

Produced for Virens Restoration Forestry

Raul Hernandez — Founder
Charity Tooze — CEO

Designed by SQGLZ

Deacon Rodda — Design Strategist
Rebecca Baum — Brand Strategist

Photography

Filip Zrnzević
Dave Hoefler

Style Guide

Experts are championing nature's built-in solutions for climate change, including forest restoration. Nature's original global cooling technology doesn't require decades of R&D. It's available now.

This styleguide was created to support the launch of Virens, a nonprofit entity focused on carbon capture via restoration forestry. This methodology captures three times more carbon than conventional, sustainable forestry methods.

Documented here are the brand assets, voice, and strategy, crafted to establish a fresh and accessible brand without sacrificing elegance and professionalism.



We can allow the earth's forests to double the amount of carbon sequestered on the non-park lands while maintaining timber production. Permanently limiting the rate of cut would accomplish this in less than 30 years.

*Nobody made a greater
mistake than he who did
nothing because he could do
only a little.*

—Edmund Burke

Voice & Messaging

Inclusive, Solution-Oriented, and Clear

Global warming can be reversed. Our restoration forestry methodology is a major part of the solution — and it's ready to be implemented. No further testing needed. Nature has been fine-tuning this powerful global cooling technology for eons.

Our innovative restoration forestry approach harnesses nature's genius by recreating old-growth forest habitat and reviving the natural carbon capture capacity of the trees. In the process, biodiversity is enriched and the risk of forest fire reduced.

Join with Virens. Let's take a page from nature's playbook. Together, we can revitalize one of our greatest natural resources, turn the tide of climate change, and shape the future of our planet.



BRAND STRATEGY

Virens is rooted in the archetype of the Creator.

Virens reflects the boundless capacity of nature to restore and find solutions while maintaining nature's egoless simplicity and accessibility. Through use of inclusive, solution-oriented, and plain-spoken language, Virens avoids being strident or elitist. The tone is humble. Nature gets all the credit. Virens projects confidence in the methodology and expertise of the team and organization. Brand messaging occasionally reveals vulnerability in service of connection and relatability.

Examples for executing on the brand as described:

Virens always conducts business in business casual attire.

Virens does not deploy street canvassers.

Virens hosts live virtual AMA events with founders for the community.

Virens invites public collaborations with like-minded organizations.

Virens performs the hands-on restoration forestry work.



Nature's Solution