The Organization

The Olivewood Gardens and Learning Center is a nonprofit organization that connects and motivates students and families from diverse backgrounds through organic gardening, environmental stewardship, and nutrition education. Located in National City, they work locally and focus on the many Hispanic and Filipino families, empowering them to be healthy and active citizens. Their vision is to reconnect students and families to the natural environment through food education and community engagement.

The Brand

The primary goal of the brand is to represent the community and hands-on programs of Olivewood while maintaining its historicism and the farm-to-table lifestyle they teach. It will bolster donorships and volunteers to support the importance of how good nutrition starts from good home-grown organic produce.

Brand Attributes

Inviting
Fresh
Community-based
Family oriented
Hands-on
The Mark

Sketches
To capture the hands-on nature of the programs at Olivewood Gardens, the initial sketches emphasized a hand-drawn and rustic look. An emphasis on “Olivewood” was quickly decided to better reference the location and add clarity.

Process
After the initial sketches, four logos were explored digitally. Each logo focused on a different aspect of the Olivewood Gardens and Learning Center brand.
Final Mark

The final mark represents the farm-to-table as philosophy of Olivewood through the overlapping icons of spade and fork. It represents the garden and food connection that is taught at Olivewood Gardens through community engagement.

The mark comes in two variations: a clean and elegant look, and a textured variation. The textured variation works best when used for larger-scale applications.
Mark Variations

The vertical mark is primarily used for printed collateral.

The typographic mark can be used in cases where size is an issue—it is a cleaner variation that works at smaller sizes. It may also be used when the application contains many surrounding elements, and a simpler solution is required.

The horizontal mark is primarily used for applications where there is not enough space for the main logo lock-up but the spade and shovel icon are required. This works for the website or ephemera.
Guidelines

Minimum Size & Clear Zones

Clear zones are necessary to the mark an appropriate amount of white space. Minimum sizes are necessary to keep the mark legible.
Contact Information

The centered mark with centered contact information should never be placed in the center of the page. Always keep it on the left or right side in a column. This is primarily used for the stationery, letterhead, and envelopes.

The main mark lock-up with left-aligned text works best when placed on the left side of the page. This is primarily used for invoice letters.

Olivewood Gardens and Learning Center

2525 N Avenue
National City, CA 91950
(619) 434 4281
info@olivewoodgardens.org

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Sub brands

The Marks
The goal of the mark is to represent each program that is available at Olivewood Gardens. They combine an icon overlapping a vegetable/fruit texture which ties in with the brand idea of farm to table with a touch of Victorian style.
Clear Zones
When placing the sub-brand logos onto an application, allow for a minimum of this much breathing room between the logos and other elements.
Minimum size: 1 inch

Variations
The logo has a vertical lock-up if there is not enough space. In instances where there the title of the program has already been given, the sub-brand logo may appear without text.
Incorrect Uses

Under no circumstances should the main logo and sub-brand logos be modified.

Do Not:

Stretch

Rotate
Add a Drop Shadow

Change Color

Use on Dark Background
Visual Identity System

Patterns & Backgrounds
The lace-like line pattern adds a level of sophistication and professionalism and is mainly used in conjunction with the main logo. Do not use with sub-brands logos.

Paper
When printing ephemera and printed collateral for sub-brands, use a felt-finish paper in a cream or natural white color.
Photography
Vibrant photographs showcasing the Olivewood environment play an important role within the brand. Use detail photographs as a texture for printed ephemera. Event photographs must have children and adults engaging in the appropriate activity.

Textures
Stamp textures must be used sparingly. They can be used to highlight a piece of information or as an alternate background for the typographic marks.
Color Palette

**Primary Colors**
The primary palette must always be used for the logo as well as for any logo variations.

![Primary Colors Palette](image)

**Secondary Colors**
The secondary palette and tints are only to be used as accents in collateral designs. Tints may be used for any of the colors in both the primary and secondary palettes.

![Secondary Colors Palette](image)
**Typefaces**

Chaparral Pro is used as the main typeface in the main and sub-brand logos. It can be repeated as a header when setting long text. Refrain from using other font weights other than Regular.

Grotesque MT is used as the supporting typeface and is mainly used for body text in publication. The varying font weights can be used wherever appropriate.

**Primary Typefaces**

Chaparral Pro Regular
Chaparral Pro Italic
**Chaparral Pro Bold**
Chaparral Pro Bold Italic

Grotesque MT Light
Grotesque MT Regular
**Grotesque MT Bold**
Printed Collateral

Stationery
Olivewood Garden’s stationery reflects the more sophisticated and professional side of the gardens and learning center. The system uses tints of the primary brand colors only, with a subtle and elegant pattern.
Olivewood
Gardens & Learning Center

Healy Vidgerson
Executive Director
619-294-5995
hvidgerson@gmail.com

Olivewood Gardens
2525 N Avenue
National City, CA 91950
olivewoodgardens.org

Dear Mr. [Recipient],

I, Healy Vidgerson, am writing on behalf of Olivewood Gardens and Learning Center, an organization that is working for the education, nutrition and teaching of our community youth about the farm-to-table concept. We understand that today there are 19,000 kids in our town that are passionate about gardening and eating. Our organization is dedicated to the process of making that happen, but we need your help.

We estimate that today there are 19,000 kids in our town that are passionate about growing, eating and learning skills that will be useful throughout their lives. Our organization is embarking on a process of making that happen, but we need your help.

Your donation will bring us closer to our goal of $94,000. Many businesses and community members are on board to help hundreds of individuals. Our community is uniquely enriched and eager to work with such success. You can see part of that excitement by supporting our youth with a $5,000 donation. We are happy to acknowledge your donation on our website and at our future events, if listed you prefer otherwise.

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I would like to thank you for considering this opportunity to partner with our organization on this exciting and inspiring project. If you have any questions regarding our organization, our fund management policy, or the project itself, please feel free to contact me at the address on this envelope or llynnsmile@gmail.com.

Sincerely,

Healy Vidgerson

Olivewood
Gardens & Learning Center
Brochure

The brochure keeps a balanced look between the professional look of the main brand and the fun, hands-on activities of it’s sub-brands. Photographs and facts can be changed annually. When choosing background colors for text boxes, stick to tints and shades of the sub-brand, or a neutral tone.

Front & Back Folds
Who We Are
Olivewood Gardens and Learning Center’s mission is to promote the health and well-being of children and adults from around San Diego County. Olivewood provides science-based environmental education, farming, food access gardening, and hands-on cooking to students and families in underserved communities.

Facts
- Over 7,000 student visits each year
- 400 student visits each quarter
- 24,480 hours of volunteer work
- Over 150 volunteers
- 100-150 students served monthly
- 200-250 families served each quarter

What We Do
Through garden-based education, our programs inspire children to explore connections between plants and the natural world, and the scientific, historical, science, art, literature, math, geography and nutrition. Our science-based environmental education inspires safe eating habits, health-based cooking habits, sustainable agriculture, water conservation, recycling and composting. Our main programs are the following:

Be an Olivewood Volunteer
Olivewood Gardens and Learning Center welcomes volunteers to be part of our team! In addition to the student gardening opportunities, we offer opportunities for adult volunteers to contribute to the success of our program. Volunteers can help with: gardening, cooking, tutoring, gardening, construction, and more. Opportunities for community engagement and hands-on learning are available. Please contact the volunteer coordinator if you are interested.

It’s easy to become a volunteer, just complete the following steps:

1. Fill out an volunteer application
2. Attend an Volunteer Orientation
3. Be a Volunteer Coordinator

*Some previous experience in science, farming, and volleyball programmes are not necessarily required.
**Take Aways**

The main goal of the take-aways is to promote and list the upcoming events at Olive-wood Gardens. Each take-away pamphlet highlights a different program and sub-brand. These can be given out during promotional events or mailed around the neighborhood.

<table>
<thead>
<tr>
<th>The Grid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep to a maximum of three supplemental photos total. Use tints of the sub-brand color to fill the remaining grid squares.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The Main Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Images must be detail shots of food, ingredients or the gardens. Try to keep all photos in the same hue as the correlating sub-brand color. At least one element in the photo must relate to the sub-brand color.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Program Title &amp; Sub-brand Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is possible to swap the location of the title and the sub-brand logo whether it is on the top or bottom. Both the title and logo must have a white background.</td>
</tr>
</tbody>
</table>
Gardening Classes
at Olivewood Gardens

Nov 15

Lor...
Website

The website targets both donors and visitors. Using a similar grid system as in the sub-brands allows the website to be fun and inviting, while the use of the main brand colors keep the look professional. Photographs are strictly used to emphasize upcoming events and quick links.
Events slider
The main focus of the home page is the events slider, highlighting any big upcoming events or news.

Quick links
The four quick links get to the point of the main reasons users may visit the site.
Ephemera
Signage

Olivewood
Gardens & Learning Center