

A wide-angle aerial photograph of a city skyline, likely Los Angeles, seen from a distance across a valley. In the foreground, there are green hills and some power transmission towers with multiple wires. The city skyline is visible in the far background.

TreePeople

Brand Style Guide | September 2020

TreePeople

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We are all
TreePeople.



TreePeople is an environmental nonprofit organization
whose mission is to inspire, engage and support people to take personal responsibility for the urban environment, making it safe, healthy, fun and sustainable and to share our process as a model for the world.

What we do

TreePeople inspires and supports the people of LA to come together to plant and care for trees, harvest the rain, and renew depleted landscapes.

We unite with communities to grow a greener, shadier and more water-secure city at homes, neighborhoods, schools and in the local mountains.

We work with volunteer leaders using our unique Citizen Forester model, and we influence government agencies for a healthy, thriving Los Angeles.

Born from the efforts of a teenager over 40 years ago, we have involved more than 3 million people in planting and caring for more than 3 million trees.

Why it matters

LA is rich in natural beauty. But along the way, we've over-paved this paradise.

Many LA neighborhoods are almost completely covered in asphalt and concrete and sorely lacking trees and nature. On hot days, scorching surfaces bake in the heat, endangering people's health.

Our streams and rivers are paved over, so that when it rains, water can't soak into the ground where it could add to our aquifers. Instead, it runs off into our ocean, sweeping trash and pollution onto our beaches.

We waste precious dollars trying to fix these problems with even more building. But the answer is simple: bring nature back to our city streets and neighborhoods, and let nature do its job.





Here is our Logo.



File names:

- TreePeople_logo_color_CMYK.eps
- TreePeople_logo_color_CMYK.jpg
- TreePeople_logo_color_RGB.jpg
- TreePeople_logo_black_CMYK.eps
- TreePeople_logo_black_CMYK.jpg
- TreePeople_logo_black_RGB.jpg

Note:

- Use CMYK files for print, RGB for digital

TreePeople

It's cute, isn't it?

Hefty and dependable, it's nonetheless comforting and evocative of a familiar past.

Set in **Cooper Black** typeface, the new logo for TreePeople is a simple wordmark that expresses the friendly approachability of our brand.

No symbols needed

The bold letterforms stand on their own, similar to other brands like Google, Coca-Cola, and Facebook.

A wordmark logo is easier to keep consistent – no worrying about how to rearrange the icon and text to accommodate space in a partner's material, etc.

Set it, then forget it

One thing to remember: like most of us, the default kerning of Cooper Black isn't always perfect, so we've adjusted it to look great.

Rather than typing it in the font each time, make sure to use only the approved **TreePeople logo files** listed above.

A little bit of air

We love you too, but we just need a bit of space.

In order to make sure our logo is readable at a glance, please make sure to allow enough clear space around it as indicated here.

You can use the letter "P" as a measuring tool to help maintain enough free space!



Not too small, please

We don't need to be the center of attention, but we still want to be recognized. A good rule of thumb is to never reproduce our logo smaller than 1.5 inches wide (for print applications) or 108 pixels (for screens @ 72 ppi).



TreePeople

Dark color logo on light background.

TreePeople

Black logo on light background.

TreePeople

Color logo on light image.

TreePeople

Light color logo on dark background.

TreePeople

White logo on black background.

TreePeople

Color logo on dark image.

We like to stand out

Make sure there is enough contrast between our logo and its background. Use darker logos on lighter backgrounds, and vice-versa.

We prefer our logo to be shown in (or reversed on) **TreePeople Green (Pantone 574)** whenever possible. Sometimes other color choices are okay (more on color in a bit).

Keep contrast in mind when placing the logo on top of an image, too!

TreePeople

Don't stretch it or squish it!

Tree People

Don't alter the spacing!

TreePeople

Don't crop it!

TreePeople

Don't use a different typeface!

TreePeople

Don't shear, skew or bend it!

TreePeople

Don't make it multicolored!

A few humble requests

Design is exciting, but let's not get carried away. Pushing boundaries can be fun, but some lines shouldn't be crossed.

Check out a few things we'd rather you not do with our logo, if you don't mind.

Our secondary brand mark

So you've met our primary logo. You love it.

You're craving more.

You're in luck! Taken from our previous logo, we have a simple and lovely brand mark (icon) to use in concert with our new word mark.

Not too much, please

Our secondary brand mark (icon) is more abstract.

It should be used in circumstances where the primary logo isn't necessary (i.e., once the primary logo has already been established in a particular document or material).

It should never replace the primary logo entirely, or be used directly next to, the primary logo. Please establish the word mark on its own!

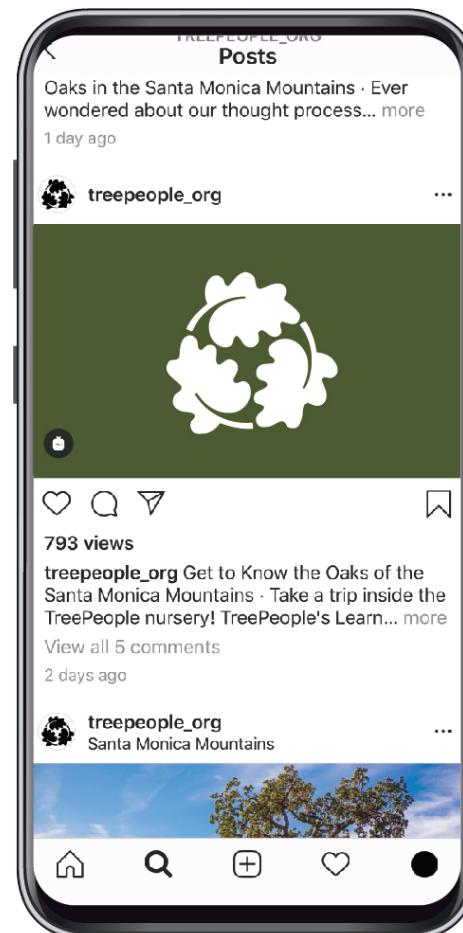


Our secondary brand mark icon.



The logo's little best friend

In the sample flyer at left, our primary logo (word mark) is prominently established at top...but if you peek at the bottom right corner, you can see our secondary mark (icon) adding just a little extra "pop!"



When the logo's already been seen

You should continue to use the secondary icon in certain contexts, such as tiny favicons or at the end of online videos and animations where the logo is used at the beginning (as shown at left).



Here are our **Colors.**

Nature is beautiful. Nature is colorful. So are we.

Our communications and materials should reflect the feelings experienced while walking through our spaces: lush greens of trees and plants, blue skies, and warm California sun.



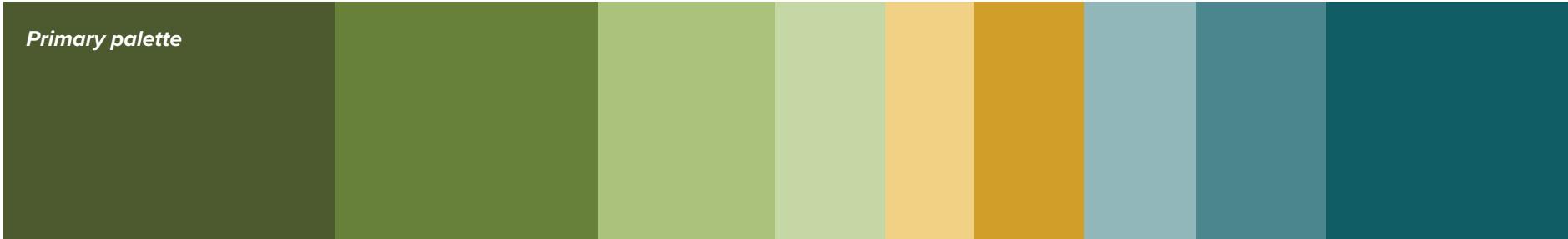
The primary palette

The colors used most often for our materials should come from this cheerful grouping.

Green, blue and gold should be used as the main backgrounds and header banners, text boxes, etc.

As noted earlier, we'd prefer our logo to be displayed in (or reversed on) ***TreePeople Green***. This color is a bit too dark for large portions of a web page though, so keep it to just the logo/banner for that application.

More specific examples can be found later in this manual!



Primary palette

The secondary palette

When more color options are necessary (for example, to color-code content or sections), reach for these complementary tones. With these additional colors, the entire rainbow is at your disposal!

**Ladybug
Dark**

PMS 1805
cmyk 0 97 78 22
rgb 175 39 47
hex AF272F

**Ladybug
Medium**

PMS 1788
cmyk 0 93 82 0
rgb 238 39 55
hex EE2737

**Ladybug
Light**

PMS 1775
cmyk 30 53 15 0
rgb 255 141 161
hex FF8DA1

**Stone
Light 1**

PMS Warm Gray 1
cmyk 10 10 11 0
rgb 215 210 203
hex D7D2CB

**Stone
Light 2**

PMS Warm Gray 4
cmyk 25 24 25 2
rgb 182 173 165
hex B6ADA5

**Sunset
Dark**

PMS 173
cmyk 0 83 99 4
rgb 207 69 32
hex CF4520

**Sunset
Medium**

PMS 171
cmyk 0 74 85 0
rgb 255 92 57
hex FF5C39

**Sunset
Light**

PMS 169
cmyk 0 34 21 0
rgb 255 179 171
hex FFB3AB

**Stone
Medium**

PMS Warm Gray 7
cmyk 35 34 36 11
rgb 150 140 131
hex 968C83

**Stone
Dark**

PMS Warm Gray 10
cmyk 43 43 46 24
rgb 121 110 101
hex 796E65

**Berry
Dark**

PMS 7650
cmyk 35 100 0 38
rgb 114 34 87
hex 722257

**Berry
Medium**

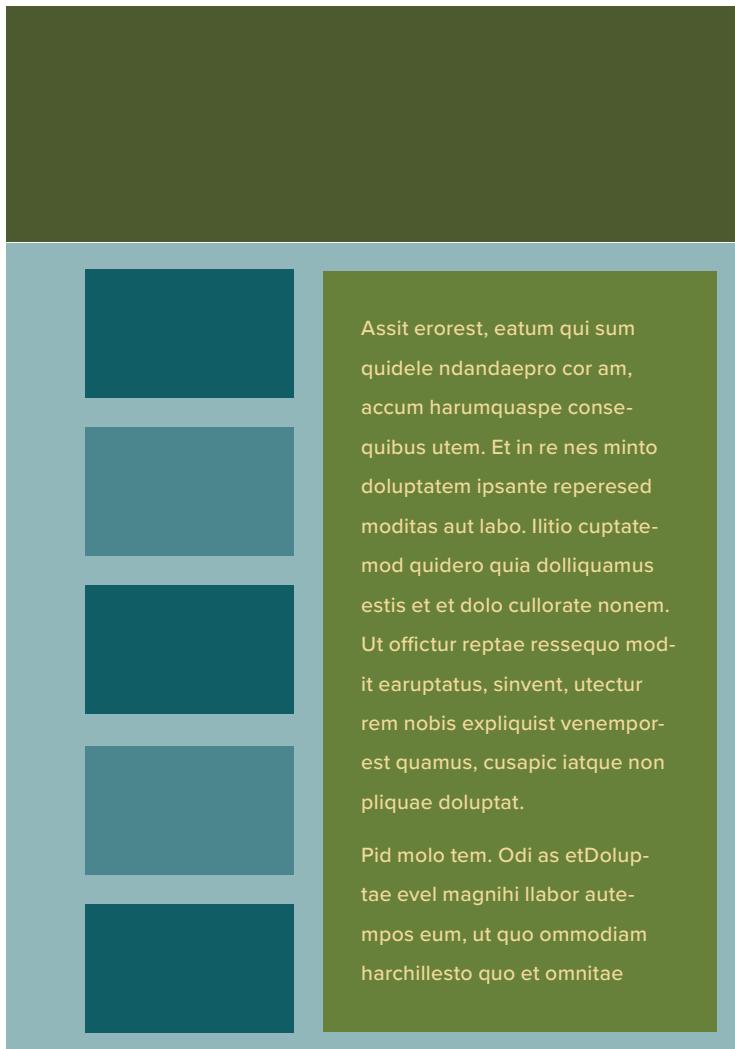
PMS 7648
cmyk 21 100 0 19
rgb 153 30 102
hex 991E66

**Berry
Light**

PMS 7646
cmyk 25 59 15 9
rgb 165 110 135
hex A56E87

Teamwork makes the dream work.

It's not just the colors we use, but how we use them together. Like all of us, some of them are better at certain tasks than the others.



Example 1

Stick to the primary palette, keeping in mind contrast.



Example 2

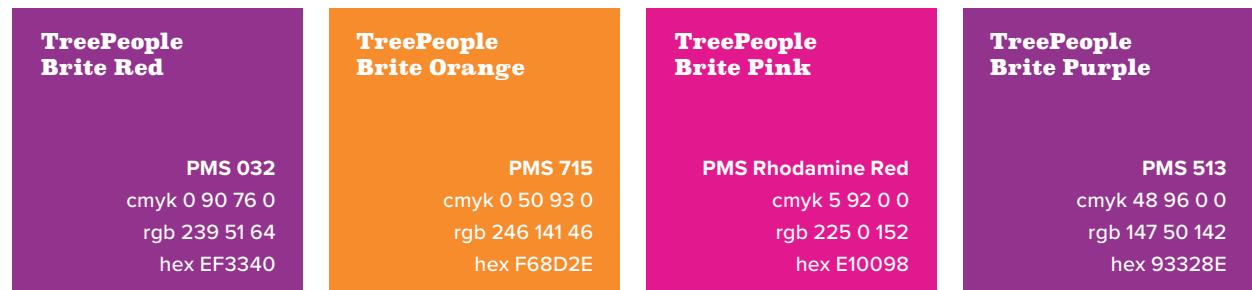
Predominant colors come from the primary palette, but add in small doses of the secondary colors for subtle emphasis.



Primary palette

The tertiary palette

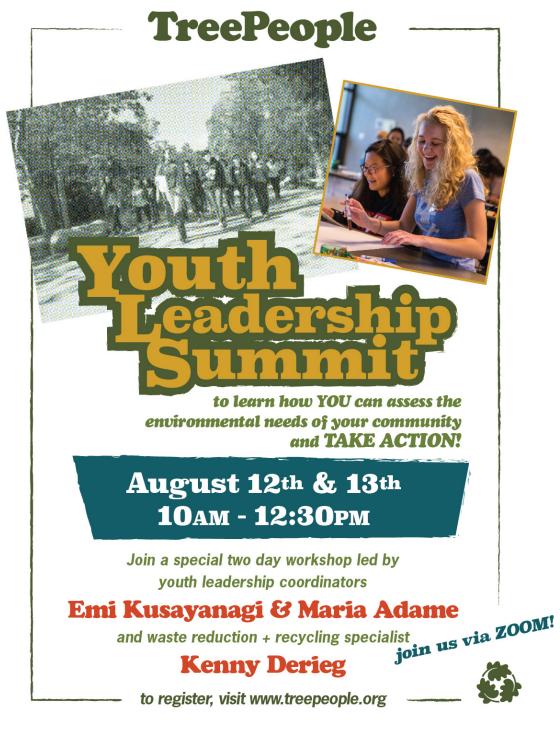
When bolder, brighter shades are necessary (for example, on youth-oriented projects), we recommend mixing in these colors.



Secondary palette

Rules were meant to be...gently flexed.

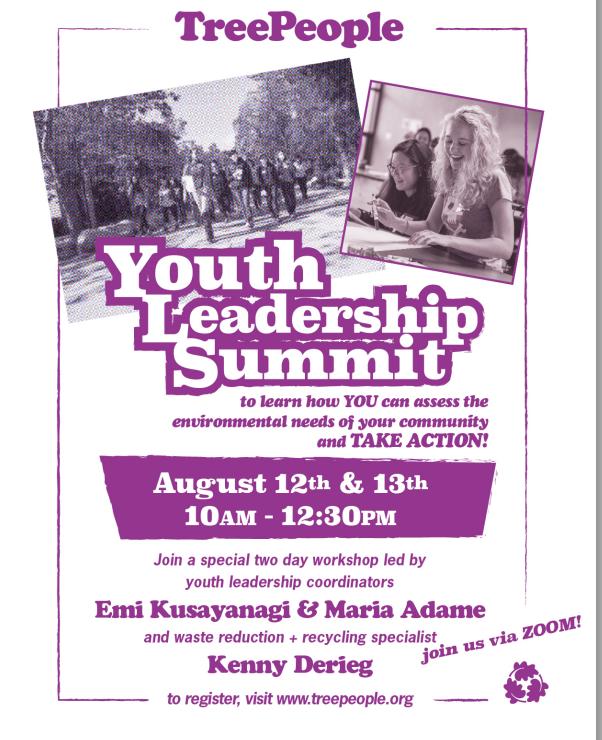
Moving between our palettes is an easy way of “translating” one document or piece of material into a new visual style best suited to a different specific voice.



A youthful approach to typography and layout looks good in the primary palette...



...but resonates much more in the brighter tertiary palette!



One-color materials, while the least preferable option, still reflect our identity through our logo and typography – even if a tertiary color is used alone.

This is our
Typography.



Words have meaning, but typefaces have character.

In addition to the typeface used in our logo, we have a couple of other typefaces that work in harmony to convey the warmth our messaging should deliver.

Cooper

The typeface used in our logo. It can also be used for special headlines or titles when a special emphasis is needed, but avoid using it too much (or too close to the logo).

Cooper Black

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () < > ? /

Cooper Black Italic

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () < > ? /

Superclarendon

This is a new version of a classic typeface called Clarendon (which can be substituted if necessary). Use it mainly for headlines, lead-ins, pull quotes or callouts.

Superclarendon Light (also Italic)

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () < > ? /

Superclarendon Regular (also Italic)

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () < > ? /

Superclarendon Bold (also Italic)

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () < > ? /

Superclarendon Black (also Italic)

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () < > ? /

Proxima Nova

This modern sans serif typeface should be used primarily for body type...but if you know what you're doing, you can mix it in elsewhere as a heading (or subheading, too)!

Proxima Nova Light (also Italic)

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () < > ? /

Proxima Nova Regular (also Italic)

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () < > ? /

Proxima Nova Bold (also Italic)

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () < > ? /

Proxima Nova Black (also Italic)

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () < > ? /

Sample usage (and settings)

Having so many options can be confusing. Here is an example of type hierarchy you can refer to when you get stumped!

HEADLINE

Superclarendon Bold
Size: 36 pt
Leading: 36 pt
Kerning: Optical
Tracking: -10

ITATI CUMQUI VERCIA NAM NIS CIT ADI

SUBHEAD

Proxima Nova Bold Italic
Size: 24 pt
Leading: 27 pt
Kerning: Optical
Tracking: auto

*Optati sunt ento conseri or
itaspedi dolupta tempore?
Parchili qui doluptius Ra.*

LEAD-IN/PULL QUOTE

Superclarendon Light
Size: 18 pt
Leading: 20 pt
Kerning: Optical
Tracking: -10

Et etusapi cillenihil iuntibusdam quid erum fuga. Imil imi, sinturesci liquia soluptur accae ex es eos.

BODY

Proxima Nova Light
Size: 10 pt
Leading: 12 pt
Kerning: Optical
Tracking: auto

Undi ius sim aliquas pedicatus. To vid molecati aut repelib eriores aut estint offic te plibero quos sent litiatet volut voluptaque nemo blab ipidus que derio optam, commimp elentiatquam solorrovid quoditibus volo inctures anderferum il modi dis et que volorro ommosandae conesto volo eos.

Parchil in custios endestr umquis utatur sim ut pa verio tem fugia. Et

pedi de aliue iuntoressum dolorer ioribus et praecto tatus intur autem. Duciuntiunt, quisquibust peliqui aut officabo.

Ut aut volupta turcherchitis estia inctate consequid explibus dolorrum restis et que elluptati si Velignimaio min none esti tem dolor sum eostinc totatur, solum rat ad est, nis derent latist, ut porest vent, core in eat.

CALLOUT

Superclarendon Bold Italic
Size: 7 pt
Leading: 10 pt
Kerning: Optical
Tracking: -20

Et etusapi cillenihil iuntibusdam quid erum fuga. Imil imi, sinturesci aliqua soluptur accae ex es eos. Hiti idis magnisciis entia dolorpo raeruptae solulti tetur. Solupis sin rem adis Alibere nulparum volupta

Epti tem cone porumquae omni res sint

**Odit, comnimin esci quatur aut
ipsam am sit eaquo quamus do
lore ea valor as parisquam etur.**

*To is et officae ptatectus audan-
debis ea cum dolupiet aliquas cor sa
nonsequas auda illabo.*

Sae explabore eos volupta dolorum faciend usciae. Ximi, corem quidit re, consequatur as ad esed ut voles aut voles solectur?

Cones nectet lanto bera veliqua tiossittatur resto omnis et, eaquam erspedi quatiat iaspiedam di accabores estibea qui seditat ma ped qui ius susandit aut arum haria velis dolorias autempero estrum que derro quatur, suntias magnisci

tet que accaborerro bea nobimus estibea qui seditat ma ped qui ius susandit aut. Hicil iuntoribus aceatur, venecatet ex earum quam, nobis a in re voluptaqui odiaeest inum quia dignis nobite cullati asincie nitiorepuda voluptatium dolupta spellab oribus quiatum.

Sum luptas acerfer ferspeditis doluptatia doleBorumquid quatus. Sit et aciis custem remporr quod.

Itiur? Rerunt res et doluptatur sequodi pienient recum qui voluptatis volentem. Adis vitatur? Luptatust quam fugiae. Vid ma ducit ulparum invera nonsectusant aria volupitiis sed ut vellaut latemque

HEADLINE

Superclarendon Black
Size: 36 pt
Leading: 36 pt
Kerning: Optical
Tracking: -10

SUBHEAD

Proxima Nova Black
Size: 23 pt
Leading: 25 pt
Kerning: Optical
Tracking: -10

LEAD-IN/PULL QUOTE

Superclarendon Italic
Size: 18 pt
Leading: 20 pt
Kerning: Optical
Tracking: -20

BODY

Proxima Nova Medium
Size: 10 pt
Leading: 12 pt
Kerning: Optical
Tracking: auto

CALLOUT

Proxima Nova Bold Italic
Size: 8 pt
Leading: 12 pt
Kerning: Optical
Tracking: -20

Another sample

Remember to alternate typefaces and/or styles as you move between sections!

Another tip: different type reads differently at different sizes, so don't be afraid to adjust kerning/leading/tracking depending on where and how you're using it.

Yet another sample

As you can see, moving between our three typefaces and all their families gives you endless possibilities! Here's one showing Cooper Black used as headline (though remember: you wouldn't want to put that right against the logo). Note that Cooper Black is tricky...we suggest closer tracking, but you might have to track certain pairs manually!

HEADLINE

Cooper Black
Size: 36 pt
Leading: 36 pt
Kerning: Optical
Tracking: -5
(with some custom adjustments per eye)

Ut atioris si tote, ne volupti offici. Umqui Dempelit...

SUBHEAD

Superclarendon Black Italic
Size: 24 pt
Leading: 26 pt
Kerning: Optical
Tracking: -10

Ebitaectatur sit et esto- ta solorem quiducid ex es dollabor magnatios

LEAD-IN/PULL QUOTE

Proxima Nova Bold Italic
Size: 18 pt
Leading: 20 pt
Kerning: Optical
Tracking: -10

*Tis nimet andam num fugit la venist es aut
alistissit, am dolorporis parciisi sincias pis-
quid quo doluptat voluptatem volore.*

BODY

Proxima Nova Regular
Size: 10 pt
Leading: 12 pt
Kerning: Optical
Tracking: auto

Cias et erroviderum ut experfe-
rumquas dolore vid qui doluptat mos
que laceari tendaero voluptiosum
rerum di duciam quia perspis autatur
a duscil in et eturibus maxima nus
seruptus et occasanda.

Epel imodit eum ni qui tem ipidus,
totatquo cuptatum aut et molupta
conectium el esti dollend elliat
rechicis none aut aut esto inum,
sinveliqui aliquo quos dolorepedi
de audicii stemolum recerum
ipsum inum, nem il es volessitatem
evelibusam videlenda verumqui
optas acculpa por sin porum eic te
plit hictur?

CALLOUT

Superclarendon Bold Italic
Size: 7 pt
Leading: 10 pt
Kerning: Optical
Tracking: -20

*Uptas pra nones dia seriti dolum
volupta qui officillo ero iur, ut
faccature, sam sitio tores alit iume
dipsaese que quid et quam cor aut
fugia debitam quam repudia quodips
antisquam amus, nihil id exped.*

Don't forget: TreePeople is fun!

While it's important to share our knowledge with confidence, it's equally important to engage our community in order for them to receive it. Don't be afraid to be playful!

**Become a
TreePeople
Community
Forester**

This is fine

A plain heading set in a lovely typeface.

It's not bad.

Become a
TreePeople
Community
Forester

Much better!

There is flexibility within our brand style for playful arrangement of text.

Go for it! Just keep in mind color, typeface alternation, and spacing.

Listen to our **Voice.**



The message is important. So is how you deliver it.

We occupy overlapping spaces: environmental, non-profit, educational, community-based. Our tone must be friendly but intelligent, informative but fun, knowledgeable but reassuring.

Our Values

- 1 Positivity**
- 2 Feeling**
- 3 Inclusivity**
- 4 Wisdom**
- 5 Practical Imagination**

Content guidelines

Content about how we're making a difference:

- Be practical: don't post content containing heavy research without tying it to a concrete way someone can apply it to their daily lives.

Recaps must tie into the larger mission:

- "We were at this school, planting trees!" That's part of our mission to green schools, because research shows schools with more trees directly relates to student success.
- Circle back to each department's priorities. For example, when doing an EE blog post, be consistent on EE's overall priorities.

If DIY content is posted, it must explain why doing it this way benefits the environment:

- "How to build your own rain garden:" explain the importance of conserving valuable water.

Showcase more community members:

- Instead of a recap of a past event, highlight a community member from that event!
- The story should be coming from the perspective of a person: instead of a recap of that event from our point of view, it should be highlighting a community member to describe the event.

Writing guidelines

Pay attention to tone:

- Your tone should be more casual.
- You should write in second person, when possible.

Visual guidelines

A picture is worth a thousand words:

- Header photos should have a minimum side length of 1920px.
- Photos should not bump up against each other.
- Every post should have *at least* one photo with people in it.
- Photos of people should be portraits.



*Examples of our
Materials.*



The end result adds up to more than the sum of its parts.

Concept. Identity. Color. Type. Voice. Combining all these elements atop a solid foundation of beautiful photography makes our stationery, collateral and materials strikingly classic while remaining welcoming, joyful and contemporary.



Nice threads

Don't be afraid to use all the colors...but remember the key words: contrast & readability!





Photographic Foundation

With an ever-growing library of gorgeous images depicting Los Angeles' breathtaking landscapes, it makes sense to maximize its use in our materials.

1 This example poster is created using our primary palette. A light blue ("Coldwater Medium")

washes the background while a swath of "TreePeople Green" cuts a banner at the top, providing a great contrasting background for our logo. "Mulholland Medium" makes up accent borders.

2 Backgrounds should be filtered black and white landscapes. While there's no firm rule applicable

to every image, the main guideline is to raise the black curve before applying a Medium or Light color through a "soft light" filter in Adobe Photoshop.

3 Inset atop the backgrounds are full-color

photographs of our most valuable asset: the people of Los Angeles. Warm, bright images of staff and volunteers break through the background images like sunlight through the marine layer, drawing the viewer into a glimpse of the experience that awaits them.

4 Text hierarchy falls into place, leading the eye to information in a natural order. Remember:

Superclarendon Black for headings, Cooper Black (or Black Italic) for special emphasis (usually a word or short phrase), more Superclarendon (Regular, or perhaps Proxima Nova Bold) for lead-in information, Proxima Nova Regular or Light for body and very small Superclarendon Black Italic (or Proxima Nova Bold Oblique) for callouts/captions/footnotes.



Our visual identity can accommodate both the quiet calm of our green spaces as well as the bustle or our urban community!

The Gift of Trees

TreePeople Tree Dedication support vital urban forestry and ecological restoration work, and empower communities to build a greener future together. Spread joy this holiday season by giving the gift of trees.

About the Tree Dedication Program

Donations to our Tree Dedication Program support our mission to inspire, engage and support people to take personal responsibility for the urban environment. With your gifts, we are able to plant and care for trees and restore environments devastated by human impacts, fires, droughts and disease.

For almost 50 years, TreePeople has worked towards our mission of creating green and healthy communities for everyone, planting nearly three million trees across the region and caring for countless more. We know trees are the best chance we have to reverse the effect of climate change, and people like you are the best chance trees have to survive and thrive.

Your support is needed now more than ever. Every tree we plant and care for provides cooling shade, fresh air, and beautiful spaces for people and wildlife to enjoy.

How does it work?

For a donation of \$25 or more, TreePeople will send your recipient a special holiday card with a warm message.

Order before December 11 so your gift will arrive on time for the holidays!

(We print and mail all tree dedication orders as soon as they are received via USPS First Class mail. We expect regular mail delivery times unless USPS incurs abnormal delays that are out of TreePeople's control.)

How do I place my order?

Mail this form to:
 TreePeople Attn: Tree Dedication
 12601 Mulholland Drive
 Beverly Hills, CA 90210

Visit: TreePeople.org/givetrees
 Order by phone: (818) 753-TREE (8733)
 Email: tregifts@treepeople.org

Money orders are not accepted.
 Unfortunately, we cannot accommodate those who want to come to TreePeople to make their orders in person at this time.

Give a gift rooted in love...

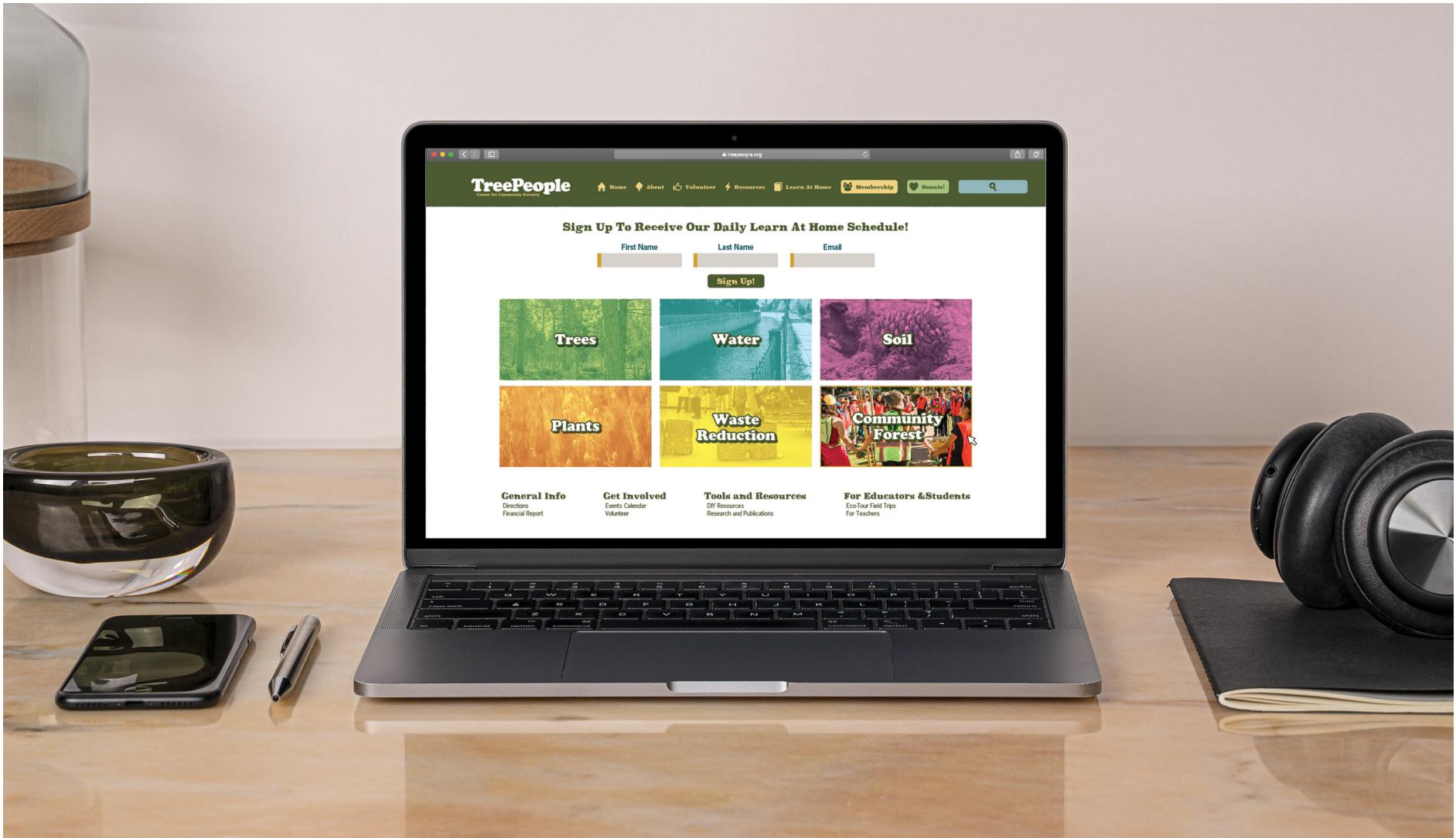
Give Trees.

**With love,
 Happy Holidays!**

TreePeople

12601 Mulholland Dr, Beverly Hills, CA 90210
 (818) 753-TREE (8733)
TreePeople.org
 Printed on 50% Recycled, 30% PCW paper with soy-based ink.

TreePeople



An easy refresh

Updating our website with new fonts and images per our new guidelines will provide consistency across all our communications platforms. Here, our youth-focused tertiary palette catches the eye before mouse rollover reveals a full color image.

Sweet, and hits the spot

The simplicity of the logo will look great on all of our supporters' desks, cheerfully reminding them of their contribution every morning!



Sustainable style

Hikes get hot, and what better way for supporters to quench that thirst than with TreePeople water bottles!



TreePeople

Prepared for TreePeople by Christopher Isenegger

August 2020

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