



# LIVING FUTURE<sup>®</sup>

## Brand Guidelines



V1.0  
OCTOBER 31, 2024





## Introduction

Before you proceed, please ensure that you are using the latest version of this file.

This particular document was last updated on **October 24, 2024**. If you have comments or questions about the Brand Guidelines, please contact **[media@living-future.org](mailto:media@living-future.org)**.

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The background of the slide is a dark, monochromatic marbled texture. It features swirling, organic patterns in shades of dark blue, charcoal, and black, creating a sense of depth and movement. The texture is reminiscent of natural stone or liquid ink.

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# Mission



## The Living Future mission statement

The mission of the **International Living Future Institute (Living Future)** is to cultivate a society that is **socially just, culturally rich, and ecologically restorative**. To do this, the organization envisions a living future and shows that it works better in practice and policy.

**Living Future** is premised on the belief that providing a compelling vision for the future is needed to reconcile humanity's relationship with the natural world. Living Future's programs have shaped more than 55 million square feet of real estate development across the United States and around the world.





Our programs



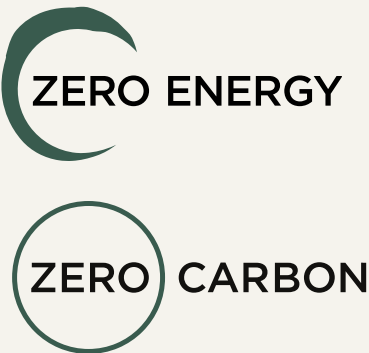
LIVING BUILDING CHALLENGE

The world’s most holistic and ambitious rating system to create buildings that work in harmony with nature.



LIVING PRODUCT CHALLENGE

A science-based certification for products that help restore our planet and improve the quality of human life.



ZERO CARBON/ZERO ENERGY CERTIFICATION

Independently verified performance for buildings powered by renewable energy to address climate change.



JUST

Tools to promote corporate transparency and employee engagement while helping to create a better, more socially just and equitable world.



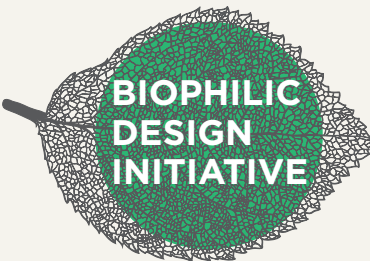
DECLARE

An easy-to-read ‘nutrition label’ for products with online resources to promote, share, and find healthier building materials.



AFFORDABLE HOUSING

Work with developers to build affordable homes that are energy-efficient, free of toxic materials, and sustainable for future generations.



BIOPHILIC DESIGN INITIATIVE

Resources to take biophilic design practice from theory to reality, to promote the benefits of biophilic spaces.



CORE GREEN BUILDING CERTIFICATION

A simple framework outlining the 10 best practices a building must embody in order to be considered sustainable.





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# Name Guidelines



# Organizational name update

We are updating our name usage and our logo. **We will refer to the International Living Future Institute as Living Future on the second reference, rather than ILFI or the Institute.**

**Our legal name will remain International Living Future Institute,** but we no longer use the four-word name except in the first reference.

This is intended to be a gentle, purposeful shift to lessen the bulkiness of the four-word name and the acronym (which is often pronounced oddly or misstated). The organization’s full name is long (and multisyllabic enough to feel like a mouthful). So a second-reference moniker is useful. But the acronym “ILFI” is awkward: It is not something we want people to say as a word (like “ill-fee”), and when people say the letters, they frequently mix them up (saying IFLI instead of ILFI).

“Living Future” is a better shorthand because it is meaningful (not

just another acronym in an industry/movement that has so many) and, more importantly, is directly evocative of the organization’s mission.

Living Future is now a primary keyword.

#LivingFuture is a hashtag that can/should be used often.

Living Future is a mark that the organization has registered in the US, UK, and EU, but we will not be using a trademark <sup>TM</sup> with this. Using and policing a mark can be time-consuming, but more critically, it could be seen as possessive and corporate, clashing with the inclusive ethos of Living Future. The idea of a shared future belongs to everyone, and trademarking it could feel discordant.

Do not use “LF” as a stand-in for Living Future.



# Trademarking

**Please add ® wherever the below appear:**

- Declare
- Just
- Living Building
- Living Building Challenge
- Living Future (NOT International Living Future Institute)
- Core Green Building Certification
- Living Community

**Please add ™ wherever the below appear:**

- Living Product Challenge,
- Zero Energy Certification
- Zero Carbon Certification

PREFERRED USAGE

In press releases and business writing, it is recommended to use the trademark symbol [superscript ® or TM] on the first instance only or with the most prominent use of the mark. The remaining instances should be without the symbol. Always use the full trademarked name and proper capitalization.

POSSIBLE EXCEPTIONS

If the first instance is in the title, then you can use the symbol on the first instance in the text.

ADDITIONAL NOTES

When using logos, always include the ® or ™ in every instance. Putting the trademark symbols on other companies’ marks is not necessary but permissible if using it to truthfully refer to another company’s product and not mislead affiliation, sponsorship or endorsement of your company, products, or services.





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# Photo Usage Rights

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Journalists and editors publishing stories in print or online about the International Living Future Institute are authorized to use the images included in this media kit with the following conditions:

- The use is for non-commercial journalistic purposes only, not for advertising products or services.
- The use includes a photo credit in the following format:  
“Credit: [Photographer Name] courtesy of the International Living Future Institute.”

The photographer’s name is included in the image filename.

If you have any questions about photo usage, please contact [media@living-future.org](mailto:media@living-future.org).



An aerial photograph of a coastline. The top half of the image shows a vast expanse of turquoise water. The bottom half shows golden sand dunes and a narrow strip of beach. The water's color transitions from a deep blue to a lighter turquoise near the shore. The sand dunes have a textured, rippled appearance.

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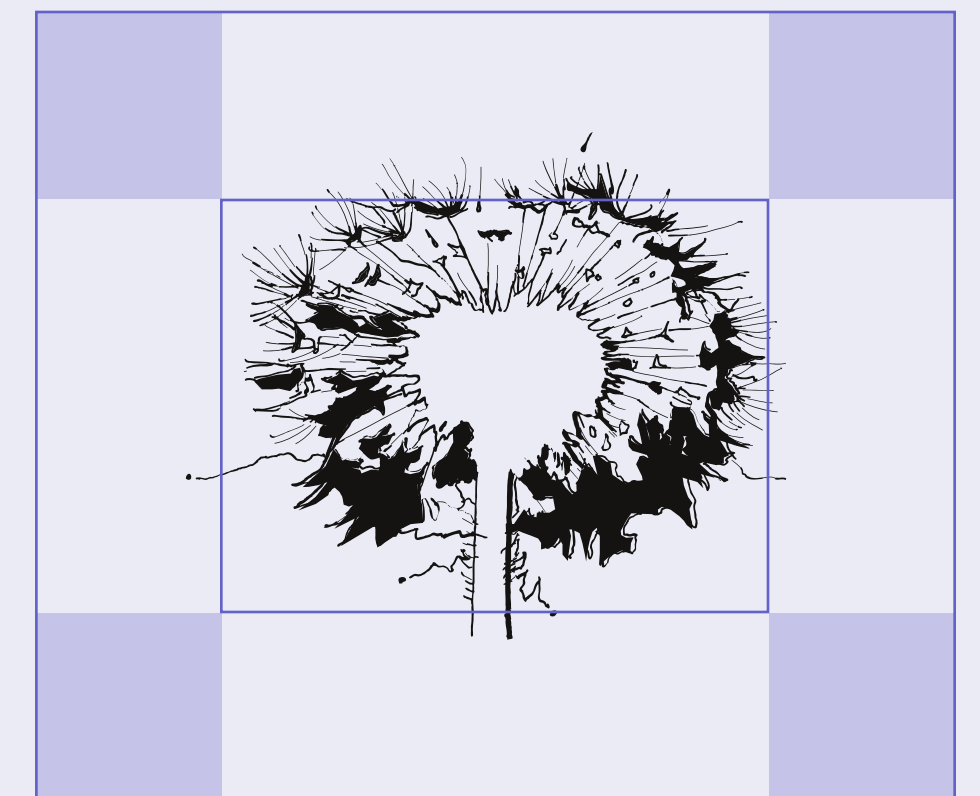
Logos



## Living Future logo

The Living Future logo files include the advised amount of clearance around the logo, which is equal to the height of one of the letters in the logo.

The full Living Future logotype (which includes both the dandelion and text) should be used when applicable. If the selected placement would make the text illegible (generally if made smaller than 1.5” or 100 pixels wide), you may use the standalone dandelion logo, however do your best to ensure that Living Future is otherwise written in close proximity so the association between logo and brand are clear.





## Logo variants

Each program logo folder includes light, dark, large-, and medium-sized variants in PNG format, as well as light and dark variants in SVG format.

Use an SVG format whenever possible, otherwise deferring to the largest PNG possible.



LIVING FUTURE LOGO (DARK)



LIVING FUTURE LOGO (LIGHT)



## General logo guidelines

Always **give the logo the advised amount of clearspace.**

**Use SVG** formatted logos if possible, as they will be higher quality than PNG

Always **choose the variant that provides the highest contrast against the background.**

**Do not recolor logos.**

When displaying multiple logos, try to size them such that the height of the letters in the logos is the same, rather than the height or width of the full logos.

As always, **if you are in a situation where breaking one of these rules seems important, contact [media@living-future.org](mailto:media@living-future.org).**





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Color Palette

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# Core color palette

There are five colors in the core Living Future brand, built around four families of hues.

**Mineral** is a deep green that points to our roots in the Cascadia region.

**Sunset** is a lively, warm orange that recalls the warmth of human gathering.

**Blue Marguerite** is a dramatic shade of blue, bordering on purple. It is a rare color in the natural world, most often found in wildflowers (thus the name).

**Spring** is to be treated as our default surface color for many digital assets, being a warm, off-white shade slightly more naturalistic than pure white.

**Cod** is our darkest color, a strong off-black for use in body text for digital settings. It is subtly tinted with khaki, giving it a warmth less commonly offered by pure black.

MINERAL  
#395B4E

SUNSET  
#E56027

MARGUERITE  
#6261C7

SPRING  
#F5F3ED

COD  
#12110F





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# Typography

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# Brand typefaces

The Living Future brand includes a simple two-typeface system.

**Crimson Pro** is our main body font. It makes up the bulk of paragraph-length copy on our website, our advertisements, manuals, and reports. It also makes up the smaller of our document headings. You’re reading it right now, as a matter of fact.

Our display font is **Gotham**. We use the **ScreenSmart** version of this font, as many of our assets are solely digitally circulated. Gotham is also the font used in our logotypes, and so it makes up the bulk of our headlines and display copy. Due to its clarity and low-contrast, it also serves as a good font for notes, captions, and small secondary copy.

CRIMSON PRO

Our beautiful planet is capable of supporting vast diverse ecosystems, allowing human communities to thrive, and we are capable as a species of living in balance with ecosystems and in balance with each other.

GOTHAM

Through programs like the Living Product Challenge, Declare, and the Red List, we’re making sure that human-made products are sustainable in both manufacture and use.



## Font substitutions

There are times in which Crimson Pro or Gotham are unavailable (for example, designing in Google applications). This will be less of an issue with Crimson Pro—as it is a Google Font—which is largely supported. The fallbacks, in order of preference, are as follows:

- 1. **Crimson Pro**
- 2. Georgia
- 3. Times New Roman

- 1. **Gotham**
- 2. Proxima Nova
- 3. Helvetica

If, for whatever reason, these fonts are unavailable, please reach out to [media@living-future.org](mailto:media@living-future.org).







**LIVING  
FUTURE®**