BLUEGRASS
LAND CONSERVANCY

Branding Guide

General Information

Since 1995, Bluegrass Land Conservancy has worked to protect land in Kentucky's Bluegrass region through permanent conservation easements.

As a nationally accredited, community supported, 501(c)(3) nonprofit land trust, we work on a voluntary basis with landowners, community groups, and municipalities to encourage the preservation of land for agricultural viability, natural habitat, rural heritage, and scenic open space.

We seek to ensure a future where the Bluegrass region's distinctive soils, cultural heritage, scenic vistas, natural resources and habitats, and farms are preserved – forever. we aren't just protecting land from development, we are conserving it for everyone – to achieve both economic and environmental goals; to promote harmony between people and places; to uphold quality of land and quality of life.

Logo

BLC

The approved logos are shown below. We ask that you refrain from additions, deletions, transportation or elements, or manipulation of any kind. This includes spinning, skewing, or stretching the logos. Download Friends of BLC Logos on our website (link in the footer) BluegrassLandConservancy.org

Full Color





All White





All Black





Logo

Friends of BLC

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Black and White



All White



Colors

If you'd like to design your own graphics or other materials, below are the approved bran colors for Bluegrass Land Conservancy.

HEX Codes (#FF8000) and RBG colors are used for digital applications and CMYK colors are used for professional printing.

Dark Green

#007a60
RGB: 0, 122, 97
CMYK: 100, 0, 21, 52

Teal

#00aea9
RGB: 0, 174, 169
CMYK: 100, 0, 3, 32

Grass Green

#00bc71
RGB: 0, 188, 113
CMYK: 100, 0, 40, 26

Typography

If you'd like to design your own graphics or other materials, below is the approved typography for Bluegrass Land Conservancy.

CS GORDON SERIF

Fira Sans Bold

Fira Sans Regular

Stoic

For digital assets and machines that do not have or can not utilize our brand font, the system font, Arial, is a suitable substitute.

Header / Title	**BLUEGRASS LAND CONSERVANCY** or **Bluegrass Land Conservancy**
Subheader / Eyebrow	Protect. Sustain. Inspire. or *Protect. Sustain. Inspire.*
Body	Founded in 1995, Bluegrass Land Conservancy works to protect the Bluegrass region of Kentucky through land conservation for future generations.