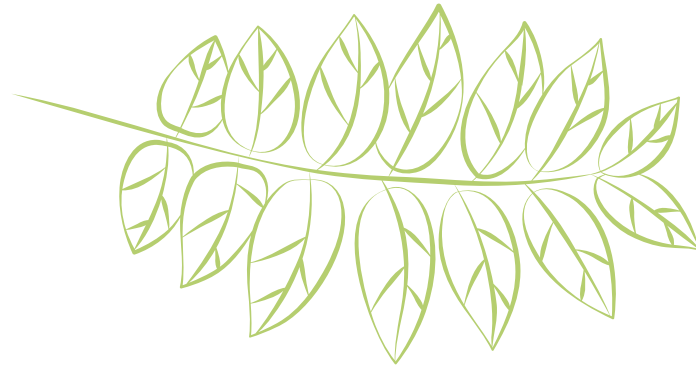


TreePeople

2023

Brand Guidelines





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 Southern California 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 Community Forester model, and we influence government agencies for a healthy, thriving Southern California.

Born from the efforts of a teenager 50 years ago, we have involved more than 3 million people in planting and caring for more than 3 million trees.

Why it matters

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

Many SoCal 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.





**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

≥ 1.5" (or 108 px)

TreePeople

Dark color logo on light background.

TreePeople

Light color logo on dark background.

TreePeople

Black logo on light background.

TreePeople

White logo on black background.

TreePeople

Color logo on light image.

TreePeople

Color logo on dark image.

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!

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.