



FIRST IN TREE SERVICES

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COMPANY ICON

Should be used as the company's primary "symbol". This can also be considered the primary graphic logo to be used without accompanying text or typography



COMPANY BADGE (& LOGO)

Should be used as the general company logo where appropriate - especially for means of advertising. Ideal for vehicle decals, company shirts, website graphics, stickers, flyer's, etc. Not appropriate for business cards or small print. Use company icon for these instances.

COMPANY COLOR PALETTE



COMPANY LOGO ALTERNATIVES

Alternate company logo layouts for the need of a long graphic, i.e. the long side of the bucket truck. These can also serve for (1) business cards and (1, 2) letterheads and page headers..

