TreePeople

2024

Logo Guidelines

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Growing a bright future

Adding a new twist to our classic spinning valley oak leaves, this updated design conveys a fresh sense of generational growth and momentum. The arching branch creates a globe-like feel, nodding to our collective, holistic mission to inspire a greener, more equitable future.

Blast from the past

Set in **Cooper Black** typeface, the TreePeople workmark expresses the friendly approachability of our brand Hefty and dependable, it's nonetheless comforting and evocative of a familiar past: the original TreePeople logotype from the 1970s.

A little bit of air

A lot of care has been taken craft the proportions of our logo.

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 "e" in "TreePeople" as a measuring tool to help maintain enough free space around the logo!

≥ 1.5" (or 108 px)

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).

A mark on its own

Our spinning leaf mark is a force of nature! It can be used separately from the 'TreePeople' wordmark for less formal purposes such as stickers or hats. Our wordmark can also live on its own separately from the spinning leaves.

Dark color logo on light background.

Light color logo on dark background.

Black logo on light background.

White logo on black background.

Color logo on light image.

White 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!

Don't stretch it or squish it!

Don't alter the spacing!

Don't crop it!

Don't use a different typeface!

Don't shear, skew or bend it!

Don't make it multicolored!

A few humble requests

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

Rather than typing it in the font each time, make sure to use only the official TreePeople logo files.