

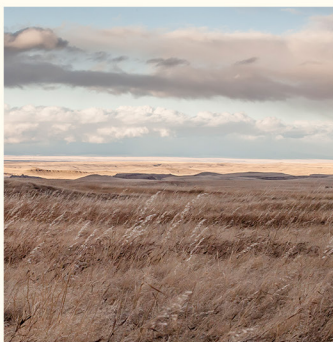
INTRODUCING



**SOCIETY FOR
RANGE MANAGEMENT**

THE BRAND BOOK





THE FRAMEWORK

LOGO VARIATIONS

COLOR PALETTE

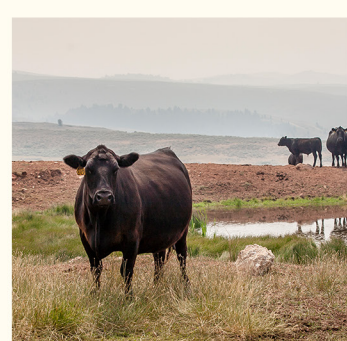
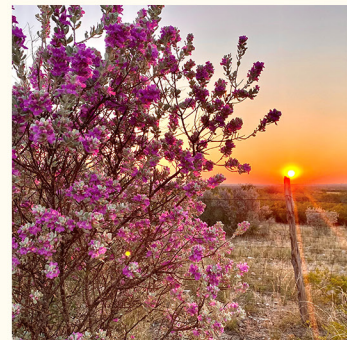
TYPOGRAPHY

DESIGN ELEMENTS

PHOTO + VIDEO

BRAND VOICE

BRAND VALUES



The

LOGO
SET



PRIMARY LOGO SET



ICON



FULL LOGO

**SOCIETY FOR
RANGE MANAGEMENT**

WORDMARK

The Primary Logo Set should serve as the primary visual representation of SRM across the majority of branded materials and communications. The primary boxed logo and wordmark should be prioritized for website headers, event signage, educational materials, sponsorship decks, annual reports, email newsletters, social graphics, merchandise, and official organizational communication.

The Trail Boss silhouette icon should remain more reserved and intentional in use, helping preserve its significance and recognizability within the brand system. Rather than using the silhouette heavily across small graphics or repetitive applications, it should be featured strategically in hero moments such as conference branding, apparel, presentation covers, premium merchandise, website banners, and high-visibility campaign materials where its heritage and symbolism can carry greater impact.

SECONDARY LOGO SET



ICON



FULL LOGO

SOCIETY FOR
RANGE MANAGEMENT

WORDMARK

The Secondary Logo Set provides a more streamlined and modern shorthand variation of the SRM identity for situations where the organization is already recognizable to the audience. The SRM icon and boxed secondary logo work especially well for internal communications, social media profile images, recurring member resources, event sub-branding, presentation templates, and branded digital assets viewed by existing members or industry audiences familiar with the abbreviation.

Because many outside audiences may not immediately recognize what "SRM" stands for, these marks should be used more selectively in public-facing outreach or awareness campaigns and should often be paired with the full Society for Range Management wordmark when clarity is important. The standalone SRM icon is best reserved for smaller-scale applications such as social icons, embroidered apparel, stickers, presentation footers, and branded collateral where simplicity and scalability are needed.

The

TYPOGRAPHY

T I T L E

Morgane

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

The title font should be used for primary headlines and high-visibility messaging across the SRM brand.

This includes website banners, annual meeting signage, keynote presentations, social graphics, event promotions, report covers, and major section headers within newsletters or educational documents.

Its role is to establish a strong, grounded visual presence while reinforcing the heritage-inspired yet modernized direction of the organization.

Larger-scale usage should allow the font room to breathe, helping headlines feel confident, readable, and impactful across both digital and print applications.

S U B - T I T L E

NORTHWEST

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

The subtitle font works especially well for secondary headings within website pages, Facebook graphics, Instagram carousels, educational handouts, event schedules, presentation decks, and email newsletters.

This font should remain clean, readable, and professional while helping guide viewers naturally through content-heavy materials.

Consistent use of the subtitle font will help unify educational resources and strengthen overall brand consistency across platforms.

S C R I P T

Mountains Range

Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The script font should be used sparingly and intentionally as an accent rather than a primary communication tool.

It works best for subtle emphasis within campaign graphics, quote overlays, commemorative event materials, social media storytelling pieces, apparel accents, or special heritage-inspired applications that benefit from a more human and personal touch.

Because SRM's overall identity is rooted in professionalism and clarity, the script font should never overpower educational or informational content and should avoid heavy use within long-form copy or highly technical materials.

D E C O R A T I V E

Mountains Range

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The decorative font should be reserved for occasional feature moments that lean into the rugged, western-inspired personality of the SRM brand without becoming overly thematic or cliché.

Usage should remain limited and strategic so the font continues to feel elevated, timeless, and connected to the heritage of the organization.

B O D Y

Cora Montserra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The body font should serve as the foundation for all educational, informational, and long-form communication across the SRM brand. This includes website copy, newsletters, reports, blog posts, presentation text, educational resources, social captions, and printed materials.

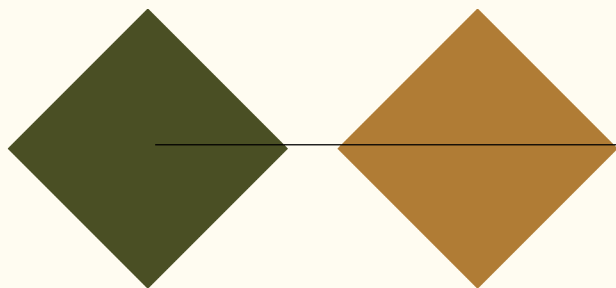
Readability and accessibility should remain the top priority, especially given the organization's emphasis on science-based education and outreach.



The

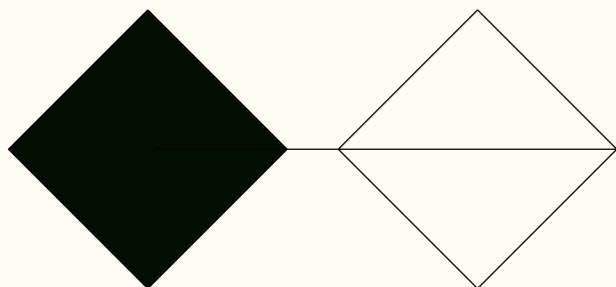
**COLOR
PALETTE**





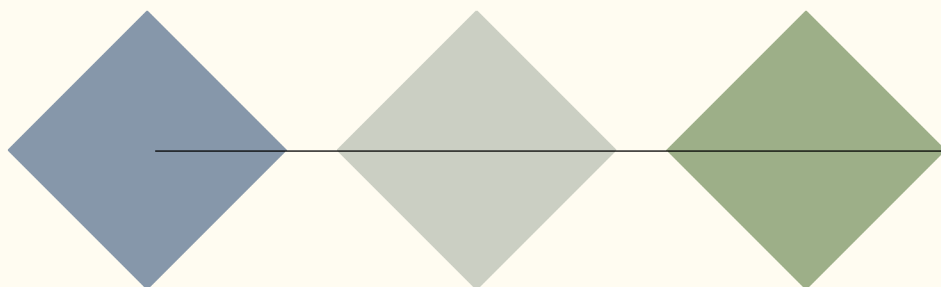
PRIMARY

These colors establish immediate recognition and should anchor the majority of layouts and communication pieces.



NEUTRALS

The two neutral colors should provide balance, readability, and flexibility throughout the brand system, especially within backgrounds, body text, document layouts, presentations, newsletters, and large content-heavy applications.



SECONDARY

The three secondary colors should be used as supporting accents that help bring depth, variety, and flexibility to the SRM brand system without overpowering the core identity.

These colors work especially well within seasonal content where additional visual differentiation may be helpful.



The

DESIGN ELEMENTS

T A G L I N E |

We Are
RANGELANDS

SOCIETY FOR
RANGE MANAGEMENT

This should be used as a bold, community-driven statement that reinforces collective identity and shared stewardship across the organization.

This tagline works especially well within social campaigns, conference themes, recruitment materials, website banners, apparel, and member-focused storytelling initiatives. The phrase feels inclusive and modern while helping communicate that SRM represents not only landscapes, but also the people, professions, and communities connected to them.

A bird of prey, possibly a falcon or hawk, is shown in flight, wings spread wide, flying from left to right. The bird has brown and white speckled plumage. The background is a blurred landscape with tall, dry grass in the foreground and bare, grey trees in the background. The text "We Are" is written in a white, cursive font above the bird. The words "RANGE LANDS" are written in a large, white, bold, sans-serif font, with the bird flying through the letters.

We Are
RANGE LANDS

SOCIETY FOR
RANGE MANAGEMENT

T A G L I N E I I

LEADING STEWARDSHIP ◆ FORWARD ◆

**SOCIETY FOR
RANGE MANAGEMENT**

This should be used in settings that emphasize SRM's leadership role within the profession and its commitment to the future of sustainable rangeland management.

This tagline is especially effective for advocacy materials, leadership messaging, annual reports, sponsorship materials, policy discussions, and educational outreach. The phrase communicates momentum, professionalism, and long-term responsibility while reinforcing SRM's position as a trusted voice within the industry.

T A G L I N E I I I

Guiding The

**FUTURE OF
RANGELANDS**

This should be used in forward-looking communication that highlights education, innovation, youth involvement, and the evolving future of the profession.

This tagline fits naturally within student recruitment campaigns, public awareness initiatives, conference themes, digital storytelling, and website messaging focused on growth and outreach. The phrase positions SRM as both a leader and a guide, helping audiences feel optimistic and connected to the long-term future of rangeland stewardship.

BRAND ARTWORK I

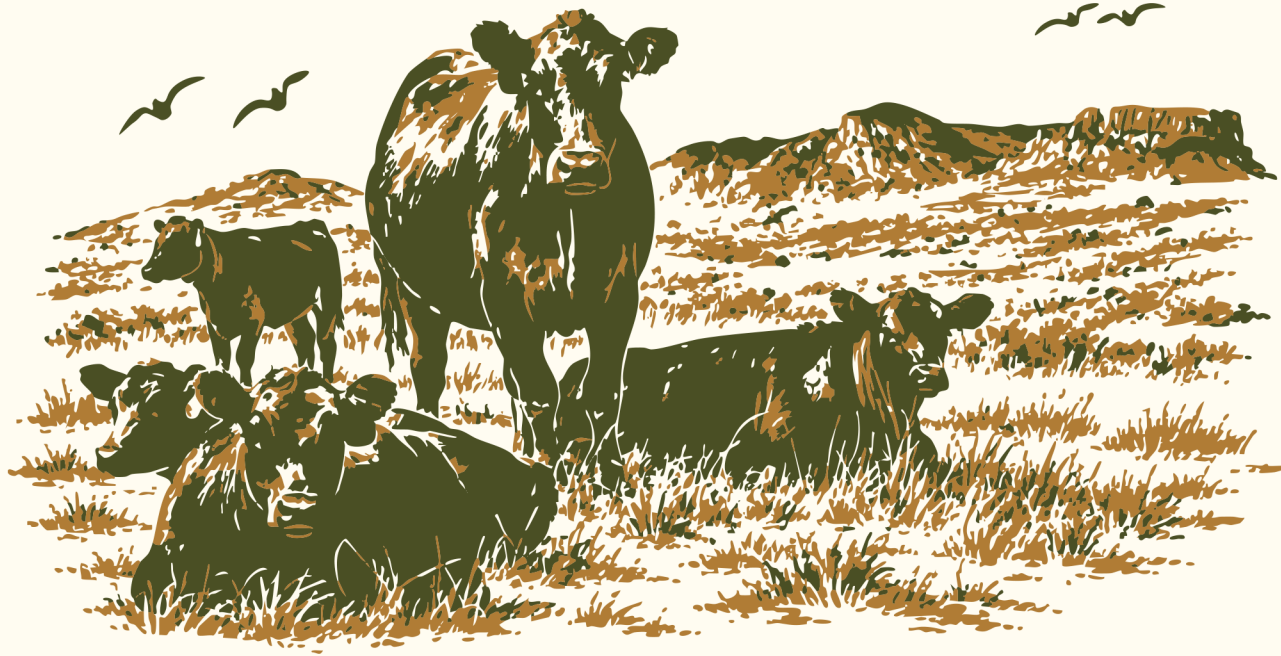


**SOCIETY FOR
RANGE MANAGEMENT**

The TrailBoss artwork serves as one of the most recognizable and heritage-rich visual elements within the SRM brand system. Because of its historical significance and strong visual identity, the artwork should be used intentionally in feature applications such as annual event branding, website hero graphics, presentation covers, apparel, commemorative merchandise, editorial layouts, signage, and campaign visuals.

The artwork should not become overly repetitive or decorative in everyday communication, helping preserve the strength, tradition, and symbolism associated with the piece. When paired with modern typography and clean layouts, the artwork creates a balance between heritage and forward-thinking professionalism.

BRAND ARTWORK II



The rangeland cattle artwork helps visually reinforce the relationship between working landscapes, grazing systems, and stewardship within the SRM mission.

This artwork works especially well as a supporting visual element throughout newsletters, educational materials, social graphics, conference displays, website sections, and storytelling-focused campaigns.

The illustration style should remain subtle, textured, and editorial in feel, helping add warmth and visual depth without overwhelming layouts or competing with primary brand elements. These pieces can also be used as tonal background graphics or one-color overlays within branded templates and promotional materials.



Guiding The
**FUTURE OF
RANGELANDS**



SOCIETY FOR
RANGE MANAGEMENT

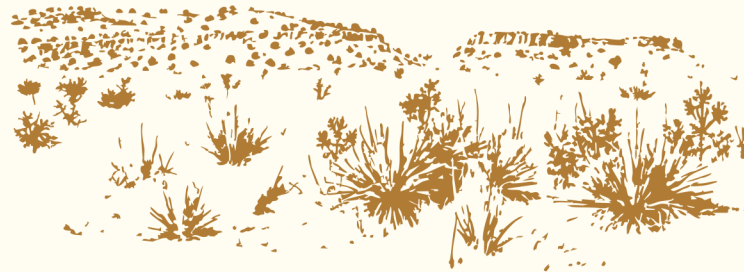
MONTHLY E-NEWSLETTER ASSETS

RANGELAND

Report

HOT
HEADLINES

COMMITTEE
UPDATES



The Monthly E-Newsletter assets should create a recognizable and consistent visual system that makes SRM communication feel unified and professional across every edition. The title and subtitle heading templates should be used consistently to create strong hierarchy and easy navigation throughout educational updates, member spotlights, event recaps, research highlights, and organizational announcements.

The one-color silhouette sketch of grazing land can serve as a subtle divider, background texture, section break, or header accent throughout the newsletter while reinforcing the visual identity of rangelands without overwhelming the content itself. These assets can also transition naturally into social graphics or promotional posts tied to newsletter content, helping create stronger consistency between email communication and social media storytelling.

DC UPDATE EMAIL ASSETS

WASHINGTON

Watch

CONGRESSIONAL
NEWS

AGENCY
NEWS

ACTION
ALERT

SOCIETY
NEWS



The Washington Watch newsletter assets should feel slightly more structured and policy-focused while still remaining visually connected to the larger SRM brand system. The title and subtitle templates should create a clean editorial hierarchy that supports legislative updates, advocacy communication, policy summaries, and organizational leadership messaging.

The one-color silhouette illustration of the Capitol building serves as a strong thematic visual anchor and can be used as a section divider, newsletter masthead, social media graphic element, or subtle overlay within advocacy-focused materials. Pairing the Capitol illustration with the earthy SRM color palette helps maintain continuity between policy communication and the broader stewardship-focused brand identity.

A wide-angle photograph of a desert landscape during sunset. On the left, a large, flat-topped rock formation (mesa) rises from the desert floor. The foreground is filled with sandy soil, small green shrubs, and scattered dry sticks. The sky is a mix of deep blue, orange, and pink, with wispy clouds catching the low light. A white rectangular box is centered in the lower half of the image, containing the text 'The PHOTO + VIDEO'.

The

PHOTO + VIDEO

Photography for SRM should capture the balance between people, science, and the land. Images should feel authentic and observational rather than heavily posed.

Content should highlight moments of stewardship, education, conservation, research, grazing systems, and community connection across diverse rangeland environments.

Landscape photography should emphasize the scale, resilience, and beauty of rangelands, while human-centered imagery should showcase collaboration between students, ranchers, scientists, land managers, and educators actively working within these ecosystems.

ON THE WEBSITE

Use wide, immersive landscape photography throughout the website to immediately establish a sense of place and scale. Pair these with candid “stewardship in action” images featuring ranchers, students, scientists, educators, and land managers actively interacting with the land.

For homepage banners and section headers, prioritize horizontal imagery sized for 16:9 formats to create a clean, cinematic feel across desktop and mobile experiences.

ON FACEBOOK

Lead with one strong, eye-catching image paired with a longer-form caption that tells the story behind the photo, project, landscape, or event. The most effective posts will invite conversation by asking thoughtful questions such as “What does stewardship look like in your part of the world?” or “How have rangelands impacted your community?”

Vertical 4:5 imagery tends to perform best in-feed while still allowing space for educational storytelling and audience engagement in the comments.

ON INSTAGRAM

Content should prioritize carousel posts that combine educational graphics, field photography, landscape imagery, and behind-the-scenes moments from events, workshops, or fieldwork.

A strong recurring series idea could be “Rangelands in Action” or “Stewardship Spotlight,” featuring a mix of wide landscapes and close-up detail shots. Use 4:5 vertical imagery (1080x1350) for feed posts to maximize screen space and visibility while maintaining a cohesive, modern visual identity.

ON LINKEDIN

Photography should lean professional, informative, and impact-driven by highlighting conferences, research initiatives, educational programs, partnerships, and leadership within the industry.

Pair clean imagery with short insights, statistics, or updates that reinforce SRM’s expertise and influence within natural resource management. Horizontal 16:9 imagery works especially well for LinkedIn articles, event promotions, and organizational updates while maintaining a polished, professional appearance.





Video content for SRM should highlight both the scale of rangelands and the individuals working to protect and manage them responsibly. The visual style should feel modern and documentary-inspired, blending educational messaging with authentic storytelling from ranchers, students, scientists, educators, and land managers.

Content created for conferences, workshops, social media, and the website should consistently communicate collaboration, sustainability, and long-term stewardship while helping younger audiences better understand the opportunities within the range management profession.

The overall tone should remain professional and inspiring.





The

BRAND VOICE



BRAND VOICE

SRM's brand voice should feel informed and purposeful. It should reflect the organization's leadership in rangeland stewardship while remaining accessible to both industry professionals and emerging audiences discovering the importance of rangelands for the first time.

Messaging should inspire curiosity, encourage involvement, and communicate the value of healthy rangelands to people, animals, and ecosystems around the world.





LEADING STEWARDSHIP ◆ FORWARD ◆

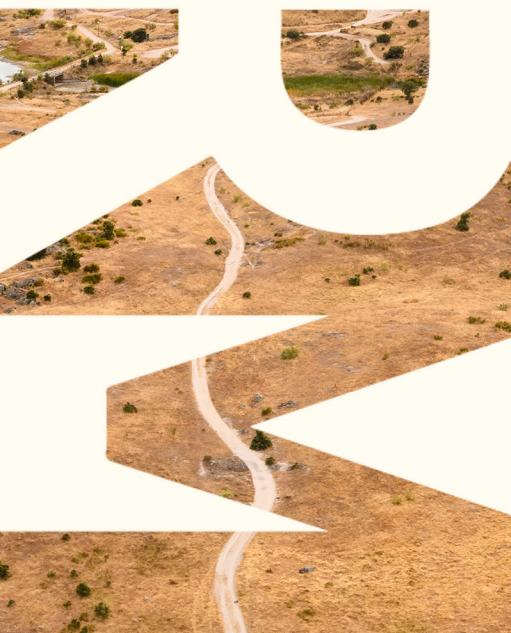
SOCIETY FOR
RANGE MANAGEMENT



HOW WE SERVE

The Society for Range Management serves ranchers, scientists, students, educators, policymakers, and land managers by advancing science-based rangeland stewardship and creating opportunities for collaboration and professional growth.

The organization also plays a vital role in increasing public awareness of the importance of rangelands and the ecosystems they support.



SRM should communicate with a tone that is informed, practical, and optimistic.

The organization should feel like a trusted guide within the rangeland community, balancing science-based leadership with an authentic appreciation for the people and ecosystems connected to the land.

The overall tone should feel modernized, clear, and mission-driven without losing the heritage and history behind the organization.



The

**BRAND
VALUES**



THE MISSION

The Society for Range Management provides leadership for the stewardship of rangelands through science-based education, collaboration, and advocacy.

By connecting professionals, students, land managers, and communities, SRM works to ensure healthy and productive rangelands for future generations.

Our Values

STEWARDSHIP

Promoting the long-term health and sustainability of rangelands worldwide.

SCIENCE-BASED LEADERSHIP

Supporting decisions rooted in sound ecological principles and research.

EDUCATION

Expanding awareness and understanding of rangelands across generations and communities.

COLLABORATION

Bringing together diverse voices and professions united by care for the land.

FUTURE GENERATIONS

Investing in young professionals and the continued future of rangeland management.





If SRM were a character, it would be the experienced mentor who leads through knowledge rather than recognition.

They are thoughtful, dependable, and always willing to share what they've learned while encouraging others to build upon it. Their focus is protecting healthy rangelands today while preparing the next generation to steward them tomorrow.



BRAND BOOK CREATED BY

SWEET BRIAR