



COUNTYWIDE
LAND
ACKNOWLEDGMENT

BRAND GUIDE
FEBRUARY 2024

ABOUT

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The Countywide Land Acknowledgment visual brand aims to amplify the County's messaging by leveraging design choices, typography, and color.

The Brand Kit functions as a resource for County personnel and collaborators engaged in developing materials for the Countywide Land Acknowledgment. It serves as a guide for maintaining a consistent visual style across various communication channels. County communicators are encouraged to utilize the kit for the creation of Countywide Land Acknowledgment visuals, including:

- Presentations
- New or updated toolkit materials
- Social media
- Reports

For inquiries regarding the Countywide Land Acknowledgment visual style, please reach out to the Los Angeles County Department of Arts and Culture at lacountyarts.org/about/contact-us.

LOGO

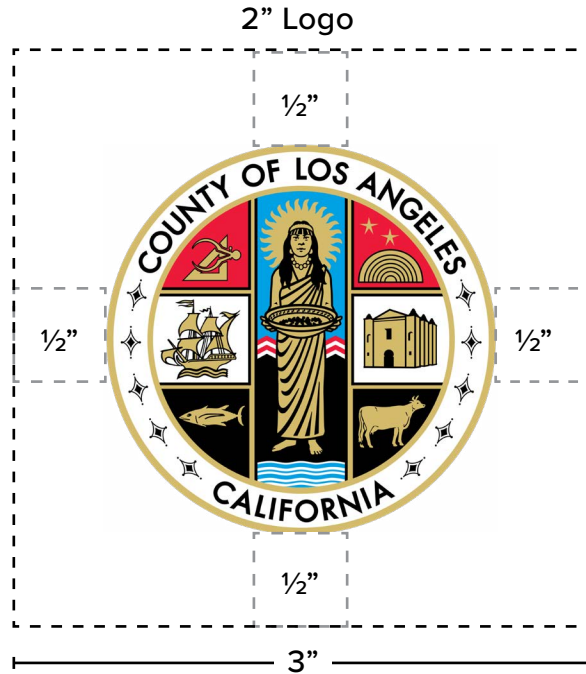
LOGO USAGE

The County logo serves as the visual representation of the County and should be use on all public-facing County materials.

The logo serves as the unifying element throughout our communications. It is essential to maintain the integrity of the logo.

Give the logo adequate space to ensure its prominence. This space, the "safe zone", is the white space required on all four sides of the logo.


The logo should be inside a margin that is half it's size. For example, a 2-inch logo should have a 1-inch border, or a 1/2-inch margin on each side. The logo should not be smaller than 1/2-inch.



SAMPLES

IMPLEMENTING THE COUNTYWIDE LAND ACKNOWLEDGMENT TOGETHER

INTRODUCTION 1
 PURPOSE OF THIS GUIDE 2
 YOUR ROLE 3
 GET TO KNOW YOUR AUDIENCE AND THEIR RESPONSES ... 4
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JANUARY 2024

CARING FOR THE LAND

THE COUNTY OF LOS ANGELES RECOGNIZES THAT WE OCCUPY LAND ORIGINALLY AND STILL INHABITED AND CARED FOR BY THE TONGVA, TATAVIAM, SERRANO, KICH, AND CHUMASH PEOPLES. WE HONOR AND PAY RESPECT TO THEIR ELDERS AND DESCENDANTS, — PAST, PRESENT, AND EMERGING — AS THEY CONTINUE THEIR STEWARDSHIP OF THESE LANDS AND WATERS.

Opening lines of the Countywide Land Acknowledgment, updated November 1, 2022
 Read the full Land Acknowledgment and learn more at <https://www.lacounty.gov/government/tribal/la-countywide-land-acknowledgment/>

The Countywide Land Acknowledgment is a way to honor and pay respect to the land and the First Peoples. The First Peoples were the original stewards of the land we now refer to as the County of Los Angeles and their descendants are still here and work to protect and preserve these lands and waters.

Honoring and respecting the land must go beyond acknowledgment. We all have a role to play in caring for the land. Representatives of local Tribes offer the following reminders for people who live, work, play, and visit LA County.

AWARENESS AND IMPACT
 Be aware of your surroundings and take responsibility for where you live. Think about the ecological system as a whole and the connections between land and water.
 Your actions always have an impact. Respect your surroundings positively and leave the land better than you found it.

PROTECTION AND PRESERVATION
 The Los Angeles County region is home to the largest expanse of threatened and endangered plants and animals in the continental United States, including many plants with significance to local Tribes. Advocate for policies and planning that support land protection and preservation.

RESPECT AND RECIPROCITY
 Local Tribes have a reverence for the land. Consider viewing the land as a relative, rather than as a resource.
 Build a reciprocal relationship with the land. If you take from the land, make sure you also give back. The land nurtures you and you should nurture it in return.

RESTORATION AND REVITALIZATION
 Restore the local ecosystem. Replace invasive species with native plants. Revitalization of the land is not possible without collaboration with local Tribes. Engage with local Tribes for projects with environmental impacts.

OVERVIEW OF THE COUNTYWIDE LAND ACKNOWLEDGMENT

AS ADOPTED BY THE BOARD OF SUPERVISORS ON NOVEMBER 1, 2022

The County of Los Angeles recognizes that we occupy land originally and still inhabited and cared for by the Tongva, Tataviam, Serrano, Kich, and Chumash Peoples. We honor and pay respect to their elders and descendants—past, present, and emerging—as they continue their stewardship of these lands and waters. We acknowledge that settler colonialism resulted in land seizures, disease, subjugation, slavery, relocation, broken promises, genocide, and multigenerational trauma. This acknowledgment demonstrates our responsibility and commitment to truth, healing, and reconciliation and to elevating the stories, culture, and community of the original inhabitants of Los Angeles County. We are grateful to have the opportunity to live and work on these ancestral lands. We are dedicated to growing and sustaining relationships with Native peoples and local tribal governments, including (in no particular order) the:

- Fernandeño Tataviam Band of Mission Indians
- Gabrielino Tongva San Gabriel Band of Mission Indians
- Kiich Nasion
- San Manuel Band of Mission Indians
- San Fernando Band of Mission Indians

To learn more about the First Peoples of Los Angeles County, please visit the Los Angeles City/County Native American Indian Commission website at tribal.lacounty.gov/

WHAT IS A LAND ACKNOWLEDGMENT?
 A land acknowledgment is a statement that recognizes an area's original inhabitants who have been forcibly dispossessed of their homelands and is a step toward recognizing the negative impacts these communities have endured and continue to endure, as a result.

"THIS IS A FIRST STEP IN THE COUNTY OF LOS ANGELES ACKNOWLEDGING PAST HARM TOWARDS THE DESCENDANTS OF OUR VILLAGES KNOWN TODAY AS LOS ANGELES...THIS BRINGS AWARENESS TO STATE OUR PRESENCE, E'QUA SHEM, WE ARE HERE."

—Anthony Morales, Tribal Chairman of the Gabrielino/Tongva San Gabriel Band of Mission Indians

LOGO

LOGO COLOR

DOS



Background color with good contrast



Background photo with good contrast

- ✓ **Do** give the logo the proper amount of clear space
- ✓ **Do** keep the logo in proportion
- ✓ **Do** use the color logo whenever possible

DONTS



Ratio is off



Changed logo color

- ✗ **Don't** put text or design elements too close to the logo
- ✗ **Don't** warp or stretch the logo
- ✗ **Don't** use alternative colors

COLORS

COLORS

PRIMARY



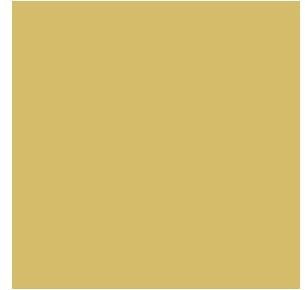
Cornflower Blue

RGB 67/110/177
CMYK 62/38/0/31
HEX #436EB1



Red

RGB 165/45/35
CMYK 0/73/79/35
HEX #A52D23



Gold

RGB 212/187/107
CMYK 0/12/50/17
HEX #D4BB6B

SECONDARY



Wood

RGB 97/83/10
CMYK 0/14/90/62
HEX #61530A



Medium Scarlett

RGB 235/31/61
CMYK 0/87/74/8
HEX #EB1F3D



Azure

RGB 85/164/216
CMYK 61/24/0/15
HEX #55A4D8



Eggplant

RGB 89/50/112
CMYK 21/55/0/56
HEX #593270

PHOTOS

PHOTOS

Photos of Tribal members must be provided by native Tribes as this ensures accurate representation and shows respect for specific cultures.

Refrain from using stock imagery when visually representing Tribes native to Los Angeles County.

See samples below:



Stock images of regional native flora and fauna are utilized.

It is essential to conduct research to ascertain that these elements are native to the region.

See samples below:



FONTS

PRIMARY FONT

For professionally designed materials, utilize the primary fonts.

PROXIMA NOVA

Proxima Nova Medium

Proxima Nova Medium Italic

Proxima Nova Bold

Proxima Nova Black

KOROLEV

Korolev Bold

UNIVERSAL FONTS

In the majority of Countywide Land Acknowledgment communications, employ the following Universal Fonts for official purposes. These fonts are user-friendly and included in the Microsoft Office Software Suite installed on most computers.

FRANKLIN GOTHIC

Franklin Gothic Regular

Franklin Gothic Italic

Franklin Gothic Medium

Franklin Gothic Demi

Franklin Heavy

ROBOTO

Roboto Regular

Roboto Italic

Roboto Bold

Roboto Bold Italic

WORKING WITH TYPE

Other guidelines:

- Adjust the page margins ensure sufficient space around the page edges.
- Use bold and italic fonts to emphasize specific words or phrases. Only underline hyperlinks.
- Incorporate contrasting typefaces for headlines and body text to achieve a refined, modern aesthetic.