The wordmark is set in a mix of the heavy and regular sans serif font Avenir Next. The wordmark is both friendly and confident, while also setting a modern, sophisticated tone.

The wordmark should always appear in the dark green of the color palette, though it can be reversed out of any of the palette colors.

The primary construct of the wordmark is stacked on four lines. “Lewis Ginter” should always be given the heavy font treatment, as the name of the garden takes prominence over the secondary, “Botanical Garden.”

The secondary construct of the wordmark is “Lewis Ginter” by itself. This should be used only when space is limited, the wordmark is needed at small sizes or the wordmark is used in digital applications.
Rules are set for minimum sizes of the wordmark for both print and digital applications. When the primary wordmark is smaller than 0.75” wide for print or 50 pixels wide for digital, the secondary mark should be used.
To maintain the integrity of the wordmark, it is important that nothing infringes on its space. The clear space is measured by the height of the “L” within the Lewis Ginter wordmark.

The wordmark is easier to recognize when it’s placed in a fixed, designated position. The location for wordmark placement is dependent on the application and space, though it should be anchored in one of the four corners. A minimum of 0.5” margin should be used.
The wordmark should be treated with respect, to maintain the integrity of the brand.

The wordmark can be used in dark green or black & white. Other than the dark green, it should never appear in one of the other palette colors. It should be used only on white or reversed out of one of the colors from the palette.

Do not use the wordmark (standard or reversed) on top of colors outside the palette; do not alter the text color or weights of the font; and do not stretch or offset the wordmark at any angle.
The primary color is the dark green (Pantone 7476). The secondary colors are a range of lighter greens, as well as a blue, red, orange, yellow, pink, salmon and violet.

Black and white can be used in cases of one-color printing or when large amounts of small copy are needed.
The primary wordmark can be reversed out (white) of any of the colors from the palette.