This document captures the essence of the RMRI concept, key pillars of our communications, and the foundational elements of our visual identity. It was designed to help ensure that our collaboration looks and feels collaborative and is cohesive and consistent across all touchpoints. RMRI partners are encouraged to take an active posture in using the RMRI brand. Please use this document when designing and developing all brand collateral, outreach, and marketing communication materials.
Rocky Mountain Restoration Initiative, or RMRI, is designed to help bring all of us together as one united action group to help restore health to our landscapes that sustain our precious forests and wildlife, watersheds, communities, and recreation.

We serve as the common entry point for all restoration efforts in the Rockies. We organize and focus the knowledge, abilities, and willpower of everyone who has something to contribute to the solution and concentrate them in the best ways and places for maximum effectiveness.

Co-led by the United States Forest Service and the National Wild Turkey Federation, 40-plus major national, state, and private organizations have joined the effort so far, and we are always welcoming more groups, businesses, and individuals who strive to honor the role we humans have been granted within nature.
Our Mission

Increase the resilience of our forests, wildlife habitats, communities, recreation opportunities, and water resources across all lands in the Rocky Mountains.
Our Vision

Embrace Shared Stewardship principles by building a collaborative foundation to address challenges, identify opportunities, and potential solutions that will lead to measurable and scalable results in the restoration of critical landscapes in the Rocky Mountains.
RMRI was created to help bring us together as one united action group to increase the pace and scale of restoration work. By acting like a lens to focus the knowledge, abilities, and willpower of everyone who has something to contribute to the solution, RMRI serves as the common entry point for restoration efforts in the Rockies and concentrates them in the best ways and places for maximum effectiveness.
Our Values
RMRI partners engage in activities that support these four values:

- Communities
- Clean Water
- Forests & Wildlife
- Recreation
### Everyone Has a Role

A big part of our success relies upon our ability to empathize and connect with multiple audiences.

<table>
<thead>
<tr>
<th>Residents</th>
<th>Businesses</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>“More than where I live, the mountains are a resource for being myself.”</td>
<td>“The people in the mountains are my primary source of revenue.”</td>
<td>“The mountains are my favorite escape from the everyday.”</td>
</tr>
<tr>
<td>My support of RMRI helps to preserve the lifestyle I want to live.”</td>
<td>My support of RMRI helps protect my business and shows other residents that I’m invested in their well-being.”</td>
<td>I help support RMRI and they help ensure we have safe, reliable access year-in and year-out.”</td>
</tr>
</tbody>
</table>

*Those who reside in and around the mountains are our Prime Prospect...*

<table>
<thead>
<tr>
<th>The Situation</th>
<th>We live our lives in the mountains because they create our grounding, strength, and inspiration.</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Problem</td>
<td>But the mountains are unhealthy and increasingly vulnerable to destructive natural forces. Though there is much concern, there is little cooperation to get them to a sustainable state and much of our resources are spent on emergent care resulting from their poor state of health.</td>
</tr>
<tr>
<td>The Implication</td>
<td>The support the mountains give to us is at risk of disappearing beyond our ability to endure, simply because we didn’t proportionally support them when they needed it.</td>
</tr>
<tr>
<td>The Need</td>
<td>We need a means to come together and focus our efforts to support the health of the mountains before it’s too late.</td>
</tr>
</tbody>
</table>

*This Is the Mission & Vision of the Rocky Mountain Restoration Initiative.*
The RMRI logo consists of two elements: the logotype and the mountain landscape icon.

These elements should always be used together unless the space is limited by height. In this case, limit the usage to the logotype only or use the version of the logo with the left/right orientation.

DO'S AND DON'TS:

DO NOT re-create, redraw, or alter in any way.

DO NOT break up the logo into parts.

DO NOT change or substitute the colors of the type or the icon.

DO NOT rearrange or reposition the elements within the logo.

DO NOT change the proportions of elements within the logo.

DO NOT add or subtract any design to the logo.

DO NOT position the logo on top of complex and cluttered photos or backgrounds. The logo should always remain clearly legible and visible.

See More Do’s and Don’ts on Page 15.

Our Logo, Inspired.

Shared stewardship, collaboration, and a new approach to landscape-scale solutions are at the core of the Rocky Mountain Restoration Initiative. And these are the key traits that inspired the RMRI logo. Leveraging a contemporary and approachable all-natural color palette, the logo features a graphic representation of a mountain landscape. The clear blue water reflects the healthy forests and the four mountain peaks, representing each of our four values, standing strong and proud. The overlapping shapes speak to the interdependency of our mission and the dynamic connections and bonds forged through our partnerships. And the clean, back-country-inspired sans-serif logotype helps to give our logo a modern and active feel.
ROCKY MOUNTAIN
RESTORATION INITIATIVE

ROCKY MOUNTAIN
RESTORATION INITIATIVE

Full Logo, One-Color White
Full Logo, One-Color Charcoal/Black
Abbreviated Logo, One-Color Charcoal/Black
Abbreviated Logo, One-Color White
The Alternate Logo
Designed for applications with height restrictions.
Logo Spacing

The RMRI logo needs some padding around the mark to separate it from the background elements.

You can use the height and width of one of the inside triangles to approximate the appropriate distance between our logo and the other nearest content on the page.
Please do not alter the RMRI logo in any way. The mark was purposefully designed to speak to our mission, our vision, and our values.

Altering the logo also creates significant risk to the equity of RMRI as it would appear that we lack control, cohesiveness, and consistency in our approach.

**DO'S AND DON'TS:**

01. **DO** use the logo as supplied. There are multiple versions that can be used for various applications.

02. **DO NOT** apply dark and/or crisp drop shadows to the logo.

03. **DO NOT** place the logo over a photo background that obstructs the visibility of the mountain icon or the logotype.

04. **DO NOT** apply a stroke or outline to the details of the mountain icon.

05. **DO NOT** apply a stroke or outline to the outside of the mountain icon.

06. **DO NOT** place the logo over a generic cliché stock photo that doesn’t resonate with a local audience.

07. **DO NOT** alter the colors of the logo in any way.

08. **DO NOT** place the logo over a busy background with conflicting colors such that it impedes the readability of the mark.
Please use the font *Source Serif Pro* for all headlines in official written communications. You can download it free from Google Fonts.
Please use the font Montserrat for all body copy in official written communications. You can download it free from Google Fonts.