



Attainable Sustainable
ACADEMY

Brand Manual

Contents

Logo 3

Colours 6

Typography 8

Key Messaging 12

Customer Personas 16

Products and Offerings 19

**The Attainable Sustainable Academy
Brand Mark**

The brand image and symbol is a reflection of sustainable living becoming attainable through the representation of a home in the shape of the letter "A", encompassed by the letter "S".



⬆ Vertical Mark

⬆ Horizontal Mark

⬆ Brand Mark "Icon"

Logo - Negative

For the logo to be visible on dark backgrounds we should use the “negative” variant. Only the wordmark lettering changes between positive and negative. The brand mark—or icon—can be used on either dark or white backgrounds.



Attainable Sustainable
ACADEMY

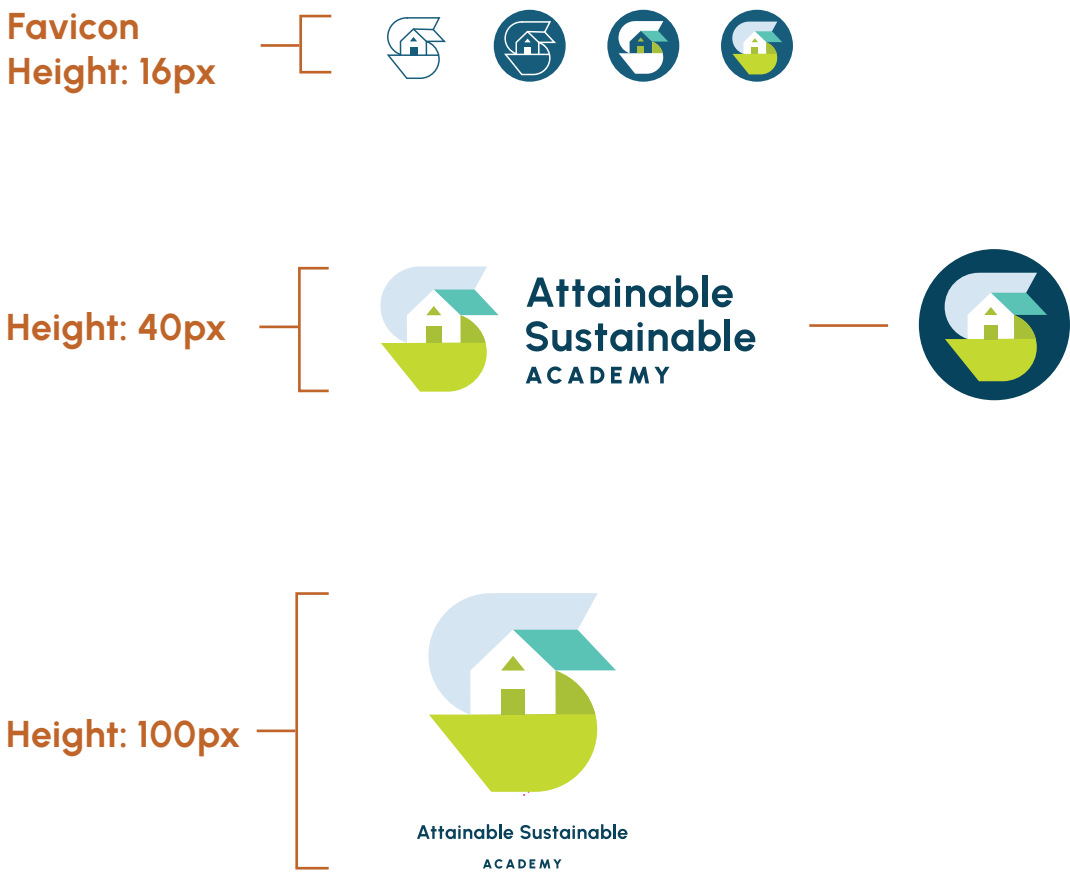




Minimum Size

The size of a favicon is 16px, the logo will be reduced to its simplest elements for this version.

When a logo smaller than 100px in height is required, only use the vertical version.



Exclusion Zone

It's important for the logo to be seen clearly. There may be occasions when graphic elements need to be incorporated into a layout or a composition. At all times must the logo must be given the chance to “breath” with ample white space around it. As a general guide, try to keep the area around the logo free of approximately the same height as the “A” house in the brand mark.



Colour Palette

Greyscale →

The brand black and white is actually deep navy and white.

Primary Colours →

The primary colours that the brand will use in the majority of cases within the colour hierarchy system.

Secondary Colours →

Additional colours to the palette to ensure the brand offers variety, the secondary palette compliments the primary one.

Deep Navy

HEX07435C

RGB7 . 67 . 92

CMYK97 . 69 . 43 . 31

White

HEXFFFFFF

RGB255 . 255 . 255

CMYK0 . 0 . 0 . 0

Teal

HEX5AC3B6

RGB90 . 195 . 182

CMYK61 . 0 . 36 . 0

Sky Blue

HEXD5E5F0

RGB213 . 229 . 240

CMYK15 . 4 . 2 . 0

Green Grass

HEXC3D832

RGB195 . 216 . 50

CMYK28 . 0 . 90 . 0

Dark Green

HEXA7BF39

RGB167 . 191 . 57

CMYK40 . 9 . 100 . 0

Rust

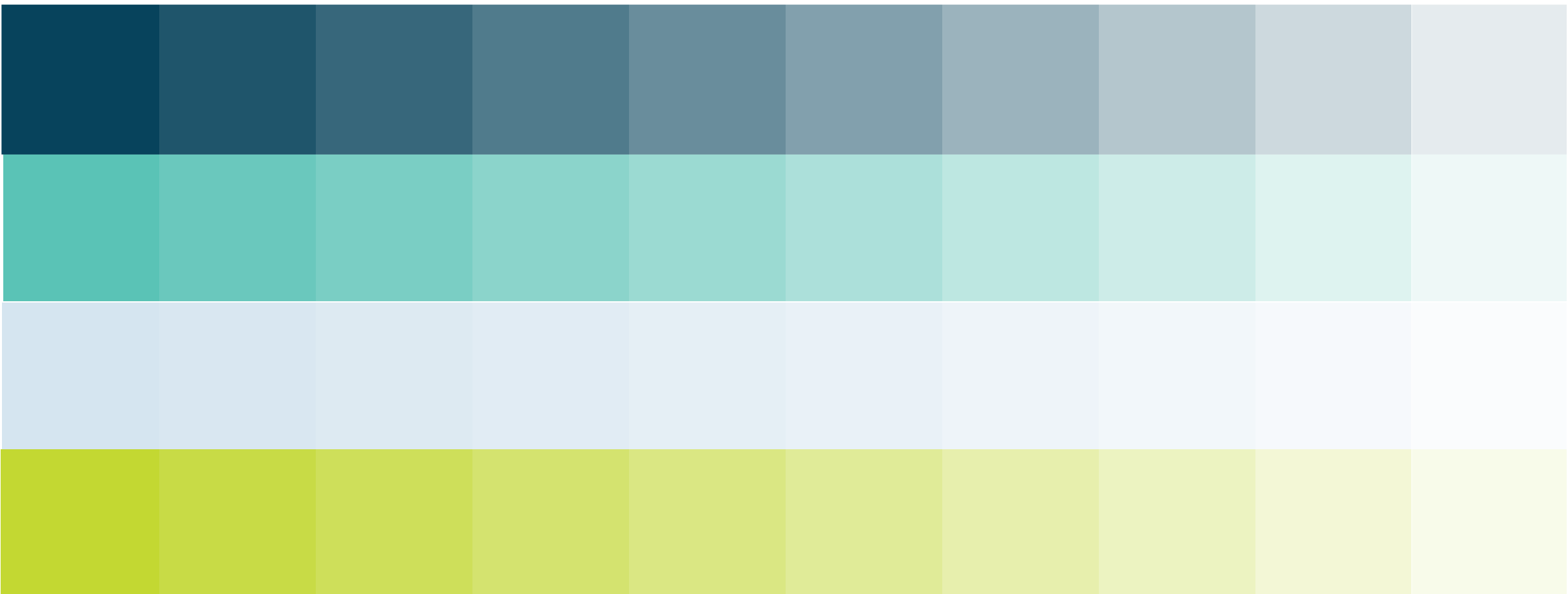
HEXBF652A

RGB191 . 101 . 42

CMYK20 . 69 . 98 . 7

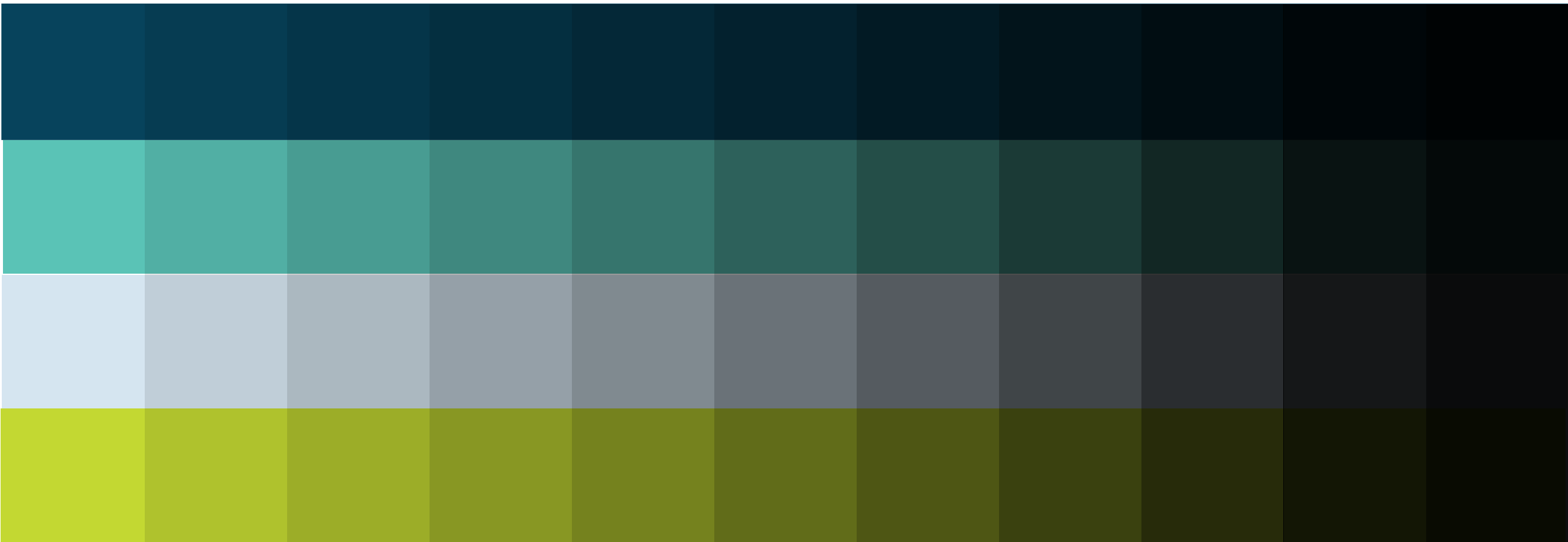
Tints and Shades

Tints ➞



0% white ————— 100% white

Shades ➞



0% black ————— 100% black

Primary Typeface

Aa

Roboto is a geometric typeface of the grotesks family designed to have a natural flow when reading due to the letterforms settling into their natural width.

As the primary typface, Roboto is used for all body copy and long-form copy.

Roboto

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

!@#\$%^&*()_+=":?><

Roboto Typeface Family

Roboto features a number of weights—six in total—which should be more than enough for our copy text needs. For use as reading copy text between approx. 8 pt and 18 pt, the Regular or Medium weight will be the most comfortable and best suited for reading and digesting content.

Roboto Black***Roboto Extrabold Italic*****Roboto Bold*****Roboto Bold Italic*****Roboto Medium*****Roboto Medium Italic*****Roboto Regular*****Roboto Regular Italic*****Roboto Light*****Roboto Light Italic*****Roboto Thin*****Roboto Thin Italic***

Display Typeface

Ad

Urbanist is a low-contrast, geometric sans-serif inspired by Modernist typography and design. It is a geometric sans with a friendly, accessible tone of voice.

Urbanist is the typeface used in the logo wordmark, but should be used only as a display typeface and not as body copy or long-form copy.

A display typeface simply means the font is to be used for headlines, titles and sub-titles.

Urbanist

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

!@#\$%^&*()_+=":?><

Urbanist Typeface Family

Urbanist is an extensive typeface family, comprising of nine weights allowing us some flexibility with the display typography across brand communications and various media touch-points.

Urbanist Black

Urbanist Extra Bold

Urbanist Bold

Urbanist SemiBold

Urbanist Medium

Urbanist Regular

Urbanist Light

Urbanist Extra Light

Urbanist Thin

Urbanist Black Italic

Urbanist Extra Bold Italic

Urbanist Bold Italic

Urbanist SemiBold Italic

Urbanist Medium Italic

Urbanist Regular Italic

Urbanist Light Italic

Urbanist Extra Light Italic

Urbanist Thin Italic

Company Overview

NAME

Attainable Sustainable Academy

COMPANY TAGLINE

Create a resilient home.
A thriving property. A better world.

COMPANY BOILERPLATE

Attainable Sustainable Academy empowers people just like you to create a resilient home, a thriving property, and a healthier world. As a member, you get access to an online platform of content, events, and community, all structured to guide you in your home-making journey. Gain the knowledge, skills, and support you need to make your dream property a reality. Learn more at attaiablesustainableacademy.com.

Your boilerplate company bio can be used for your...

- About Us website page
- Press release About footer
- Social media page bios
- Elevator pitch description

A Note from the Founder

Welcome to Attainable Sustainable Academy!

I can't express how excited I am to have you here. This moment has been more than 12 years in the making. Together, you and I can change each other's lives, and ultimately, the world.

I wholeheartedly believe in our positive potential and impact—to create resilient homes, flourishing properties, and a lifestyle we are proud of. But it has not always been this way.

In 2009, I started my career as a professional teacher and started asking myself, "Was the school system preparing people for life on earth?" I didn't think so.

Sustainable living grew and grew as a passion of mine, until I decided it was time to leave the safety of my job, abandon my career path, and commit to living a life in accordance with my own values. Yikes!

First, I needed a curriculum I believed in teaching others. I got certified as a designer in sustainable living—also known as "permaculture". Then, I travelled the world, seeking the best teachers I could find, and finally became an accredited International Permaculture Instructor.

Along the way, I built numerous homes, installed edible landscapes, and started a school for permaculture in Barbados. *(That was an amazing journey! We had government and United Nations support and trained over 100 "agro-prenuers" to help their sustainable economy.)*

Second, I needed to walk the talk in my own life. I got to work and designed and built my own tiny house. I got off the grid, started growing my own food, and helped create edible landscapes for private clients, schools, and even cities.

Third, I wanted to help as many people as possible. I started running workshops on edible landscaping and tiny homes across the country. But I wanted to help even more people. So, I became a producer, filmed my entire Tiny House Workshop, and made a show.

And now—welcome to the founding of Attainable Sustainable Academy. As a producer, a designer, and a teacher, I was finally ready to create a home base for "my people". A safe place where we could gather, support each other, and continue to learn how to dramatically improve the quality of our lives, create and improve our properties, and attain true sustainability.

I wholeheartedly encourage you to sign up, join us in learning and community, and start living a happier, healthier, more abundant, sustainable life today.

See you there,
Kenton Zerbin



“”

Building my own-off grid home changed my life. I feel like I escaped the rat-race, re-connected with my environment, and had something to teach. Something that the world needed.

Kenton Zerbin,
Founder Attainable Sustainable Academy

Short Testimonial Use Cases:

- Social media content
- Interview or promo sound-bite
- Website content block

Long Testimonial Use Cases:

- Brand Manual
- About Us website page
- Snippets for interview

Brand Pillars

Your brand pillars—sometimes also called company core values—are the values that build the essence of your brand. If your brand was a house, it would stand on these values.

Impact

ASA wants to change the world! Through educating others and bringing people together, ASA hopes to make a greater impact outside of its communities and create substantial change to how the global population thinks about sustainability and

Community

Feeling connected to something bigger than oneself is at the centre of the academy. One of ASA's missions is to build an online collective of like-minded humans who want to change the world together by going back to our roots.

Sustainability

This value is at the forefront of the education that ASA provides. The academy strives to teach people how they can build a life that is sustainable and healthier for themselves and the Earth—in ways that are attainable.

Sustainability...and BEYOND!

Sustainability is necessary for us to protect ourselves and the Earth—but it's not our end goal. ASA believes in going beyond sustainability. What does this mean? Once we can be sustainable in the way we live, it's our responsibility to level up our efforts for a regenerative system that continues to evolve.

Brand Personality

If Attainable Sustainable was a person, they would possess the following personality types:

→ Optimistic

Creative and ready to think outside the box to create change, willing to experiment and try new things; future focused (thrive, don't just survive!)

→ Hardworking

Knows changing the world won't happen overnight, here to put in every effort and get "hands dirty"—action focused, solution oriented

→ Intuitive

Has the ability to read people and understand their situation, fairly empathetic—within reason—and uses intuition to be playful when appropriate

→ Humble

Never boastful, always helpful and practical, the tone should never come across as condescending or "better than"

Tone of Voice

The tone of voice that should be used in Attainable Sustainable Academy's marketing material should come across as the compassionate teacher. Think of your favourite college prof, high school teacher, sports coach or camp counselor who taught you things in such a memorable, energetic, cheeky, yet practical way that you still remember them today. This is someone you really trust and know you can count on.

When writing, the copy should read as instructive and educational but never condescending or stiff. It's playful—yet practical!

Short sentences and paragraphs should be used. For example, a sentence should never be so complex that it takes up three or more lines of texts. If it does, break it up! Paragraphs should be one to three sentences long.

Canadian English spelling should be used. It's "colour", not "color" and "centre", not "center".

Unique Value Props

The unique value propositions—sometimes called unique selling points—of Attainable Sustainable Academy are as follows:



Your Journey Begins Here

Not sure where to start? We help provide you with a blueprint of how to turn your dream property into a reality! From start to finish, our academy offers online education, access to your instructor, and a community ready to help you create a resilient home, a thriving property, and a healthier world.

Value That Goes the Distance

When you join the Attainable Sustainable Academy, you gain access to over 72 hours of online course material. Instead of paying tens-of-thousands for private coaching or consulting, you can join our academy for a fraction of the price—and get access to events, live chat, peer support, and more!



We've Done It Ourselves

Your teachers at Attainable Sustainable all have experience designing or building tiny houses, growing their own food, and helping create edible landscapes for private clients, schools, and even cities. So, you know that you're learning from someone who's *actually* done these things—not just read about them online or in a book.

Customer Personas

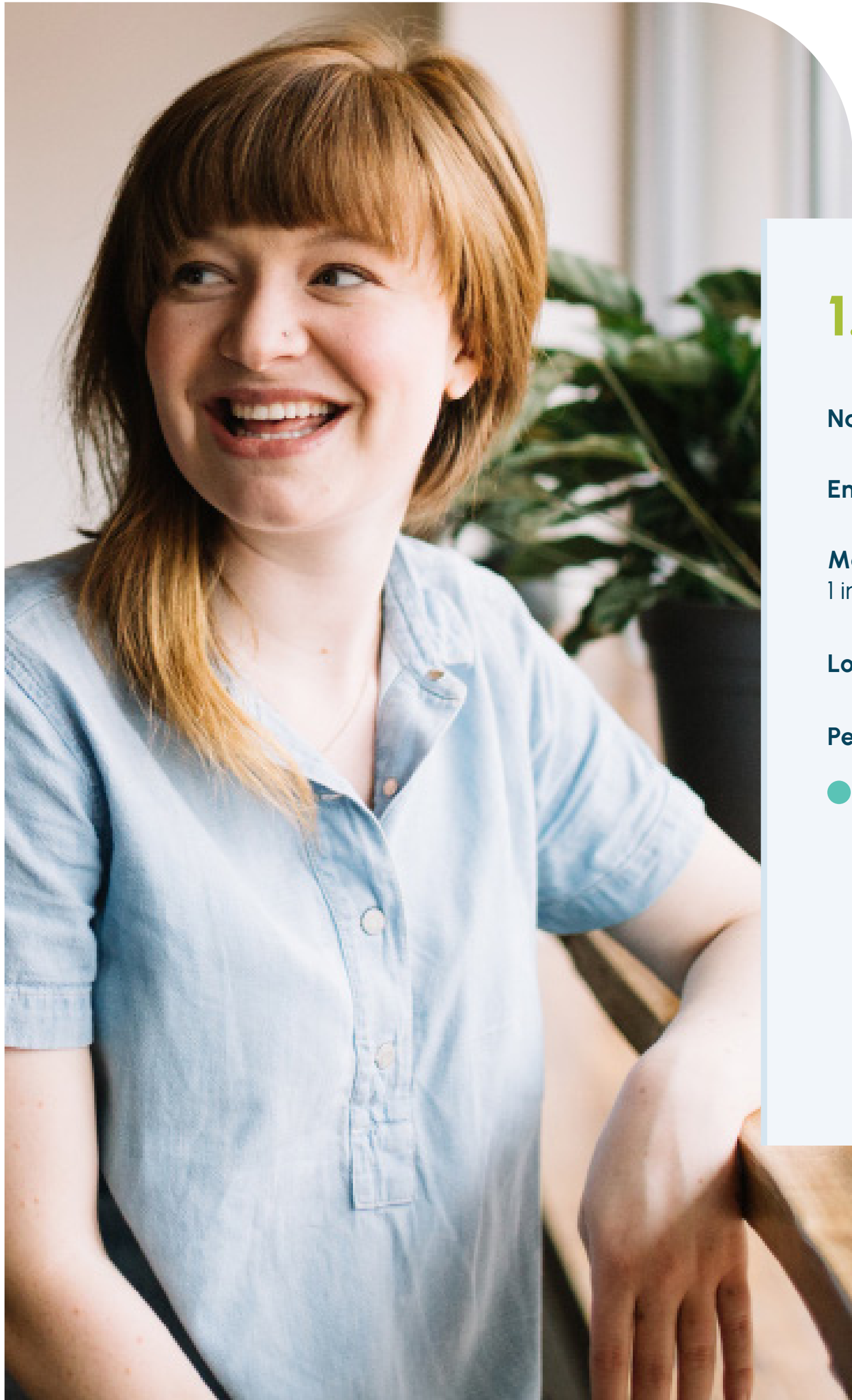
Based on customer voice research, Attainable Sustainable has three different customer personas. They are:

- 1. The Aspiring Homeowner
- 2. The Determined Hero
- 3. The Pessimistic Futurist



“I’m looking to learn something new and rewire the way I think about homeownership. I have a budget for a down payment on a property but I want to invest my money into something worthwhile that will let me build a meaningful home. Something I can pass down to my children and their children’s children. I don’t know much about permaculture but I want to create a healthy home and environment that is self-sustaining.”

— Jill, the Aspiring Homeowner



1. The Aspiring Homeowner

Name: Jill Age: 38

Employment: Consultant

Marital Status: Married,
1 infant daughter

Location: Calgary, AB

Permaculture Knowledge:



Google Searches:

- Property buying tips
- Acreage life

Preferred Learning Channels:

- Online community
- Video instruction
- Downloadable guides

Wants and Needs:

- Education on permaculture and sustainability
- Guidance on how to do these things herself
- A community to support her in her knowledge and implementation journey

Frustrations:

- Lack of education on sustainability and how to make change yourself
- Doesn’t understand where to start
- Feels like she’s the only one who really cares about taking big steps to care for her daughter’s generation

Customer Personas

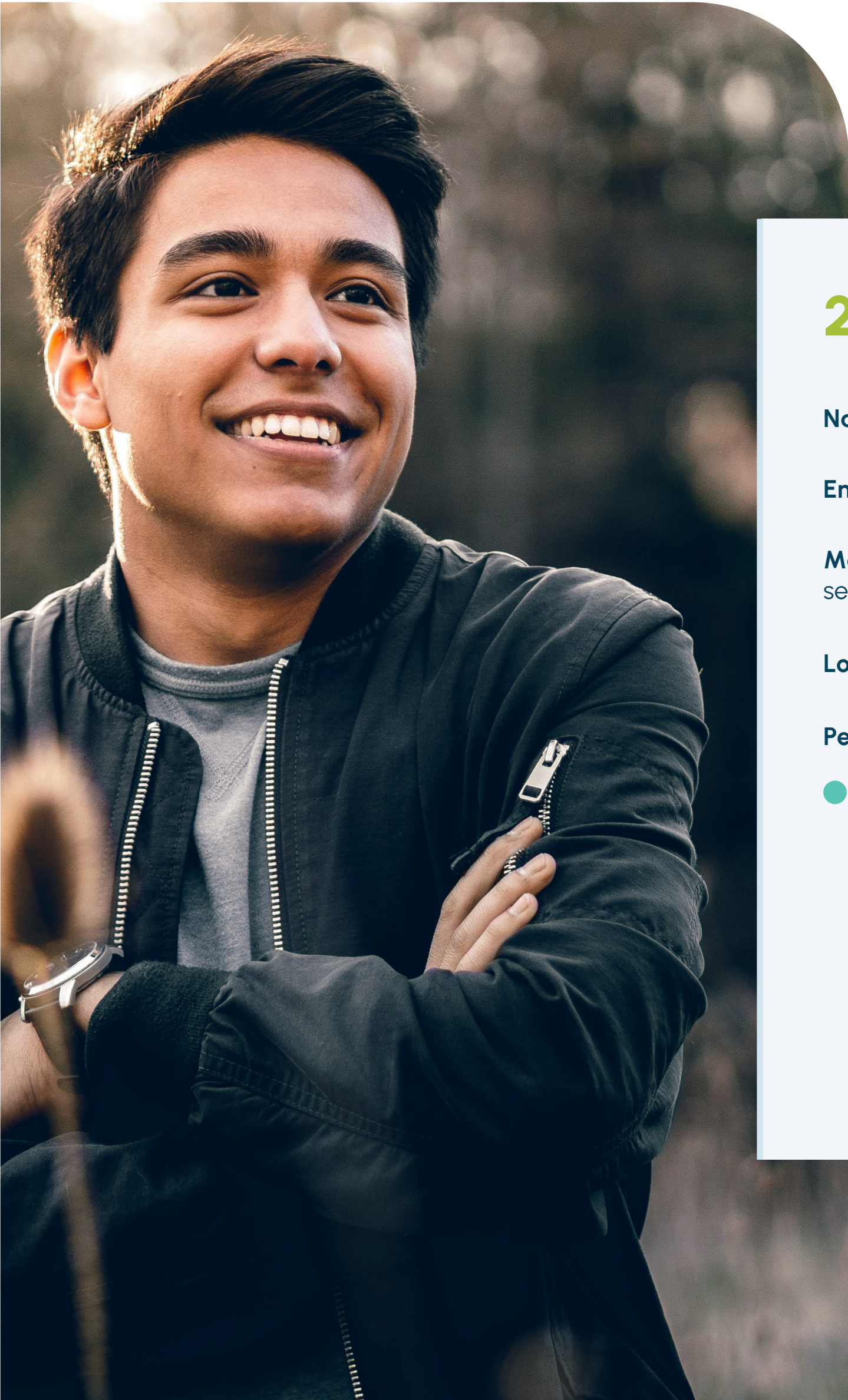
Based on customer voice research, Attainable Sustainable has three different customer personas. They are:

- 1. The Aspiring Homeowner
- 2. The Determined Hero
- 3. The Pessimistic Futurist



“I already know quite a bit about permaculture and sustainability. I’m looking for a community of like-minded people who can take what I’m doing to the next level. I always strive to be continually learning. I don’t have the biggest budget for this, so if I’m going to take a class on sustainable living, it’s got to be with someone who really knows their stuff. Someone who’s walked the talk.”

— Dave, the Determined Hero



2. The Determined Hero

Name: Dave Age: 28

Employment: High school sub teacher

Marital Status: Single, serious partner

Location: Abbotsford, BC

Permaculture Knowledge:



Google Searches:

- Permaculture
- Sustainability

Preferred Learning Channels:

- Real-life community
- In-person instruction
- Blog articles

Wants and Needs:

- To connect with their world socially, as well as with their environment
- Ready to do good for the world in practical, self-empowering ways
- Looking to be ethical in their living
- Interested in pursuing a career in this industry (teacher, designer, etc.)

Frustrations:

- Sick of making the least bad decisions
- Doesn’t know how to make a larger impact but is aware of the problems
- Feels like he’s the only one who really cares about taking big steps to care for the planet

Customer Personas

Based on customer voice research, Attainable Sustainable has three different customer personas. They are:

- 1. The Aspiring Homeowner
- 2. The Determined Hero
- 3. The Pessimistic Futurist



“I’m entering middle age and am starting to feel anxious about my time on Earth. I’m hoping to find a professional teacher or community who can help me better understand how I can take care of myself and my home in practical ways. Anything technical will need to be translated in a relaxed, possibly humorous way, so that it feels attainable to me. I don’t want someone who just regurgitates what I could find on the internet.”

— Sarah, the Pessimistic Futurist



3. The Pessimistic Futurist

Name: Sarah Age: 41

Employment: Retail store owner

Marital Status: Single, super-star aunt

Location: Peterborough, ON

Permaculture Knowledge:



Google Searches:

- Solar power
- Homesteading
- How to grow food
- Self-sufficiency

Preferred Learning Channels:

- Online community
- In-person and virtual instruction

Wants and Needs:

- To find practical ways to become more self-sufficient
- Feel more secure and in control of how she lives
- Interested in going off-grid
- Willing to pay to find the above

Frustrations:

- Doesn’t know how to make any of this happen
- Can’t find what she’s looking for on the internet, it doesn’t feel relatable or attainable
- Confused by jargon she doesn’t understand

Core Product Offerings

THE CORE PROGRAM

Distribution → Online/virtual

The Sustainable Home and Property *(Included with membership)*

The online platform will have 3 hours of live education every week, plus a Q&A. A cohort of students will attend every week, or watch the replay. Then these students are provided with an additional 3 hours of content/guides/tutorials to turn what they're learning into action. Together, these live and recorded sessions make up the "core" program: "The Sustainable Home and Property" course. It runs 12 weeks, meaning it's 36 hours of live instruction and 36 hours of pre-recorded guides and tutorials.

- Continually making additional content to go into the vault/library of guides/tutorials
- At the end of the program, students have TONS to do on their property, but they have finished the "core" program. Another 12-week program for a new cohort of students would then begin. The graduated cohort will continue to get access to the previous cohorts going through the core content, but they will be busy applying what they learned, getting support from the community, and sharing their progress. They also will be able to dive into the constantly growing library of content.
- Before the end of the year, students who have completed the core course will have an opportunity to show off what they've accomplished in a presentation celebration event. This is how they get their Permaculture Design Certificate.
- There also might come a time, when "The Sustainable Home and Property" course becomes fully pre-recorded, allowing for scalability.
- CTA at the end of course: Connect with the community.
- Note: More courses like this to be developed and offered through the website as Specialist Courses

SPECIALIST COURSE

Distribution → In-person only

The Live Course Tour

An in-person workshop tour in which Kenton provides instruction on how to buy your dream property. This course will offer attendees:

- Course outline in development, and coming soon.
- CTA at the end of course: Join the community!/Take an online course!/Subscribe to our newsletter!

Marketing Distribution Channels

Website

- **Blog**
Where cornerstone content lives. This space exists to build SEO and assist conversion goals.
- **Online community**
Where people who are part of the Attainable Sustainable community are able to connect/chat/etc. This space exists to build our reputation as an online community, build a referral network and support one another.
- **Video/virtual academy**
Offer live and pre-produced video courses through the Mighty Network, such as The Sustainable Home and Property course.

Social Media

These channels exist to funnel our target audiences to the website.

- **YouTube**

E-Communication

- **Newsletter**
Regular cadence of company updates, tips, resources, etc.
- **Email campaigns**
Strategic communications regarding promos, new course launches, community events, etc.

EverWebinar

- **On-demand webinar**
Deliver the perfect webinar presentation over and over without ever being present