



# 2025 Kiss the Ground

## BRAND VOICE GUIDE





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## To our team and partners,

This Brand Voice Guide serves as a compass for all Kiss the Ground communications. It ensures consistency in how we collectively express our beliefs, values, and commitment to Regeneration across all platforms and touchpoints.

By adhering to this guide, we maintain a unified voice that resonates with our audience, from conscious consumers to farmers, and partners. It helps us effectively convey the importance of soil health and regenerative agriculture in addressing human and planetary health.

*Thank You!*



## Brand Essence and Core Messaging

### What

Kiss the Ground is an audience-supported nonprofit promoting Regeneration and healthy soil as a viable solution for human and planetary health.

### The Lead

Kiss the Ground is a leading voice in the Regenerative Movement

### How

Since 2013, we've inspired millions to participate in the Regenerative Movement through storytelling, education, and partnerships

### Why

Our food system is broken, and our planet and people are unhealthy; regenerative agriculture and healthy soil are a viable solution



## Brand Essence and Core Messaging, continued.

### Impact

For every \$100 donated to Kiss the Ground, we inspire and catalyze the transition of 10 acres into regenerative agriculture, working directly with farmers and partners

### The Drivers

Awareness, Inspiration, and Education drive partnerships, supporters, and ultimately land transition to regenerative

### Our Programs

Storytelling, Education, and Partnerships

### The Inspiration

“There are hundreds of ways to kiss the ground.”

– RUMI

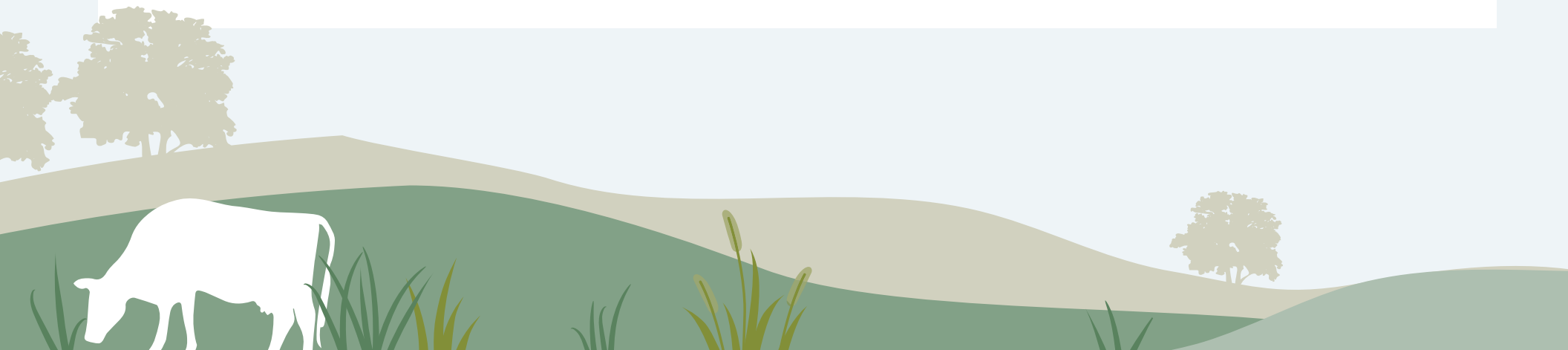
### Our Mission

To awaken people to the possibilities of Regeneration—a solution for the wellness, water, and climate crisis

## Movement Building: An Invitation to All

As a leading voice in the Regenerative Movement, we firmly believe that **inclusivity is key to propelling the movement to its Tipping Point and beyond.** Inclusivity is not just an ideal—it's woven into the very fabric of our organization's founding. As Rumi wisely said, "There are a hundred ways to kiss the ground." This spirit of openness and acceptance guides everything we do.

We recognize that there is more than one way to participate in the movement, and everyone can play a role. We warmly welcome all genuinely committed to advancing the movement, regardless of where they are on their journey. Whether you're deeply immersed in Regeneration, and serving as a guide for others, or just beginning to humbly explore it, we celebrate your passion and commitment to learning and growth.



## Impact Language

### Impact Statement

For every \$100 donated to Kiss the Ground, we inspire and catalyze the transition of 10 acres into regenerative agriculture, working directly with farmers and partners.

### Tipping Point

The idea of the Tipping Point was popularized by Malcom Gladwell as the moment when “an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire.” The Regenerative Movement is growing rapidly and headed towards the Tipping Point: When 15-25% of people are aware of regenerative agriculture and healthy soil as a viable solution for human and planetary health, they can significantly accelerate its adoption among the remaining population.



## Impact Language, continued.

### Inspire

We create, produce, and distribute multi-platform content that inspires daily, ranging from shorts and mini-documentaries to feature-length films.

### Catalyze

Our on-demand courses and free online resources catalyze advocates of the Regenerative Movement.

### Transition

We work with farmers and partners to help transition land to regenerative agriculture and connect our audience to regenerative farms.

### Formula

\$100 donated = 10 acres transitioned. Since 2020, we have raised \$15M and impacted the transition of 2.11M acres to regenerative agriculture across 18 states.



## 11 Words That Capture Our Unique Personality

### Inspirational

Our stories inspire individuals and companies to take action

### Inclusive

We invite everyone into the regenerative conversation responsibly. Everyone can play a role in the movement no matter where they are on their regenerative journey

### Entertaining

We create entertaining and engaging content to connect audiences to the movement

### Educational

We equip audiences with the tools they need to participate in the movement

### Relatable

We meet people where they are

### Impactful

Addressing significant issues, while making an impact

### Passionate

We believe that the solution for human and planetary health exists, and we want to share that with the world

### Awareness-Builders

We create awareness to accelerate the Regenerative Movement

### Hopeful

Embracing reality while showing that a regenerative future is possible

### Collaborative

Emphasis on partnerships and working with farmers and companies

### Empowering

We empower individuals to advocate for Regeneration



## 11 phrases to show who we aren't

In crafting Kiss the Ground's unique brand voice, it's essential to understand not only what we are, but also what we're **not**.



This section presents 11 words that don't align with our organization's personality, helping to sharpen our focus and maintain consistency across all communications. By identifying these contrasting traits, we can better emphasize the qualities that truly represent Kiss the Ground's mission and values. Let's explore the characteristics we consciously avoid to ensure our voice remains authentic, impactful, and true to our core identity.

- × Conventional
- × Exclusive
- × Judgmental
- × Complacent
- × Short-Sighted
- × Disconnected
- × Pessimistic
- × Rigid
- × A Watchdog Group
- × Condescending
- × Doom and Gloom



# Our Programs

Kiss the Ground has three core programs: Storytelling, Education, and Partnerships.

Program	Description
 <b>Storytelling</b>	<p>The heartbeat of the Regenerative Movement is rooted in its stories.</p> <p>We create, produce, and distribute multi-platform content that <b>inspires</b> daily.</p>
 <b>Education</b>	<p>Participation in the Regenerative Movement begins with education.</p> <p>Our on-demand courses and free online resources <b>catalyze</b> advocates of the Regenerative Movement.</p>
 <b>Partnerships</b>	<p>Interest in Regeneration is growing amongst employees, boards, and shareholders.</p> <p>We partner with movement leaders and earnest companies who seek guidance to enter the regenerative conversation responsibly.</p>



# Our Series

## 5 with a Farmer

Description	Title Convention	Type of Content
<p>Our <b>5 with a Farmer</b> series features quick, heartfelt chats with the remarkable people who not only feed us, but work year-round to protect human and planetary health.</p>	<p>5 with a Farmer: Farmer Name</p>	<p>Short Series</p>
Visual + Voice Rule		
<p><b>Title of Series:</b></p> <p>5 with a Farmer - Only Farmer is capitalized; 5 is never spelled out</p> <p>When used in external content (outside of Kiss the Ground website, newsletter, socials, etc.), 5 with a Farmer is italicized and in quotations (e.g. Our “<i>5 with a Farmer</i>” series)</p> <p><b>Episodes:</b></p> <p>Episodes within the 5 with a Farmer series are always in quotations and not italicized (e.g. “5 with a Farmer: Lindsay Smith”)</p> <p><b>CTA:</b></p> <p>Feature Your Farm</p>		

## Stories of Regeneration

Description	Title Convention	Type of Content
<p><b>Stories of Regeneration:</b> The Kiss the Ground-produced, award-winning mini-documentary series, <i>Stories of Regeneration</i>, showcases inspirational journeys of farmers, ranchers, and leaders transforming the Regenerative Movement.</p>	<p>Stories of Regeneration: Short Description</p>	<p>Mini-Documentary Series</p>

### Visual + Voice Rule

#### Title of Series:

Stories of Regeneration - Stories is always plural

When used in external content (outside of Kiss the Ground website, newsletter, socials, etc.), *Stories of Regeneration* is italicized and in quotations (e.g. Our “*Stories of Regeneration*” series)

#### Episodes:

Episodes within the *Stories of Regeneration* series are always in quotations but not italicized (e.g. “*Stories of Regeneration: North Dakota*”)

Episodes are referred to as mini-documentaries or short films; When referring to a singular mini-documentary, write out the whole name—“*Stories of Regeneration: Short Description*”—rather than calling it a “*Story of Regeneration*.” (e.g. The mini-documentary, “*Stories of Regeneration: North Dakota*”)

## Kiss the Ground Film

### Description

Our groundbreaking film, ***Kiss the Ground***, produced in partnership with Big Picture Ranch, continues to inspire and impact viewers worldwide with the vital message of Regeneration and soil health.

### Title Convention

### Type of Content

Film Name:  
*Kiss the Ground*

Film

### Visual + Voice Rule

Film name always italicized with the exception of headers or titles

## Common Ground Film

### Description

Our award-winning follow-up film, ***Common Ground***, explores how Americans from different walks of life, different political backgrounds, and different parts of the country share one mission in common—saving the soil beneath our feet.

### Title Convention

### Type of Content

Film Name:  
*Common Ground*

Film

### Visual + Voice Rule

Film name always italicized with the exception of headers or titles

## 11 with Evan

Description	Title Convention	Type of Content
<p>In 11 questions and 11 minutes, Kiss the Ground CEO Evan Harrison interviews various partners about their unique perspectives, motivations, and intentions for joining the Regenerative Movement. Hear the stories and insights of Regeneration pioneers, as they work towards advancing a viable solution for human and planetary health.</p>	<p>11 with Evan: Partner Name</p>	<p>Feature Series</p>
<h3>Visual + Voice Rule</h3>		
<p><b>Title of Series:</b></p> <p>11 with Evan - 11 is never spelled out</p> <p>When used in external content (outside of Kiss the Ground website, newsletter, socials, etc.), 11 with Evan is italicized and in quotations (e.g. <i>"11 with Evan"</i>)</p> <p><b>Episodes:</b></p> <p>Episodes within the 11 with Evan series are always in quotations but not italicized (e.g. "11 with Evan: Clover Sonoma")</p>		

# Purchasing Guides

Description	Title Convention	Type of Content
<p>Our <b>purchasing guides</b> introduce you to new regenerative products, help you navigate food labels, and support you in making healthy food choices.</p>	<p>Category: Purchasing Guide</p>	<p>Resource</p>
Visual + Voice Rule		
<p><b>Always use all Uppercase for the titles on the guide</b></p> <p>CATEGORY PURCHASING GUIDE (EXAMPLE) DAIRY PURCHASING GUIDE</p>	<p><b>In text, use Uppercase for the first letter of each word in the title</b></p> <p>Category Purchasing Guide (Example) Coffee Purchasing Guide</p>	

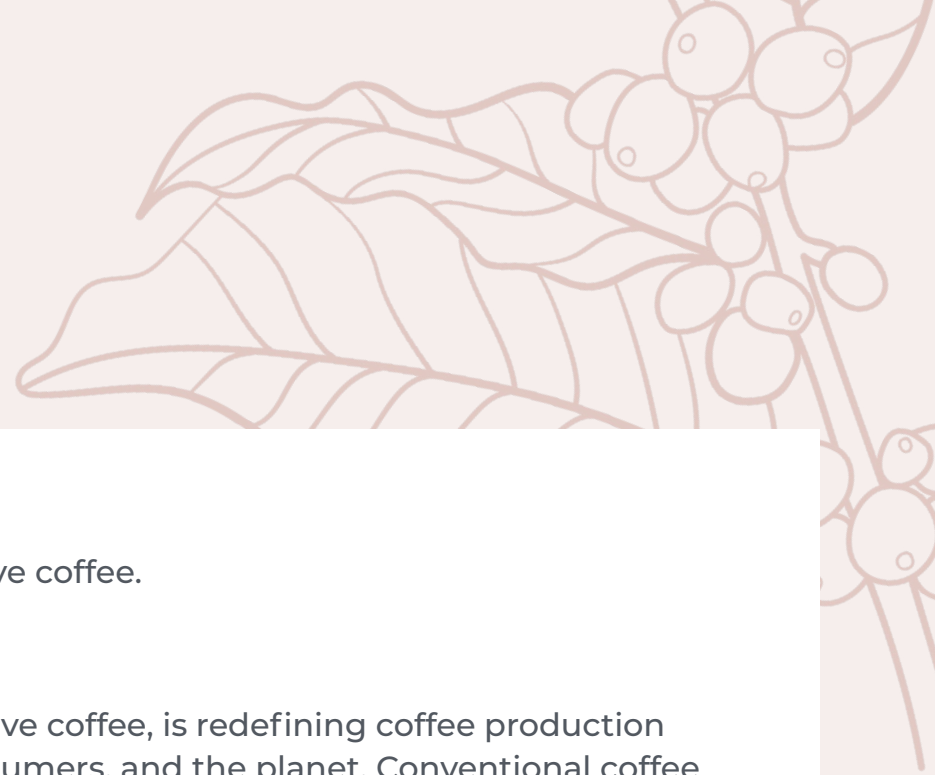
## Edu-Series

Description	Title Convention	Type of Content
<p>Our <b>edu-series</b> features a collection of entertaining and educational stories that explore the power of regenerative agriculture and the various ways each of us can play a role in creating a more resilient future through Regeneration.</p>	<p>Film Name</p>	<p>Mini-Documentary Series</p>

## Our Metrics

Metric	Description
A-F-E	Is our metrics formula. A-F-E inspires and catalyzes SUPPORTERS in the movement (e.g., donors, partners, regenerative purchasers)
Audience	The total number of unique people reached within Kiss the Ground context (e.g., emails, website visits, social)
Fans	The total number of people signed up to follow Kiss the Ground on digital platforms (e.g., social and email)
Engagement	Engagement is the total number of people engaging with Kiss the Ground (e.g., video plays, email opens, site visits, attending presentations and events, social likes and comments)

# Coffee



## Product

Kiss the Ground Coffee—single-sourced, certified regenerative coffee.

## Kiss the Ground Coffee—Long Description

Kiss the Ground Coffee, a single-sourced, certified regenerative coffee, is redefining coffee production with a commitment to the well-being of coffee farmers, consumers, and the planet. Conventional coffee is sprayed with harmful chemicals and grown using degenerative practices. Recognizing a need for transformation, Kiss the Ground, a pioneering force in the Regenerative Movement, partnered with Buena Vida Specialty Coffee, a leading Costa Rican company, to create a regenerative solution prioritizing soil health and farmer prosperity. Sourced from La Bella Farm, a small, 5th-generation regenerative farm in Costa Rica, Kiss the Ground Coffee is cultivated through nature-based farming techniques, resulting in a clean, delicious cup of coffee.

## Why it Started

After uncovering the harmful effects of conventional coffee production, Kiss the Ground partnered with Buena Vida Specialty Coffee, a Costa Rican company prioritizing farmer prosperity and soil health, to create a line of coffee that is wellness and planet forward. Sourced from La Bella Farm, a small regenerative farm in Costa Rica, Kiss the Ground Coffee promises exceptional quality and flavor while supporting responsible production methods.



## Coffee, continued.

### How to Get Kiss the Ground Coffee

Kiss the Ground Coffee is available through a \$28 monthly subscription and by the bag. With each bag, \$10 will go directly to Kiss the Ground to amplify the organization's impact, which includes inspiring and catalyzing the transition of acres of land into regenerative agriculture by working directly with farmers, consultants, and partners.

### Impact

The remaining proceeds go towards supporting responsible coffee production and supporting farmers eager to make the transition to regenerative. To challenge the industry norm, the farmers at La Bella Farm are provided prosperity prices—above market price and often double or more.

### Other Benefits of Kiss the Ground Coffee

By sharing Kiss the Ground Coffee and its story with the world, the organization seeks to actively educate consumers about the significance of regenerative farming while evolving greater accountability within the coffee industry. Each coffee purchasing choice holds power in advancing the well-being of farmers, consumers, and the planet.

## Public Relations

### Press Boilerplate

Kiss the Ground is an audience-supported 501(c)(3) nonprofit promoting Regeneration and healthy soil as a viable solution to the wellness, water, and climate crisis. Led by CEO Evan Harrison, the organization was founded in 2013 and has inspired millions to participate in the Regenerative Movement through [storytelling](#), [education](#), and [partnerships](#).

### Press Boilerplate with Film Mention

In 2020, Big Picture Ranch released a groundbreaking documentary, *Kiss the Ground*, on Netflix. Narrated by Woody Harrelson and directed by Rebecca and Josh Tickell, the Kiss the Ground documentary was inspired by Kiss the Ground's work in the Regenerative Movement, and has been viewed by more than 10 million people. A follow-up documentary, *Common Ground*, was released in 2023.

### Official Media Spokesperson

Evan Harrison, CEO  
Kiss the Ground

### Official Media Contact

Nathan Rice, Director of Communications and Marketing  
Kiss the Ground  
[nathan@kisstheground.com](mailto:nathan@kisstheground.com)



## Email Signature

<b>Name</b>	<b>First, Last Bolded</b>
<b>Title</b>	Title
<b>Logo</b>	Kiss the Ground Green Logo
<b>Social Icons</b>	Instagram, Facebook, LinkedIn, YouTube
<b>Website   CTA</b>	<a href="http://kisstheground.com">kisstheground.com</a>   <a href="#">Our Impact</a>
<b>Font</b>	Veranda
<b>Size</b>	11

### Example:

**Catherine Dale**  
Coordinator, Marketing



[Kisstheground.com](http://Kisstheground.com) | [Our Impact](#)

# Glossary

Style Element	Rule
Abbreviations & Acronyms	Abbreviations and acronyms (e.g., regen ag, RAE, KTG, etc.) should only be used in internal content. Always spell out words, terms, and titles (e.g., regenerative agriculture, Regenerative Agriculture Essentials) in external content
Bullet lists on a Slide	Always capitalize the first word after the bullet
Commas	Always use serial comma (a comma after “and” or “or” in a list with three or more objects) in Kiss the Ground content
Course Titles	Course titles are always capitalized but not italicized or in quotation marks (e.g., Regenerative Agriculture Essentials)
Dashes	Use the em dash (long dash) to separate important clauses in sentences we want to emphasize (no space between em dash and the attached words or sentences)
Dates	Where possible, always express dates in Month (Alpha) Date (Number), Year (Number) format - e.g., November 11, 2025.
Earth	When referring to the planet, “Earth” is always capitalized
Farmer Work Description	The future of agriculture is rooted in the hands of farmers. We stand alongside farmers, supporting their journey to restore the land and connecting communities to local regenerative farms.
Hyphens	Always use a hyphen for compound adjectives - e.g., Brand-new, Audience-supported
Kiss the Ground	Should always be completely spelled out when communicating externally; ‘the’ is lowercase

# Glossary

Style Element	Rule
KTG	KTG abbreviation should <b>only</b> be used internally and never externally
Monetary + Numerical Value	To express a thousand, use capital 'K' - e.g., \$500K in grants; to express a million, use capital 'M' - e.g., 2.11M acres
Movement	On its own, "movement" is lowercase
Nonprofit	Written as one word; not hyphenated
Numbers	When using numbers in copy, use digits instead of spelling out - e.g., 9 versus nine
Our 'What' Statement	"...as a viable solution <b>for</b> our wellness, water, and climate crisis" NOT "...as a viable solution <b>to</b> our wellness, water, and climate crisis"
Quotes	With social + on website, always use our large quote graphic (single) No periods or punctuation after the quotation mark (always inside)
Regeneration	Capitalized in Kiss the Ground content; not capitalized in external content
Regenerative agriculture	Regenerative agriculture should always be lowercase unless at the beginning of a sentence
Regenerative Movement	Regenerative Movement should always be capitalized in Kiss the Ground content

# Glossary

Style Element	Rule
Series Names	Names of series should always be italicized in external content (e.g., <i>Stories of Regeneration + 5 with a Farmer</i> )
Storytelling, Education, and Partnerships	Capitalized when referring to Kiss the Ground's programs; lowercase when referring to the act of storytelling, education, and partnerships
Supporter Relations Description	The Regenerative Movement thrives through meaningful connection. We engage with passionate companies and supporters, building strong relationships and systems that empower everyone to champion Regeneration
Tipping Point	Should always be capitalized when used in Kiss the Ground content
U.S.	Always abbreviate United States with periods - i.e., U.S. not US
Use of "&" and "+" symbols	Default to the "&" symbol for titles and external content; "+" okay for internal use
Well-being	Well-being is hyphenated rather than written as one word (not wellbeing)
Years	After a year at start of sentence, add a comma (e.g., Since 2023, (add comma))
Wellness, water, and climate	Should always be in that order when used in content specific to Kiss the Ground

**KISS**  
*- the -*  
**GROUND**

**FOR REGENERATION®**