keep Indianapolis beautiful^{inc.}

KEEP AMERICA BEAUTIFUL AFFILIATE

Table of Contents

01 BRAND FOUNDATION Our Roots

Our Vision Our Mission Mission Pillars

02 BRAND STRATEGY

Brand Essence Brand Positioning Brand Promise Neighbor Takeaway Manifesto

03 COMMUNICATIONS TOOLKIT Keep Indianapolis Beautiful is ...

Keep Indianapolis Beautiful is not ...

04 OUR AUDIENCE

05 STYLE GUIDE Logo Usage Color Palette Typography Iconography

06 BRAND GLOSSARY



01 BRAND STORY



OUR ROOTS

In 1947, American travel journalist John Gunther wrote that Indianapolis was a "raw, dirty and unkempt city…" A city, Gunther urged that travelers should avoid, really, as they made their way through the Midwest.

Mayor Bill Hudnut later read these words in the publication of *Inside U.S.A.* They fortified his vision to create a vibrant downtown, city, and county. In 1976, during his first year in office, Hudnut created Keep Indianapolis Beautiful (then a one-person city government office called the Indianapolis Clean City Committee).

This was an era when civic and political leaders were actively shaping the Indianapolis we know today—IUPUI, White River State Park, Market Square Arena, the early ideas for a downtown shopping mall—and the ICCC. Indianapolis residents warmly remember Mayor Hudnut encouraging Indy residents to put litter its place with "The Hudnut Hook." With that hook shot, we were off launching education campaigns, visiting schools with the anti-littering message, and cleaning up our city's downtown neighborhoods.

KIB is now woven into the fabric of this city, and thousands of volunteers could tell our story in a myriad of ways. While much of the work we do today differs from our first days in 1976, we've preserved our core essence: regularly stimulating progress for the thriving of Indy's people, neighborhoods, and natural environment.

OUR VISION A beautiful Indianapolis that is loved, cared for, and ecologically rich.

unapolis

danapolis

OUR PURPOSE

To create life-sustaining landscapes that beautify, strengthen, and engage communities.

OUR MISSION

We engage diverse communities to create vibrant public places, helping people and nature thrive.

MISSION PILLARS

NATIVE TREES & HABITATS

We believe our city is its most beautiful when it's filled with the greenery that nature intended. We plant living, breathing trees and restore acres of native habitats, enhancing our city in countless ways. People (and critters) are happier with these lifesustaining landscapes nearby. (Aim: Greener & More Biodiverse)

DUAN TA MARCH

BEAUTIFICATION

From litter to pocket parks, we work with you, your kiddos, neighbors, friends, and colleagues to beautify our neighborhoods. More than good looks, this work makes our community stronger. Our collective civic pride shines through with each project. (Aim: Cleaner & More Beautiful)

ALANDERASTO

ENGAGED COMMUNITIES

We don't just organize volunteers, we rely on them. From youth to neighbors to corporate groups, we inspire folks from all over Indianapolis to get involved to make a difference. (Aims: Happier & Healthier; Capable & Connected)

02 BRAND STRATEGY

BRAND ESSENCE

KIB makes residents proud to live in Indianapolis. KIB encourages citizens to take action and ownership.

BRAND POSITIONING We are for change agents: catalysts of environmental good who realize it takes a village.

PCR

BRAND PROMISE KIB creates a more livable, beautiful, and engaged Indianapolis.

COMMUNITY TAKEAWAY

oilit

"Keep Indianapolis Beautiful encourages and mobilizes people to take pride in Indianapolis and assume an active role in making our city a more vibrant and sustainable place to live. KIB is the type of organization that creates a heartbeat within your community." -Indianapolis Resident

BRAND MANIFESTO

We believe in shared responsibility and that sustainability starts with love. And so we engage and empower citizens of all ages and backgrounds to take action. From tree planting to block-by-block cleanups, we roll up our sleeves to keep Indianapolis beautiful and make our city proud. Both today and for generations.



03 COMMUNICATIONS TOOLKIT

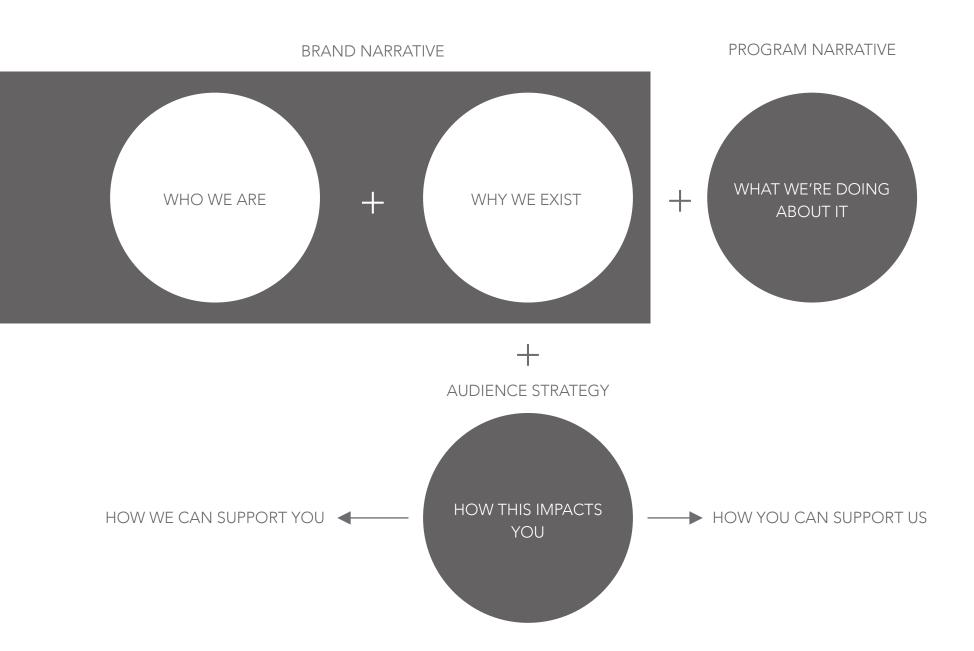
INTRODUCTION:

The following Communications Toolkit is meant to help KIB staff and affiliates understand how we speak as a brand. There are basic guidelines about who we are, who we are not, and examples of how to talk about KIB.

QUESTIONS:

Ashley Haynes Director of Marketing ahaynes@kibi.org

Brand Story Arc



Brand Personality

KEEP INDIANAPOLIS BEAUTIFUL IS...

CARING

APPROACHABLE

COMMITTED

ENGAGING

DATA-DRIVEN

PROGRESSIVE

Keep Indianapolis Beautiful is...

CARING

Love and relationships are at our center. We're in a relationship (hundreds of them) with Indianapolis. We actively love our city, make it better, and make life better—for neighborhood residents, corporate volunteers, the bees and butterflies. We love those too.

Keep Indianapolis Beautiful is

APPROACHABLE

We're neighborly and always rolling up our sleeves to get in the dirt. We're easy going and ready to help. Simply put, people like spending time with us... and we like spending time with you.

Keep Indianapolis Beautiful is...

COMMITTED

We have a deep passion for our work and are eager to talk to folks about getting engaged. We care about the improvements we make to the environment. We get just as excited when we see our neighbors and partners sparking change on their own!

Keep Indianapolis Beautiful is...

ENGAGING

Volunteering is hard. But we're with you when it's time to get that litter picked up. We want volunteers to walk away from a project feeling like they made a difference. But, we also want our community to have fun! You know what they say about all work and no play...

Indianapolis Beautifu

DATA-DRIVEN

We understand our outcomes are driven by data. We're smart and not afraid to show it. Our mission to help Indianapolis thrive is backed by researchers and scientists around the globe. It's not enough to say we make a difference, we have the numbers to prove it.

Keep Indianapolis Beautiful is...

PROGRESSIVE

We innovate, practically. We aim to meet needs no one else is meeting. We ask ourselves, what expertise do we have, or can we develop, that helps people and the living environment thrive? Progress comes from our willingness to try something new, outside our comfort zone.

Keep Indianapolis Beautiful is NOT...

TEXTBOOKISH

We're not your mama's college textbook. We have a lot to say but know we have to be to the point. Research and facts support all our work. While we aim to educate, we aren't long-winded or full of jargon.

EXCLUSIVE

We get our hands dirty. You won't find any pretentiousness here. We welcome all. We serve all. We won't ask you to do a job we aren't willing to do ourselves.

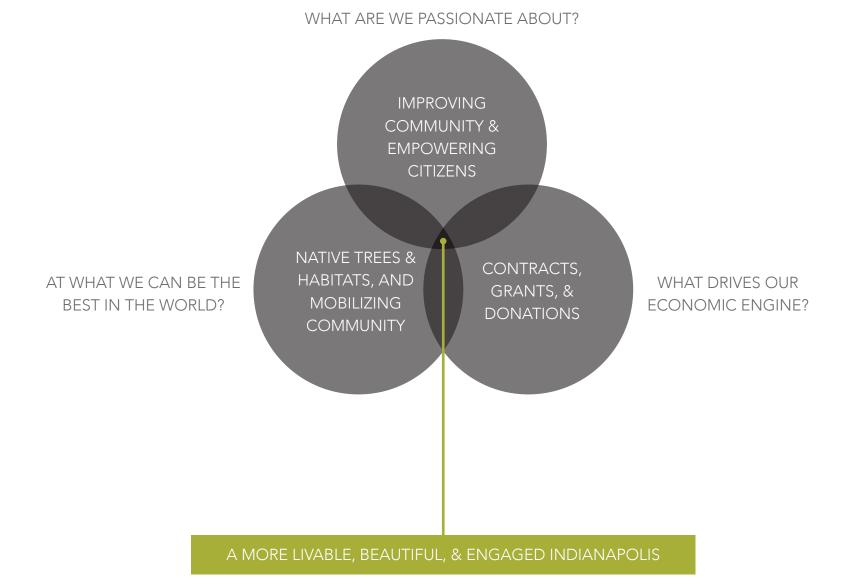
EGOTISTICAL

It's not about us. Our work is about the neighbor who has ideas for a better community. It is about an opportunity or community need we are best positioned to meet, like planting trees for cleaner water. Our success is community success. Our success is the environment's success.

JUVENILE

We aren't afraid to use humor, but we don't go for the easy laugh. We're intelligent with our humor, and always use it to make a point.

Strategic Marketing



The Pitch

WHAT IS KIB?

KIB is a community-based environmental nonprofit with a mission to help people and nature thrive in Indianapolis. We're an award-winning, volunteerdriven affiliate of Keep America Beautiful, a national organization dedicated to preserving the natural beauty and environment in American communities. KIB works with communities all across Indianapolis to complete projects ranging from litter cleanups and abatement, to restoration of habitat, building pocket parks, public art, and planting thousands of trees each year.

As a non-profit, KIB absolutely relies on volunteers to give their time and lead projects in their communities. We believe in shared responsibility, and we know that sustainability starts with all of us. We engage and empower people of all ages and backgrounds to take action. From tree planting to block-byblock cleanups, we roll up our sleeves to keep Indianapolis beautiful and make our city proud-both today and for generations. The Pitch

WHAT DOES KIB DO?

KIB works with neighbors and volunteers to plant trees and native landscapes, create community spaces, pick up litter, and engage kids and adults of all ages in nature. Each year, KIB supports over 800 community projects with nearly 15,000 volunteers. For over 40 years, we've partnered with neighborhoods, the City of Indianapolis, and Indianapolis community groups and businesses to achieve our vision of a beautiful city that is loved and cared for.

The Details

HOW DOES KIB KEEP INDY GREEN?

At KIB, we believe our city is its most beautiful when it's filled with the greenery that nature intended. To date, we've planted more than 50k living, breathing trees and restored numerous acres of native habitat through our Community Forestry and Native Landscape programs.

The Details

HOW DOES KIB KEEP INDY CLEAN?

From litter cleanups to creating pocket parks, we work with you, your neighbors, friends, students, and colleagues to beautify neighborhoods through our Great Indy Cleanup, Adopt-A-Block, and IPL Project GreenSpace programs. This work makes our community stronger as our collective civic pride shines through with each project.

The Details

HOW DOES KIB KEEP INDY INVOLVED?

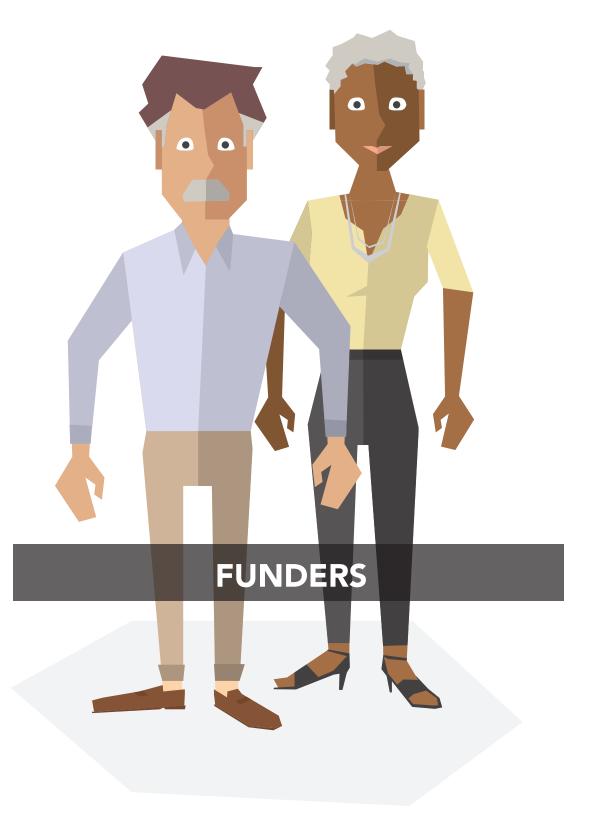
Volunteers are vital to KIB's projects! In fact, we couldn't do our work without them. Annually, volunteers contribute approximately 100,000 hours of work by planting trees, creating greenspaces, cleaning up litter, and more. Plus volunteering in nature is essentially a prescription for happiness.

KIB works on projects all over Indianapolis — chances are you know an individual, neighborhood, community group, or business that's helped us complete our work. Sign up at www.kibi.org/projects.

Donate [Option #1] – Every dollar really does count! Whether it's \$10 to purchase a dozen gloves or \$500 to plant and maintain a new tree, the generous support of people who donate makes our work possible. Consider becoming a monthly giver to help us build a natural, sustaining environment for people and nature in Indianapolis. Donate at www.kibi.org/donate.

04 OUR AUDIENCE





Our Audience

WHAT DO FUNDERS CARE ABOUT?

OUTCOMES & IMPACT

We share your passion to solve deep-seated issues. We have data connecting our work to societal trends. We have personal stories about how our work improves lives.

FINANCIAL SUSTAINABILITY

We are entrusted with your transformative dollars. We have a 40-year track record demonstrating that we are good stewards. We maximize your investment and provide timely feedback and reporting.

DIVERSE ENGAGEMENT

We don't just work with volunteers, we rely on them. We engage citizens from all walks of life to beautify the city with them. We empower them to do it on their own like few others can. We are all KIB.

WHAT DO WE SAY TO FUNDERS?

KIB is one of the leading volunteer organizations in Indianapolis. After 40 years, we've become rather good at inspiring individuals to achieve a common goal: using native trees and habitats to make immediate and longlasting change.

We don't do what we do for the communities we work with, we do it with them. Together, our work has led to significant outcomes for our entire city. Allow me to share some stats with you... **Our Audience**

HOW DO WE REACH OUR **FUNDERS**?

ONE-ON-ONES

FUNDRAISING OPPORTUNITIES

COMMUNITY BOARDS

EXISTING NETWORKS

WFYI

IBJ



WHAT DO VOLUNTEERS CARE ABOUT?

IMMEDIATE IMPACT

Trees take a long time to grow but just a few minutes to plant. Some litter never decomposes. How long does it take to bend down and pick it up? Give us an afternoon and see the impact you can make.

BEING CONNECTED & FULFILLED

Meet your neighbors. Develop relationships with your colleagues. Grow your brain. Get your hands dirty. Make your mark on the city. Whatever your goal, we can help you can make it happen.

HAVING FUN

We whistle while we work. We sing and laugh. This is more than just work to us. This is our one home and our one life.

WHAT DO WE SAY TO VOLUNTEERS?

They say change takes time. And it does. Just how long depends on your level of commitment. For us, we've been making change for over 40 years. That might seem like a long time, but when you take it one day at a time, one cleanup at a time, one tree at a time, every action feels quite satisfying. We work with volunteers like you to make instant and long-lasting change, block-by-block. So, how long can you help?

HOW DO WE REACH OUR VOLUNTEERS?

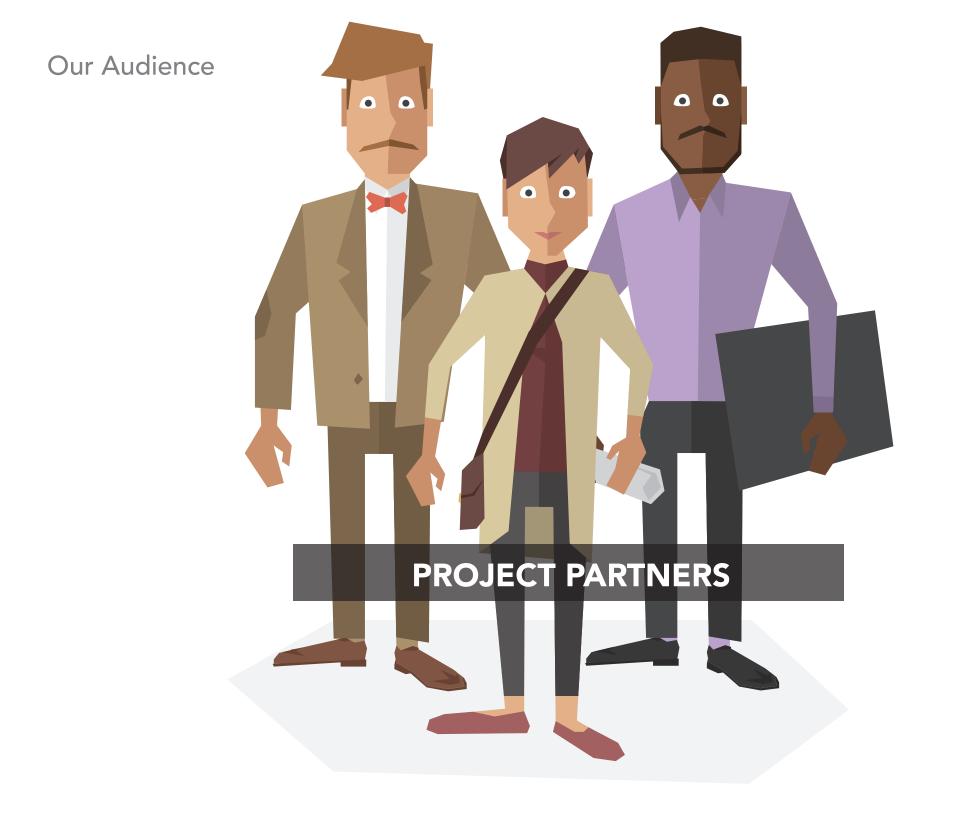
CORPORATIONS

EXISTING VOLUNTEER DATABASE

UNIVERSITIES

SOCIAL MEDIA

INDYHUB



WHAT DO **PROJECT PARTNERS** CARE ABOUT?

ENGAGING OPPORTUNITIES

We don't just work with groups like yours. We rely on them. Everyone we work with plays an integral role in our work.

PROJECT SUSTAINABILITY

This isn't just a job to us. We live here, too. We care about the long-term success of our work. We believe in shared responsibility, so we make sure you have what you need to keep it going.

POSITIVE ASSOCIATIONS

You care about nature, the community, diversity, and civic pride. So do we. Imagine what we can do together. Actions speak louder than words.

WHAT DO WE SAY TO PROJECT PARTNERS?

We could not do the work that we do without partners like you. Let's be clear: KIB does not use a magic wand to create beautiful public spaces. We rely on corporations, community groups, and neighborhood groups like yours to make immediate and long-lasting change together. And we don't hightail it out of there when we're done. Rather, we empower you, your neighbors, and your colleagues with the resources they need to maintain these spaces. At the end of the day, we serve who you serve.

HOW DO WE REACH OUR **PROJECT PARTNERS**?

EXISTING PARTNER DATABASE

INDY CHAMBER

UNIVERSITIES

SOCIAL MEDIA

CDC'S



WHAT DO CIVIC LEADERS CARE ABOUT?

INDY'S PERCEPTION

Clean. Green. Beautiful. That's what we do. That's what Indy is. We are interconnected. We are all improving and defining Indianapolis.

ECONOMIC DEVELOPMENT

You need to attract talent. We make Indianapolis attractive. Native trees and habitats are job creators. Beauty is equity.

QUALITY OF LIFE

Trees affect environmental, social, physical, and mental health. We have the stats and the stories to prove it. We have high standards for our city. We live here too.

WHAT DO WE SAY TO CIVIC LEADERS?

We have established ourselves as a long-time partner with the City of Indianapolis. We have worked to create and maintain beautiful spaces that have helped define our city. They say Indianapolis is clean, safe, and walkable. Our work impacts all of those areas. What's more? We engage diverse populations to achieve it.

HOW DO WE REACH OUR **CIVIC LEADERS**?





WHAT DO NEIGHBORHOOD RESIDENTS CARE ABOUT?

INTERACTION & CIVIC PRIDE

We believe creating bonds to one another strengthens our ties to our city. People are what make and keep Indy beautiful. We are your neighbors. We love it here.

PROPERTY VALUES

An investment in native trees and habitats is an investment in your neighborhood. We work with communities to ensure spaces are both beautiful and equitable for all residents to enjoy and appreciate for generations.

SAFETY

When you love your neighborhood, you take care of it. You look out for each other. We work with neighbors to create beautiful places that promote peace.

WHAT DO WE SAY TO NEIGHBORHOOD RESIDENTS?

Nothing gets us more excited than to see neighbors come together to make a change in their community. Or to just be together in their community. Indianapolis has so many gems, both physical and social. At KIB, our passion is to connect folks like you to the places you love to make them even better. This brings people together, promotes harmony, and improves so many other elements of the communities that are near-and-dear to our hearts.

HOW DO WE REACH OUR NEIGHBORHOOD RESIDENTS?

NEIGHBORHOOD ASSOCIATIONS

URBAN TIMES

SOCIAL MEDIA

BUSINESSES & EMPLOYERS

05 STYLE GUIDE

INTRODUCTION:

The following STYLE GUIDE is meant to help KIB staff and affiliates understand how we use our visual brand elements. There are basic guidelines about what our graphic options are, how to use them, and how not to use them.

QUESTIONS:

Cy Bennett Digital and Design Manager cbennett@kibi.org **CONSISTENCY** CONSISTENCY CONSISTENCY CONSISTENCY CONSISTENCY CONSISTENCY CONSISTENCY CONSISTENCY CONSISTENCY

Collateral We Do/You Do

These guidelines and templates will empower you to make materials that you might need on a daily basis. When using a template for the first time, Cy would like to review a document before it goes out. As you get more comfortable with a template, the more you will be able to do!

Remember: there will be exceptions to these rules, so let's work together as we learn best practices!

MARKETING TEAM

External Materials: anything that will be seen by a large number of volunteers, donors, or general public. Also, anything produced in-house to be shared.

OTHER TEAMS

Internal Materials: anything that will be shared between the KIB Staff, informal partners, or collaborators.

EXAMPLES

SIGNAGE (MOUNTED, STAPLED, TAPED, ETC) (EXTERNAL)

CITY REPORT to MAYOR (EXTERNAL)

BUDGET PROPOSAL (INTERNAL)

TABLING MATERIALS (EXTERNAL)

GREENKIDS PRESENTATION to CLUB (INTERNAL)

GREENKIDS PRESENTATION to ENTIRE SCHOOL (EXTERNAL)

STEWARDSHIP HANDBOOK (EXTERNAL)

Primary



Secondary



KEEP AMERICA BEAUTIFUL AFFILIATE

Always default to the primary logo type unless it violates rules for usage (next page).

MAIN LOGOS – 1st Priority

- for use on any white background
- prioritize the primary logo
- check that greens do not change



KEEP AMERICA BEAUTIFUL AFFILIATE



KEEP AMERICA BEAUTIFUL AFFILIATE

GRAYSCALE LOGOS – 2nd Priority

- only for use on printed materials
- possibility to use on solid color backgrounds



WHITE LOGOS – See Marketing

- the only logo used over images
- alternating pedals are 75% transparent
- do not adjust the color of the images

Don't Do This Stuff

These rules help protect the integrity of the logo and maintain a unified brand language when KIB is presenting itself. **These rules apply to all KIB graphics.**

We are "Keep Indianapolis Beautiful" or "KIB"

We are not: "Keep Indy Beautiful" or KIBI ("kiby")



Do not place the colored logo on a colored background.



Do not use the circle logo; this will be reserved for apparel and will be controlled in-house.



Do not change fonts, colors, or capitalization.



Do not rearrange or change proportions of elements in the logo.



Do not distort, expand, or condense the logo.



Do not change the colors or tints of the logo.



Do not let any graphic elements penetrate the imaginary box around the logo.

Main Color

				Secondary colors	
		# A7AF39 C : 40 R : 158 M : 20 G : 167 Y : 100 B : 59 K : 0		# 001222	
				# 801323 C : 29 R : 128 M : 100 G : 19 Y : 85 B : 35 K : 37	
Support Colors					
# 7F8833	# CADB37	# 939598	# BCBEC0	# 231F20	# FFFFFF
C : 50 R : 143	C : 25 R : 197	C :0 R :147	C :0 R :188	C :0 R :0	C :0 R :255
M : 30 G : 151 Y : 100 B : 53	M:0 G:214 Y:95 B:64	M:0 G:149 Y:0 B:152	M:0 G:190 Y:0 B:192	M :0 G :0 Y :0 B :0	M:0 G:255 Y:0 B:255
K : 15	K : 0	K : 50	K : 30	K : 100	K : 0

Secondary Colors

Primary Typeface

AVENIR (Sans Serif) is to be used for most outward facing applications. When generating presentations or collateral, use AVENIR for headers, sub-headers, and bullet points.

AVENIR LIGHT - PRIMARY USE The quick brown fox jumps over the lazy dog.

AVENIR BLACK

ABCDEFGHIJKLMN OPQRSTUVWXYZ 0123456789

AVENIR MEDIUM

ABCDEFGHIJKLMN OPQRSTUVWXYZ 0123456789

AVENIR OBLIQUE

ABCDEFGHIJKLMN OPQRSTUVWXYZ 0123456789

Secondary Typeface

ARNO PRO (Serif) is to be used only as body copy for outward communications. This will be used in letters and longer documents.

ARNO PRO REGULAR - PRIMARY USE
The quick brown fox jumps over the lazy dog.
ARNO PRO BOLD
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
ARNO PRO ITALIC
ABCDEFGHIJKLMN

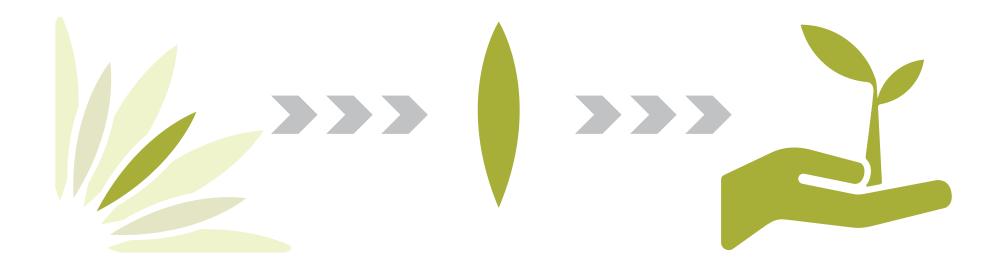
OPQRSTUVWXYZ 0123456789

Great Indy Cleanup Typeface

BLACKOUT TWO AM is to be used only in association with Great Indy Cleanup Intiatives



Icons were developed from the KIB logo to help distinguish programs and ensure that outward-facing programs can be visually differentiated.



People and Space Subset:

GreenSpace development and youth programming represent the bridge from nature to community that we facilitate.

IPL Project GreenSpace is similar to GreenKids in that they produce an outdoor space. GreenKids and YTT both focus on youth programming and development.

Urban Ecology Subset:

Our science based initiatives represent our commitment to nature and the environment as a whole.

Community Forestry is a proactive effort to improve the urban landscape; Habitat Restoration is a reactive effort and a growing focus. Habitat Restoration is largely done by our specialized worker bees: the Urban Naturalists.

Volunteer Subset:

Community involvement is how we are able to maximize the impact of our work and reach the broadest audience.

Given the different capacities that our awesome volunteers fulfill, we needed to break this category down. Tree tenders and ambassadors, being our most specialized volunteers, have symbols indicative of their roles. The general volunteer is represented by the gloves that everyone uses at our events. AAB focuses on the smallest unit of civic engagement—one's home block! The obvious symbol for GIC is a trash can, but it has been stylized to fit with other volunteer symbols.

These symbols are only to be used with guidance from Director of Marketing until specific guidelines are established.



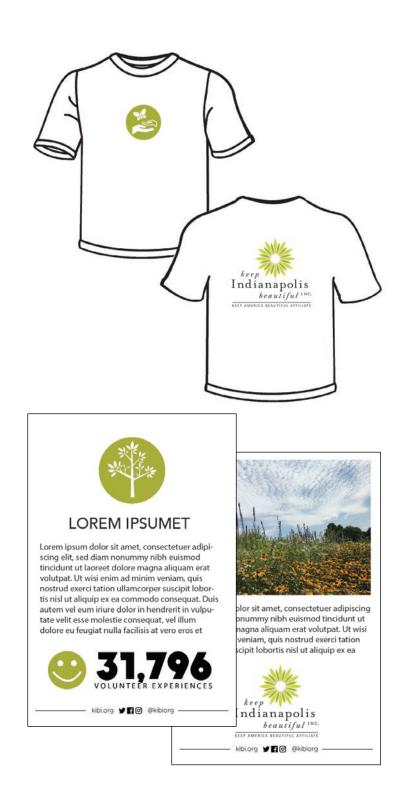


These symbols are only to be used with guidance from Director of Marketing un<mark>til</mark> specific guidelines are established.





As seen above: Only use program logos in conjunction with KIB logo. If KIB logo is not immediately visible, remember to write "Keep Indianapolis Beautiful" out in full.



Things to remember:

SMILING FACES

BUSY HANDS

LARGE FILES

Also...

DON'T ZOOM!

On most phones, this is simply "pre-cropping" and restricts the digital information in the image!

SHOOT IN LANDSCAPE

Landscape photos lend themselves to better composition and are easier to manipulate.

NO BUTTS, NO CUTS, NO COCONUTS!

A lot of our work is bending over, but be conscious of the human anatomy in your photographs...

06 BRAND GLOSSARY

Brand Glossary

BRAND IDENTITY

Brand identity: How an organization wants to be perceived by consumers. Its components includes logos, typography, colors, packaging, and messaging. These elements are meant to appeal to customers and reflect the value the organization is trying to bring to the market. Brand identity attracts new customers to a brand while making existing customers feel at home.

We are "Keep Indianapolis Beautiful" or "KIB"

We are not: "Keep Indy Beautiful" or KIBI ("kiby")

BRAND FOUNDATION

Purpose: The big reason for our existence.

Vision: Describes what the organization aspires to; what we want to see when we stand on the roof and look out over Indianapolis.

Mission: A mission statement details an organization's purpose, or why it exists. That often includes a general description of the organization, its function, and its objectives.

Vision and mission statements are often combined to clearly define the organization's reason for existing and outlook for internal and external audiences, such as employees, partners, board members, consumers, and shareholders.

Mission Pillars: Core outputs of our mission; the visible manifestation of our purpose, vision, and mission; how we accomplish those.

BRAND STRATEGY

Brand Essence: The heart and soul of a brand; a brand's fundamental nature or quality. Brand essence is what an organization stands for in the minds of the people. A brand's essence is constant across product categories or programs.

Brand Positioning: Brand positioning differentiates who your brand/organization is and why you're a better option than the competitors.

Brand Glossary

Brand Promise: A brand promise is an extension of brand positioning. If positioning allows a brand to germinate, grow, and thrive, the brand promise is a brand's fruit—the tangible benefit that makes a product or service desirable. Our brand promise is the environments our work and programs create.

Neighborhood Takeaway: How consumers actually perceive the brand; what we want anyone who interacts with us to walk away saying. (Also referred to as brand image.)

Manifesto: A rallying cry. A clear, public, authentic declaration of purpose and intent. A manifesto not only inspires customers but also inspires employees and attracts future talent.

Brand Personality: "If your brand were a person, what would he/she be like?"

Brand Voice: Brand voice is the purposeful, consistent expression of a brand's personality traits. Voice is part of both written and visual communication, and it is core to creating every piece of physical, verbal, and digital content, be it a handout, sign-in sheet, presentation, blog post, tweet, newsletter, or infographic.

NAMING CONVENTIONS

Keep Indianapolis Beautiful, Inc.: On second reference, "Keep Indianapolis Beautiful" or "KIB"

IPL Project GreenSpace: Shorten to "GreenSpace" on second program reference; use "greenspace" when talking about a non-KIB specific space that is green (Community Caring & Sharing <u>GreenSpace</u> vs. We need more <u>greenspace</u> in Indianapolis)

GreenKids: KIB's GreenKids Program; schools might have GreenKids Clubs (or Nature Clubs, etc.)

Great Indy Cleanup: Abbreviated to "GIC" on second reference

Urban Naturalists: Abbreviated to "UNats" in second, informal reference

Adopt-A-Block: Abbreviated to "AAB" on second reference

Brand Glossary

COMMONLY USED HASHTAGS

Organization-wide: #KeepIndianapolisBeautiful #KIB

Community Forestry: #ForestryFriday #CommunityForestry

GreenSpace: #GreenSpace #plantnative #plantlocal

Urban Naturalist: #UNats #HabitatRestoration

Great Indy Cleanup: #GreatIndyCleanup #GIC #cleanup

Adopt-A-Block: #AdoptABlock #AAB

GreenKids: #GreenKids #KIBclubs #outdoorclassroom #natureplay



KEEP AMERICA BEAUTIFUL AFFILIATE

Our mission is to engage diverse communities to create vibrant public places, helping people and nature thrive.

