



Partner Toolkit

Welcome!

Dear Partner,

Welcome to the Boomitra family! We are thrilled to have you on board and look forward to a successful collaboration.

To help you promote our partnership, we have created this partner toolkit. Here you will find all the necessary guidelines and resources to maintain our brand integrity across all platforms.

Thank you for being a valued partner*. Together, we are supporting farmers and helping to combat climate change.

Your Boomitra Team

**This toolkit is for Boomitra partners only. If you have a signed Project Level Agreement (PLA) with Boomitra, this toolkit is for you.*

Logo Guidelines

We are happy for you to add the Boomitra logo to your website to show that you are working with us.

Please follow the guidelines as outlined in the **Boomitra Brand Guidelines**, which can be found [here](#). You can access and download Boomitra's logos [here](#).

If you use our logo on your website or in communications, we ask that you link back to the Boomitra website (<https://boomitra.com>).

Logo Usage Instructions

- **Do not distort:** Do not stretch, compress, or otherwise distort the logo.
- **No alterations:** Do not alter the logo's design, colors, or orientation.
- **Avoid clutter:** Do not place the logo on busy or patterned backgrounds that impair its readability.
- **No unapproved colors:** Do not change the logo colors to any unapproved color schemes.





Image Usage Guidelines

If you would like to use Boomitra imagery, please contact marketing@boomitra.com with your needs and how you plan to use the imagery. We will send you approved images and any necessary approvals.

Approved Imagery

Approved images should reflect Boomitra's mission and values, highlighting the impact on farmers and the environment. Please use images that show:

- Farmers and ranchers in action, showcasing sustainable practices.
- Landscapes demonstrating the positive effects of our projects.
- Community involvement and environmental stewardship.

Blog Posts, Articles, and Other Long-Form Content

We are happy to collaborate with you on content to promote our partnership and highlight the successes we are seeing in supporting farmers and ranchers.

Content Guidelines

- **Alignment:** Ensure all content aligns with Boomitra's mission and values.
- **Accuracy:** Boomitra must verify all facts and figures mentioned in the content.
- **Tone:** Maintain a professional yet approachable tone that resonates with our audience.
- **Approval:** All content must be approved by the Boomitra team before publication. Contact marketing@boomitra.com for approvals.
- **Timing:** Allow sufficient time for review and feedback: Ideally 1-2 weeks.

Social Media

We would love to have you share successes and showcase the great work we are doing on social media. Please tag us in any social posts that mention Boomitra projects or people related to our projects.

Boomitra social handles are as follows:

- LinkedIn: <https://www.linkedin.com/company/boomitra/>
- Facebook: <https://www.facebook.com/BoomitraHQ>
- Instagram: <https://www.instagram.com/boomitrahq/>





- X: <https://x.com/Boomitra>

Social Media Tips

- **Visuals:** Use high-quality images and videos to capture attention.
- **@mention Boomitra:** so we can help you amplify your posts.
- **Hashtags:** Use relevant hashtags to increase reach. Suggested hashtags: #Boomitra, #SustainableAgriculture, #CarbonFarmer, #CarbonRancher
- **Engagement:** Encourage your audience to like, share, and comment on your post.

Press

We need to review anything related to press before publication. This includes press releases, articles, and any other media mentions. All press-related content must have prior written approval from the Boomitra team.

Press Guidelines

- **Submission:** Submit any press content to marketing@boomitra.com for review and approval.
- **Accuracy:** Ensure that all press content accurately represents Boomitra's mission and values.
- **Quotes:** Quotes from Boomitra representatives must be approved by Boomitra.
- **Timing:** Allow sufficient time for review and feedback: Ideally 1-2 weeks.

Contact Information for Support

If you have any questions, please contact marketing@boomitra.com.

