Brand Identity, Typography & Logo Usage Guidelines

Editorial Palette & Vector Marks · media@rootedcarbon.com

Reference sheet covering Rooted Carbon's official name styling, color palette, Jost typography, and clean mark usage across digital and print coverage.

Brand Name & Mark Usage

- Always write "Rooted Carbon" as two capitalized words in both English and French copy.
- Maintain generous clear space around the terracotta maple-root emblem; never stretch, recolor arbitrarily, or place low-contrast marks on busy textures.
- Request high-resolution vector (.svg) logo files directly through media@rootedcarbon.com or rootedcarbon.com/contact#media.

Color System

- Deep Forest Ink: #0D1913 · Primary typography and solid CTAs.
- Acadian Pine Accent: #1D4D37 · Forest highlights, links, and active operational indicators.
- Terracotta Mark Accent: #D94A27 · Emblem accent.
- Warm Stone (#F4F3EE) & Field Canvas (#EEF3EF) · Calm editorial page grounds.

Typography & Bilingual Parity

- Primary typeface: Jost (geometric humanist sans-serif) chosen for crisp legibility and clean Canadian French diacritics (é, è, ê, ç, à, « »).
- Tabular numerals are used for ecological metrics, confidence intervals, and status telemetry.

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