



KISS — the — GROUND

FOR REGENERATION®

BRAND GUIDE

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ABOUT KISS THE GROUND

Kiss the Ground is an audience-supported nonprofit promoting regeneration and healthy soil as a viable solution for our wellness, water, and climate crisis. Since 2013 we've inspired millions to participate in the Regenerative Movement through storytelling, education, and partnerships.

OUR MISSION

To awaken people to the possibilities of regeneration – a solution for the wellness, water, and climate crisis.

LANGUAGE

Please use the text blocks above to communicate “About Kiss the Ground” and “Our Mission” in brand, marketing, and educational materials.



VOICE

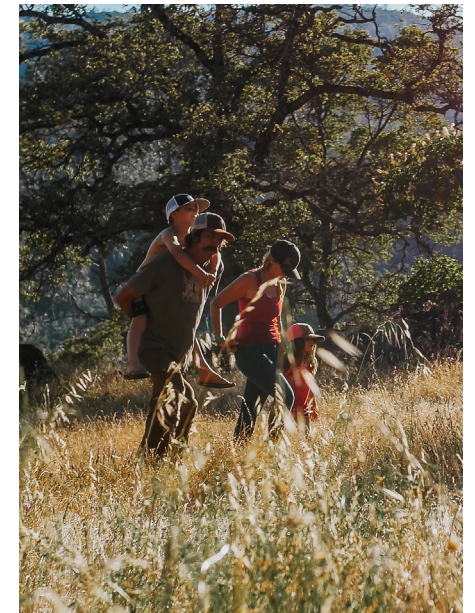
Tone

- Warm
- Inviting
- Friendly
- Optimistic
- Inspiring
- Informed
- Inclusive



PHOTOS

Select photos and videos with a hopeful tone that emphasize the beauty of nature and regeneration and feature landscapes, plants, animals, water and community.



LOGO

How to use our logo

To keep the Kiss the Ground brand clear and professional use the logo consistently. Allow plenty of clear space around the logo and do not distort, recolor or alter the logo in any way.

[Download logo files here](#)



TYPOGRAPHY

How to use our fonts

Please choose from these fonts. Consistent type treatment keeps the Kiss the Ground brand feeling professional.

OUR FONTS

Headlines

Oswald SemiBold
Montserrat SemiBold

SUBHEADINGS

MONTSERRAT SEMIBOLD UPPERCASE
Montserrat SemiBold

Body Copy

Montserrat Regular

Website Body Copy

Roboto Regular

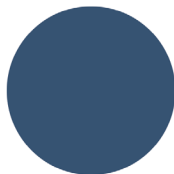
Accent Copy

Mango Script

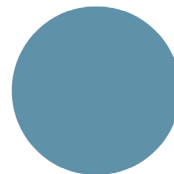
COLOR PALETTE

How to use our colors

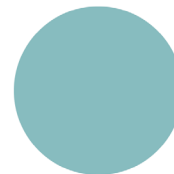
Our brand colors are inspired by the colors of soil, plants, and sky. Please select from these colors for use in Kiss the Ground brand, marketing, and education materials.



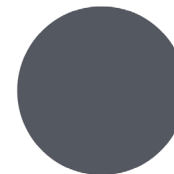
CMYK: 85, 66, 35, 18
RGB: 54, 83, 114
HEX: 365372



CMYK: 66, 33, 24, 1
RGB: 95, 145, 169
HEX: 5F91A9



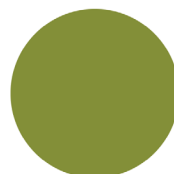
CMYK: 47, 11, 24, 0
RGB: 135, 188, 191
HEX: 87BCBF



CMYK: 67, 57, 49, 26
RGB: 84, 85, 96
HEX: 545860



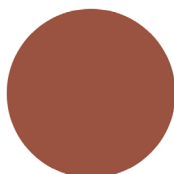
CMYK: 68, 32, 71, 13
RGB: 89, 129, 95
HEX: 59815F



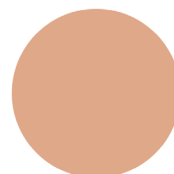
CMYK: 52, 30, 100, 8
RGB: 131, 43, 56
HEX: 838F38



CMYK: 33, 15, 31, 0
RGB: 174, 192, 177
HEX: AEC0B1



CMYK: 30, 72, 76, 20
RGB: 153, 83, 64
HEX: 995340



CMYK: 11, 36, 46, 0
RGB: 223, 169, 137
HEX: DFA989



CMYK: 18, 13, 24, 0
RGB: 210, 209, 192
HEX: D2D1C0

STORIES OF REGENERATION FILM STYLING

General

Use the following guidelines for Kiss the Ground, Stories of Regeneration fonts and colors.

FONTS

MONTERRAT LIGHT

MONTERRAT REGULAR

MONTERRAT MEDIUM

MONTERRAT SEMIBOLD

COLORS

Kiss the Ground
Sage Green

#AEC0B1

White

#FFFFFF

Black

#000000

Logo Overlay

Logo Overlay

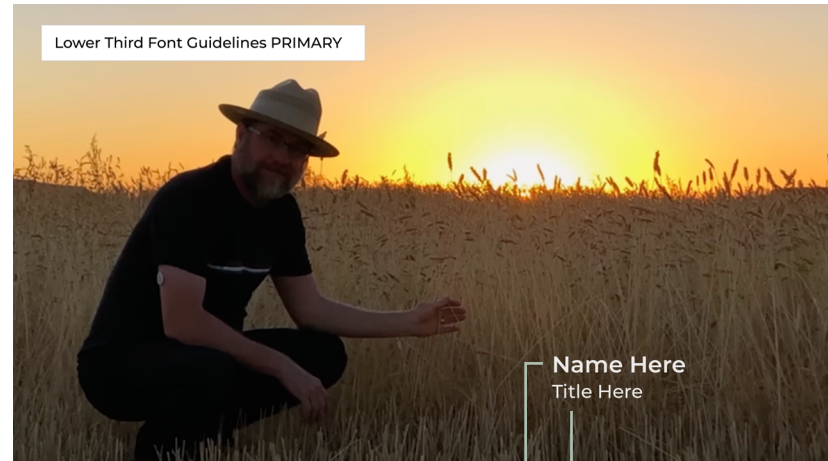
Kiss the Ground logo should appear in the lower right corner at 50% opacity.

KISS
the
GROUND
FOR REGENERATION

Lower Third Font Treatment

Use the layout and font treatment below for text callouts in the lower third.

Lower Third Font Guidelines PRIMARY



Montserrat Semibold

Montserrat Medium

Lower Third Font Guidelines ALT



Name Here
Title Here

Intro

Use the approved Kiss the Ground Intro.

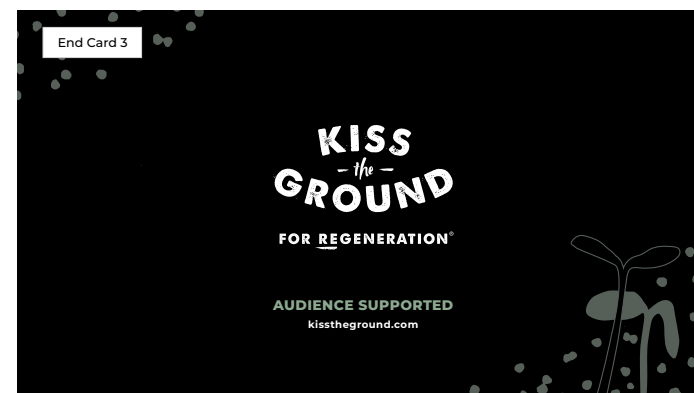
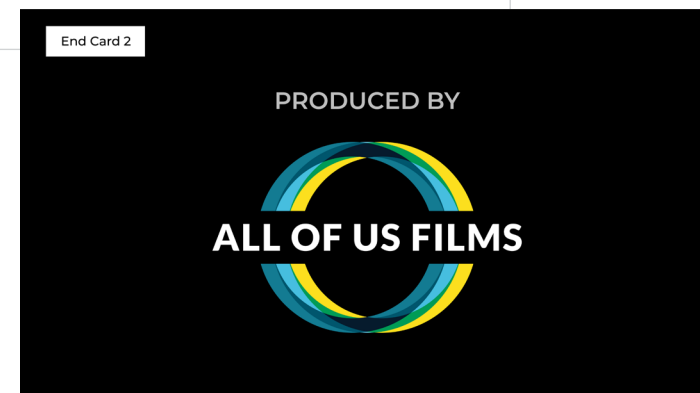
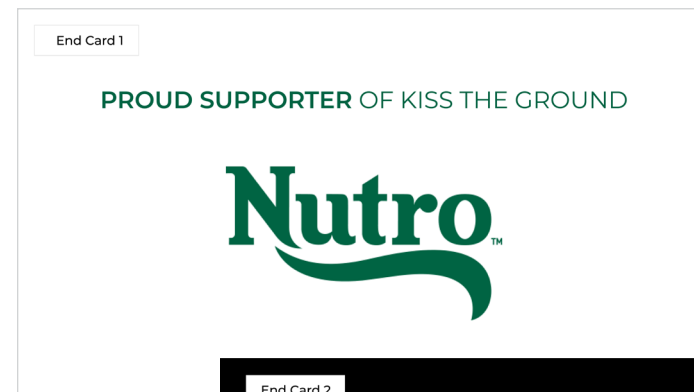
[Download Intro video file here.](#)



Outro

Use the approved Kiss the Ground outro.

[Download Outro video file here.](#)



KISS - the - GROUND

FOR REGENERATION®



CONTACT

Nathan Rice for Press Inquires: nathan@kisstheground.com

Partnership Inquiries: partnerships@kisstheground.com