

BRAND & VISUAL GUIDELINES

Since you are holding this guide and reading these words, we’re trusting you with The Friends of the Public Garden’s very identity: The FPG brand.

A brand is not simply a logo. For us, a place’s brand embodies a set of values, principles and actions that shape the place and draw people to it. Our brand is about truly engaging with the Garden’s spirit — whether that’s through a summer celebration, annual meeting, or simply enjoying a walk through the garden.

In the pages that follow, you’ll find guidelines, rules, and tips that will help you tell our story, realize our vision, and reinforce our brand. While we can’t predict every situation, brand execution, or implementation, this guide will refine your approach. We’re excited to welcome you to our community, whether you’re a new staff member, an outside designer, or one of our fantastic partner organizations.

Thank you for helping us achieve our goals and tell our story.

Welcome

Intent *of* This Guide

This style guide is a reference for staff members, vendors, partner organizations and others who are authorized to work with Friends of the Public Gardens.

The standards, guidelines, and references within this document reflect the culmination of the efforts of FPG branding project, which has brought to life our brand's unique story and visual identity.

Our intent with this guide is not to restrict creativity, but we do strive for a coordinated, consistent and effective brand presence in everything we do. By utilizing these tools and resources, and adhering to the guidelines within, you'll make things that look, feel and sound like FPG brand, every time.

Please refer back to this guide often. Our style guide is a living document that should continue to evolve as our brand grows and transforms.

If you have any questions concerning the content of this guide, please don't hesitate to reach out to Sheri House, Director for Friends of the Public Garden at: house@friendsofthepublicgarden.org

Brand Story

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In Boston, there’s no need to watch from afar. Our parks are open.

The paths are waiting. What you discover in your time here is up to you. Connection and inspiration unfold at your pace, not on a schedule or through someone else’s lens. Here, you don’t just visit, you immerse. You don’t just see, you feel.

Our parks aren’t just something to pass through. They're places you step into, places that invite you to play, reflect, and be more. We are a fierce community with an even stronger sense of stewardship. We value preserving our legacy just as much as we value the people and the green spaces around us.

In the Boston Common, Public Garden, and Commonwealth Avenue Mall, every turn leads to something new, and every journey is yours to own. It’s not just about experiencing the parks. It’s about immersing yourself in them, feeling their spirit, and becoming part of the story. That’s Boston on your terms.

The Brand Story is a short narrative that defines the vision of the brand. It establishes a foundational story for the brand’s character, tone and messaging. Every brand decision that is made should align with the brand story.

Brand Principles

The Promise of Preservation

We are the dedicated caretakers of Boston's most historic green spaces. Our work goes beyond simple maintenance; it is a commitment to preserving the beauty, history, and ecological health of the Boston Common, Public Garden, and Commonwealth Avenue Mall for generations to come. We honor the past while actively investing in the future.

The Power of People

The parks are for everyone, and our community is built on the shared belief that they are for everyone. We create spaces and experiences that foster a deep connection between people and nature. We are not just an organization; we are a network of advocates, volunteers, and supporters who believe in the power of public green spaces to enrich lives.

The Strength of Our Voice

We are a voice for the parks. We stand as a vigilant advocate against threats and misuse, ensuring these public treasures remain protected. We empower our community to take action, whether through volunteering, donating, or speaking out, transforming passive appreciation into active participation.

The Art of Immersion

We believe the true value of a park is in the feeling of being fully present within it. We invite visitors to move beyond the surface and discover the rich layers of history, art, and nature that make each park unique. Our brand is an invitation to explore, to feel the spirit of these spaces, and to make their story your own.

The Brand Principles are fundamental truths about the brand. Because they are fundamentally true, they are used as decision-making filters to ensure that the brand's applications and expressions are uniquely FPG. They should be implicitly communicated in everything the brand does.

Brand Assets

Social Media
Campaign Slogan

Header Slogan: Step Inside the Story.
Body Slogan: This isn't just a walk in the park. It's a journey into Boston's soul. Our new style guide brings the rich layers of history, art, and nature to life, reflecting the true art of immersion.

Web Ad Copy

Heading: Discover What's Always Been There.
Body: For over 50 years, we've cared for Boston's most iconic parks. Now, we invite you to truly experience them. Our new style guide helps us showcase the hidden histories and vibrant life of the Common, Public Garden, and Commonwealth Avenue Mall. Explore. Feel. Be a part of the story.

Email
Newsletter
Snippet

Subject: A New Look for a Timeless Legacy
Body: The Friends of the Public Garden is thrilled to unveil a new style guide, designed to deepen your connection to Boston's beloved parks. This isn't just a design update; it's a renewed invitation to immerse yourself in the natural and historical beauty that surrounds us. From the delicate details of our sculptures to the sprawling canopy of our trees, we're bringing every layer of the parks' stories to life.

Promotional
Event Tagline

Event: "The Art of Immersion: A Guided Tour"
Tagline: Walk with us and see the parks in a new light.



BRAND VOICE

Our brand voice is rooted in the idea of shared ownership and active participation. We speak with a tone that is both passionate and welcoming, inviting our audience to move from being passive admirers to active stewards of Boston's most treasured green spaces. Our language is poetic but clear, using evocative imagery to highlight the beauty and history of the parks while providing actionable ways for people to get involved. We are a voice of advocacy and care, inspiring a sense of collective responsibility and celebrating the timeless legacy we are building together, one tree, one sculpture, and one community at a time.

Tone of Voice

Evocative & Poetic

Our voice paints a picture with words. We use descriptive and sensory language to bring the parks to life, helping our audience not just see, but feel the experience of being in these spaces. We aim to inspire a sense of wonder and appreciation for the beauty, history, and life within the parks.

Passionate & Committed

We speak with a genuine and heartfelt passion for our mission. Our commitment to the parks is clear in every message, from our advocacy efforts to our calls for support. This tone reassures our community that we are dedicated and that their contributions are making a tangible difference.

008

Welcoming & Accessible

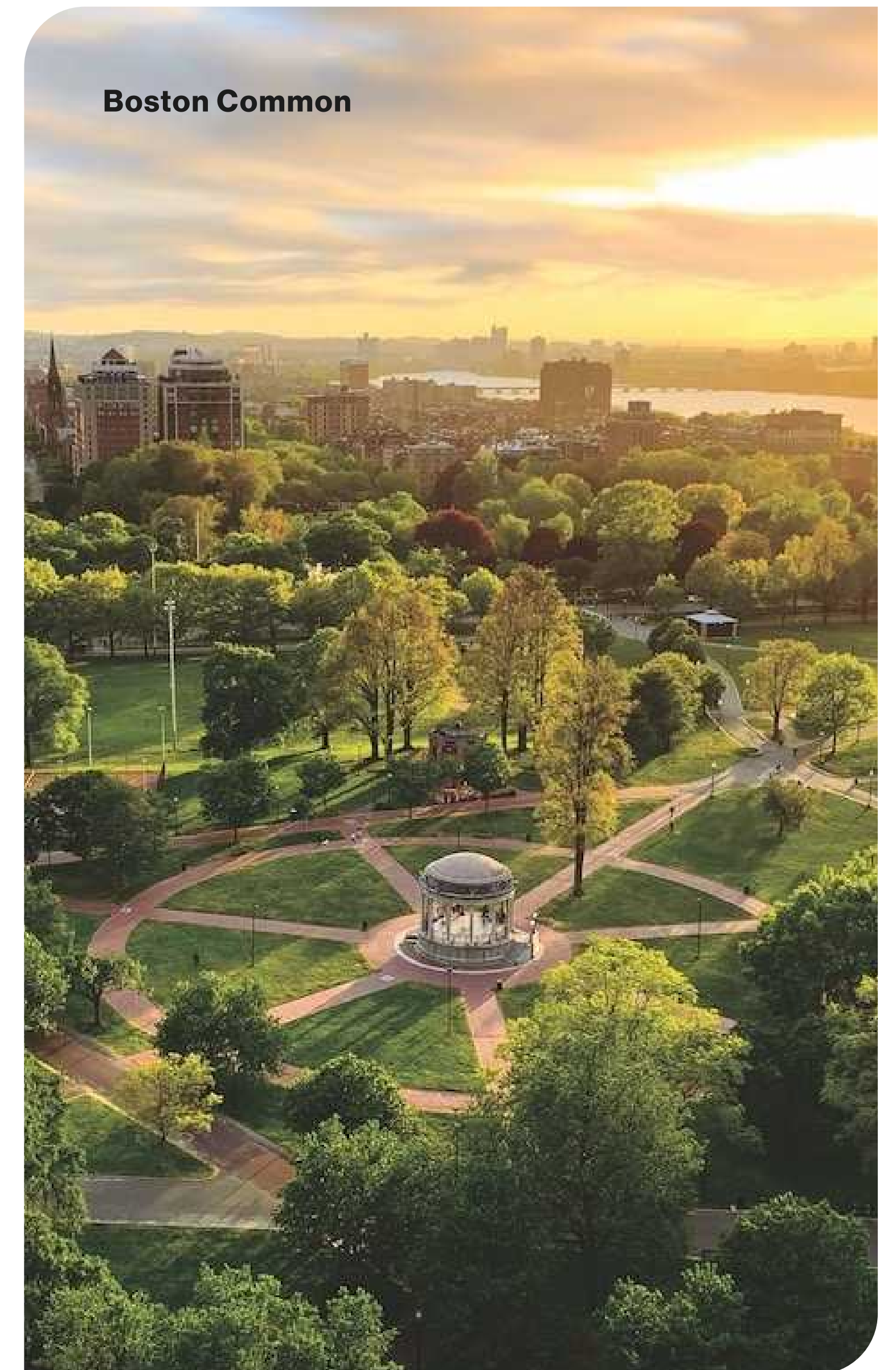
We are the open gate to the parks, and our voice reflects this. We use inclusive and friendly language that makes everyone feel welcome, regardless of their background or prior knowledge of the parks. We simplify complex information to ensure our message is clear and approachable for all.

Inspiring & Empowering

Our voice motivates our audience to act. We frame every opportunity—whether it's volunteering, donating, or attending an event—as a chance to make a personal impact. We empower our community by showing them how their involvement directly contributes to the preservation and legacy of the parks.

Respectful & Knowledgeable

As stewards of these historic spaces, we speak with authority and respect for the parks' rich history. We share our expertise on everything from tree care to sculpture restoration in a way that is both informative and engaging, positioning ourselves as a trusted guide and a reliable source of information.



FPG brand imagery must consistently convey a warm, inviting, and cinematic atmosphere, primarily achieved through strategic lighting and composition.

Clear Space

This combination of the logomark and logotype ensures a consistent and recognizable representation of the brand across various applications and reinforces Friends of the Public Gardens commitment to delivering exceptional design solutions.

LOGOTYPE



LOGO MARK



CLEAR SPACE



Logo Colors

The proper use of the Friends of the Public Garden logo is crucial for brand consistency. When placed on our designated primary and -or- secondary color palette backgrounds, the full logo, including the swan logomark and wordmark, should always be in white to ensure maximum visibility. For smaller applications or where the full logo isn't practical, such as social media icons, the standalone swan logomark should be used. This icon appears in black or our forest green on light backgrounds and white on dark backgrounds, maintaining our visual identity across all platforms.



Friends *of*
the Public Garden



Logo Usage

The Friends of the Public Garden logo, featuring an elegant swan design, is a symbol of our commitment to preserving and enhancing Boston's historic green spaces. This iconic emblem is thoughtfully integrated across a range of promotional items, serving as a constant reminder of our mission. From collectible enamel pins that enthusiasts can proudly display to versatile merchandise, luggage tags, and tote bags, each item is designed to not only be functional but also to subtly spread awareness and foster a deeper connection with the Friends of the Public Garden. The consistent application of the logo ensures strong brand recognition and reinforces the enduring legacy of these beloved public treasures.

Collectible Enamel Pin

Show your support for Boston's beloved green spaces with this unique enamel pin. Featuring the iconic Friends of the Public Garden logo, this pin is more than just an accessory—it's a symbol of your commitment to preserving, protecting, and enhancing the Boston Common, the Public Garden, and the Commonwealth Avenue Mall.

By wearing it, you are helping to ensure these historic urban treasures remain vibrant and beautiful for everyone to enjoy for generations to come.



Friends of the Public Garden





BRAND COLORS

COLOR SETS US APART & HELPS TO INVOKE EMOTION

The colors we've chosen for our brand play a key role in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

Primary Palette

The brand palette guidelines for FPG outline the explicit rules for the use of their Primary Palette in the logo and across various brand applications. This color scheme, designed to evoke a sense of nature, warmth, and grounded sophistication, consists of Fern Green, Cherry Grove, and Charcoal.

Fern Green is the primary color, designated for use in large blocks and as an accent color. Cherry Grove is reserved specifically for accents and Calls to Action (CTAs), while Charcoal is to be used for all headlines and body copy. Consistent and accurate application of these colors across all brand materials—from the logo itself to all digital and print platforms—is essential for maintaining a unified and recognizable brand identity.

FERN GREEN

HEX #4F7942
RGB 79, 121, 66
CYMK 35, 0, 45, 53

CHERRY GROVE

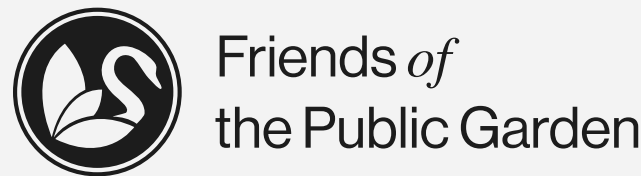
HEX #DD5C35
RGB 221, 120, 53
CYMK 0, 46, 76, 13

CHARCOAL

HEX #1C1C1C
RGB 28, 28, 28
CYMK 0, 0, 0, 89

Secondary Palette

The Friends of the Public Garden secondary color palette complements the primary palette with a range of natural, balanced hues. Tilled Earth, Sunrise, Ice, Bark, and Silt broaden the brand's visual language, offering versatility while maintaining a consistent connection to the natural environment. These colors are intended for use in supportive roles, such as backgrounds, accents, and data visualization, ensuring the brand can be expressed with depth and adaptability without losing its core identity.



TILLED EARTH

HEX #1F3718
RGB 31, 55, 24
CYMK 44, 0, 56, 78

SUNRISE

HEX #F1BE49
RGB 241, 190, 73
CYMK 0, 21, 70, 5

ICE

HEX #E8E8E8
RGB 232, 232, 232
CYMK 0, 0, 0, 9

BARK

HEX #2D1A00
RGB 45, 26, 0
CYMK 0, 42, 100, 82

SILT

HEX #ADC3BE
RGB 46, 111, 64
CYMK 11, 0, 3, 24

TYPOGRAPHY

TYPE SETS THE TONE

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section covers approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section is considered unauthorized for use. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used, such as Arial.

Neue Hass

Grotesk Display Pro

**HIERARCHY &
WEIGHT**

Neue Hass Grotesk Display Pro is used for headlines and sub-headings.

Licensed copy of font at:
<https://fonts.adobe.com/fonts/neue-haas-grotesk>

35 Thin

aa°bcçdðeéfghiîjklmnñoopqærstuüvwxyz
AA°ÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789(.,'”-;:;!)?&©´°π®†≈◇TM£¢∞§•

55 Roman

aa°bcçdðeéfghiîjklmnñoopqærstuüvwxyz
AA°ÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789(.,'”-;:;!)?&©´°π®†≈◇TM£¢∞§•

75 Bold

aa°bcçdðeéfghiîjklmnñoopqærstuüvwxyz
AA°ÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789(.,'”-;:;!)?&©´°π®†≈◇TM£¢∞§•

Times

HIERARCHY & WEIGHT

Times can be used for italics and specific areas.
There are several available weights, but we typically stay within the three to the right.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy of information. FPG Logo text uses: *of* (italics)

Regular

aābcçdðeéfghiîjklmnñoøpqærstuüvwxyz
AÅÂABCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789(.,'”-;:;!)?&©·°π®†≈◇TM£¢∞§•

Regular Italic

*aābcçdðeéfghiîjklmnñoøpqærstuüvwxyz
AÅÂABCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789(.,'”-;:;!)?&©·°π®†≈◇TM£¢∞§•*

Bold

**aābcçdðeéfghiîjklmnñoøpqærstuüvwxyz
AÅÂABCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789(.,'”-;:;!)?&©·°π®†≈◇TM£¢∞§•**

HEADER

Neue Hass Grotesk Display Pro

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789!@#\$\$%^&*()

Aa

HEADLINES
H1, H2, H3 // 60PT

Guardians of the Gardens

Lorem ipsum dolor sit amet, consectetur adipiscing.
Nulla vehicula, tortor id cursus iaculis, urna orci pulvinar
tortor, in malesuada tortor libero sed erat.

SUB-HEADLINE
LEAD // 30PT

BODY // COPY

Times

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789!@#\$\$%^&*()

Aa

BODY COPY // 20 PT

Morbi bibendum leo ac varius sollicitudin. Pellentesque ultrices, nunc id varius lacinia,
metus nisl mollis sem, a ultricies risus turpis sit amet tellus. Aenean enim turpis, dignissim
ut commodo at, gravida quis lorem. Vivamus convallis arcu quis ipsum tincidunt, quis
consectetur ligula fermentum.

BUTTON (CTA)

Share Your Story

LINK

Learn More

Dr. Eleanor Vance

The Passionate Guide

This persona is knowledgeable and articulate, acting as a trusted source of information about the parks. They share historical facts, explain the importance of a specific restoration project, or detail the life cycle of a tree. This voice is not academic but rather a friendly and engaging expert who is enthusiastic about sharing their deep appreciation for the parks. They inspire curiosity and a desire for a deeper understanding of the spaces.

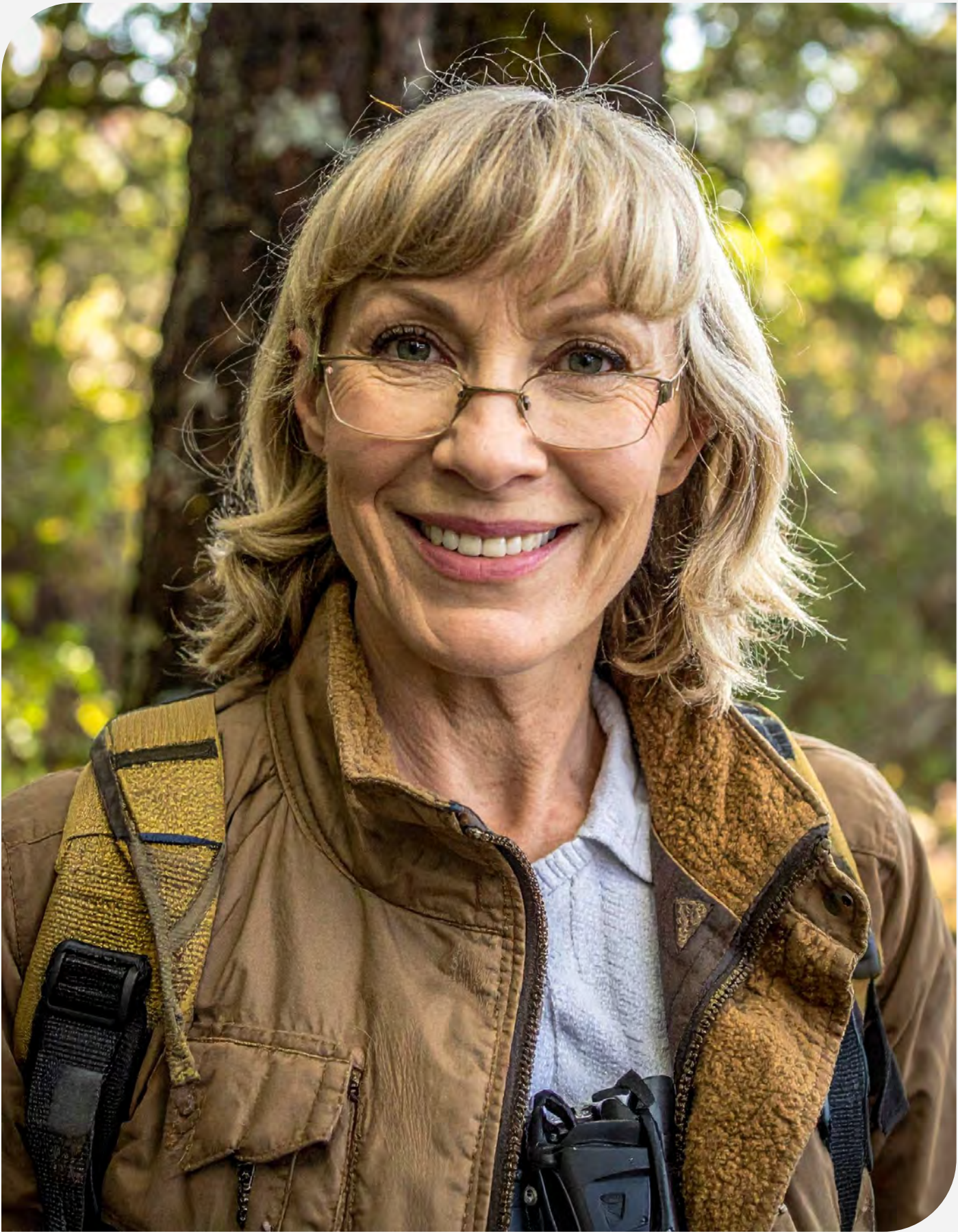
Age: 45-65
Occupation: Professor, Museum Curator, or Retired Professional
Status: High income
Location: Boston Metro Area
Tier: Tier 1 (High-value donor/advocate)
Archetype: The Mentor

Motivations: She is motivated by a deep love for Boston's history and a desire to preserve its legacy. She believes in the power of education and wants to ensure the parks remain a source of learning and inspiration for future generations.

Personality: Articulate, detail-oriented, and patient. She is an enthusiast who finds joy in sharing her knowledge and seeing others appreciate what she cares about.

Behavior & Habits: She attends educational events, takes guided tours, and is often a member of the organization. She is likely to make significant donations and is a vocal advocate for preservation causes. She reads historical non-fiction and follows reputable cultural institutions.

Goals & Needs: Her goal is to ensure the parks' integrity is maintained and their historical significance is understood. She needs to feel that her knowledge and contributions are respected and that the organization is a trustworthy steward.



Marcus Chen

The Empowering Advocate

This persona is direct, motivating, and action-oriented. Their goal is to empower the community and show them how their support makes a tangible difference. This voice is used for calls to action, such as promoting a donation drive, recruiting volunteers, or encouraging public support for an advocacy issue. They highlight the collective power of the community and frame every contribution, big or small, as a vital part of the parks' preservation.

Age: 25-45
Occupation: Young professional, Community Organizer, or Volunteer
Status: Medium to high income
Location: Boston or surrounding areas
Tier: Tier 2 (Engaged volunteer/supporter)
Archetype: The Catalyst

Motivations: He is driven by a strong sense of community and a desire for social good. He wants to make a tangible, hands-on difference and is motivated by the idea of collective action. He sees the parks as a public good that everyone has a responsibility to protect.

Personality: Energetic, social, and action-oriented. He is practical and wants to see the direct results of his efforts.

Behavior & Habits: He volunteers frequently, participates in park cleanups, and attends community events. He is active on social media, sharing content and encouraging his friends to get involved. He prefers clear, concise calls to action and enjoys hands-on projects.

Goals & Needs: His goal is to see a visible positive change in the parks. He needs to feel a sense of belonging and that his efforts are valued. He looks for opportunities to connect with like-minded people and be part of a larger movement.





Activating Dr. Eleanor Vance: The Passionate Guide

Dr. Vance is a high-value donor and advocate driven by a love for history and preservation. She needs to feel that her knowledge and contributions are respected. Her preferred content is in-depth and informative.

Strategic Objective: Nurture a sense of intellectual partnership and reinforce the organization's authority as a trustworthy steward of history.

Content Pillars & Tactics:

"The Promise of Preservation"

Content: Create long-form content that details restoration efforts. This could include a blog series titled "The Anatomy of a Restoration" that meticulously documents the process of repairing a statue or a fountain.

"Respectful & Knowledgeable"

Tone: Develop expert-led content. A video series called "Ask an Arborist" could feature your head gardener answering questions about the parks' oldest trees. Feature a "History Highlight" in your monthly newsletter, sharing a little-known fact about a specific bench or path.

Targeted Channels: Email newsletters, high-value print publications, and your website blog are her primary channels. Focus on content that is shareable among her peers in academic or cultural circles.

CTAS: [Learn More](#) // [Contribute to a Legacy](#) // [Attend Our Expert-Led Tour](#)



Activating Marcus Chen: The Empowering Advocate

Marcus is a hands-on, action-oriented supporter who wants to make a tangible difference. He is motivated by a sense of community and social good and is active on social media.

Strategic Objective: Inspire collective action and make the impact of his efforts visible.

Content Pillars & Tactics:

"The Power of People"

Content: Use your content to directly show the results of community involvement. Before-and-after photos of park clean-ups on Instagram and short, energetic videos featuring volunteers speaking about their experience are highly effective.

"Inspiring & Empowering"

Tone: Your messaging should be direct and motivational. A social media campaign with the hashtag #YourImpactFPG could showcase the collective hours of volunteering or the number of trees planted. Use clear, simple calls to action like "Volunteer Now" or "Join the Movement".

Targeted Channels: Visual social media platforms like Instagram and Facebook are ideal for this persona. Create event pages that clearly outline the goals of a clean-up and how attendees will contribute.

CTAS: [Volunteer Now](#) // [Join the Movement](#) // [See the Impact](#)

Olivia Reyes

The Artistic Storyteller

This persona is evocative and poetic. They use sensory and descriptive language to capture the emotional experience of being in the parks. They tell stories about the light filtering through the leaves, the sound of the swan boats, or the feeling of walking a historic path. This voice is used to create a sense of wonder and awe, inviting people to see the parks not just as a place, but as a living, breathing work of art and history.

Age: 18-35
Occupation: Student, Freelance Artist, or Creative Professional
Status: Low to medium income
Location: Boston or surrounding areas
Tier: Tier 3 (Audience/follower)
Archetype: The Wanderer

Motivations: She is motivated by aesthetic beauty and the search for inspiration. She views the parks as a creative sanctuary and a source of artistic expression. She is looking for unique perspectives and a deeper, more emotional connection to the spaces.

Personality: Observant, reflective, and creative. She is often introverted but connects deeply with her surroundings.

Behavior & Habits: She spends time in the parks alone, taking photos, sketching, or simply people-watching. She primarily engages with the brand through visual platforms like Instagram and Pinterest. She is interested in stories, art, and the history behind the public art and monuments.

Goals & Needs: Her goal is to find new creative outlets and an emotional connection. She needs to be inspired and feel that the brand's voice understands and reflects her artistic sensibilities. She seeks content that sparks her imagination and offers a fresh perspective on the familiar.



James O'Connell

The Family Legacy

James O'Connell's connection to the parks is a family legacy. As a guardian of tradition, he wants to pass on these cherished spaces to his children. His support is practical and purpose-driven, focused on ensuring iconic events like the Duckling Day parade and the parks themselves remain a timeless part of his family's heritage for generations to come.

Age: 35-55
Occupation: Business Owner or Manager
Status: High income
Location: Boston Suburbs
Tier: Tier 1/2 (Donor, Event Attender)
Archetype: The Guardian

Motivations: He is motivated by tradition and a desire to pass down local culture to his children. He sees the parks as a core part of Boston's identity and his family's heritage. He wants to ensure these spaces remain beautiful and accessible for his children's generation.

Personality: Practical, family-oriented, and reliable. He values stability and a sense of permanence. He is less interested in the day-to-day details of the organization's work and more focused on the long-term impact.

Behavior & Habits: He takes his family to events like the Duckling Day parade. He makes regular, significant donations, often tied to a family tradition or a specific park feature he enjoys. He might not engage heavily on social media, but will read the newsletter and respond to direct appeals.

Goals & Needs: His goal is to preserve the parks as a cherished part of his family's life in Boston. He needs to feel that his contributions are going to a worthy and stable cause, and that his family will be able to continue enjoying the parks for years to come. He values convenience and clear communication about the impact of his support.





Activating Olivia Reyes: The Artistic Storyteller

Olivia is motivated by aesthetic beauty and seeks creative inspiration in the parks. She primarily engages with the brand through visual platforms.

Strategic Objective: Speak to her creative sensibilities and position the parks as a living work of art.

Content Pillars & Tactics:

"The Art of Immersion"

Content: Your visual content should evoke a sense of wonder. Create a photo series focused on the unique light in the parks during different seasons. Consider a "Poetry in the Park" or "Sketches of the Common" campaign that features local artists' work.

"Respectful & Knowledgeable"

Tone: Use sensory and descriptive language in captions and short-form video scripts. Instead of just showing a picture, describe "the feel of walking a historic path" or "the sound of the swan boats".

Targeted Channels: Instagram, Pinterest, and TikTok are the most relevant channels for this persona. Encourage user-generated content by asking followers to share their own photos and stories using a specific hashtag.

CTAS: Explore // Find Your Inspiration // Share Your Story



Activating James O'Connell: The Family Legacy

James is a practical, family-oriented donor who values tradition. He wants to ensure the parks remain a timeless part of his family's heritage. He engages through email newsletters and direct appeals.

Strategic Objective: Reassure him that his contributions are protecting a stable and cherished tradition for future generations.

Content Pillars & Tactics:

"The Strength of Our Voice"

Content: Content should demonstrate the long-term impact of his support. Share stories about the longevity of the parks' features or the history of family traditions, such as the annual Duckling Day Parade.

"Passionate & Committed"

Tone: Your messaging should be reliable and straightforward. Instead of a vague donation appeal, a direct mail piece could say, "Your gift ensures the Duckling Day Parade continues for another generation."

Targeted Channels: Direct mail and targeted email newsletters are the most effective channels for James. He needs clear communication about the impact of his support and convenient ways to contribute.

CTAS: Protect Our Tradition // Secure a Timeless Gift // Bring Your Family

Thank you for your incredible attention to detail, unwavering support, and commitment to making our brand vision a reality.

Building a brand is a lot like planting a garden: it requires a community of people to help it grow and flourish. We couldn't have done it without you. From everyone at Friends of the Public Gardens, thank you!

To all our vendors, creative teams, and outside consultants: we're here to help. If you need any assistance with our brand, especially when bringing a brand execution to life, please don't hesitate to reach out!

THANK YOU

For other questions contact:
info@HouseinkStudio.com

 **Houseink**Studio.com



Friends *of*
the Public Garden