GROUNDED WARRIORS

BRAND GUIDELINES

Brand Overview

Grounded Warriors is a men's healing retreat focused on trauma recovery, father wound work, and reconnection through nature.

The brand embodies the counterintuitive truth that strength comes from going *down* — into the body, into the wound, into the earth — rather than up and out.

Core Values

• **Descent as strength** — Growth through going deeper, not higher

• **Nature as healer** — Forest, fire, and cold water as transformational elements

• **Brotherhood** — Men witnessing men, holding space, accountability

• **Grounded presence** — Stillness under pressure, calm as power

Logo System

The Symbol

The Downward Arrow represents a tree that points into the earth — counter to cultural expectations of upward growth. The three-part color system tells a story:

• **Sage (trunk/arrow)** — The visible strength, the outward form

• **Forest Floor (branches)** — Connection to others, reaching out

• **Birch (roots)** — The hidden work, the gold found in descent

Primary Mark

Full detail version for large applications

Logo Variations

Simplified

Medium applications

Icon

Favicons, small sizes

Light

Dark backgrounds

Logo Lockups

Vertical Lockup

GROUNDED

WARRIORS

Primary lockup for headers, signage

Horizontal Lockup

GROUNDED

WARRIORS

Secondary lockup for email signatures, documents

Badge Lockup

For patches, stamps, circular applications

Logo Usage

Clear Space

Maintain clear space around the logo equal to the height of the arrow tip on all sides. This ensures the logo has room to breathe and maintains visual impact.

Minimum Size

• Full mark: 40px height minimum

• Icon: 24px height minimum

• Lockups: 120px width minimum

Don'ts

• Don't rotate the logo

• Don't stretch or distort proportions

• Don't add effects (drop shadows, glows)

• Don't place on busy backgrounds without sufficient contrast

• Don't rearrange elements

• Don't change the colors outside approved palette

Color Palette

Forest Depths

The palette draws from the forest itself — moss-covered stones, filtered light through canopy, the quiet strength of ancient trees, and the warmth of firelight.

Night Forest	Deep Pine	Forest Floor	Sage	Birch
#0F1A14	#1E3328	#3D5A47	#8FA68F	#C9B896

Color Symbolism

• **Night Forest** — The darkness before dawn, the unknown, depth

• **Deep Pine** — The forest itself, safety, enclosure

• **Forest Floor** — Where life grows from decay, connection

• **Sage** — Quiet strength, wisdom, endurance

• **Birch** — The warmth of fire, gold found in descent

Color Applications

Color	Primary Use	Secondary Use
Night Forest	Page backgrounds	Dramatic contrast
Deep Pine	Containers, cards	Secondary backgrounds
Forest Floor	Branches, borders	Muted text
Sage	Primary mark	Headings, emphasis
Birch	Roots, accent	Body text, CTAs

Typography

Primary Typeface — Cormorant Garamond

Used for headings, the wordmark, and display text. Elegant, timeless, with a slightly raw character that feels carved rather than designed.

Source: fonts.google.com/specimen/Cormorant+Garamond
Weights: Regular (400), Medium (500), SemiBold (600), Bold (700)

Secondary Typeface — Inter

Used for body text, UI elements, and functional text. Clean, readable, modern. Provides excellent contrast with the serif heading face.

Source: fonts.google.com/specimen/Inter
Weights: Regular (400), Medium (500), SemiBold (600)

Letter Spacing

Headings use expanded letter spacing to create presence and gravitas:

Context	Letter Spacing
Display / Logo	0.15em — 0.2em
Headings	0.1em
Body Text	Normal (0)

Voice & Tone

Brand Voice

• **Direct** — No fluff, no spiritual bypassing

• **Grounded** — Calm, centered, unhurried

• **Warm** — Inviting without being soft

• **Honest** — Names hard truths without drama

Messaging Pillars

• "The way down is the way through" — Strength through descent

• "You don't have to do this alone" — Brotherhood

• "The forest holds what words cannot" — Nature as medicine

• "Become who you were before the wound" — Transformation

Words We Use

Ground, root, descend, anchor • Witness, hold space, brotherhood • Fire, water, forest, earth • Strength, stillness, presence

Words We Avoid

Journey (overused) • Toxic masculinity (divisive) • Guru/Master (hierarchy) • Hustle/Grind (opposite energy)

Applications

Digital

• Website: Dark theme with Night Forest/Deep Pine backgrounds

• Social: Use social avatar, maintain dark palette

• Email: Horizontal lockup in signature, minimal styling

Print

• Use single-color versions for cost efficiency

• Birch on dark stock, Dark on kraft/natural paper

• Badge version works well for stamps and embossing

Merchandise

• Hoodies/T-shirts: Light mark on dark garments

• Caps: Simplified icon, embroidered

• Patches: Badge lockup

Signage

• Wood-burned signs using single-color dark version

• Trail markers using icon only

File Inventory

The brand kit includes all files needed for digital and print applications:

Logo Files

• gw-logo-primary.svg — Full detail mark

• gw-logo-simplified.svg — Reduced detail for medium sizes

• gw-icon.svg — Favicon and small applications

• gw-logo-light.svg — Single color for dark backgrounds

• gw-logo-dark.svg — Single color for light backgrounds

• gw-logo-white.svg — For photo overlays

• gw-lockup-vertical.svg — Stacked mark + wordmark

• gw-lockup-horizontal.svg — Side-by-side lockup

• gw-badge.svg — Circular badge format

• gw-social-avatar.svg — Social media profile image

PNG Exports

Pre-exported PNG files at common sizes (32px, 180px, 256px, 400px, 512px) for applications that don't support SVG.

Color Files

• gw-colors.css — CSS custom properties

• _gw-colors.scss — SCSS variables and mixins

• tailwind.config.js — Tailwind theme extension

• gw-tokens.json — Design tokens for apps