



find your true



GREATER DES MOINES BOTANICAL GARDEN **BRAND GUIDE 2024**

BRAND FOUNDATION



MISSION

Exploring,
explaining, and
celebrating the
world of plants
with the
community.

VISION

Be a cherished community resource
known for enriching quality of life
in our region and state through
education and stewardship of the
vital connections between plants,
people, and the natural world.

VALUES

We are a
community of
growers who
are curious,
committed,
and kind.

OUR BRAND STORY



The Greater Des Moines Botanical Garden is more than a dome,
it's the connection point between plants, people, and the
natural world. It's a space where you can be who you are,
do the things you love, and spend time with the people who matter
most. A place where anyone can explore, create, connect, and...

FIND YOUR TRUE NATURE

MARKETING MATERIALS

ACTIVATION TOUCHPOINTS

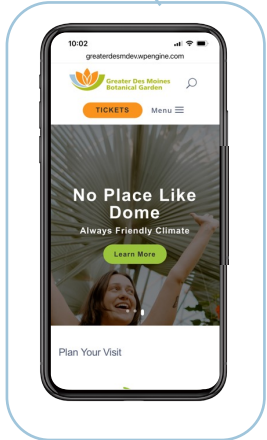


find your true

video



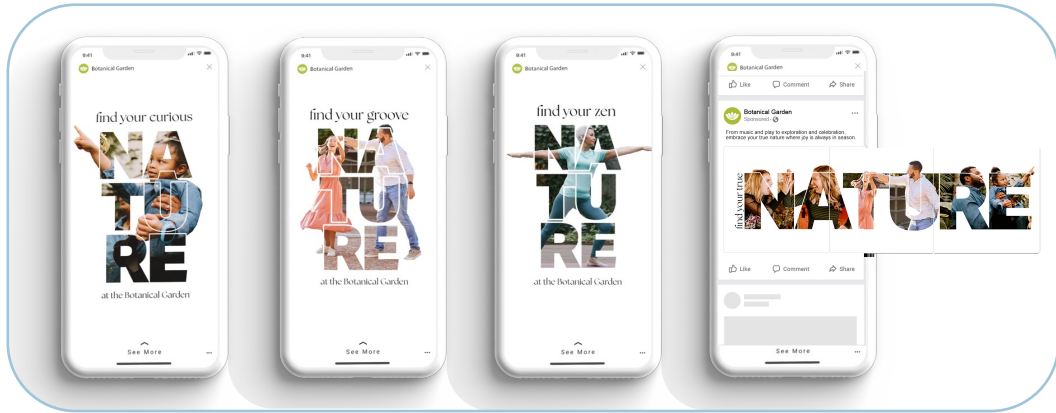
website



outdoor

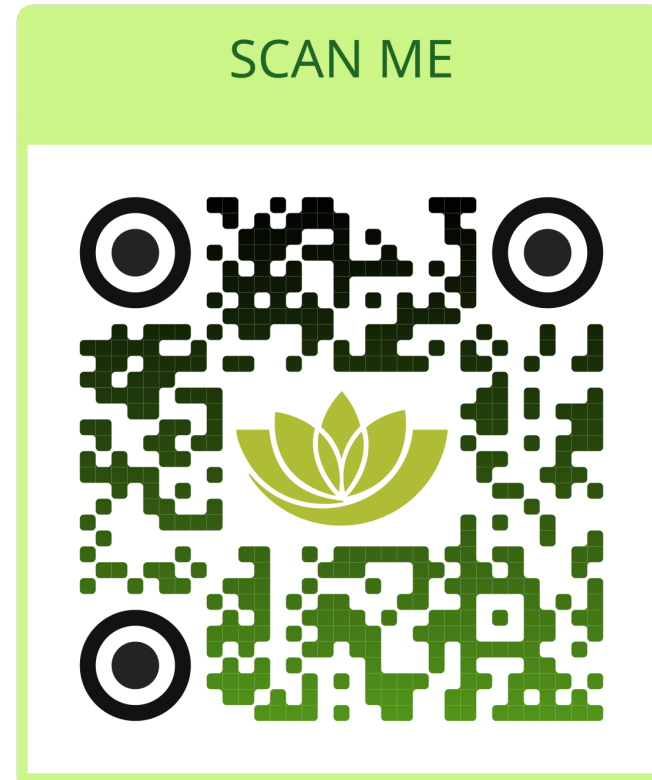


print



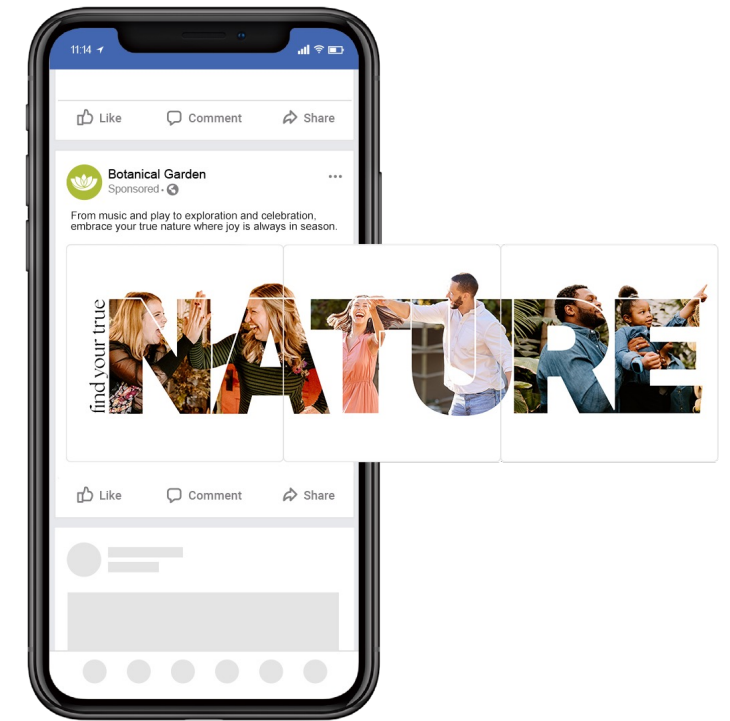
social media

VIDEO



find your true nature video

SOCIAL MEDIA





find your true



Whether it's yoga under the dome, a reflective moment by the lily pads or a winding tranquil stroll, give your soul room to bloom at the Greater Des Moines Botanical Garden.

Greater Des Moines Botanical Garden

dmbotanicalgarden.com



find your true



When the sunlight goes down, nature lets down its hair. From a Music in the Garden concert with the family to a low-key Sip & Stroll with friends, the always friendly climate at the Greater Des Moines Botanical Garden is THE spot to unwind. **Starting this summer, enjoy even more opportunities to explore, kickback and connect.**

NEW Summer Happy Hours

Tuesdays 10 a.m. – 7 p.m. | Weekends 9 a.m. – 4 p.m.

Greater Des Moines Botanical Garden



find your true



Open yourself to new discoveries and wander down the beaten path at the Greater Des Moines Botanical Garden. From colorful unknowns to hidden gnomes, you'll be surprised by what you find in our always friendly climate.

Greater Des Moines Botanical Garden

dmbotanicalgarden.com

OUTDOOR



DYNAMIC QR CODES



rentals



Spring Garden Market



membership



monthly classes



weddings



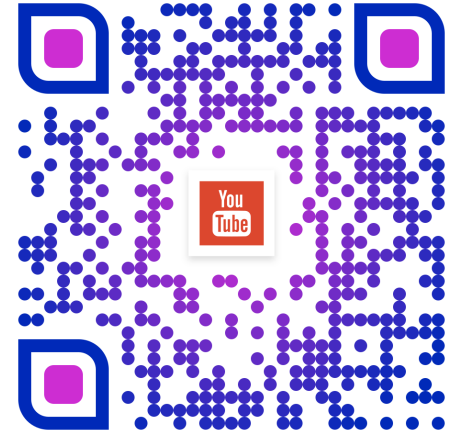
Music in the Garden



donate



programs homepage



dome glow up video



website homepage



Garden map



hours



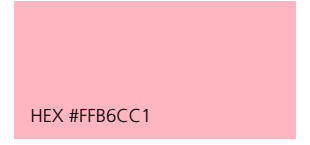
volunteer

STYLE GUIDE

COLOR PALETTE



All Original Colors

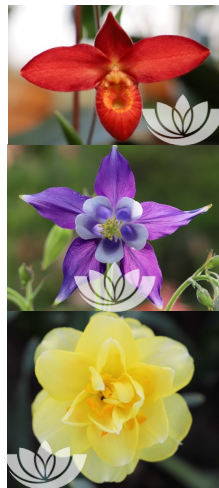
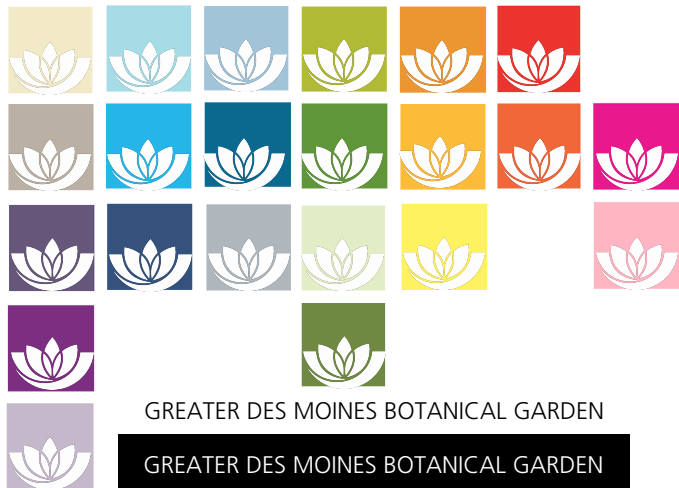
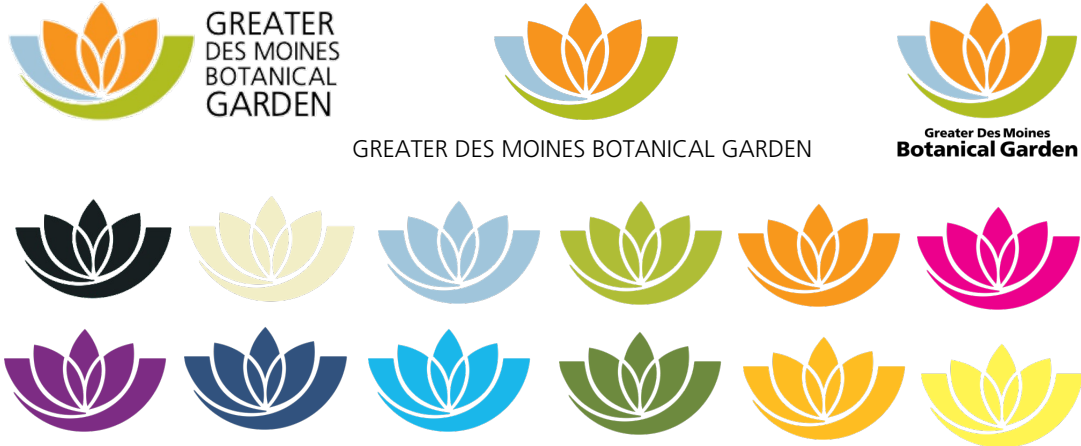


All Secondary Colors + New Light Pink



LOGO + RESTRICTION

DO THIS WITH OUR LOGO!



DO NOT DO THIS WITH OUR LOGO



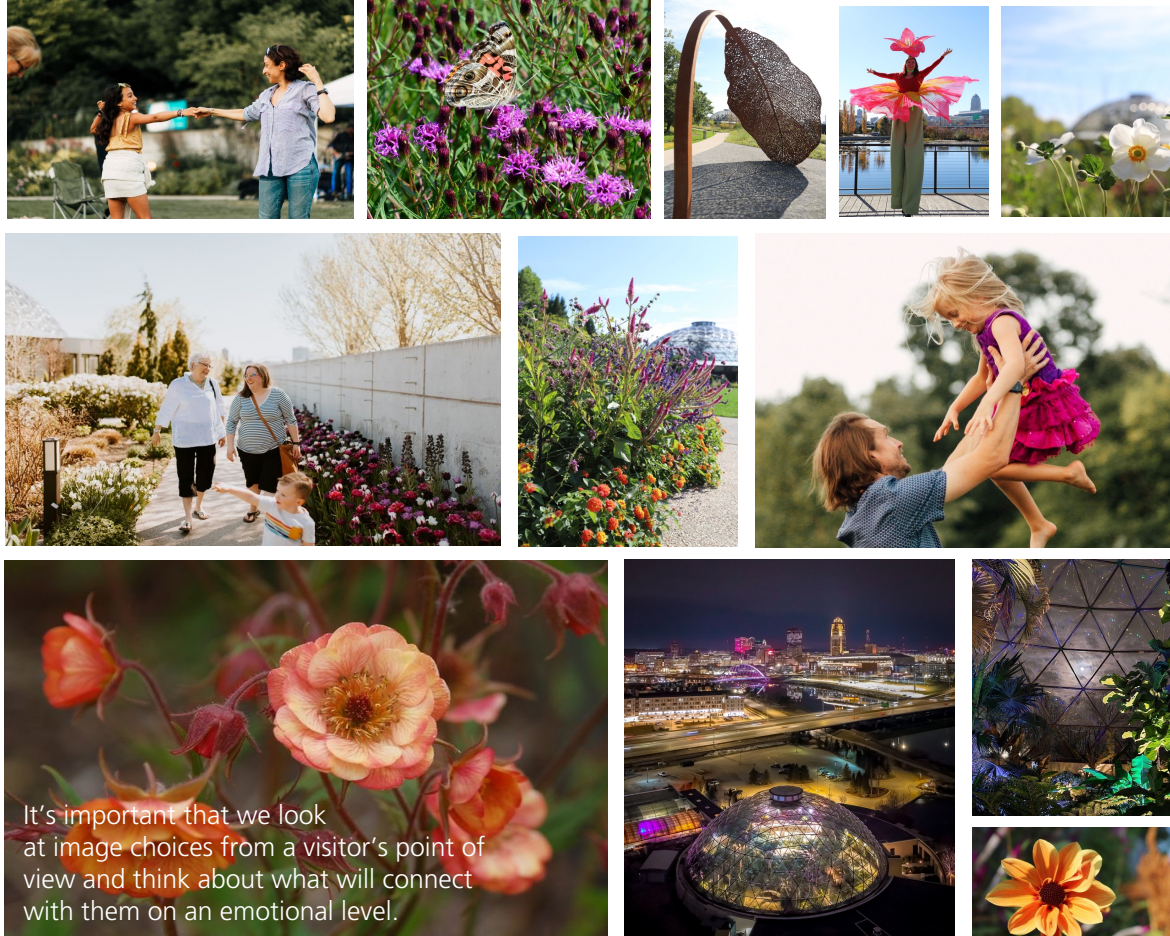
GREATER DES MOINES BOTANICAL GARDEN



VISUAL | VOICE | VIBE

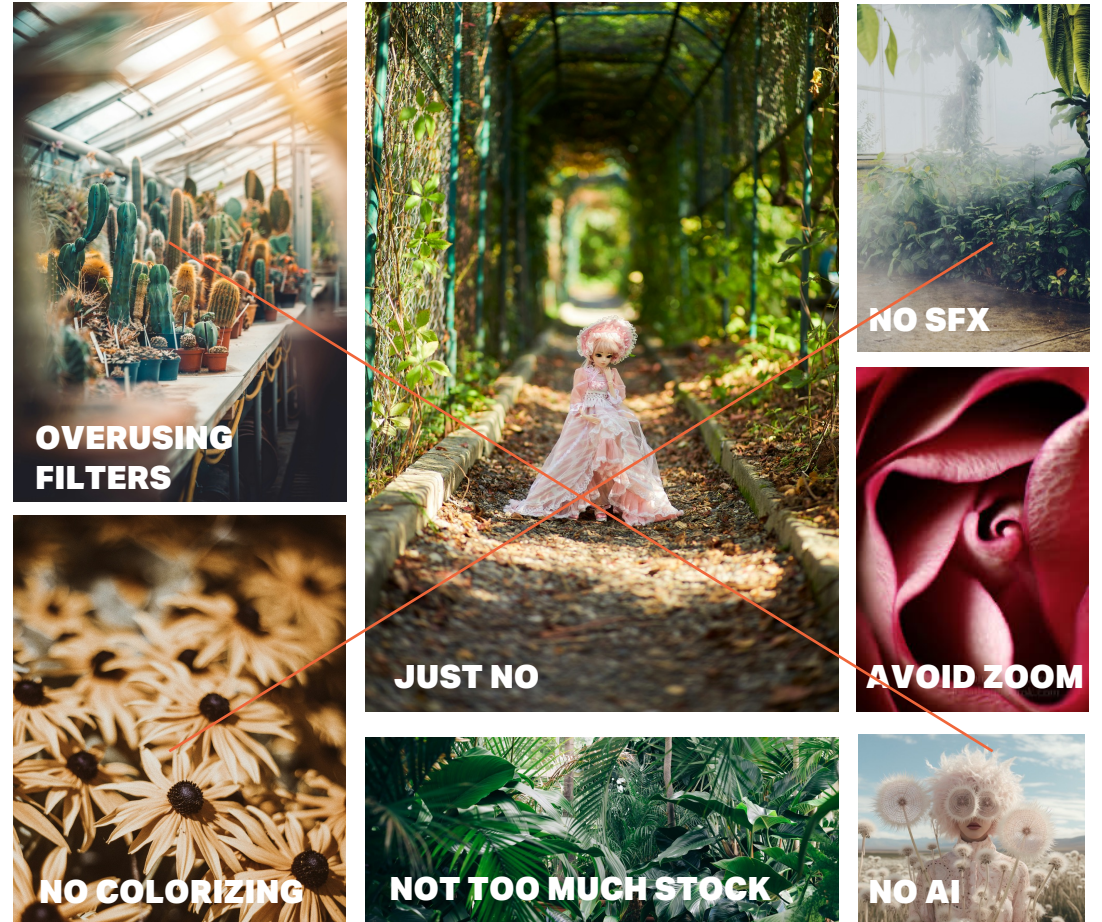
VISUAL: OVERALL LOOK

YES!



It's important that we look at image choices from a visitor's point of view and think about what will connect with them on an emotional level.

NOPE.



VISUAL | VOICE | VIBE

VOICE: TONE

MAKE IT

- Cheerful
- Refreshing
- Conversational
- Knowledgeable and clever, however not condescending or bossy.
- Helpful, not overbearing.
- Approachable
- Meaningful to all levels of gardeners/interest and visitors.

DO THIS

- Use an active voice instead of passive, e.g. *Participants learn how vs. participants will learn.*
- Be concise, less is more—don't overexplain for every possible situation that might but has yet to happen.
- Write for a broad audience and appeal to the larger crowd not the erudite few.

AVOID

- Weak and lengthy statements are not helpful. Try to find stronger ways to communicate wherever possible, e.g. *Our plant collection features more than 2,400 plants vs. There are more than 2,400 plants in our collection.*
- Overused clichés (raining cats and dogs, think outside the box...)
- Repetition except with SEO standard of three for greater search online.
- Wordiness

WEBSITE

- Make it easy to search by using SEO (search engine optimization) standards in key pages but stay within our voice.
- Keep it simple make it easy for people to read it, comprehend it and see it on a tiny mobile screen—avoid unnecessary periods and punctuation.
- Descriptors don't get you message lost in what we call it internally vs the words people actually search.

VOICE: CONVERSATION POINTS

Please use the official/branded names of our spaces.

- Greater Des Moines Botanical Garden (no 's' in Garden—not Center)
- Bankers Trust Veranda (no apostrophe in Bankers)
- conservatory
- DuPont Room/DuPont Room East/DuPont Room West
- Founders Garden (no apostrophe in Founders)
- garden commons
- Garden Shop
- Gardeners Show House (no apostrophe in Gardeners)
- Hiller Family Rain Garden
- hillside garden
- Kemin Plant Sciences Lab
- Koehn Garden
- Lauridsen Savanna
- Meredith Terraces
- North Gallery
- Prairie Meadows Living Wall
- Principal Belvedere
- Ruan Allée
- Ruan Reflection Garden
- Swartz Room
- Dorothy and Max Rutledge Conifer Garden
- EMC Insurance Companies Entry Garden
- Trellis Café
- Walsh Room
- Wells Fargo Rose Garden
- Robert D. Ray Asian Garden (no 's' in Garden)
- water garden

Please use this language when discussing the tax deductibility of a membership purchase or gift.

Membership

We have not provided any goods or services in consideration for this gift that exceed the safe harbor limits. Therefore, the entire amount of your contribution may be deductible for income tax purposes. However, IRS regulations state that a cancelled check may not be sufficient to substantiate a donation for this amount. Please keep this acknowledgement with your tax records for substantiation.

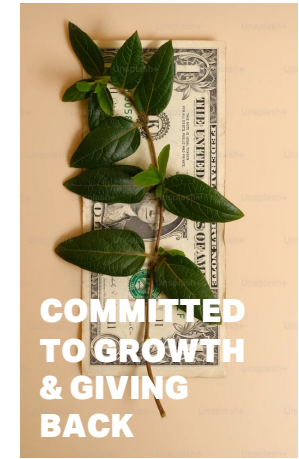
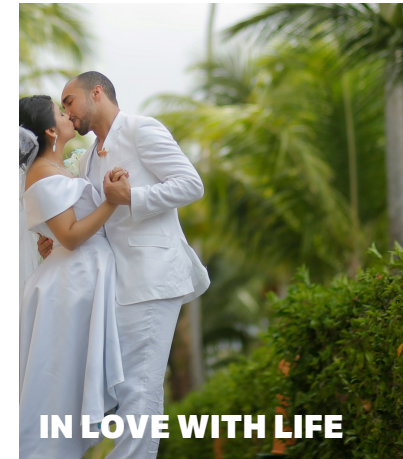
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General Tax Acknowledgement

This letter serves as a receipt of your gift for tax purposes. For your records, and in compliance with IRS regulations this letter acknowledges that no products or services were provided for this contribution and so it is tax deductible to the fullest extent of the law. Please keep this acknowledgement along with our Federal Tax ID: 42-0540765 with your tax records for substantiation.

VISUAL | VOICE | VIBE

VIBE: FEELING



VIBE: AUDIENCE TAKEAWAYS

“There is no place in town like the Botanical Garden.”

*“The Greater Des Moines Botanical Garden is
a place where I want to go back again and again.”*

*“When I want to make my family happy,
I take us all to the Botanical Garden.”*

*“The most beautiful music venue in town? The Greater,
Des Moines Botanical Garden in the summertime.”*

*“Getting married at the
Botanical Garden is beyond MAGICAL!”*

*“Want to feel miles away and only have to go the East Village?
Go to the Greater Des Moines Botanical Garden and you’ll get away from it all.”*

“The Botanical Garden makes Iowa winter tolerable.”

THANKS FOR USING THE
GREATER DES MOINES
BOTANICAL GARDEN
BRAND GUIDE 2024

