

EARTHBACk

Branding System — Civic Engineered Earth

Version v0.1 — February 17, 2026

Tagline:

When the pieces connect, the work gets done.

Primary Color System

Color Name	Hex Code	Usage
Deep Structural Green	#1F3A2E	Primary headers, top bands, logo base
Hemp Clay	#C2A56C	Accents, highlights, natural material cues
Charcoal Steel	#2B2E30	Body text, structural lines
Off-White Parchment	#F2EFE6	Document backgrounds
Oxidized Copper (Accent)	#8A5B3F	Thin dividers, subtle emphasis

Logo Variations

Primary Wordmark

EARTHBACk in strong serif, all caps, tight letter spacing. Deep Structural Green on light backgrounds. Tagline placed below in small caps or subtle serif italic.

Monogram Mark

Minimal circular form containing two thin intersecting lines (vertical + horizontal), slightly offset. Represents Earth + structure + systems integration.

Stacked Institutional Version

EARTHBACk centered above thin Oxidized Copper divider line. Tagline beneath divider. Used for formal documents and cover pages.

Reversed Dark Background Version

White or Off-White wordmark placed over Deep Structural Green band. Used for headers, website hero sections, and governance covers.

Typography System

Headlines:

Strong serif (e.g., Cormorant Garamond or Playfair Display). Used for major headings, cover titles, and strategic statements.

Body Text:

Modern sans-serif (e.g., Inter or Source Sans 3). Used for governance documents, technical writing, and website body copy.

Brand Positioning Summary

Earthback presents as a civic infrastructure authority integrating engineered systems with natural materials. The brand communicates long-term durability, structural clarity, and disciplined execution.