



TERRAGRAPHICS INTERNATIONAL FOUNDATION

# Brand Guide



WORKING WITH  
COMMUNITIES TO IMPROVE  
ENVIRONMENTAL HEALTH

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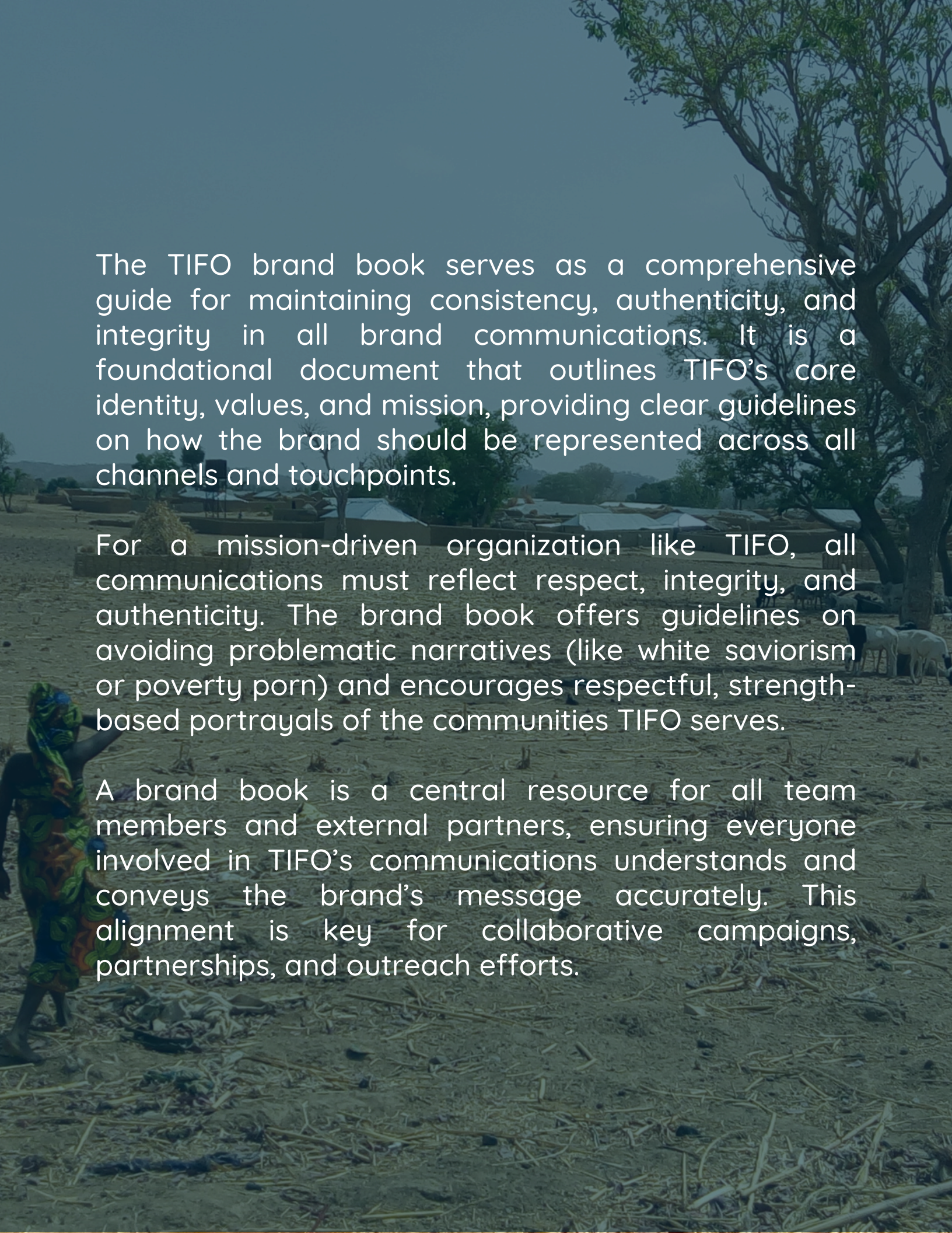


# Introduction to TIFO

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Our brand is more than just a logo or color palette—it embodies our mission, values, and the unique experience we create for our audience. At TIFO, we're dedicated to delivering insightful, accessible, and visually compelling content that engages, informs, and empowers.





The TIFO brand book serves as a comprehensive guide for maintaining consistency, authenticity, and integrity in all brand communications. It is a foundational document that outlines TIFO's core identity, values, and mission, providing clear guidelines on how the brand should be represented across all channels and touchpoints.

For a mission-driven organization like TIFO, all communications must reflect respect, integrity, and authenticity. The brand book offers guidelines on avoiding problematic narratives (like white saviorism or poverty porn) and encourages respectful, strength-based portrayals of the communities TIFO serves.

A brand book is a central resource for all team members and external partners, ensuring everyone involved in TIFO's communications understands and conveys the brand's message accurately. This alignment is key for collaborative campaigns, partnerships, and outreach efforts.





## Our Mission

To safeguard environmental health by providing scientifically sound education and workforce development that build leadership, catalyze change, and are grounded in local knowledge.

## Vision

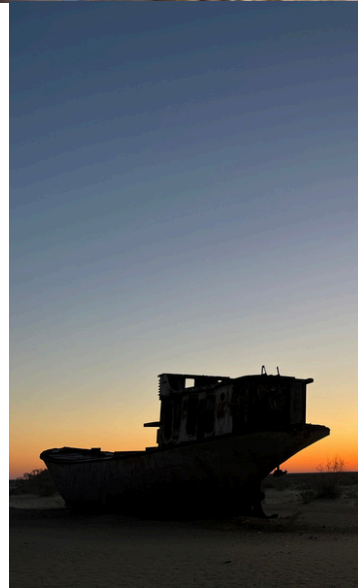
All communities with knowledge and skills to protect future generations and maintain livelihoods.





TIFO was founded in 2012 in the midst of the largest known outbreak of lead poisoning in Zamfara, Nigeria. It was created to address the growing disparities in environmental health globally, especially in the most marginalized and vulnerable communities worldwide. TIFO has made it its mission to blend rigorous science with local knowledge and build lasting partnerships to bring positive change to people harmed by extractive industries.

We all rely on extractive industries. Every time we use a phone or computer, drive a car, or charge a device, we use resources extracted from the earth. But we are not all directly affected by the dangers of those industries. It is the most vulnerable people in the world's most vulnerable communities impacted the most, many of whom rely on extractive industry for their livelihoods. Every day, people in these communities face unsafe food and water, insecure housing, and a choice between health and earning a day's wage. TIFO feels this is unjust and strives to help communities improve environmental health without sacrificing their livelihoods.





# Name Break Down

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Provides a detailed explanation of the brand's name, including its origin, meaning, and significance.

Inspired by Geographic Information Systems mapping, which TIFO uses to document, visualize, and track contaminated sites and monitor the remediation progress. Together, “TerraGraphics” embodies “earth/land mapping” as a method to analyze and communicate complex environmental data.



# TERRAGRAPHS

Derived from the Latin word meaning “earth” or “land.” This represents our commitment to understanding and improving the environment and health of communities around the world.



The meaning behind our name reflects our core purpose: using mapping and environmental science to create a healthier world.

As a nonprofit, TIFO's mission is philanthropic rather than profit-driven. While foundations often support other charities with grants, TIFO takes a direct approach: we provide communities with time, resources, and expertise to identify and address environmental health challenges.

## TERRAGRAPHICS INTERNATIONAL FOUNDATION

Represents our global reach and dedication to helping communities outside the United States, including sovereign Native American nations. This focus emphasizes our commitment to underserved populations around the world.

# Voice & Identity

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Our brand voice is authentic, insightful, and empowering, grounded in a commitment to clarity, knowledge, and connection. TIFO communicates with an approachable professionalism, valuing transparency.





# Our Voice

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## Uplifting, Authentic, and Solution-Oriented

We speak with empathy and clarity, aiming to inspire positive change while staying honest and approachable. Our communication is rooted in genuine connection and a desire to empower our audience.

# Core Elements of Our Voice

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## Empathetic & Positive

We focus on hope and solutions, guiding conversations toward growth. Our language is encouraging, aiming to uplift rather than criticize.

## Authentic & Accessible

We are genuine and straightforward. Our tone is warm and conversational, avoiding jargon and remaining relatable to all audiences.

## Curious & Humble

We are always eager to learn. Our curiosity drives us to explore new perspectives, and we communicate with humility, acknowledging that there's always more to discover.



# Scientific Integrity

We value an environmentally just world where there is equitable access to a safe environment



# Knowledge Sharing

The development and implementation of programs must be locally driven and sustained, with transdisciplinary collaborations rooted in mutual respect



# Environmental Justice

The foundations of our work are built on uncompromised scientific expertise







Our Essence

Environmental health  
impacts everything  
Everyone has a right to  
a good quality of life.



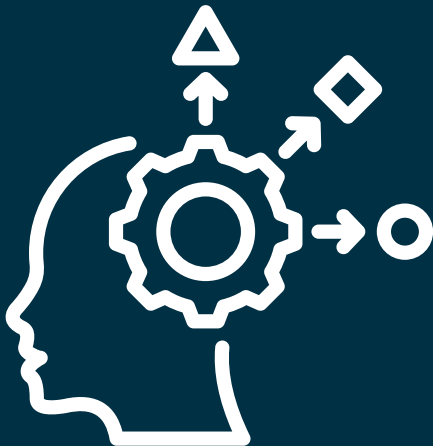
**integrity**



**justice**



**collaboration**



**adaptability**

# Narratives to Avoid

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We strive for ethical, respectful, and empowering brand communication, avoiding harmful stereotypes, objectification, or exploitation. Our focus is on highlighting the strength, resilience, and potential of communities, fostering meaningful engagement without perpetuating outdated tropes.





# Divisive Narratives

Language or storytelling that creates "us vs. them" scenarios, exaggerates differences, or places blame on individuals or groups instead of addressing systemic issues. Divisive narratives can alienate, reinforce stereotypes, and increase polarization. They can also reduce complex social issues to simplistic and often inaccurate explanations.

Guideline: Use inclusive language that encourages solidarity and understanding. Focus on shared goals and collective actions, and avoid language that scapegoats or marginalizes specific groups.



# Poverty Porn

Content that sensationalizes or exaggerates poverty to evoke sympathy, often at the expense of the dignity of those portrayed. This approach can dehumanize individuals by reducing them to their struggles and can exploit their hardships for emotional impact. It often fails to recognize the complexities of poverty and ignores systemic issues.

Guideline: Tell authentic stories that show the strengths, capabilities, and efforts of individuals facing economic challenges. Avoid oversimplifying problems and focus on community assets, progress, and potential.





# White Saviorism

A narrative in which a privileged outsider is portrayed as the primary hero or savior of a marginalized group. This narrative reinforces a power imbalance, suggesting that marginalized communities cannot solve their challenges without external aid. It can also erase the agency and leadership already present within those communities.

Guideline: Center stories on local voices, showcasing how they are leading change and finding solutions. Highlight partnerships, not rescue missions, and avoid framing efforts as “saving” or “rescuing” communities.





We are unique because we only partner with communities by invitation—directly from them or through someone they trust. Our role is to provide information and support, not to dictate. Communities are the leaders of their development, and we are committed to ensuring they maintain their power and autonomy in every decision impacting their community.







We invest time in building relationships and sharing knowledge with local communities and government officials to ensure their understanding and support for our initiatives. Our goal is to create sustainable solutions rather than temporary fixes. By strengthening local capacity, we empower communities to manage their environmental health independently, providing training and resources to sustain monitoring and education initiatives without our direct involvement.



# Visual Guide

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This guide defines TIFO's brand identity, outlining our visual language, color palette, typography, and design elements. It ensures consistency and clarity across platforms, enabling effective communication and a strong connection with our audience.

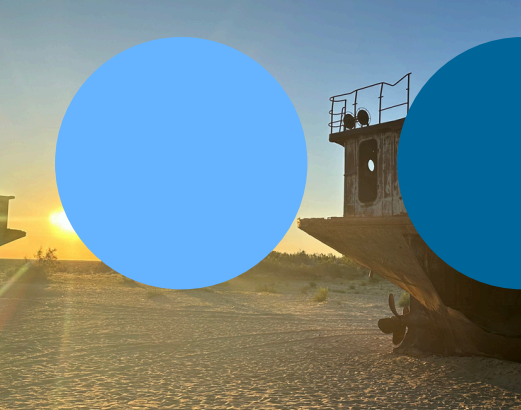


The background image is a photograph of a large, rusted metal shipwreck resting on a sandy beach. The ship's hull is visible, showing significant corrosion and structural damage. The scene is captured during sunset or sunrise, with a warm, orange glow over the entire image. The water in the foreground is rippled, and the sky is a deep orange. The text is overlaid on the upper left portion of the image.

# AESTHETIC GOALS

Aim for a modern and clean aesthetic that avoids feeling sterile, overly corporate, or too curated. Emphasize an organic and natural vibe, reflecting our work with a diverse range of people and outdoor environments.







# ACRONYM & FULL NAME USAGE

## TERRAGRAPHICS INTERNATIONAL FOUNDATION

Always introduce the full name first when initially mentioning the brand to ensure clarity, especially if the acronym isn't widely recognized.

When creating content, prioritize using the TIFO logo that includes the organization name. If the name will be elsewhere on the content, use of the TIFO logo without the full name is appropriate.



Acronyms can sometimes be confusing or difficult to remember for new audiences, while a full name can be more descriptive and accessible and aid in building brand awareness.

Since TerraGraphics International Foundation is not a nationally or globally recognized name (e.g., NASA, USA, IBM, etc.), the acronym should not be used alone on any publicly facing content.



# Type Face

## HEADING TEXT

Font: Oswald

Style: All Caps

Usage: For major headings, titles, and prominent statements in print and digital materials.

## Subheading Text

Font: Oswald

Style: Sentence Case

Usage: For secondary headings to maintain brand consistency while ensuring readability.

## Body

Font: Quicksand

Style: Standard sentence style

Usage: For paragraphs, descriptions, and detailed information to ensure a clean and approachable readability

Acronym letters:  
Custom

Name: Oswald  
Regular



**TERRAGRAPHICS INTERNATIONAL FOUNDATION**

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Working with Communities to  
Improve Environmental Health

Tagline: Open Sans  
Regular @ 200% height



Ideal for digital platforms like your website, social media profiles, or online ads where a clear and modern logo can stand out against various backgrounds.



This font is suitable for formal documents such as reports, presentations, or black-and-white print materials. It also works well for situations requiring a minimalist or professional tone. Additionally, it is ideal for scenarios where background conflicts need to be minimized, ensuring clarity and a clean, unobtrusive appearance.



Includes the full organization name and a globe, providing a more descriptive representation of the brand. It's suitable for official branding, such as letterheads, business cards, or formal email signatures, where the complete name of the organization is needed for clarity.



With the tagline included, this version offers the most detail and context about your mission. It's best for marketing materials like brochures, banners, event displays, or educational presentations, where the tagline can communicate the organization's focus and values.



# LOGO COLORS

Curious Blue  
Hex: #169ed9  
CMYK: 75, 22, 0, 0  
RGB: 22, 158, 217

# LOGO WEB COLORS

Pacific Blue  
Hex: #0099cc  
CMYK: 78, 24, 6, 0  
RGB: 0, 153, 204

Black  
Hex: #000000  
CMYK: 75, 68, 67, 90  
RGB: 0, 0, 0

Atlantis  
Hex: #79c429  
CMYK:  
RGB: 121, 196, 41

Atlantis  
Hex: #66cc33  
CMYK: 61, 0, 100, 0  
RGB: 102, 204, 51

# PRIMARY COLORS

Pacific Blue

Hex: #0099cc

CMYK:

RGB:

Black

Hex: #000000

CMYK:

RGB:

Amulet

Hex: #769e70

CMYK:

RGB:

White

Hex: #ffffff

CMYK:

RGB:

# SECONDARY COLORS

Malibu

Hex: #66b3ff

CMYK:

RGB: 102, 179, 255

Bahama Blue

Hex: #006699

CMYK:

RGB: 0, 102, 153

Sprout

Hex: #a8cfa1

CMYK:

RGB: 168, 207, 161

Chalet Green

Hex: #4d6f3b

CMYK:

RGB: 77, 111, 59

Tundora

Hex: #404040

CMYK:

RGB: 64, 64, 64

Mine Shaft

Hex: #2c2c2c

CMYK:

RGB: 44, 44, 44

Alabaster

Hex: #f8f8f8

CMYK:

RGB: 248, 248, 248

Alto

Hex: #e0e0e0

CMYK:

RGB: 224, 224, 224



# TERRITORY COLORS

Blaze Orange

Hex: #ff6600

CMYK:

RGB: 255, 102, 0

Roman

Hex: #d84f4f

CMYK:

RGB: 216, 79, 79

Medium Purple

Hex: #7069e0

CMYK:

RGB: 112, 105, 224

Supernova

Hex: #ffcc00

CMYK:

RGB: 255, 204, 0

Atlantis

Hex: #79c429

CMYK:

RGB: 121, 196, 41



Secondary colors complement TIFO's primary brand colors. They should typically be used in smaller doses to highlight specific elements like calls to action, important information, or design accents, while still maintaining the primary colors as the dominant visual element in our branding

Tertiary colors should be used sparingly, primarily as accents or to add subtle depth and variation to a design. Typically, they should only be used when needing to introduce a bit more visual interest while still maintaining consistency with the primary and secondary brand colors.





# Branded Material & Signage

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This section defines the design standards for branded materials and signage, ensuring consistent use of logos, colors, and typography across all touchpoints. These guidelines maintain a cohesive and recognizable brand presence in any setting.

# BUSINESS CARD & EMAIL SIGNATURE



**TERRAGRAPHS INTERNATIONAL FOUNDATION**

Working with Communities to Improve Environmental Health



[News Letter](#)   [Projects](#)

[Impacts](#)   [Get involved](#)

TIFO's office is on the traditional lands of the Nimiipuu (Nez Perce) and Paluspam (Palus).



# BRANDED HEADER & BRANDED SLIDE DECK

