

Brand Guidelines

The Brand

01



EVERY LEAF MATTERS

Every action changes the world.
Every person can make a difference.

Context



Ecuador and Forest.ink’s Conservation Efforts

Ecuador, nestled in the heart of South America, is renowned for its rich biodiversity, particularly within the Amazon rainforest. This vast ecosystem is home to countless species and plays a crucial role in global climate regulation. However, it faces significant threats from deforestation, mining, and other human activities. In response, organizations like Forest.ink have emerged, dedicating their efforts to the preservation and restoration of these vital landscapes.

Forest.ink is a volunteer-driven organization committed to conserving the Amazon rainforest in Ecuador. In collaboration with its sister NGO, Bosque Medicinal, Forest.ink focuses on direct conservation initiatives, scientific research, and community education. Their approach emphasizes the interconnectedness of self-awareness and environmental stewardship, operating on the belief that personal growth enhances one’s capacity to care for the natural world. Through volunteer programs, individuals from around the globe are invited to participate in hands-on conservation efforts, fostering a global community united in the mission to protect and rejuvenate the Amazon’s unique ecosystems.

The Brand

Identity

Forest.ink is a movement, a community, and a force of change that unites nature, people, and consciousness.



Movement – Connecting individuals, communities, and organizations.



Community – Building relationships based on trust and shared responsibility.



Force of Change – Turning words into action and reshaping reality.

Mission & Vision

Forest.ink protects rainforests, educates society, and supports the conscious transformation of the world. A future where nature, people, and wisdom exist in harmony.



Protect Rainforests – Buying land, restoring ecosystems, and monitoring biodiversity.



Educate Society – Merging science, tradition, and deep ecological knowledge.



Transform Mindsets – Opening space for both personal and collective change.

Core Values

Forest.ink is built on three triads of values, shaping our mindset, actions, and vision.



Awareness – Responsibility – Authenticity: clarity, honesty, and accountability.



Innovation – Growth – Love for Nature: bridging inspiration and realization



Respect – Collaboration – Family Atmosphere: community, mutual support, shared journey.

The Brand

Tone of Voice

Forest.ink is a movement, a community, and a force of change that unites nature, people, and consciousness.



Passionate – Sharing enthusiasm and love for nature.



Informative – Providing scientific and practical knowledge.



Empathetic – Inspiring change without moralizing.

Brand Personality

Forest.ink embodies a unique blend of archetypes, shaping how we communicate, act, and inspire:



The Caregiver – Protecting rainforests, ecosystems, and the people who depend on them.



The Hero/Savior – Actively fighting against destruction and restoring nature.



The Wise Protector – Combining deep knowledge, compassion, and sustainability.

Audience Profile

Forest.ink is built on three triads of values, shaping our mindset, actions, and vision.



Changemakers – Individuals and businesses actively involved in conservation and sustainability (e.g., eco-conscious consumers, ESG-driven companies).



Explorers – Travelers, adventurers, and experience-seekers passionate about eco-tourism and cultural exchange.



Educators & Advocates – Schools, universities, and policymakers seeking knowledge, partnerships, and impactful conservation solutions.

Triads



The Shuar People and the Power of Three

The Shuar of the Ecuadorian Amazon structure their worldview around three interconnected realms: Nunka (Earthly World) of humans and nature, Nayaimp (Celestial World) of spirits and ancestors, and Tsunki (Underwater World) of transformation and healing. This triadic pattern extends to nature—water symbolizes life, earth represents stability, and fire embodies transformation. Their rituals also follow three stages: preparation (fasting in the forest), transcendence (visionary experiences), and integration (returning with wisdom). This deep connection between nature, spirit, and society informs Forest.ink’s approach to conservation, honoring indigenous knowledge and sustainable balance.

The Power of Triads: A Universal Principle in Design, Storytelling, and Strategy

The rule of three is a fundamental principle found across cultures, disciplines, and natural systems. Whether in ancient symbolism, communication strategies, or brand identity, triads create balance, memorability, and deep-rooted structure.

Cognitive Simplicity – The human brain naturally organizes information into patterns of three. Three elements are easy to process, remember, and engage with.

Symbolic & Structural Power – From mythology (birth-life-death) to storytelling (beginning-middle-end) and design (stability through triangular forms), triads reinforce meaning and coherence.

Natural Harmony – In nature and philosophy, triads appear in ecosystems (sun-rain-soil), human relationships (mind-body-spirit), and even Shuar cosmology (Nunka-Nayaimp-Tsunki)—reflecting balance and interconnectedness.

How to Work with Triads in Context?

Design & Symbolism – Using triangular compositions, three-layered visuals, and repeating elements creates harmony and emphasis. Indigenous patterns, including Shuar iconography, often use triads to represent spiritual and natural connections.

Storytelling & Communication – Whether in social media posts, educational materials, or fundraising campaigns, structuring ideas into three key messages makes them more engaging and persuasive.

Logo

02

Overview



FOREST.INK
EVERY LEAF MATTERS



Full logo



The Three Leaves (Symbol Mark)

- Inspired by Indigenous Shuar Symbolism – The three interwoven leaves are derived from Shuar culture, representing harmony between nature, community, and spirit.
- Number Three Significance – Reflects three core values of the project: regeneration, connection, and sustainability.
- Organic, Hand-Drawn Aesthetic – The imperfect, flowing forms mimic tribal markings, leaf veins, and natural textures, reinforcing the brand’s earthy, authentic feel.

FOREST.INK

EVERY LEAF MATTERS

Tagline (Supporting Element)

- “Every Leaf Matters” – A simple yet powerful statement that encapsulates the project’s mission of reforestation, sustainability, and respect for every part of nature.
- Earth Tone Font – The tagline is written in Earth Tone, a hand-drawn typeface that adds a warm, organic contrast to the structured logotype, ensuring emotional resonance.

Logotype (Wordmark)

- Typography Inspired by Nature – Uses the Green Brooks typeface, which features flowing curves and abstract shapes, symbolizing rivers, roots, and ink.
- Handcrafted Feel with a Modern Touch – The balance between sharp and fluid strokes represents tradition meeting innovation, making the brand accessible to both grassroots communities and professional partners.
- The elongated “S” and curved “T” emphasize the word “REST” within “FOREST” – symbolizing the restoration of nature and calm.

Brandmark



The Three Leaves (Symbol Mark)

A leaf is a predictable yet powerful symbol, instantly understood by everyone—from indigenous leaders in the Amazon to corporate investors in boardrooms. It represents renewal, sustainability, and the cyclical nature of life, reinforcing FOREST.INK’s mission of reforestation and ecological restoration. The stylized, organic shapes bridge traditional wisdom and modern design, making the icon both timeless and adaptable.

The three leaf elements arranged in triangular formation directly reference:

- The three strategic pillars of our organization (self-development, rainforest protection, and organizational culture)
- The three worlds of Shuar cosmology (Nunka, Tsunki, and Nayaimp)
- The three domains of action (physical conservation, education, and community building)
- In Shuar tradition triangles together symbolize community, representing the strength of interconnected individuals working together as one. This reflects the core philosophy of FOREST.INK—that true impact comes from collective effort, shared knowledge, and a deep bond between people and nature.

Purpose & Function

The Forest.ink brand mark serves as the primary visual identifier of our organization across all touchpoints. This iconic element:

- Functions as a standalone symbol when space is limited
- A ritualistic symbol, easily drawn, painted, or carved onto natural surfaces.
- Creates immediate visual recognition for our conservation efforts
- Serves as a unifying element across diverse communication channels
- Works effectively at multiple scales, from digital applications to physical signage

Logotype

FOREST.INK

The FOREST.INK logotype is designed to function both independently and in combination with the brand mark, providing flexibility across different applications and audiences.

Standalone Logotype for Professional & Business Contexts

- The logotype is strong enough to stand alone, making it ideal for business, corporate, and investor-facing materials.
- In more formal and professional settings, the brand mark becomes a secondary, decorative element, ensuring the logo remains clean, modern, and authoritative.
- This allows FOREST.INK to maintain a refined and sophisticated presence when communicating with corporate partners, grant providers, and institutional stakeholders.

Combined Use for Brand Identity & Community Engagement

- When paired with the brand mark, the logotype gains an additional layer of symbolism and cultural depth, making it well-suited for community projects, merchandise, and storytelling-driven content.
- The brand mark reinforces the connection to indigenous traditions and sustainability efforts, which is crucial for grassroots and environmental initiatives.

Logo Safezone



Minimum Size

Print: 30mm height
Digital: 60pixels height



Minimum Size

Print: 10mm height
Digital: 30pixels height

Missuse

Avoid horizontal skewing

FOREST.INK

Avoid vertical skewing

FOREST.INK

Avoid rotating

FOREST.INK

Avoid rearranging

FOREST.INK

Avoid changing brand colors

FOREST.INK

Avoid using strokes

FOREST.INK

Avoid boxing in Logo

FOREST.INK

Avoid moving and rearranging logomark

Avoid using non brand type

FOREST.INK

Typography

03

Typography

Green Brooks

Logo Typeface

Az

Green Brooks

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
-123456789
&!%@

The Green Brooks typeface was chosen for its fluid, organic aesthetic, perfectly aligning with FOREST.INK’s mission—a bridge between nature, tradition, and modern sustainability.

Inspired by Nature – The flowing curves mimic rivers, leaves, and organic movement, reinforcing the brand’s deep connection to the natural world.

Used in headlines, promotional content, and digital communication, the typeface reinforces the brand’s core themes of sustainability, spirituality, and impact.

Typography

Earth Tone

Light

Regular

Bold

Claim Typeface

Aa

Earth Tone - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
-123456789
&!?%@

The Earth Tone font family serves as a complementary typeface in FOREST.INK’s visual identity, enhancing the brand’s organic, handmade feel while maintaining versatility across applications.

Earth Tone is not just a font but a voice—bringing handmade character, warmth, and authenticity to FOREST.INK’s communication.

Natural & Organic – Handcrafted aesthetics align with FOREST.INK’s ethos of nature, sustainability, and authenticity.

Used for headlines, claims, and callouts, Earth Tone provides a textural contrast to the main typeface, making important messages stand out.

Typography

Be Vietnam Pro

Thin

Light

Regular

Bold

Black

Bodytext Typeface

A d

Be Vietnam Pro – Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
-123456789
&!%@

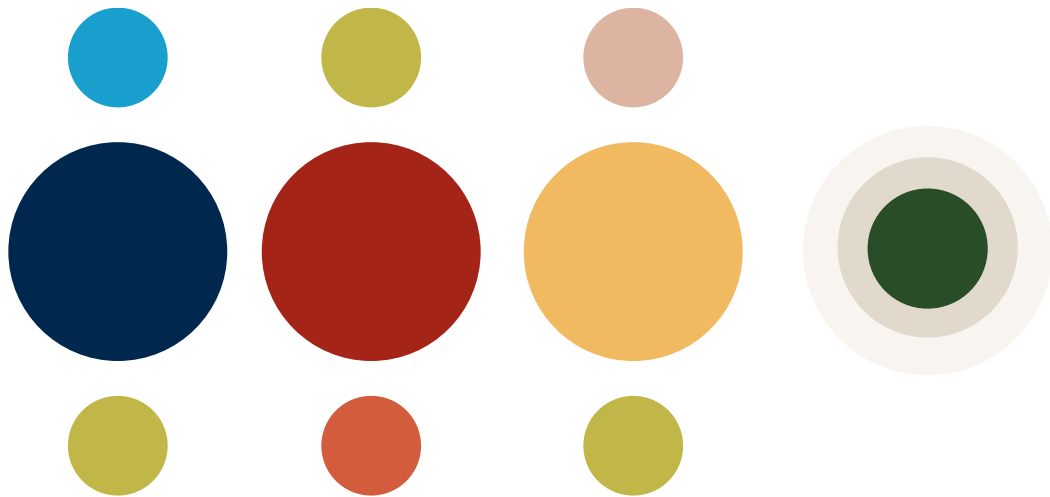
Be Vietnam Pro is a modern, highly functional sans-serif typeface that brings clarity, professionalism, and inclusivity to FOREST.INK’s brand communication. Chosen as a supporting font, it ensures readability and accessibility while complementing the more decorative primary and display fonts.

- Clean & Readable – Engineered for clarity and legibility, making it ideal for longer texts, body copy, and informative content.
- Strong Pairing with Display Fonts – Provides structural contrast to Green Brooks and Earth Tone, ensuring hierarchical clarity in text-heavy applications.
- Enhances the professional and structured side of the brand, balancing organic, nature-inspired design with modern usability.

Colors

04

Colors overview



Triadic Harmony in Visual Identity

The Forest.ink color palette is deliberately structured around the principle of three – a powerful numerical concept that resonates across cultures, philosophies, and natural systems. This triadic approach is not merely aesthetic but deeply symbolic, connecting our visual language to both our organizational structure and the indigenous wisdom that inspires our work.



Benefits of the Triadic Approach

This three-part color system offers several advantages:

- Symbolic depth: Connects our visual identity to indigenous wisdom
- Organizational clarity: Creates visual distinction between different areas of our work
- Balance and harmony: Provides a complete yet harmonious spectrum
- Memorable simplicity: Easier for audiences to understand and remember
- Scalable system: Allows for expansion while maintaining coherence

By embracing the power of three in our color palette, Forest.ink honors the wisdom of the Shuar people while creating a visually compelling, psychologically effective, and organizationally aligned identity system.

Color combinations

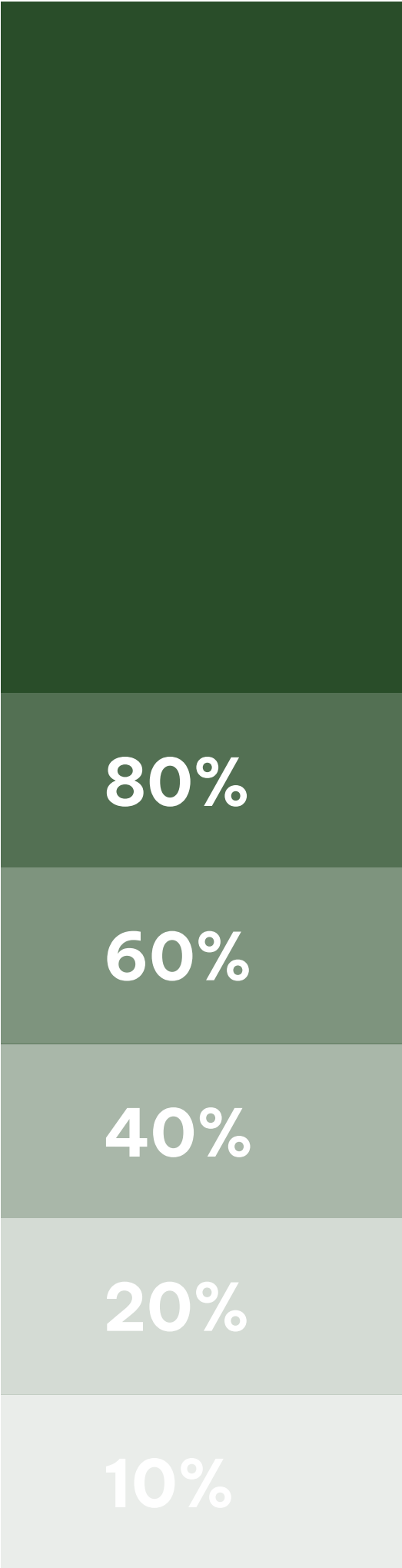
Principles of Effective Combinations

The Forest.ink color system demonstrates three key principles for effective color combinations:

- 1. **Contrast and Legibility** – Each pairing ensures sufficient contrast between the logotype and background, maintaining readability while preserving brand identity.
- 2. **Triadic Organization** – Combinations are structured within three domains (Earth, Water, Sky), reflecting the brand's connection to Shuar cosmology and creating a cohesive system with diverse applications.
- 3. **Purpose-Driven Selection** – Different combinations serve specific communication needs:
 - Dark backgrounds with light text for formality and impact
 - Light backgrounds with darker text for accessibility and approachability
 - Warm tones (terracotta, amber) for community engagement
 - Cool tones (blues, greens) for conservation messaging



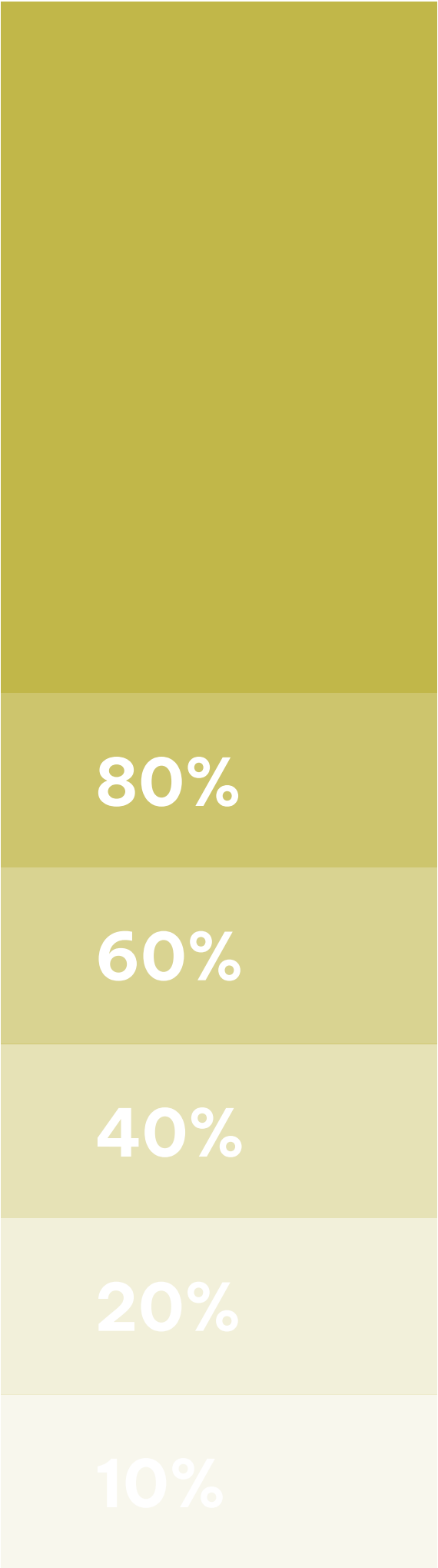
Green



DEEP FOREST GREEN

- HEX: #294D29
- RGB: (41, 77, 41)
- CMYK: (47%, 0%, 47%, 70%)
- Pantone: 3435 C
- RAL: 6007 Bottle Green

This deep, natural green captures the dense foliage of the rainforest, where towering trees form a living cathedral above. It reflects the moist, shadowed undergrowth, the twisting vines reaching for sunlight, and the quiet pulse of an ancient ecosystem, embodying growth, stability, and the enduring cycle of nature.

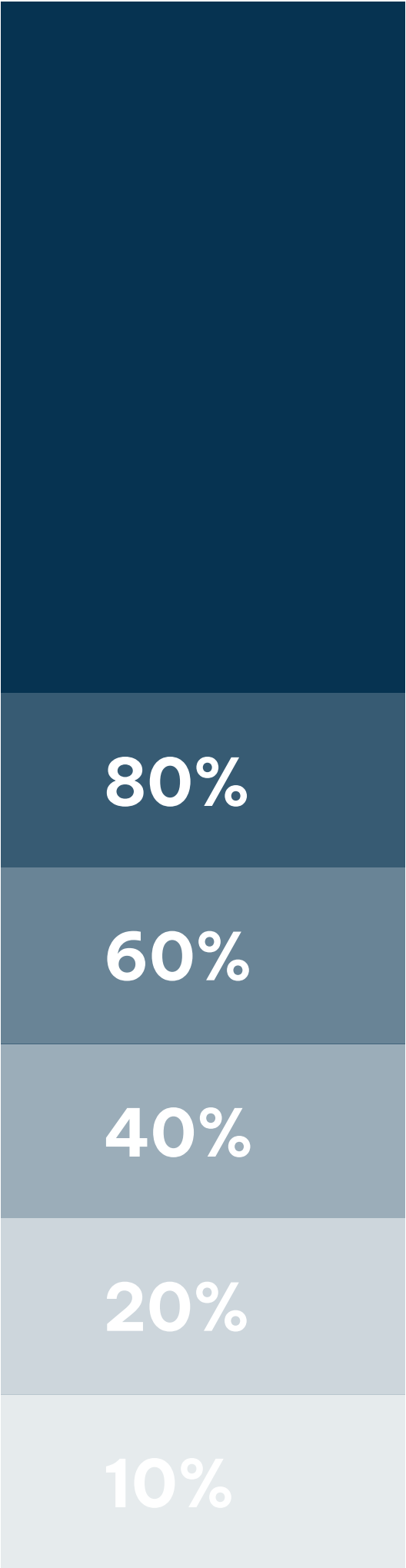


CANOPY LICHEN

- HEX: #C1B74A
- RGB: (193, 183, 74)
- CMYK: (0%, 5%, 62%, 24%)
- Pantone: 7765 C
- RAL: 1020 Olive Yellow

This muted, earthy green mirrors the lichen-covered trunks of towering ceiba trees, the sunlit moss clinging to ancient rainforest stones, and the soft glow of early morning light filtering through the dense canopy. It embodies resilience, organic growth, and the quiet wisdom of nature’s oldest ecosystems.

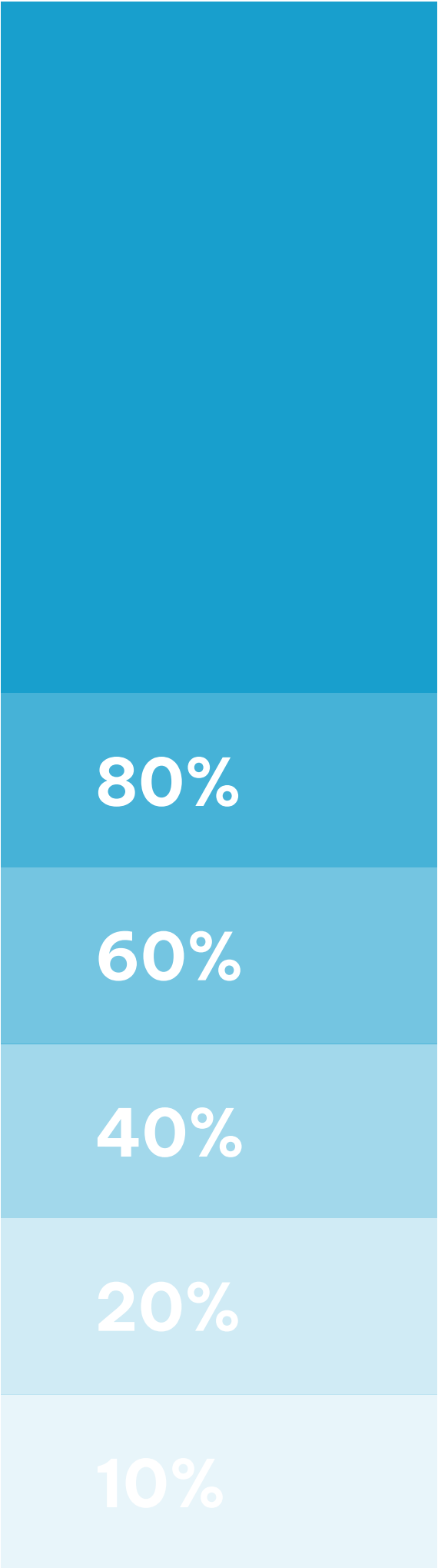
Blue



JAGUAR NIGHT

- HEX: #00274D
- RGB: (0, 39, 77)
- CMYK: (100%, 49%, 0%, 69%)
- Pantone: 5395 C
- RAL: 5004 Black Blue

This deep, enigmatic blue captures the mystery of the Amazonian night, where jaguars move silently through the shadows of the rainforest. It reflects the dense twilight sky over the jungle canopy, the depths of hidden lagoons, and the whisper of the river under the moon’s glow, embodying both strength and quiet reverence for nature’s vastness.

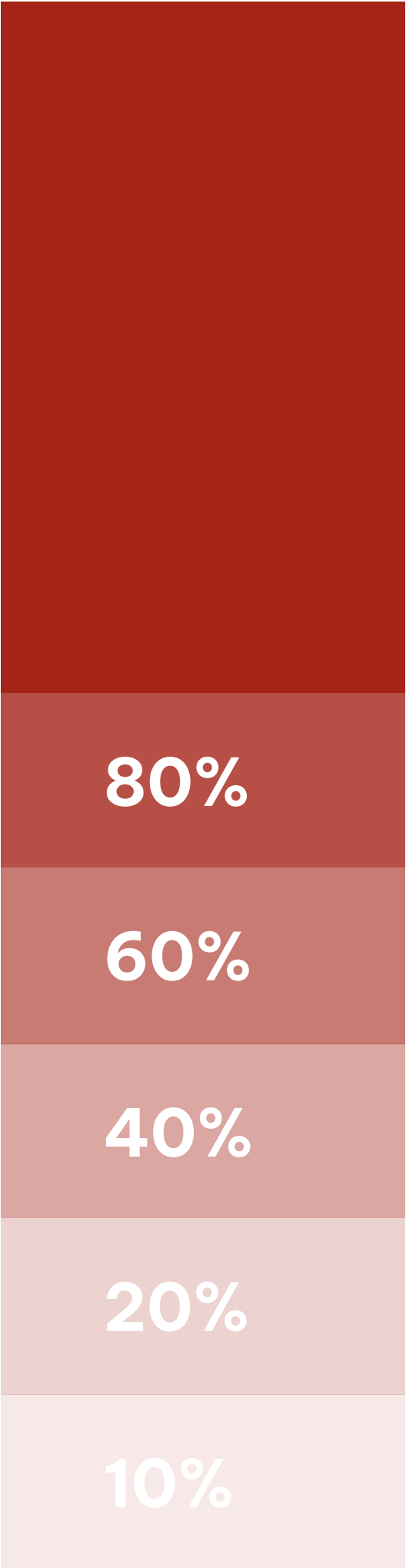


SKY SPIRIT BLUE

- HEX: #19A0CD
- RGB: (25, 160, 205)
- CMYK: (88%, 22%, 0%, 20%)
- Pantone: Process Blue C
- RAL: 5012 Light Blue

This vibrant aquatic blue reflects the crystal-clear waters of Amazonian tributaries, the iridescent shimmer of morpho butterfly wings, and the boundless sky stretching over the rainforest canopy. It embodies fluidity, movement, and the life-giving energy of water, essential to the pulse of the jungle.

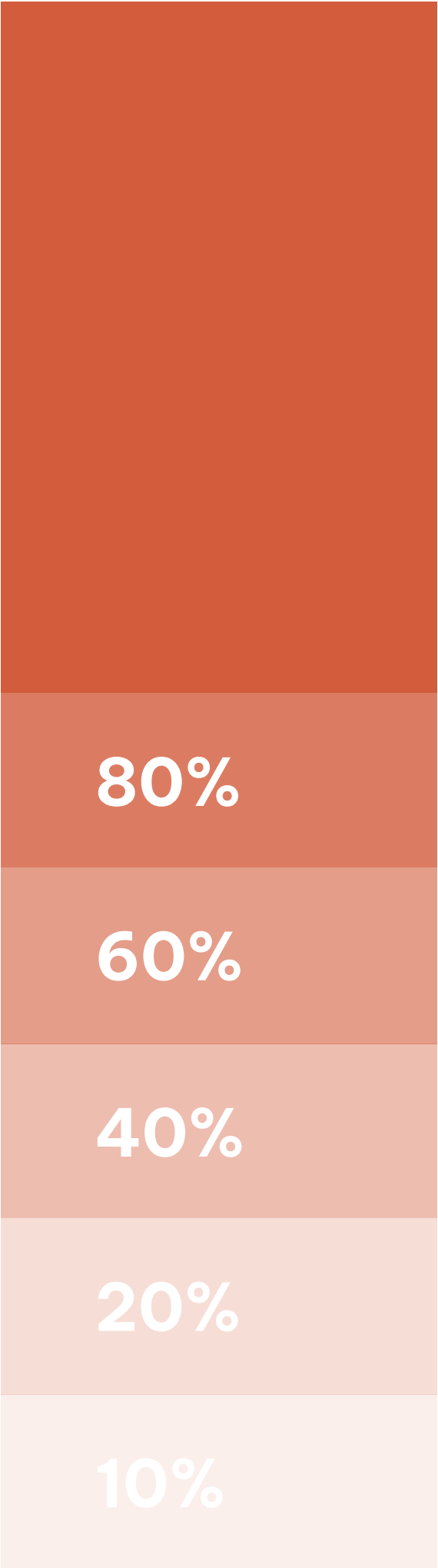
Red



ROOT RED

- HEX: #A52518
- RGB: (165, 37, 24)
- CMYK: (0%, 78%, 85%, 35%)
- Pantone: 7623 C
- RAL: 3002 Carmine Red

This deep, fiery red represents primal energy, vitality, and raw power. It reflects the glow of embers, the red ochre used in ancient rituals, and the life force of nature’s elemental cycles. The color carries an ancestral, earthy intensity, making it perfect for bold accents that feel both mystical and deeply rooted in tradition.

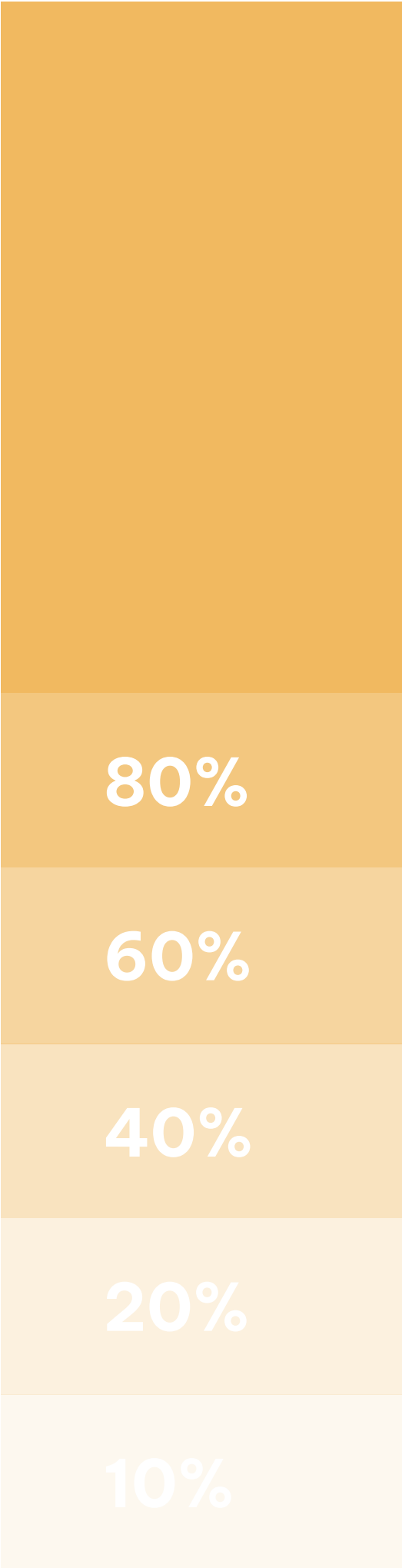


SUNSET CLAY

- HEX: #D25C3C
- RGB: (210, 92, 60)
- CMYK: (0%, 66%, 78%, 18%)
- Pantone: 7579 C
- RAL: 2012 Salmon Orange

This rich, sun-kissed terracotta reflects the warm tones of burnt earth, and smoldering embers. It exudes a soft but powerful energy, reminiscent of weathered clay structures and hand-shaped ceramics.

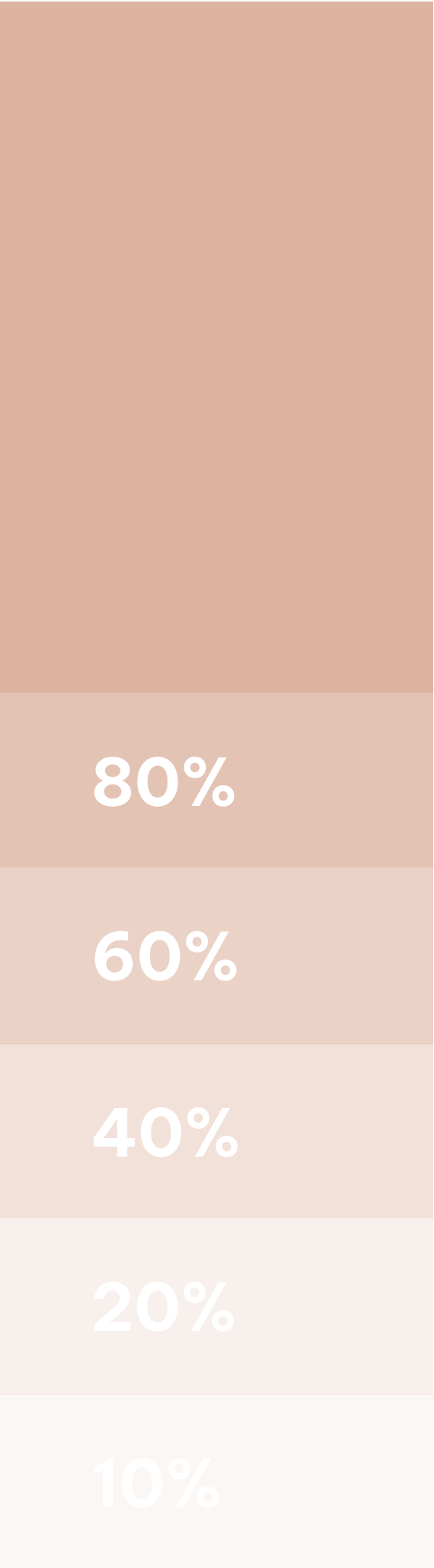
Yellow



AMBER GLOW

- HEX: #F2BA61
- RGB: (242, 186, 97)
- CMYK: (0%, 23%, 60%, 5%)
- Pantone: 7564 C
- RAL: 1034 Pastel Yellow

This soft amber hue evokes the golden light of dawn, the flicker of a candle’s flame, and the honeyed tones of aged resin. It radiates a subtle warmth, carrying the essence of sun-warmed stone. Amber Glow has a gentle, earthen depth, making it ideal for balancing richer, darker shades. It introduces an element of warmth and quiet energy, reflecting nature’s cycles of light and renewal—a perfect complement to the mystical and organic aesthetic of Forest.ink.



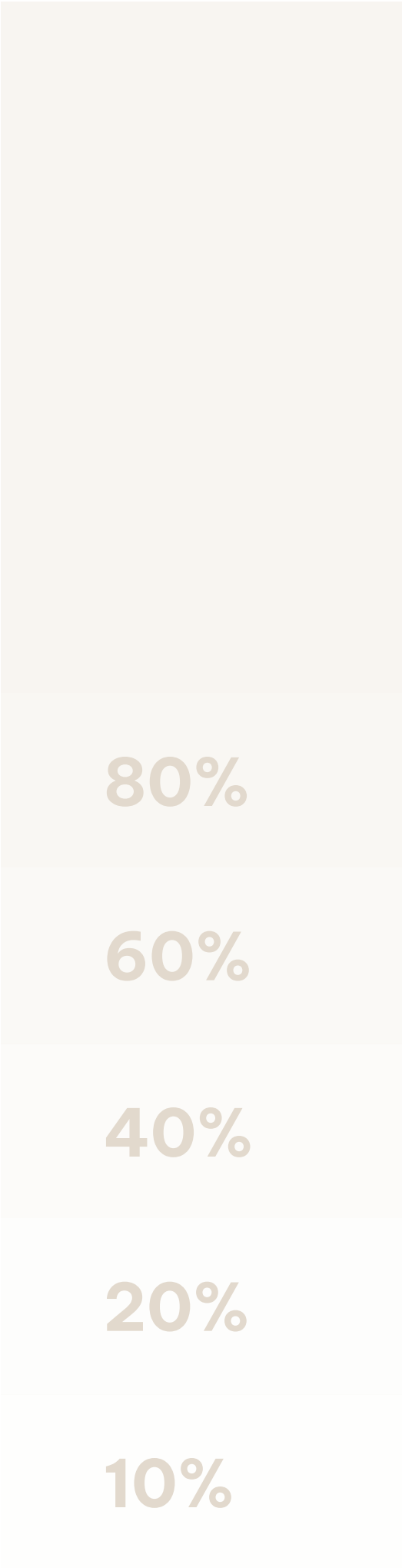
CEIBA BARK

- HEX: #DCB4A2
- RGB: (220, 180, 162)
- CMYK: (0%, 18%, 26%, 14%)
- Pantone: 7612 C
- RAL: 1019 Grey Beige

This warm, muted hue mirrors the soft, weathered bark of the sacred Ceiba tree, towering over the Ecuadorian rainforest. It reflects the earthy stillness of ancient jungle pathways, sunlit lianas, and the rich textures of fallen leaves decomposing into fertile soil.

Neither too pink nor too beige, Rosewood Dust embodies subtle elegance and natural softness, making it an excellent neutral grounding shade. It harmonizes beautifully with deep greens and rustic reds, reinforcing the earthy, timeworn aesthetic of Forest.ink while adding a sense of calm, warmth, and quiet mysticism.

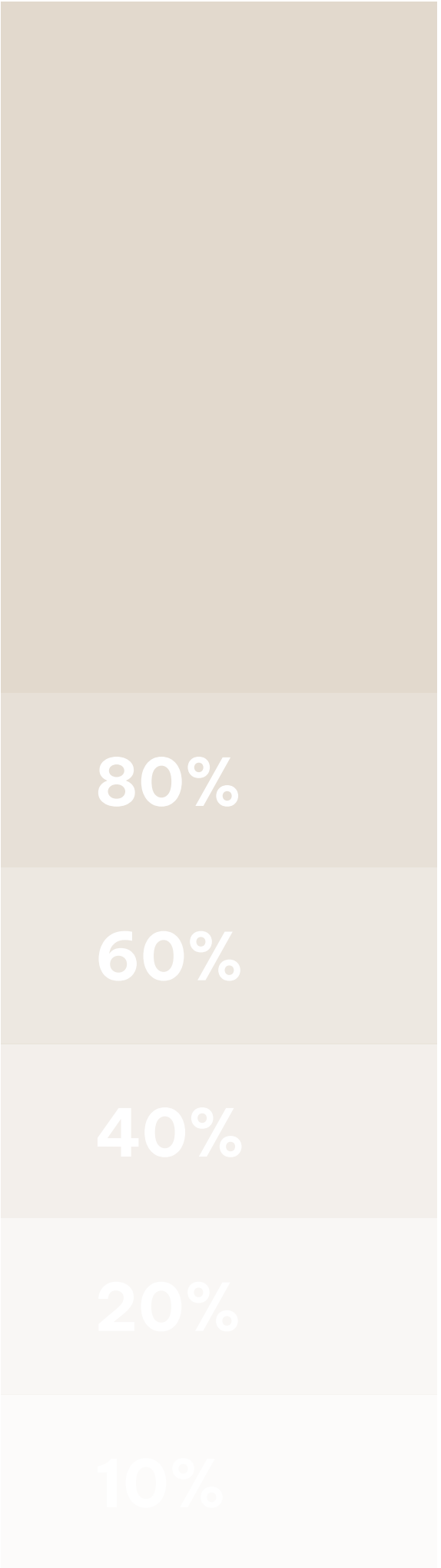
Background



CLOUD MIST

- HEX: #F9F5F2
- RGB: (249, 245, 242)
- CMYK: (0%, 2%, 3%, 2%)
- Pantone: Warm Gray 1 C
- RAL: 9010 Pure White

This soft, diffused white reflects the morning mist rising over the Ecuadorian rainforest canopy, the pale glow of overcast skies, and the delicate hues of orchid petals hidden in the jungle’s depths. It carries a sense of airiness and quiet mystery, complementing deeper earth tones with its gentle, natural luminosity.



PALO SANTO ASH

- HEX: #E3D9CD
- RGB: (227, 217, 205)
- CMYK: (0%, 4%, 10%, 11%)
- Pantone: 7527 C
- RAL: 9001 Cream

This warm, smoky beige mirrors the ash of burned Palo Santo wood, used in Ecuadorian rituals for cleansing and grounding. It reflects the muted tones of dried jungle leaves, sun-bleached driftwood, and ancient stone pathways, bringing a sense of calm, ritual, and natural balance to the palette.

Graphic Elements

05

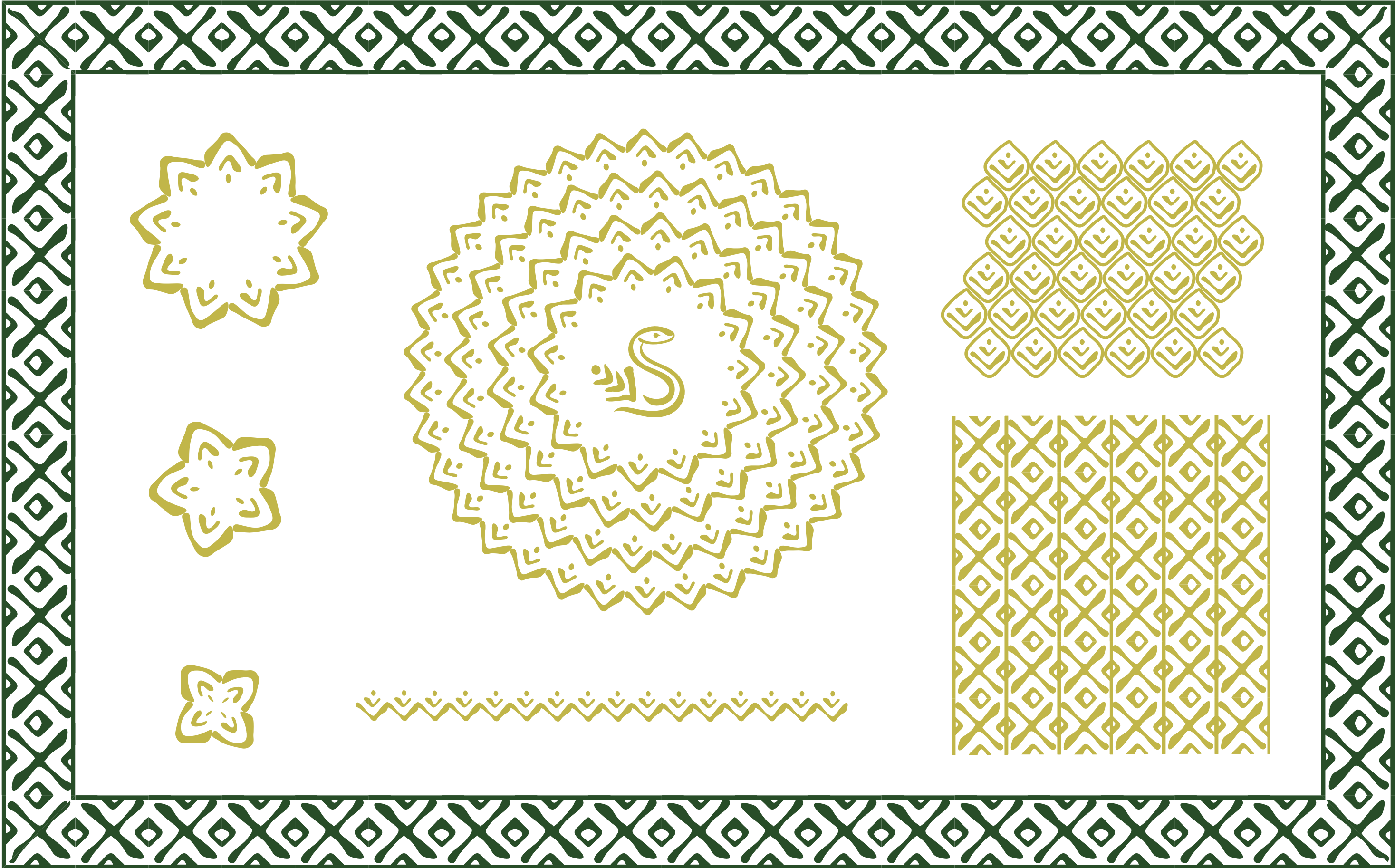
Icons

The Forest.ink icon system is designed to reflect the organization’s deep connection to nature, indigenous wisdom, and sustainability. The icons are minimalist yet rich in symbolic meaning, featuring clean, geometric line work and organic elements inspired by tribal patterns, natural forms, and sacred geometry.



Decorative elements

The decorative elements in the Forest.ink visual system are deeply rooted in Shuar symbolism, particularly their use of triangular patterns representing balance, interconnectedness, and transformation. These motifs are seamlessly integrated into the leaf-inspired symbols, reinforcing the connection between nature, tradition, and protection.



Photography

Core Themes

Forest.ink’s photography should always convey the interconnection between people, nature, and action. Each image should embody one or more of these three themes:

- **Nature’s Majesty** – Showcasing the breathtaking beauty of the Amazon rainforest, its landscapes, flora, and fauna. Focus on lush biodiversity, from towering trees to the intricate details of leaves, rivers, and wildlife.
- **Human Connection** – Highlighting indigenous communities, conservationists, and volunteers working together in harmony with nature. Authenticity is key – capturing expressions, traditions, and daily life in a respectful, dignified way.
- **Action & Impact** – Documenting hands-on conservation efforts: reforestation, scientific research, education programs, and rituals. Images should showcase tangible change and inspire engagement.

Core Aesthetic Principles

- **Natural & Earthy Tones** – Dominated by greens, browns, and warm golden hues, reflecting the organic richness of the rainforest. Avoid artificial color grading – natural light is key.
- **Soft & Organic Composition** – Use flowing, dynamic angles that immerse the viewer. Layer the image (foreground, middle ground, background) to mirror the depth and complexity of the jungle.
- **Authenticity & Emotion** – Real, unposed moments are essential. Capture raw human connection, movement, and natural expressions, making the viewer feel present in the scene.

Visual Techniques

- **Contrast & Light Balance** – Balance between light and shadow, mimicking the rainforest’s interplay of sunbeams piercing dense foliage.
- **Perspective & Scale** – Alternate between macro shots (textures, details, indigenous crafts, plants) and wide-angle shots (jungle canopy, landscapes, human-nature interactions).
- **Depth & Layering** – Use multiple planes to add richness and a sense of immersion, reflecting the multi-layered ecosystem of the rainforest.

Applications

05

Application Across Target Audiences



Forest.ink’s brand identity must be flexible yet consistent, adapting to the needs of different audience groups while maintaining a strong core visual language. Forest.ink’s visual identity must be adaptable yet cohesive, ensuring that each audience group receives a tailored experience that resonates with their expectations and engagement style. This system balances minimal professionalism, immersive expressiveness, and a harmonized middle ground to create an intuitive and visually compelling brand presence.

Application Across Target Audiences

Minimal, Professional, Data-Driven, refined, and trust-building

- **Logotype as the primary identifier** – Clean and dominant, reinforcing credibility.
- **Subtle tribal accents** – Used sparingly as background textures or framing elements.
- **Neutral and elegant color palette** – Dark greens, beige, muted earth tones.
- **Grid-based layouts** – Well-structured, clean margins, and professional hierarchy.
- **Impact-focused imagery** – Data visualization, conservation success stories, and partnerships.
- **Best Use Cases:** ESG reports, corporate decks, investor materials, strategic partnership proposals.
- **Visual Balance:** Highly minimal – professional, modern, and structured.



Application Across Target Audiences

Balanced, Nature-Driven Organic, expressive, nature-immersive

- **Tribal icons & patterns** – Bold, dynamic, fully integrated into designs.
- **Flowing, layered compositions** – Non-linear layouts, overlapping visuals, organic typography.
- **Contrast color palette**
- **Authentic, immersive photography** – Hands-on conservation, adventure, deep jungle experiences.
- **Hand-drawn & textured elements** – Sketch-like illustrations, rough edges, imperfect organic strokes.
- **Best Use Cases:** Volunteer guides, expedition branding, immersive social media content, storytelling materials.
- **Visual Balance:** Highly tribal, expressive, dynamic.

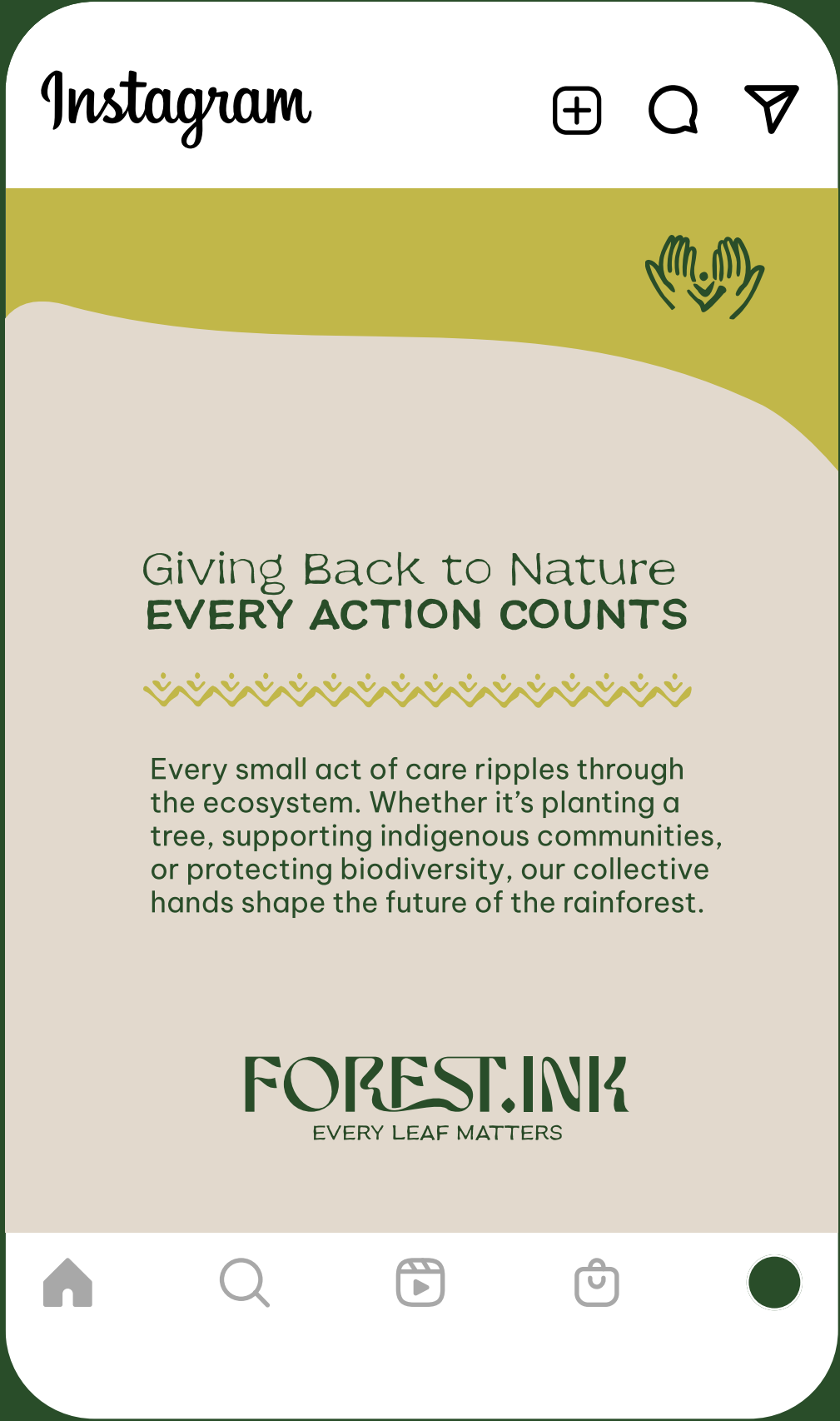


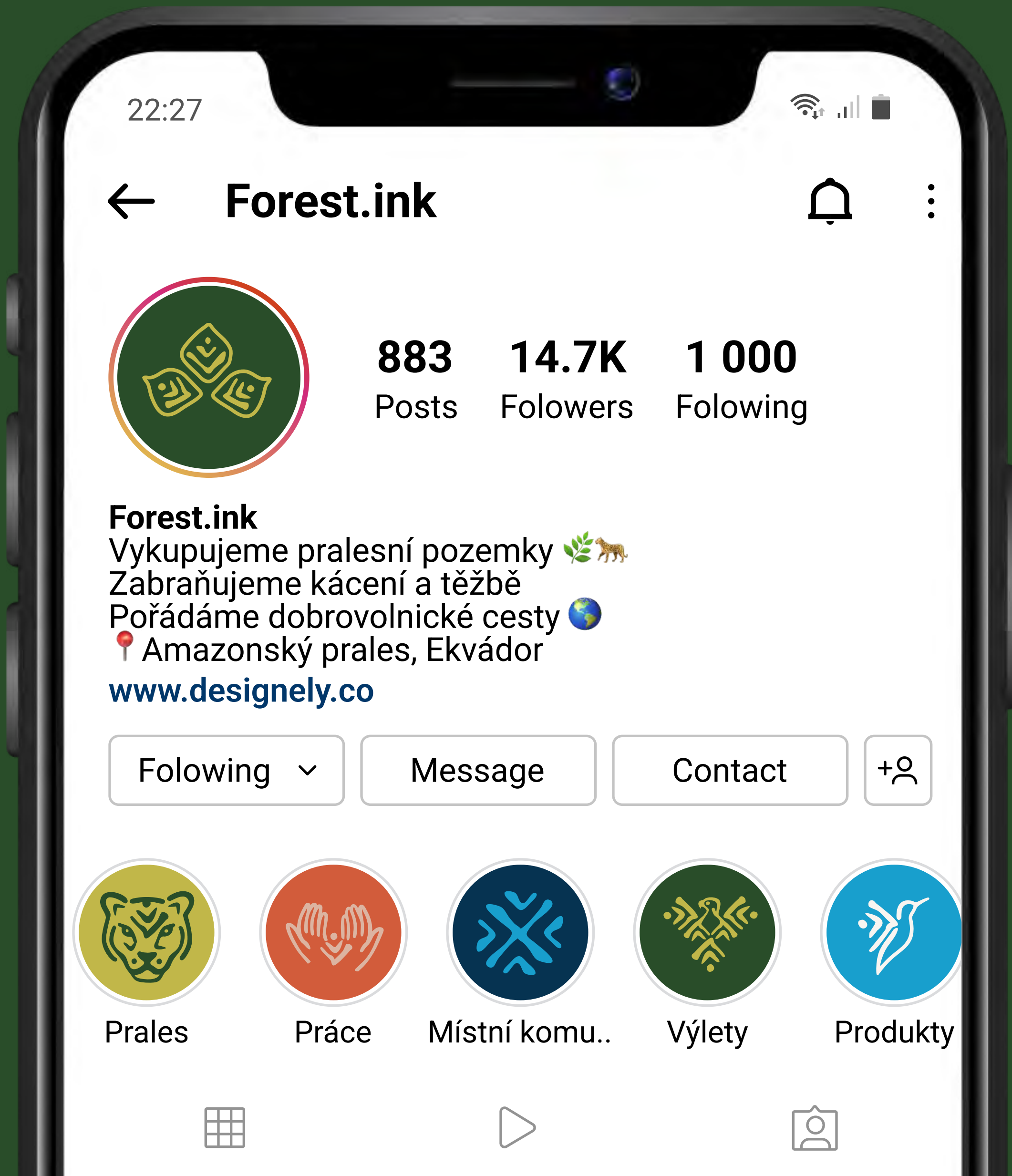
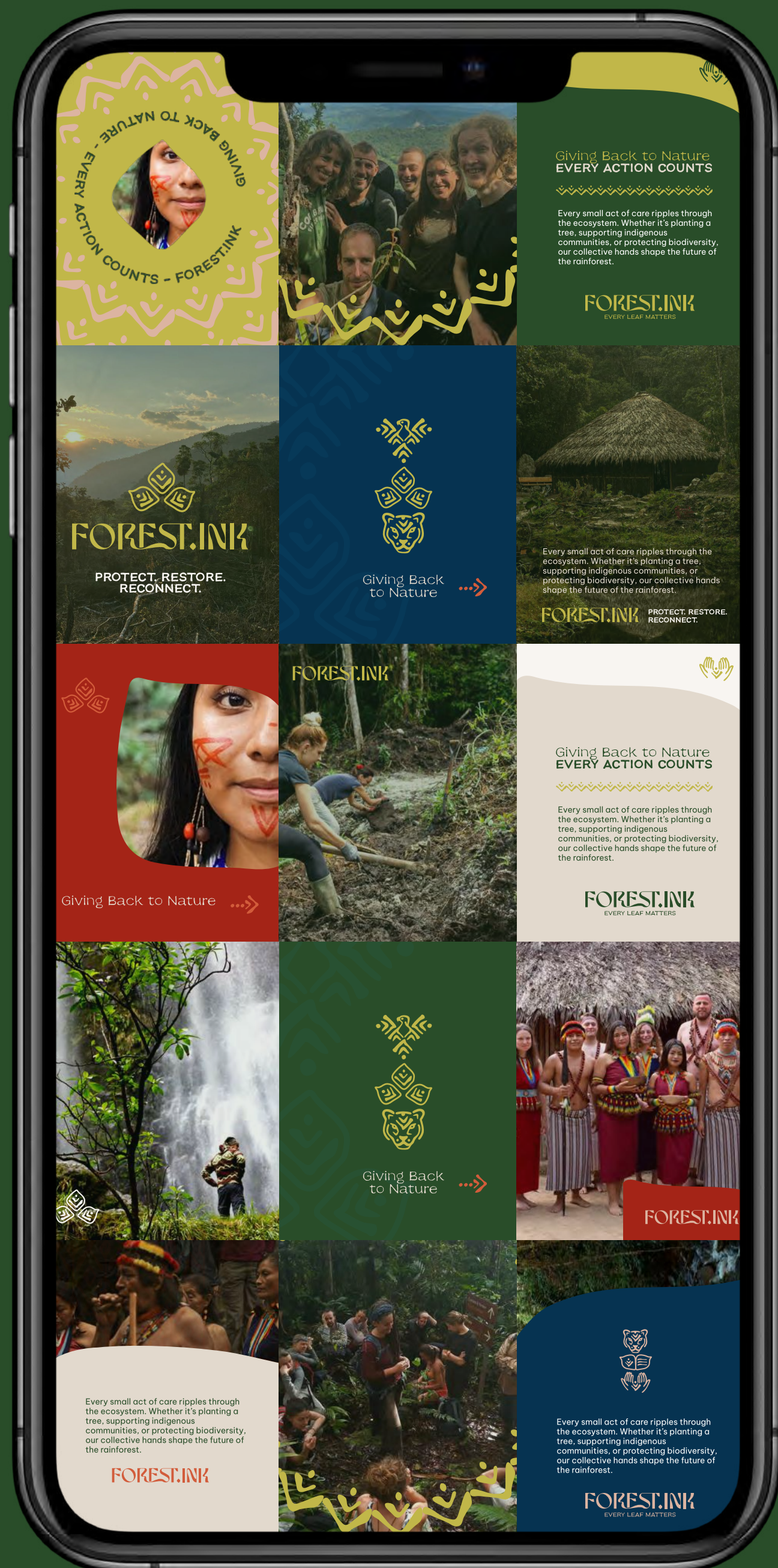
Application Across Target Audiences

Middle Ground – Harmonized Balance Between Worlds

- **Audience:** Website visitors, general public, community engagement, hybrid communication materials.
- **Visual Approach:** Balanced between structure and organic expressiveness
- **Logotype + select tribal accents** – Used in combination, not overwhelmingly tribal but still present.
- **Structured yet fluid layouts** – A blend of grid-based design with subtle organic elements.
- **Balanced color palette** – More expressive than Changemakers, but less intense than Explorers (deep greens with warm highlights).
- **Soft tribal influence** – Elements appear in borders, background textures, and illustrative storytelling.
- **Best Use Cases:** Website, general brand materials, brochures
- **Visual Balance:** A bridge between minimalism and expressiveness.









FOREST.INK

EVERY LEAF MATTERS



Dear partner

[illegible]

Crase voluptas non est diem festis molestantia. Maecenas conque lectus vitae
 elementum voluptas. Sed ut purus ut lobem cursus finibus. Integer fermentum,
 nulla ac pellentesque imperdiet magna du facilisis augue. In rhombus mi nunc
 fringilla justo. Mauris vel nisi congue. interdum nulla quis, sollicitudin quam,
 vestibulum, portitor sapien id. eleferend urna. Donec non purus pretium, dignis
 sollicitudin, portitor libero. Dues at ante sollicitudin, efficitur
 nish vitae, aliquet rhombus se sapien ac mollis accumsan
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 tellus, tempus sed ante sagit. mollis accumsan
 consectetur adipiscing elit. sagit. mollis accumsan
 consectetur sit amet turpis vel
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rhombus mi nunc fringillo
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Vestibulum vel ipsum a
nunc tristique tempor-
nunc vixit massa.
Praesent at erat
sollicitudin, porttitor
sapien id, blandit urna
Donec non purus
malesse.













FOREST.INK

FOREST INK
EVERY LEAF MATTERS









J

FOREST.INK

Contact

Contact Us

If you have any questions regarding the use of the branding guidelines.
Please make sure to contact Filip Aura