors while maintaining the original Rethink Outside word-mark lock up.

Use of colored logos should be reserved for backgrounds that provide contrast to background color of the logo to maintain readability and clarity.

No color other than white or black should be used for the "rethink outside" text inside the logo rectangle.

Another option available for the Rethink Outside identity is this black and colored stripe version. This option must follow the style with black on top, with "rethink", and the color on the bottom, with "outside", all while maintaining the original Rethink Outside lock up.

Use of colored logos should be reserved for backgrounds that provide contrast to background color of the logo in use to maintain readability and clarity. No color other than white should be used for the "rethink outside" text inside the logo rectangle.

A mix of image and color plus image is the final option available for the Rethink Outside identity. Similar to the color blocking option, this image option must follow the style with black on top, with "rethink", and the image on the bottom, with "outside", all while maintaining the original Rethink Outside lock up.

Use of image logos should be reserved for backgrounds that provide contrast to background color of the logo in use to maintain readability and clarity. No color other than white should be used for the "rethink outside" text inside the logo rectangle.

rethink outside™

This is the primary identity word-mark for Rethink Outside.

This version of the identity uses the original text lock up with the Rethink Outside, in Gotham, but stands without a surrounding box. This version should never appear with white or colored text.

The color versions of the Rethink Outside logo are described throughout this style guide in order to provide flexibility and meet any other Rethink Outside graphic needs or requirements.

This version of the identity may be displayed with specific colored backgrounds while maintaining the original Rethink Outside lock up.

Use of colored logos should be reserved for backgrounds that provide contrast to the wordmark. White type should be used for colors that do not provide enough contrast with black type in order to maintain readability and clarity.

No color other than white or black should be used for the "rethink outside" text inside the logo rectangle.

rethink
outside™

FIND YOUR OUTSIDE

rethink
outside™

FIND YOUR OUTSIDE

This version of the primary identity provides the option to use the marketing phrase "Find Your Outside". The primary identity is shown in this example, however the wordmark of the identity may also be used with "Find Your Outside".

The tag line should always be used with an approved typeface and in all caps below or above the logo.

These four sizes of both the primary identity identity are used to show an example of the relationship between size and usage of the Trademark symbol as it relates to the varying sizes of the logo.

As shown here, the trademark should never be used smaller than a readable size in order to maintain clarity, with 8pt being the minium type size. The Trademark sign should not decrease in size as the logo might, but should maintain its size throughout its usage.

As the primary identity decreases in size, the trademark symbol should remain outside of the rectangle to maintain readability and clarity.

rethink
outside ™
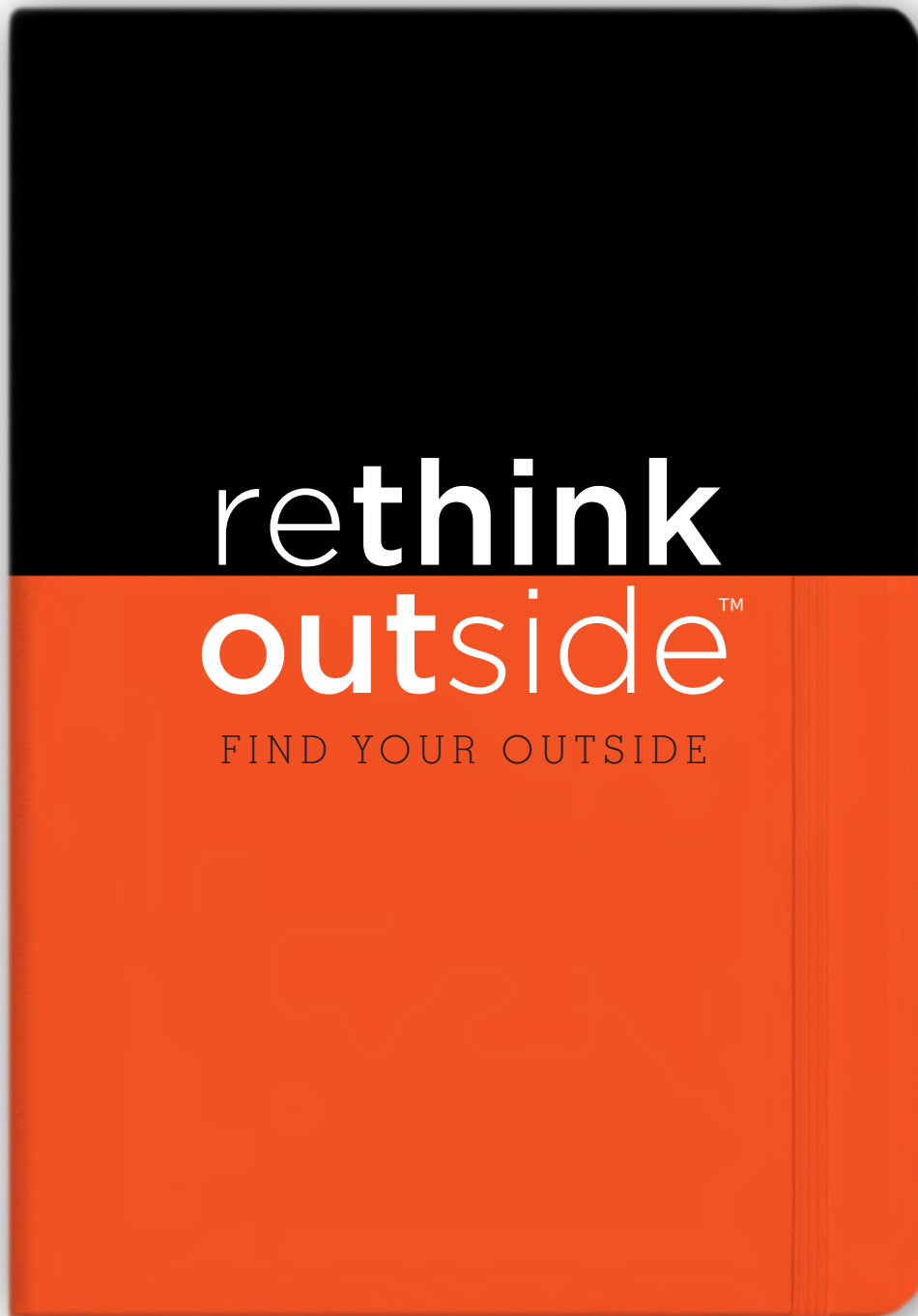
rethink
outside ™

rethink
outside ™

rethink
outside ™

These four sizes of both the word-mark identity are used to show an example of the relationship between size and usage of the Trademark symbol as it relates to the varying sizes of the logo.

As shown here, the trademark should never be used smaller than a readable size in order to maintain clarity. The Trademark sign should not decrease in size as the logo might, but should maintain its size throughout its usage.

The wordmark usage of the Trademark should maintain its size and remain in black throughout its usage.

This notebook is shown as an example of how the wordmark may be used in a marketing setting. The lock up should always appear as shown here with black or white text.

Blue Sky

Kit Hinrichs
Studio Hinrichs
86 Graham Street, Suite 120
San Francisco, CA 94129

December 27, 2018

Dear Kit,

The copy you are now reading
type to be used, so that is will
for size and color only. Althou
initial comp with dummy copy
that it is not a problem.

With the initial states of desig
than the content of the copy; t
With the initial states of desig
than the content of the copy; t

The copy you are now reading
type to be used, so that is will
for size and color only. Although this may not seem important, it actually is. In an initial state
of design this is very important.

Complimentary close,

Anupama Joshi

Anupama Joshi

rethink
outside

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Kit Hinrichs
Studio Hinrichs
86 Graham Street, Suite 120
San Francisco, CA 9412

This letter and envelope is shown provide an example of how the Rethink Outside business system.

Letterhead
When typing a letter, the left margin size of the letter should be set to a similar length to that of the Rethink Outside logo. The right side margin is similarly set to the length of the Rethink Outside logo. The top and bottom margin should be set to the length, vertically, of the Rethink Outside logo. The default typeface used for writing letters is 11pt. in Times New Roman and set to 19pt. leading.

#10 Envelope
The letter recipient should be written at the length, vertically from the top of the envelope, of the Rethink Outside logo with a similar distance from the left side of the envelope, to the start of the Rethink Outside logo. The default typeface used for addressing letter recipients is 11pt. in Times New Roman and set to 19pt. leading.

On all communication pieces, such as this postcard example, the new logo should have a prominent position to introduce the new Rethink Outside identity.

The primary identity wordmark may be also be used with a contrasting background image or color.

This example of the primary identity wordmark is used with a solid white t-shirt. It can also be used with the provided color palette to provide a more options.

The text lock up for the primary identity wordmark of the primary identity should never be altered.

The colors of the t-shirt can be black, white or any other approved secondary colors.

This example the primary identity is used with a solid orange color rectangle on a white t-shirt. This example can be substituted with any of the provided colors from the Rethink Outside color palette.
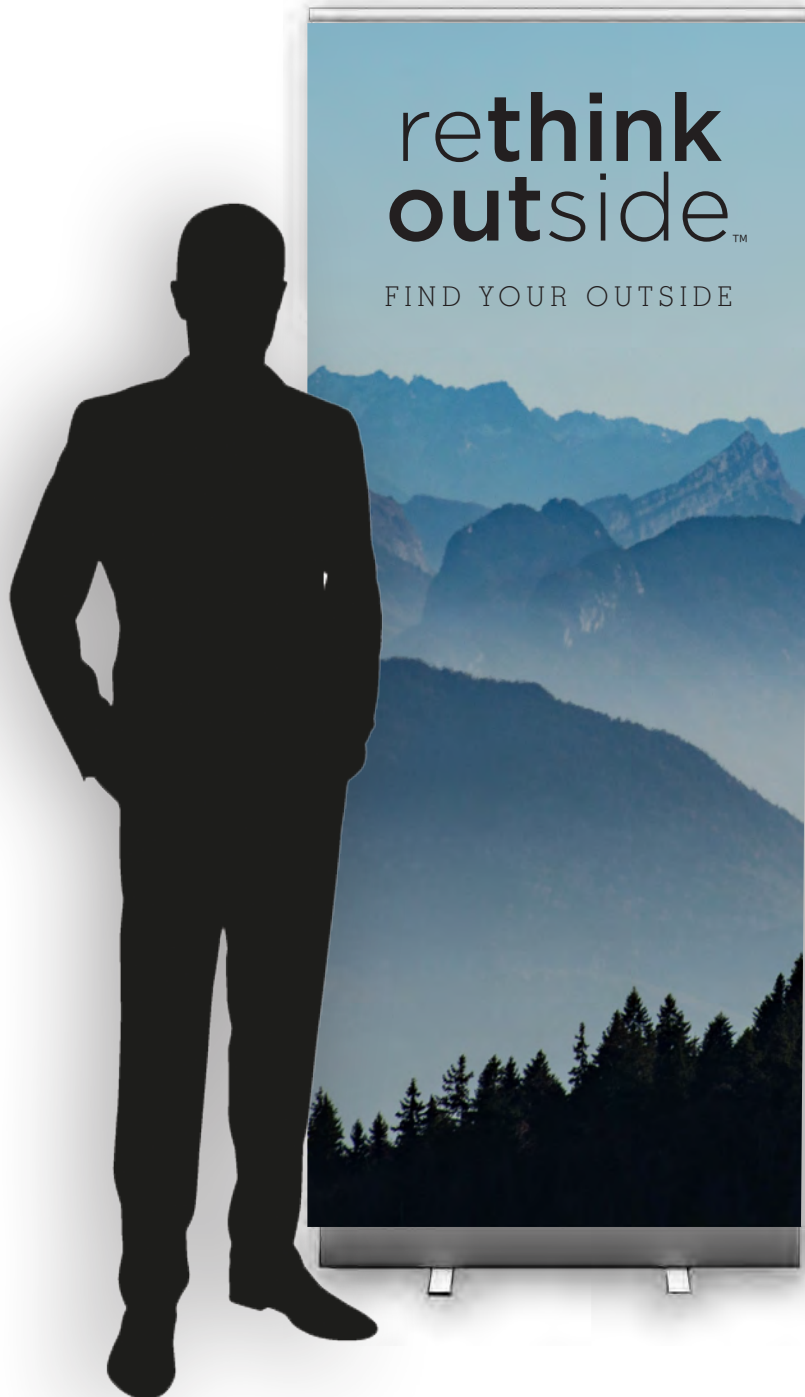
The text lock up for the primary identity wordmark of the primary identity should never be altered.

The use of both the primary and primary identity wordmark of the Rethink Outside logo can be used for marketing materials such as this canvas bag.

Contrast of the color of the bag and the text is important for clarity of the Rethink Outside brand, therefore white text is not recommended for use.

Provided here is a standing banner for the Rethink Outside brand as a supplementary marketing material. Both the primary and primary identity wordmark can be used with a background color or image that provides enough contrast for readability and clarity of the Rethink Outside identity.

This example banner stands at 7 feet, with a figure as a reference for actual height.

Supplementary marketing materials such as posters should be treated similar to the standing banner. The primary and primary identity wordmark may we used with a background color or image that provides enough contrast for readability and clarity of the Rethink Outside identity.
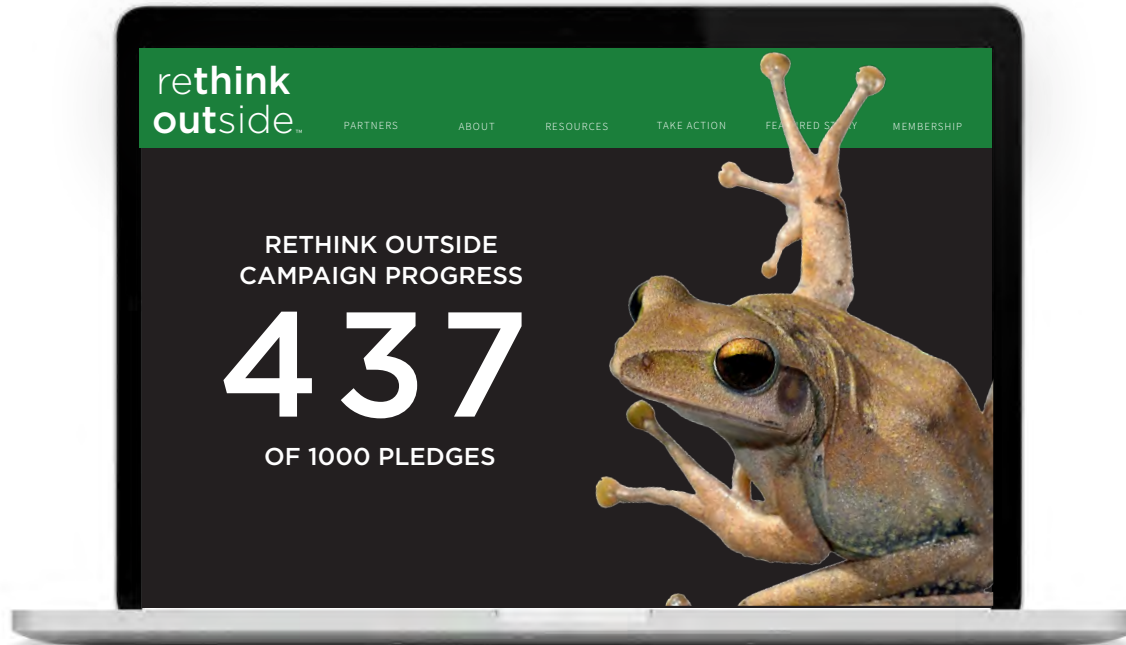
The correct usage of the Rethink Outside tag line, "Find Your Outside", and brand partner is shown in this example.

An example splash page for the Rethink Outside website homepage is shown here using the primary identity and approved Rethink Outside green. Typography for the website should be Gotham or Stymie, with a default of Arial, as is shown.

Contrast of color and image is vital for the readability and clarity of the Rethink Outside website.
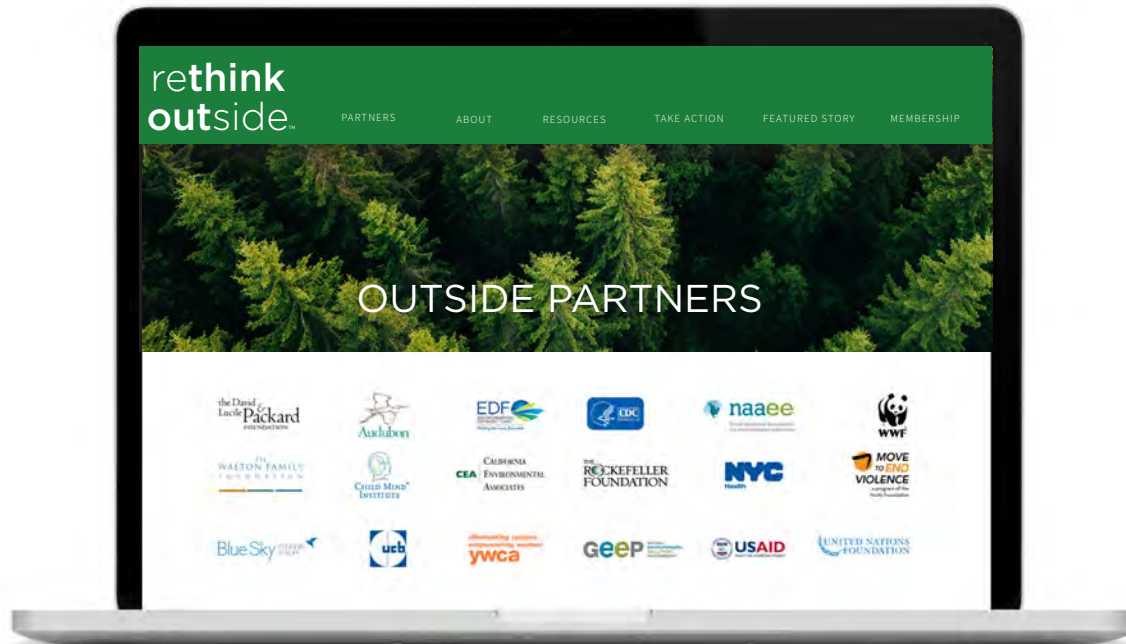
Christina James
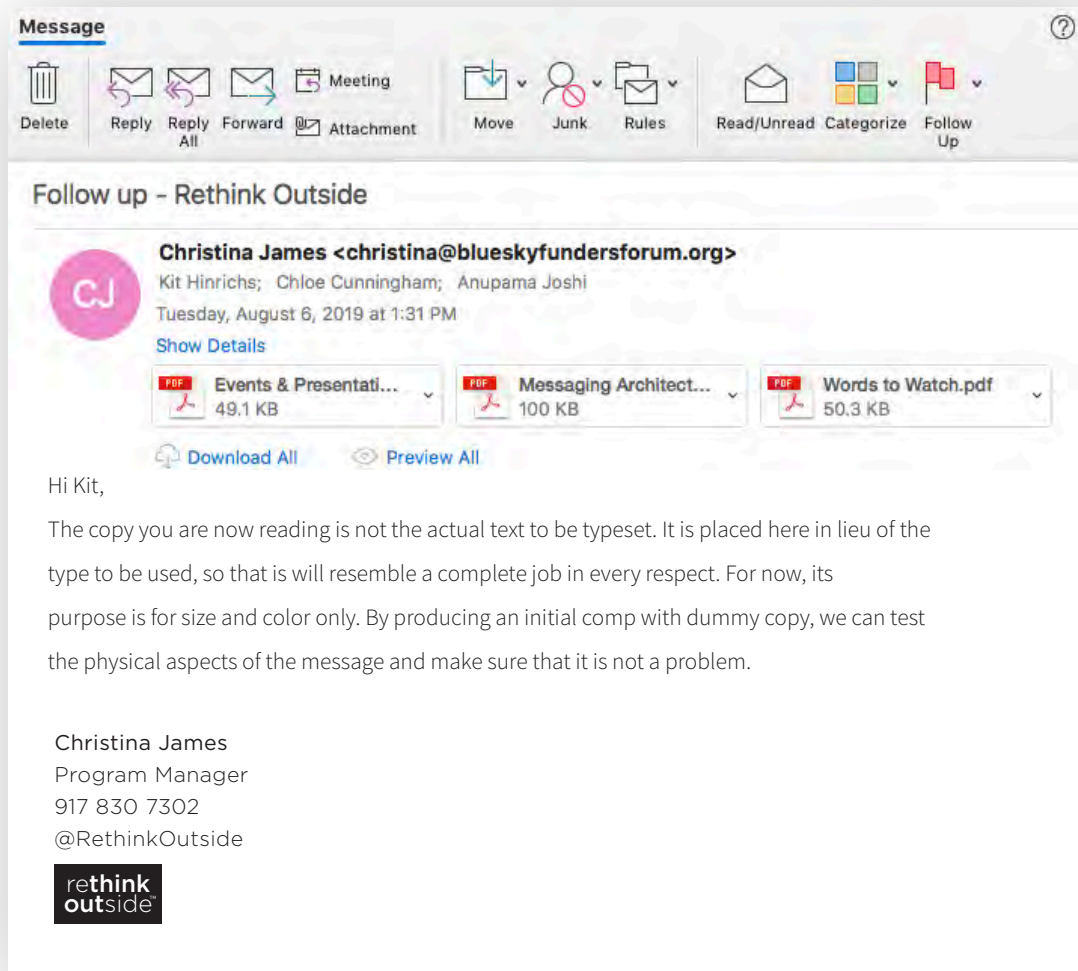Program Manager
917 830 7302
@RethinkOutside

Christina James
Program Manager
917 830 7302
@RethinkOutside

re**think**
outside™

re**think**
outside™

Email signatures for Rethink Outside **partners** should follow the example shown here. Gotham is in use alongside the primary Rethink Outside identity.

Black and white or a color version of the primary identity are both acceptable to use.

Message

Delete | Reply | Reply All | Forward | Attachment | Meeting | Move | Junk | Rules | Read/Unread | Categorize | Follow Up

Follow up - Rethink Outside

Christina James <christina@blueskyfundersforum.org>
Kit Hinrichs; Chloe Cunningham; Anupama Joshi
Tuesday, August 6, 2019 at 1:31 PM
Show Details

PDF Events & Presentati... 49.1 KB
PDF Messaging Architect... 100 KB
PDF Words to Watch.pdf 50.3 KB

Download All   Preview All

Hi Kit,

The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the

type to be used, so that is will resemble a complete job in every respect. For now, its

purpose is for size and color only. By producing an initial comp with dummy copy, we can test

the physical aspects of the message and make sure that it is not a problem.

Christina James
Program Manager
917 830 7302
@RethinkOutside

re**think**
outside™

PRIMARY - GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890&!?

PRIMARY - GOTHAM MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890&!?**

SECONDARY - STYMIE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890&!?

DEFAULT - ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890&!?

Written communications are an essential tool for the Rethink Outside identity. Consistent typography plays a significant role in achieving this goal.

Primary Typeface
As the typography on the logo is Gotham Light and Gotham Medium, it is also used as the primary typeface throughout the branding program to create a consistent look and feel. Gotham is a geometric sans serif typeface that has a wide family of varying weights which can be used in multiple communications.

Secondary Typeface
Stymie Light is the secondary typeface. It should be used to add visual contrast to communication pieces. It is a serif typeface that is valued for its visual flexibility and global access across print and the web.

Default Typeface
In the event that Gotham is not available Arial is a valid substitute for web, email, business letters, presentations and/or mailing labels.

The correct usage of the Rethink Outside logo is shown in the top left of this page. Any attempt at logo modification is not aligned with the created design and style guide of the Rethink Outside identity. Incorrect usage of the logo is shown with a red slash.

CORRECT USAGE

WRONG SIZE RECTANGLE

COMPRESSED TYPE

IRREGULAR SHAPE

NON APPROVED COLOR

DROP SHADOW

ONE LINE

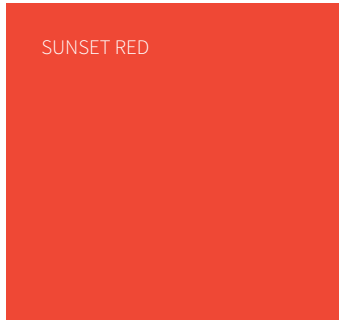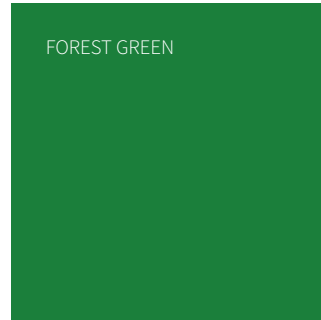OUTLINED TYPE

WRONG FONT + ALL CAPS

ITALICIZED

WRONG FONT

GRADIENT COLOR TYPE

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COLOR PALETTE

Colors are an essential element for the Rethink Outside identity. This palette provides a foundation for color consistency across diverse types of media.

These colors are used throughout the identity system. Use these colors in the visual identity with absolute consistency whenever possible.

Pantone Colors
Each color is presented with a Pantone color number and HEX number in order to help match the colors selected for future projects, or when working with a printer.

CMYK Colors
The CMYK equivalents provided are guidelines only and should not be considered to provide an exact match. To ensure consistent results, always proof carefully against the PANTONE® Coated Color Standard.

RGB colors
Due to web colors, RGB values in JPEG files are not always exact, so to ensure consistent results, use the Pantone color number of HEX number provided here.

WARM PALETTE

SUNSET RED

PANTONE® 179 C
CMYK: 0c 87m 85y 0k
RGB: 224r 60g 249b
Hex: #E03C31

MARIGOLD YELLOW

PANTONE® 130 C
CMYK: 0c 32m 100y 0k
RGB: 242r 169g 0b
Hex: #F2A900

COOL PALETTE

FOREST GREEN

PANTONE® 2465 C
CMYK: 80c 8m 98y 34k
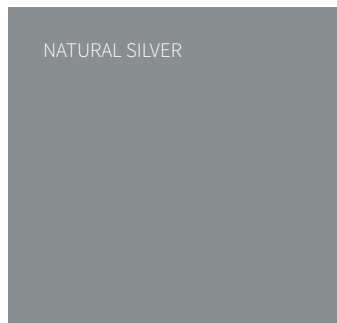RGB: 29r 110g 47b
Hex: #1D6E2F

OCEAN BLUE

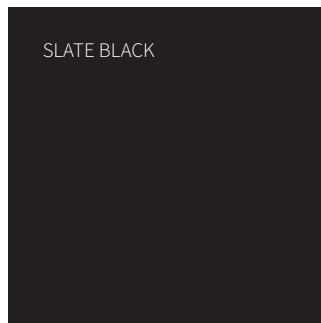PANTONE® 3506 CP
CMYK: 91c 60m 0y 0k
RGB: 0r 87g 160b
Hex: #0057A0

NEUTRAL PALETTE

GRANITE GREY

CMYK: 30c 30m 30y 30k
RGB: 198r 200g 202b
Hex: #88817F

NATURAL SILVER

PANTONE® 877 C
CMYK: 45c 34m 34y 0k
RGB: 138r 141g 143b
Hex: #C7C9C7

SLATE BLACK

PANTONE® Black C
CMYK: 0c 0m 0y 100k
RGB: 0r 0g 0b
Hex: #000000