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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.
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.

---

**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
**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).
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!

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!
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!
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!

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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.
The tertiary palette

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

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()<>?/**

**Cooper Black Italic**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()<>?/**

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)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()<>?/**

**Superclarendon Regular (also Italic)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()<>?/**

**Superclarendon Bold (also Italic)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()<>?/**

**Superclarendon Black (also Italic)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()<>?/**

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)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()<>?/**

**Proxima Nova Regular (also Italic)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()<>?/**

**Proxima Nova Bold (also Italic)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()<>?/**

**Proxima Nova Black (also Italic)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()<>?/**
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!

---

**ITATI CUMQUI VERCIA NAM NIS CIT ADI**

Optati sunt ento conseri or itaspedi dolupta temporem?

Parchiliqui doluptius Ra.

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

Undi ius sim aliquas pedicatus. To vid molecati aut repelib eiores aut estint offf te plibero quos sent litiatet volut voluptaque nemo blab ipidus que derio optam, comnimp 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 alique iuntoressum dolorer ioribus et praecot tatus intur autem. Duciuinitunt, quisquibust peliqui aut officabo.

Ut aut volupta turerchitis estia incuate 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.
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!

<table>
<thead>
<tr>
<th>HEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooper Black</td>
</tr>
<tr>
<td>Size: 36 pt</td>
</tr>
<tr>
<td>Leading: 36 pt</td>
</tr>
<tr>
<td>Kerning: Optical</td>
</tr>
<tr>
<td>Tracking: -5</td>
</tr>
<tr>
<td>(with some custom adjustments per eye)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SUBHEAD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superclarendon Black Italic</td>
</tr>
<tr>
<td>Size: 24 pt</td>
</tr>
<tr>
<td>Leading: 26 pt</td>
</tr>
<tr>
<td>Kerning: Optical</td>
</tr>
<tr>
<td>Tracking: 10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LEAD-IN/PULL QUOTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proxima Nova Bold Italic</td>
</tr>
<tr>
<td>Size: 18 pt</td>
</tr>
<tr>
<td>Leading: 20 pt</td>
</tr>
<tr>
<td>Kerning: Optical</td>
</tr>
<tr>
<td>Tracking: 10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BODY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proxima Nova Regular</td>
</tr>
<tr>
<td>Size: 10 pt</td>
</tr>
<tr>
<td>Leading: 12 pt</td>
</tr>
<tr>
<td>Kerning: Optical</td>
</tr>
<tr>
<td>Tracking: auto</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CALLOUT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superclarendon Bold Italic</td>
</tr>
<tr>
<td>Size: 7 pt</td>
</tr>
<tr>
<td>Leading: 10 pt</td>
</tr>
<tr>
<td>Kerning: Optical</td>
</tr>
<tr>
<td>Tracking: -20</td>
</tr>
</tbody>
</table>

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Ebitaectatur sit et estota solorem quiducid ex es dollabor magnatios

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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.

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 of our urban community!

Our existing materials can be easily be adapted to use our new visual identity concepts.
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!