About us

The Columbia Land Conservancy brings people together to conserve, appreciate, and enjoy land. For nearly 40 years, CLC has collaborated with individuals, communities, and partners to ensure Columbia County is a beautiful, livable, resilient place.

This guide includes a number of resources to ensure that, as an organization, we speak with one voice, we embody our values, and we act as a team.

Be in touch with Rebecca with any questions, and thank you!
Mission, vision, guiding principles

Mission
The Columbia Land Conservancy brings people together to conserve, appreciate, and enjoy land.

Vision
Columbia County is a beautiful, livable, resilient place. People are proud of and proud to care for that place.

Tagline
Caring for land together

Guiding principles
Respectful: We treat others with respect - each other, our constituents, and our communities, respectful of different opinions and perspectives.
Inclusive: We are welcoming and inclusive, working to ensure our information, programs, and public lands are accessible to all who are interested.
Collaborative: We work with others with shared agendas to achieve our mission.
Serving nature: We work to protect the natural systems that support all life.
Operationally responsible: We manage our fiscal and informational resources with integrity and to protect personal data and privacy
Connecting: CLC's ten public lands provide access to nature, open space, and recreation. These places, which include regionally important grasslands, resilient forests, and the County’s highest waterfall, include nearly 4,000 acres of open space and over 30 miles of trails. CLC is committed to managing these lands well and making them more accessible and welcoming for a greater diversity of visitors.

Conserving: CLC works strategically, purposefully, and judiciously to protect lands and waters that serve a system-wide conservation vision and strategy informed by conservation science and by diverse interests and perspectives. We have protected nearly 40,000 acres of land using permanent conservation tools.

Caring: CLC promotes management practices that conserve the health of the land and works with individuals interested in conservation-minded management. CLC supports landowners and land managers interested in best practices, to enhance conservation value, and as appropriate, community appreciation and benefit.
Logo design

There are several variations of the logo. All are acceptable, depending on the environment where the logo is being used. Maintain at least 1/4” space around the logo at all times.
Logo usage

On darker backgrounds, use the light logo, yellow, or blue colormarks.

On lighter backgrounds, use the dark logo, green, or orange colormarks.
Forbidden uses

AKA the ‘oh no no list’

Do not use the logo on overly-busy background.

Do not use variations of the logo that do not achieve sufficient contrast between foreground and background.

Do not use variations of the logo that are cropped, skewed, rotated, or include non-branded colors or fonts.

Columbia Land Conservancy
Color palette

Deeper Forest Green Shade: 84-48-92-63 CMYK; 17-55-27 RGB; #11371b hex
Forest Green: 88-41-100-43 CMYK; 17-80-40 RGB; 357C Pantone; #15028 hex
Monarch Orange: 11-78-99-1 CMYK; 217-92-40 RGB; 7579C Pantone; #D95C28 hex
Amber Waves: 11-30-100-0 CMYK; 230-177-6 RGB; #e6b106hex
Hudson Blue: 72-36-37-6 CMYK; 79-131-143 RGB; 5483C Pantone; #4f838f hex
Light Snow: 3-1-2-0 CMYK; 244-247-246 RGB; #f4f7f6 hex
Color combinations

It is essential to maintain sufficient contrast among colors to ensure readability. The color combinations below are those that meet a 70% contrast requirement.
Typography

Century Schoolbook is our body copy font, and may also be used for headings and sub-headings in print. It should not appear in digital usage except as a heading, ideally in bold. If Century Schoolbook is not available, you may substitute with Century, Schoolbook, or Book Antiqua.
Century Gothic is our sans-serif typeface, to be used for headings and digital communications (website, emails) in all weights and styles. Bold is preferred for primary titles, while regular is best for sub-headings. If Century Gothic is not available, substitute with Futura, Helvetica, or Calibri.
Additional colors & typefaces

Additional colors and type are permitted as part of branded campaigns so long as the collateral includes elements of the CLC brand - i.e. a new header typeface can be chosen so long as Century Schoolbook is used for body copy, or the color palette could be expanded to include a purple so long as Deep Forest Green is also used.
Voice and tone

We are friendly and helpful. We may not know the answer, but we probably know who does. We are knowledgeable, but not boastful. We are okay with being folksy and using contractions. We are not overly formal. We’re okay with letting our feelings show. We believe there isn’t a right way, only a right way for you.
Editorial style

A few basics:
- Titles use & instead of the written word &
- We capitalize like this, Not Like This, OR LIKE THIS (though the final can be a stylistic choice)
- We use the Oxford comma
- We do not say “The Conservancy,” but rather abbreviate with “CLC”
- Try to avoid jargon and complicated professional terms without defining them first

For a complete list of programs and definitions, see Appendix 1.
For a complete style guide, see Appendix 2.
Photo & video guidelines

- We do not give photo credit for images collected by staff. Pictures submitted by volunteers must have a credit in the lower right corner in the following format Image John Doe.
- Show a diversity of connections to land, water, and wildlife in imagery – don’t create publications that have no people in them, or suggest hiking is the only thing to do outside.
- Add acknowledgment of Indigenous homelands and use Indigenous names when available when providing captions or image descriptions.
- Show diverse people (e.g., queer couples, nontraditional families, people using wheelchairs, BIPOC people, etc.) in images.
- If hiring a photographer, videographer, or graphic designer to document a CLC program or project, seek a photographer or videographer with marginalized identities or a community member about whom CLC is creating the photography/video.
- Provide adequate compensation, credit, and acknowledgment to images, videos, graphics, and stories provided.
- Be vigilant about cultural appropriation (including the appropriation of Indigenous communities, but also related to Black and South, Southeast, and East Asian cultures).
- Do not add diversity via photoshop. Do not use stock photos to inflate diversity artificially.
- Caption all videos and provide image descriptions and alt text on social media posts. #UseInitialCaps #ForHashtags
Dig in deeper

- Visit cumbialand.org/49MainOnly to learn more and access the following resources:
  - Frequently Asked Questions and who to ask about what
  - Strategic Plan and JEDI Plan key points
  - Constituent relations guide
  - Glossary of programs and terms
  - Style guide
  - Communications guide