



find your true



GREATER DES MOINES BOTANICAL GARDEN **BRAND GUIDE 2026**

WELCOME TO THE GREATER DES MOINES BOTANICAL GARDEN **BRAND GUIDE**



PURPOSE

Create a consistent narrative and expression of our brand beyond just what our logo looks like.

GOAL

Everyone understands who we are, how we present ourselves and what is 'on-brand' for the Botanical Garden.

SUCCESS

Clear, on-brand VVV* across all the many touchpoints that intersect with our visitor and donor audiences.

* Visual | Voice | Vibe

BRAND FOUNDATION

Please use this guide for the
Greater Des Moines Botanical Garden brand
to ensure consistency across all communications.

MISSION, VISION VALUES This is the base from which everything grows



MISSION

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

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.

GUEST EXPERIENCE NORTH STAR This philosophy guides every interaction, every day, for everyone throughout the organization



The Greater Des Moines Botanical Garden cultivates meaningful and memorable experiences within an always friendly, beautiful botanical climate for people of all ages to explore and enjoy.

WHAT WE PROMISE

WHAT WE OFFER

TO WHOM + WHY APPEALING?





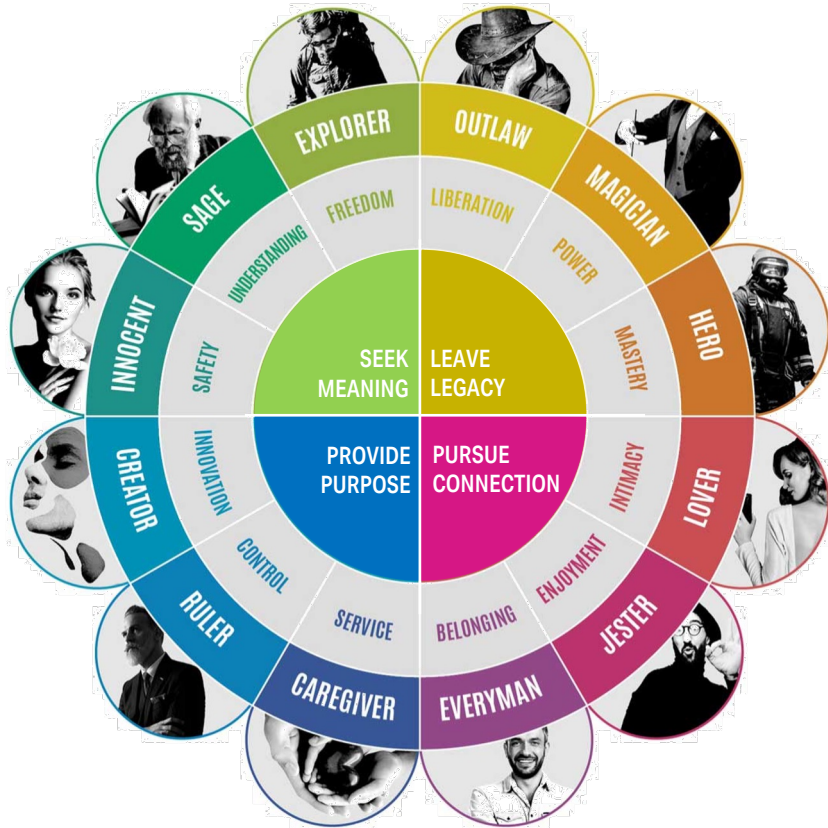
WHO WE ARE

FRIENDLY &
GROWTH-MINDED

WHO WE ARE NOT

~~A LOOF &
UNAPPROACHABLE~~

BRAND PERSONALITY Archetypes humanize brands—we are a mash up of two parts Caregiver and one part Sage as detailed below



Example of brand archotyping can be [found here](#)



TWO PARTS

CAREGIVER

As a caregiver brand, we provide purpose and serve the community through the connection between plants and people.



ONE PART

SAGE

As a sage brand, we seek meaning through sharing our understanding of the natural world.



Our brand personality



FRIENDLY + GROWTH-MINDED

OUR BRAND STORY This is the narrative that explains our positioning in the marketplace and tees up our tagline



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, and connect.

MARKETING MATERIALS

TAGLINE This copy line defines, in a simple statement, what experience we strive for all to have when interacting with us



FIND YOUR TRUE NATURE™

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, and connect.

TRADEMARKED TERMS

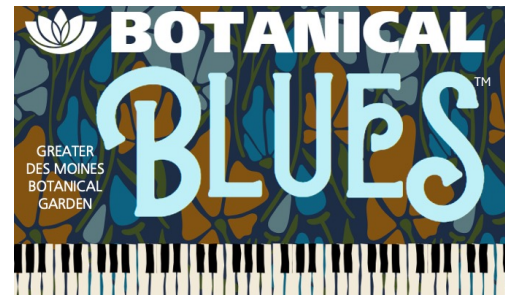
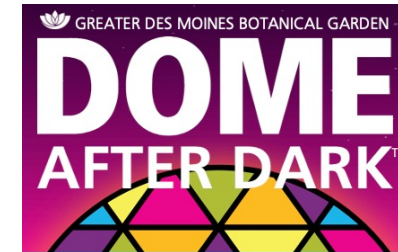
We have trademarked our tagline, branded merchandise and key event/program themes

Please use the ™ with these owned properties of the Greater Des Moines Botanical Garden

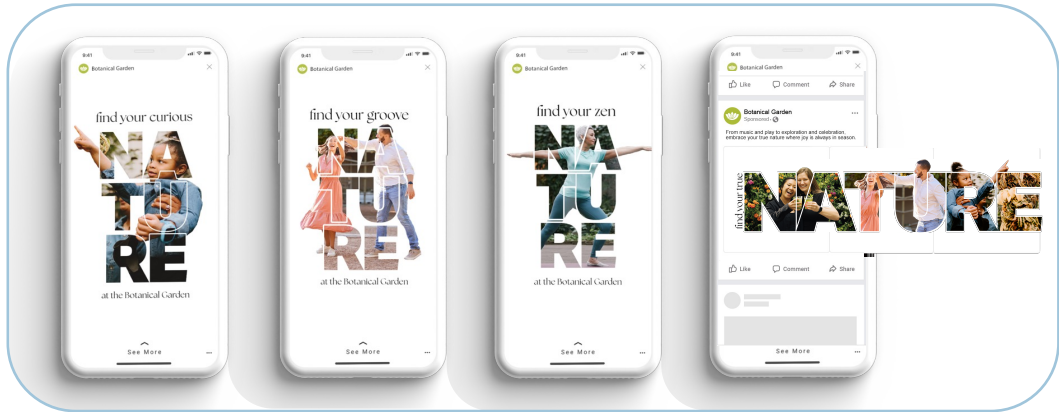
- Find Your True Nature™
- Dome Grown™
- Dome for the Holidays™
- Dome After Dark™
- BOOtanical Garden Halloween™
- Botanical Blues™
- Plant Pet Program™

NOTE: The ™ does not have to appear on every place the words are used. Please use the guidelines below.

- **LOCK UP**
The ™ should be applied to the Lock Up graphic. Suggested applications are to the right. NOTE Graphics may evolve, but all iterations should have the ™.
- **WRITTEN OUT**
The ™ does not need to appear in the body copy when it appears with the Lock Up Graphic.
- **AS COPY ONLY**
The ™ should appear in the first use in headlines or body copy when it appears without the Lock Up Graphic. After the first use, it does not need to be included.
- [Click here](#) to see how to add a registered trademark symbol.



ACTIVATION TOUCHPOINTS The tactics used to target, connect and surround our audience with our message



social media



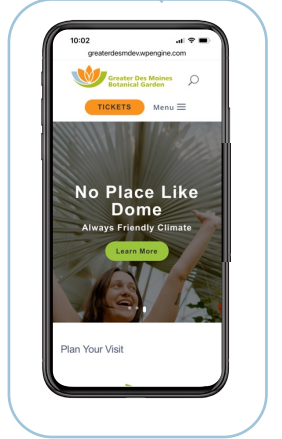
video

find your true

NATURE



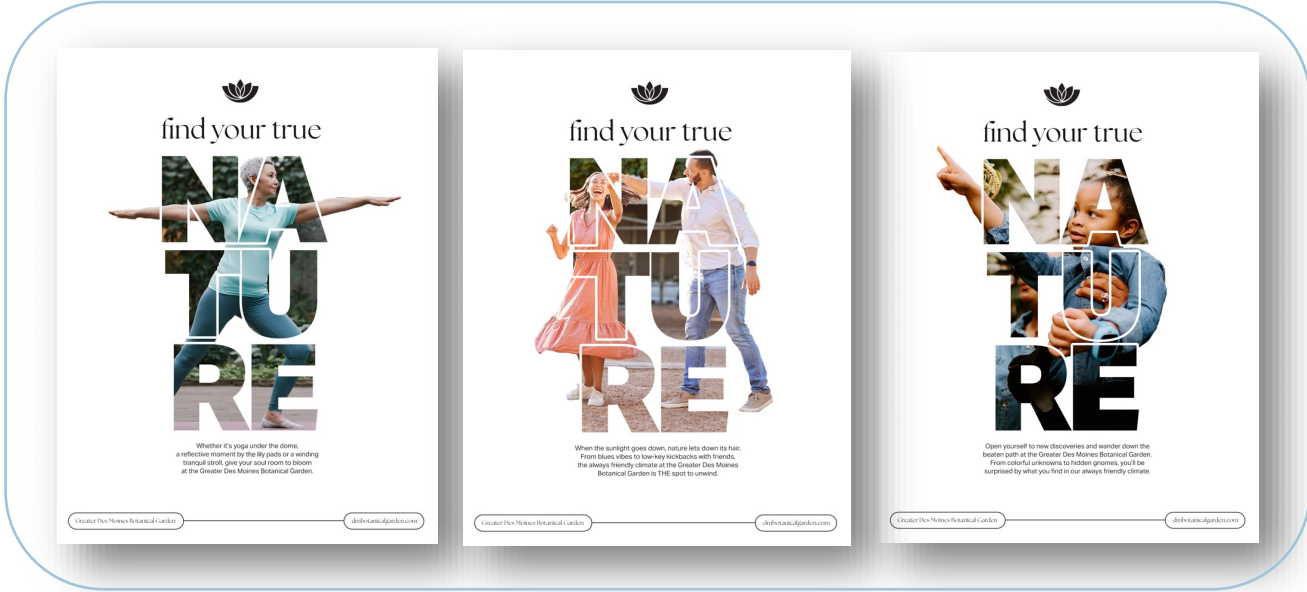
website



outdoor



print



TARGET AUDIENCE We have three groups with most marketing dollars spent against the Millennial Mom Experience Seekers because they can be return visitors

GEN Z
~20% OF TOTAL



RECHARGERS

MILLENNIAL MOMS
~35% OF TOTAL



**EXPERIENCE
SEEKERS**

BOOMERS
~45% OF TOTAL



G.O.A.T.S.

STYLE GUIDE

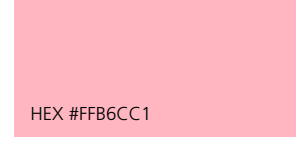
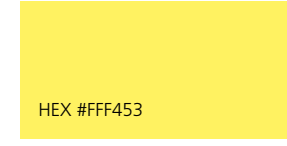
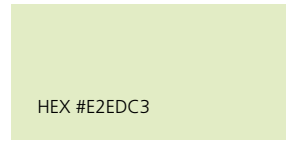
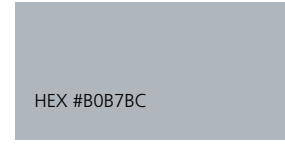
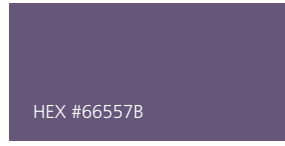
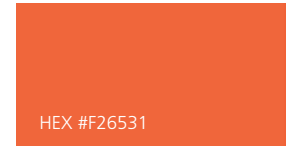
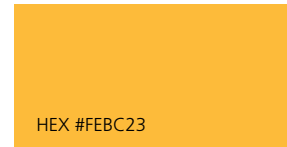
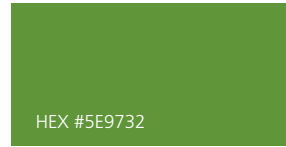
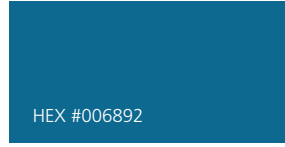
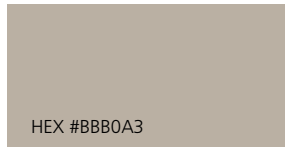
This is how we express the brand to external audiences.

COLOR PALETTE

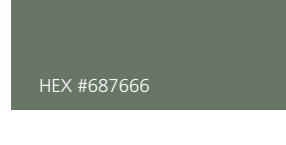
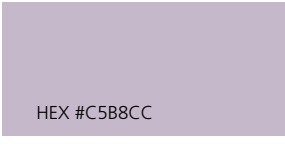
Our hues reflect the natural world we inhabit—please try to use the original colors first



All Original Colors



All Secondary Colors + New Light Pink

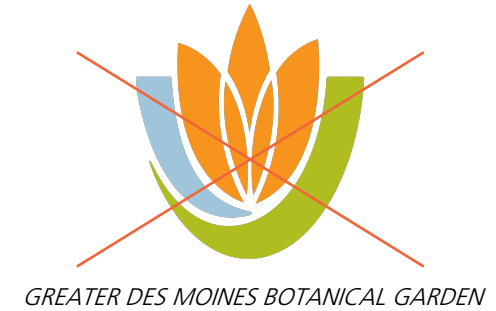


LOGO + RESTRICTION Use the 4-color logo whenever you can, use the 1-color logo as a decorative element, and use the white logo on our palette or images

DO THIS WITH OUR LOGO!



DO NOT DO THIS WITH OUR LOGO



TYPEFACES These are the general fonts that should be used for all materials produced internally—only use defaults if necessary

Frutiger

Aa Ee Rr **a**
Aa Ee Rr **a**

Accès aux avions

abcdefghijklmnop
nopqrstuvwxyz
0123456789

Default if font is missing: Helvetica

Times New Roman

Aa Ee Rr **a**
Aa Ee Rr a

Publisher

abcdefghijklmnop
nopqrstuvwxyz
0123456789

Default if font is missing: Berkley or Bodoni Old-style

Aptos

Aa Qq Rr **a**
Aa Qq Rr **a**

Bierstadt

abcdefghijklmnop
nopqrstuvwxyz
0123456789

Default if font is missing: Arial

Aktiv Grotesk

LULO
CLEAN

The Seasons

Marketing Use Only

VISUAL | VOICE | VIBE

Visual is everything pertaining to our look.
This includes our imagery and photography.

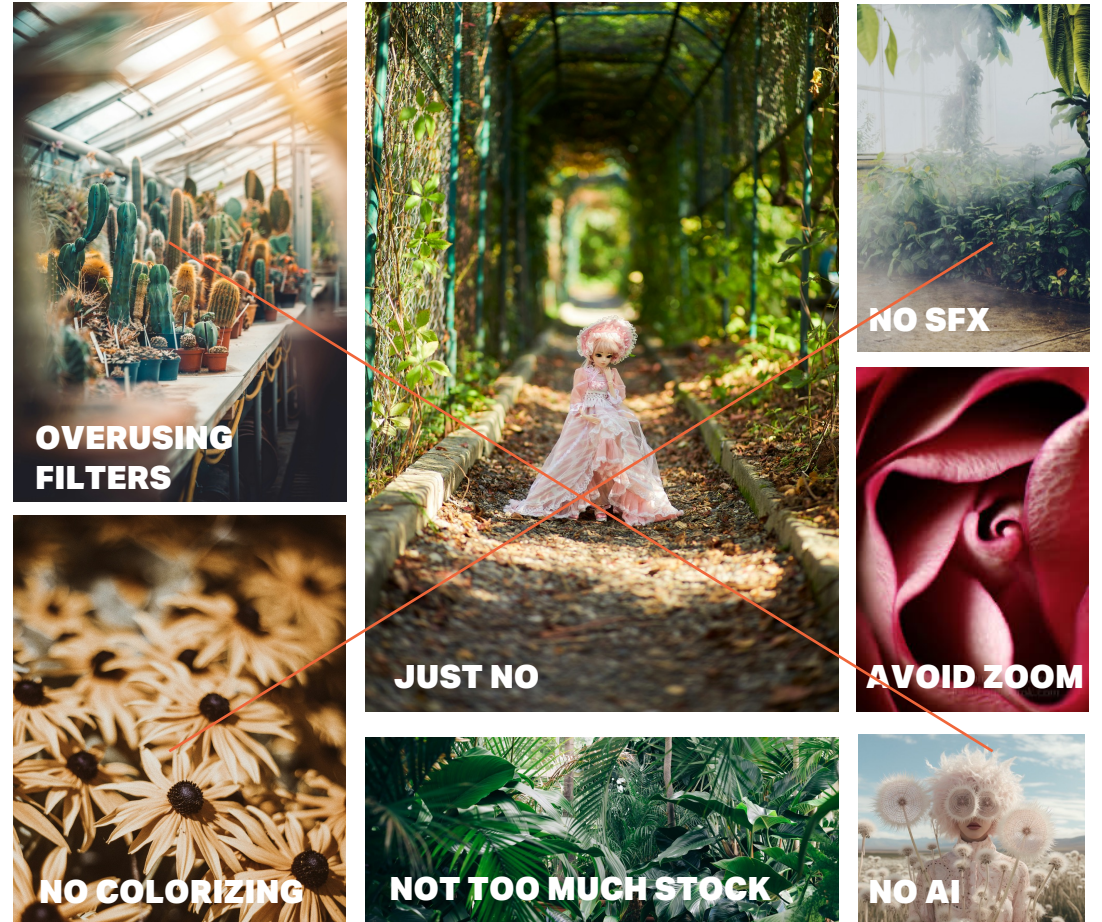
VISUAL: OVERALL LOOK We are open, vibrant, and interesting—with botanically forward imagery that is joyfully filled with plants, people, and life

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

Our voice tells who we are and connects us with our visitors and supporters.

VOICE: TONE

Our copy content needs to align with our visual look so it's clear to anyone what the Botanical Garden is all about

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.

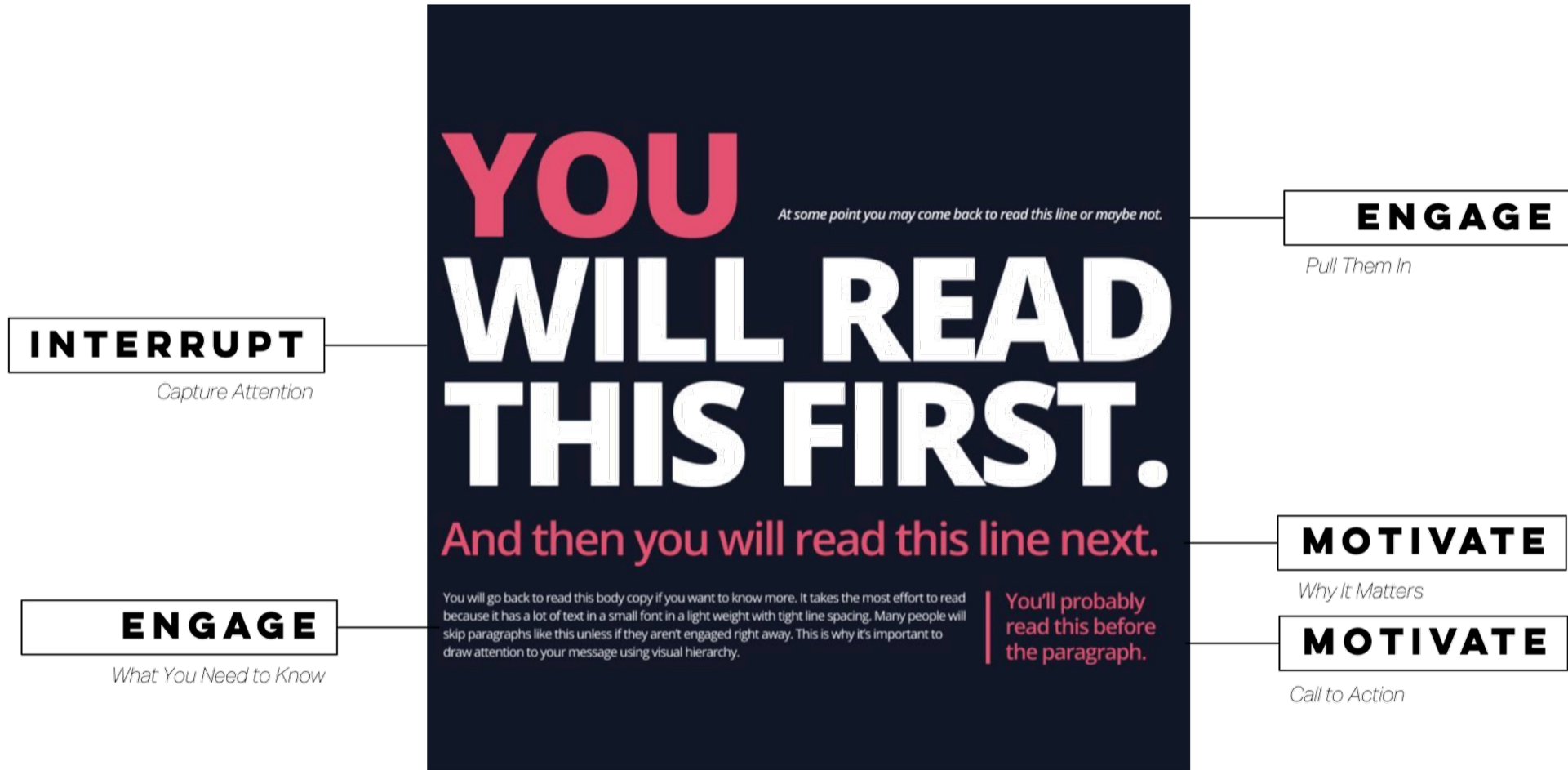
AVOID

- 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: MESSAGE MAPPING Getting the right information in the right place at the right time gives it a greater chance of getting read.



VOICE: WRITING TIPS + GRAMMER In general we follow AP Style, however we respect that online and signs require exceptions for better readability

*Preferred usage: Botanical, varietal and common name together. Example: *Symphotrichum oblongifolium* 'Dream of Beauty' (dream of beauty aster)*

COMMON NAMES

- In general, lowercase the names of plants, but capitalize proper nouns or adjectives that occur in a name.
Examples: tree, fir, white fir, Douglas fir, Scotch pine, clover, white clover, white Dutch clover

BOTANICAL NAMES

- Capitalize the first word; lowercase others, and italicize the Latin.*
Examples: *Pinus* (pine tree), *Juniperus virginiana* (red cedar), *Callicarpa americana* (American beautyberry)
- Varietal names should be capitalized and appear after the Latin name inside singular quotes. Follow with common names in parentheses, removing the single quote from the variety name.
Example: *Bouteloua gracilis* 'Blonde Ambition' (Blonde Ambition blue grama grass)

*Note: Italics are not possible on many digital and social mediums.

VOICE: CONVERSATION POINTS Whether speaking or writing, here is shared common knowledge to keep in mind

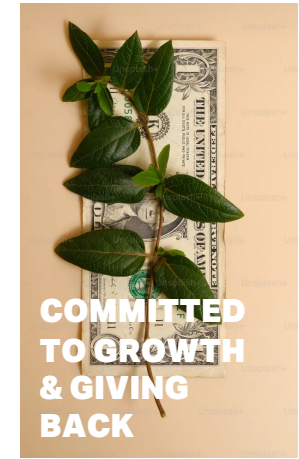
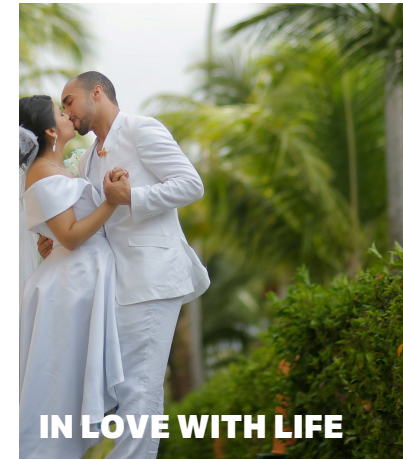
Please use the official/branded names of our spaces.

- Greater Des Moines Botanical Garden (no 's' in Garden—never Botanical Center)
- Robert D. Ray Asian Garden (no 's' in Garden)
- Agave Room
- Bankers Trust Veranda (no apostrophe in Bankers)
- conservatory
- EMC Insurance Companies Entry Garden
- Evergreen Gallery
- Flora Café
- Founders Garden (no apostrophe in Founders)
- Garden Gateway, presented by Prairie Meadows
- The Garden Shop
- Hiller Family Rain Garden
- hillside garden
- Juniper Room, presented by the Roperto Family
- Botany Lab, presented by Kemin Industries
- Koehn Garden
- Lauridsen Savanna
- Gardeners Show House, presented by MidAmerican Energy Foundation
(no apostrophe in Gardeners)
- Meredith Terraces
- Nature Play
- Living Wall, presented by Prairie Meadows
- Principal Belvedere
- Ruan Allée
- Ruan Reflection Garden
- Dorothy and Max Rutledge Conifer Garden
- water garden
- Wells Fargo Rose Garden
- Willow Room
- Wisteria Room

VISUAL | VOICE | **VIBE**

When it all comes together, this the vibe visitors think and feel about every interaction with the brand.

VIBE: FEELING We need to always move people to emotion, to action, and to positive, shareable reaction with all we do



VIBE: AUDIENCE TAKEAWAYS These are the words that we want our brandvocates (brand advocates) to share in person and online

“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

