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01
OUR
UNIVERSE
Welcome to Sachamama!

_Sachamama_ is a Quechua word, a language spoken in the Amazon & South American Andes, it means “Mother Jungle”.

_Sachamama_ is a non-profit organization working to build support for a clean energy economy for all, and cultivating sustainable attitudes, behaviors & lifestyles. We pay close attention to our personal dynamics (our beliefs, our assumptions & our perspectives), all these factors have a role in how we connect with the current climate reality; and serve as tools to restore the balance within us, as we move towards a sustainable future.

Our brand is a key part of who we are. It allows us to amplify our message and help people recognize our work and what we stand for under a unified voice and image. The intention of this brand book is to inspire you, while also providing you a clear depiction of who we are and what we stand for. If you have questions, please contact us: media@sachamama.org
Mission
We are on a mission to build support for a clean energy economy for all, and cultivating sustainable attitudes, behaviors & lifestyles.

Vision
An active community where sustainability and spirituality are at the center of civic participation and decision-making.
Values

- We work to rebuild the relationship between the sacred within ourselves and the sacred within our planet: Spirituality
- We have reverence for life: Gratitude
- We take care of each other: Family
- Change starts from within: Accountability
- We create safe spaces for the emergence of our highest potential: Innovation

Personality

We are grateful, respectful, optimistic, restless, and playful.
Our brand tone is **inspiring, empowering, and engaging**. We focus on the achievements and the opportunities and possibilities that lie ahead to shape a more sustainable future.

**Inspiring:** We always strive to be the best version of ourselves

**Empowering:** We always provide tools to strengthen each other

**Engaging:** We create opportunities and spaces to create change

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**Our Mantra**

The change you want to see starts within you!
Our logo is native and derives from a place that shares and preserves the right ways of understanding our connection with our planet. It connects our work to our roots on earth, which are embedded into the ancient ethic of conservation.

Our name -Sachamama- is written with the “Cinzel Regular” font. This font can only represent the name Sachamama, and should not be used in other designs.
ISOTYPE

Iconic in nature, is made up of three elements:

The Indian. A firm representation of our cultural heritage.

The Snake. An Animal representation of the Sachamama in ancient traditions.

The Sun. A representation of our essence.
FULL LOGO

The graphic representation of the Sachamama brand is composed of (an isotype and a logo), both come together to form a perfectly harmonized and unified unit, both capable of functioning in unison or stand on their own.
VERSIONS

Our logo is white but may change, depending on the occasion.

We love our logo and want you to use it, to be consistent with our brand, please use only these two configurations.
CONFIGURATIONS

MISUSES

Don’t place the isotype to the right of the logo, or exponentially.

Don’t change the spacing relationship between the logo and the font.

Don’t change the font.

Don’t change the size of the logo.
BEWARE!

To ensure the legibility of the brand and its independence from other elements that may share its visual space, we present below specifications of the minimum margins of the protection zone and the minimum sizes in which the brand can be reproduced in print and digital media.

Printed Media

Digital Media
03
OUR
COLORS
We use colors to communicate our values and brand image. Green represents nature and white simplicity.

**MAIN COLORS**

We use colors to communicate our values and brand image. Green represents nature and white simplicity.

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**PANTONE 2273 C**
BLACK VERSIONS

Don’t use our logo in black!

Unless the logo can only be used in one-ink black prints, or if our logo is to coexists alongside of other logos and all of these are set in a black version as a standard rule for all.

GRAYSCALE

The grayscale version of our brand has the following coding.

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<td>K 11%</td>
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Typography is another way we choose to stand out as a brand.

Our main font of choice is Avenir. If it’s not available, we use Gotham.
ILLUSTRATIONS

In this section, we will define graphic resources that we will use throughout our identity.

Our illustration’s inspiration derived from the concept of Sacred Geometry, giving it a visual strength that serves as a constant reminder of the cultural concept that resides behind Sachamama.
We like to use a personable tone of voice in our messaging. Our voice is meant to be perceived as positive and humble, just like our community. We encourage you to use your own voice when you write, authenticity is important in the creative process, and we encourage individuality as long as it resonates with a respectful, and optimistic tone in our writings.

Our brand is meant to transmit a sense of belonging, positivity, fun, and vast opportunities.
PHOTO & VIDEO FOCUS

We are visual creators and love including videos & photos for everything in Sachamama - to give you a more visual depiction of who we are.

The same guidelines we use to brand our tone and voice, apply to our photography & videography.

We intentionally present our positive spirit, the culture of our community, our achievements, and opportunities to get involved. Everyone that comes across our visuals should be inspired, empowered, hopeful, and motivated to help us create a conscious and sustainable future!
EDITORIAL TONE

Home for all our stories!

This is another center piece of our brand and the best way for us to inspire, communicate, and connect with our extended family and community.

We do this by presenting honest stories, celebrating achievements together, and showcasing the culture of our community.