

Braided Canopy

STYLEGUIDE

APRIL 2026

Archivo Black

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

Archivo Black should be used for title headings and bold callouts, some block text

Download for free at:
<https://fonts.google.com/specimen/Archivo+Black>

Red Hat Text

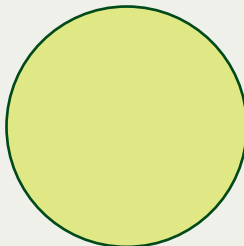
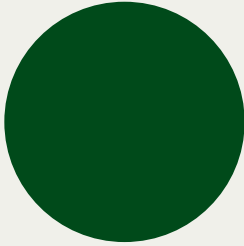
A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t
u v w x y z

Red Hat Text can be used for large blocks of copy for easy reading

Download for free at:
<https://fonts.google.com/specimen/Red+Hat+Text>

COLOR PALETTE

PRIMARY



Dark green

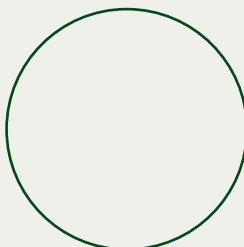
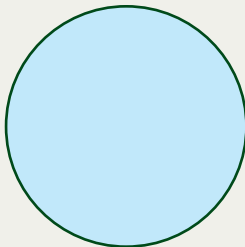
CMYK: 100,21,31,76
RGB: 0,68,82
HEX: #004452

Light green

CMYK: 53,9,28,0
RGB: 120,187,186
HEX: #78BBBA

For our primary colors, we are focusing on a nice contrast between a dark green and a light green. The dark green evokes thoughts of forestry. The lighter green is inspired by lichen, and creates a feeling of vibrancy.

SECONDARY



Light Blue

CMYK: 9,22,100,2
RGB: 227,195,0
HEX: #E3C300

Offwhite

CMYK: 0,0,4,6
RGB: 240,240,237
HEX: #F0F0ED

The light blue and offwhite can function as secondary colors, meaning they show up in smaller ways: subheads, buttons, arrows, highlights, guides. This allows our color palette to feel grounded in the green primary colors, but gives us the space differentiate content.

LOGO

The Braided Canopy logo is a combines a bold title, a braided half circle alluding to the weaving of funding, technical support, and partnership for Tribal forests, and a grounding trunk that extends its branches towards the canopy.



An alternate version of the logo that may appear in certain spaces holds a brief tagline underneath.



An Intertribal Timber Council project

LOGO

| Logo options in color (light background)



An Intertribal Timber Council project

LOGO

| Logo options in color (dark background)



An Intertribal Timber Council project



Welcome

[Click here to learn more](#)



An Intertribal Timber Council project



Header

Text about the National Native Conservation Network here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

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10

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6

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An Intertribal Timber Council project

April 2026

Report Name Can Go Here

Subhead goes here

