

A CHARTERED PROGRAM OF THE DIGNITY IMPERATIVE

The Walden Initiative

Places form people.

Brand guide. Name, mark, color, and type as they are used on the site. Middle Tennessee.

The Walden Initiative – Middle Tennessee

For staff, partners, and anyone setting type or color in our name.

What we are called.

Name

The Walden Initiative. With place, when the header needs it: The Walden Initiative – Middle Tennessee. Use an en dash, not a hyphen.

Tagline

Places form people.

Mission

Preserve the conditions for deliberate living.

The Walden Initiative helps landowners protect farms, forests, and quiet landscapes so deliberate living, ecological care, and legacy learning can still happen.

Vision

Not one Walden Pond. Many Waldens.

A network of protected places for deliberate living, ecological stewardship, and legacy learning — beginning in Middle Tennessee, not a single campus and not a single pond.

In one line

A network of landowners who keep title and control, preserving land for deliberate living, ecological stewardship, and legacy learning.

Affiliation

A Chartered Program of The Dignity Imperative, Inc., a registered 501(c)(3). The parent develops distinct chartered programs. Walden is one of them. Do not fold the two names into one wordmark.

Quiet, specific, relational.

Write as if the landowner is in the room and still owns the land. Short sentences. No campaign voice. No promise of a tax outcome. Name the limit when you name the offer.

Say

- A Walden Zone is a planning name. It is not, by itself, a restriction on the deed.
- A convenor of places, not a campus. Each site stays distinct.
- Owners keep title and set the terms of any visit.
- Not one Walden Pond. Many Waldens.

Do not say

- That Walden buys land, holds easements at launch, or is a public park.
- That joining creates a deed restriction, a right of entry, or a tax result.
- That we are a retreat campus, an outdoor school, an event venue, or an advocacy shop.
- Amusement, outdoor consumption, or a message pasted onto a pretty field.

A paper ground. A forest ink.

Paper is the page. Forest is the one strong color: footer, primary buttons, and the words that need weight. Brass is only for small labels. Do not introduce a new hue.

Paper
#F3EFE6
Page ground

Cream
#FAF7F0
Cards and light buttons

Paper deep
#E6DFD0
Quiet bands

Ink
#1A1814
Primary text

Forest
#254038
Primary color, footer, buttons

Moss
#3D5C4E
Secondary green

Brass
#8B7355
Small labels

Muted
#6B6458
Secondary text

Line
#D4CBB8
Rules and borders

Pairing

Body text is Ink on Paper. Inverse text is Cream on Forest. Buttons are Cream on Forest, or Ink on Cream with a Forest edge. Lines and borders use Line. Do not put Forest type on Moss, or Brass type on Paper Deep — contrast fails.

Two families. No third.

Display • Fraunces

Places form people.

Preserve the conditions for deliberate living.

Headings only. Weights 400 to 600. If Fraunces is missing: Iowan Old Style, then Palatino Linotype, then a serif. Do not substitute a geometric sans.

Text • Source Sans 3

The Walden Initiative helps landowners protect farms, forests, and quiet landscapes so deliberate living, ecological care, and legacy learning can still happen.

Body, navigation, and buttons. Weights 400, 500, and 600. Italic is for a quoted line and its author, not for emphasis in running text. If Source Sans 3 is missing: Source Sans Pro, then Segoe UI, then the system sans.

On the site

Hero	Fraunces, about 2.6rem, tight leading
Section title	Fraunces, about 2.25rem
Eyebrow	Source Sans 3, small, wide tracking, Brass or Muted
Body	Source Sans 3, about 1rem, Ink
Button	Source Sans 3 medium, Cream on Forest

The woodland mark.



On paper or cream, the file sits flush.



On Forest, keep the paper ground. Do not knock it out.

The mark is a circle of trees on the paper color. The file already includes that ground, so it blends into the header. Do not recolor it, crop the circle, add a stroke, or set it on a photograph.

Clear space and size

Leave clear space of at least one-eighth of the mark on every side. Smallest useful size on screen is 40 pixels. In print, no smaller than half an inch.

Lockup



The Walden Initiative – Middle Tennessee

Wordmark in Fraunces, Ink on Paper. The place line uses an en dash. Do not set the wordmark in Source Sans, all caps, or Forest unless it sits on Cream.