



Trees Atlanta

Design Guide

Plant.

Through its planting programs, Trees Atlanta helps stem the tide of tree loss and expands the canopy of metro Atlanta. Since 1985, Trees Atlanta has planted more than 119,000 shade trees across the city.



Protect.

Trees Atlanta works with researchers to find ways of protecting urban forestation, including Urban Tree Canopy Study, Tree Protection Ordinance, and Arborist Referrals.

Educate.

Trees Atlanta offers programs designed to teach the best methods for planting and caring for trees, removing invasive species, and preserving our natural urban forest.

Color

The color scheme is composed of different shades of green that one may view as one progresses to the deeper parts of a forest. The following colors aim to capture various hues of a forest and thus underscore the organization's effort in creating and protecting urban green space to allow more people to share such colorful experiences in the forest.



#AFD9B0

RGB (175, 217, 176)

#2B7A48

RGB (43, 122, 73)

#184223

RGB (24, 66, 35)

Font

The font Questrial is used in all instances where typography is required. The simple sans serif font helps generate a modern touch to the organization's name and a clean image when combined with the logo.

Questrial

Aa

abcdefghijklmnoqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
0 1 2 3 4 5 6 7 8 9 @ # \$ % ! ? . / : ; (-)

Trees Atlanta



Trees Atlanta

Plant, Protect, and Preserve urban green
Trees Atlanta is a nationally recognized non-profit citizens' group that protects and improves Atlanta's urban forest by planting, conserving, and educating.

Logo

The organization's logo is a green fingerprint with a leaf mark. It is a combination of a fingerprint and a tree ring, emphasizing the human interaction with nature and thus highlighting the mission of the organization.



The logo combines a fingerprint and a tree ring to illustrate the organization leaving positive influence on the nature over the years as a tree would leave its mark on its trunk through tree rings.

Primary Logo



Trees Atlanta

The primary logo is the preferred logo and should be used whenever possible.

The length of the brand name should be longer than the width of the logo and it is preferred for the name to stay below the logo.

Primary Logo Orientations



Trees Atlanta



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In aligning the brand name and the logo, it is most preferred to keep the text centered.

It is recommended to align the stem of the leaf in the logo to be above the "s" of the name for vertical orientation and to align the tip of the leaf with the "T" for horizontal orientation.

Color Variation



There are three variations of the logo which are made by combining light and dark colors of the color palette in a way that the leaf is visible. In varying the color, the brand name color should match the color underlying the fingerprint and the leaf.

The color of the brand name and the text content may differ from the underlying color for readability but the color chosen should be one of the two colors used for that specific logo variation.

Size Variation

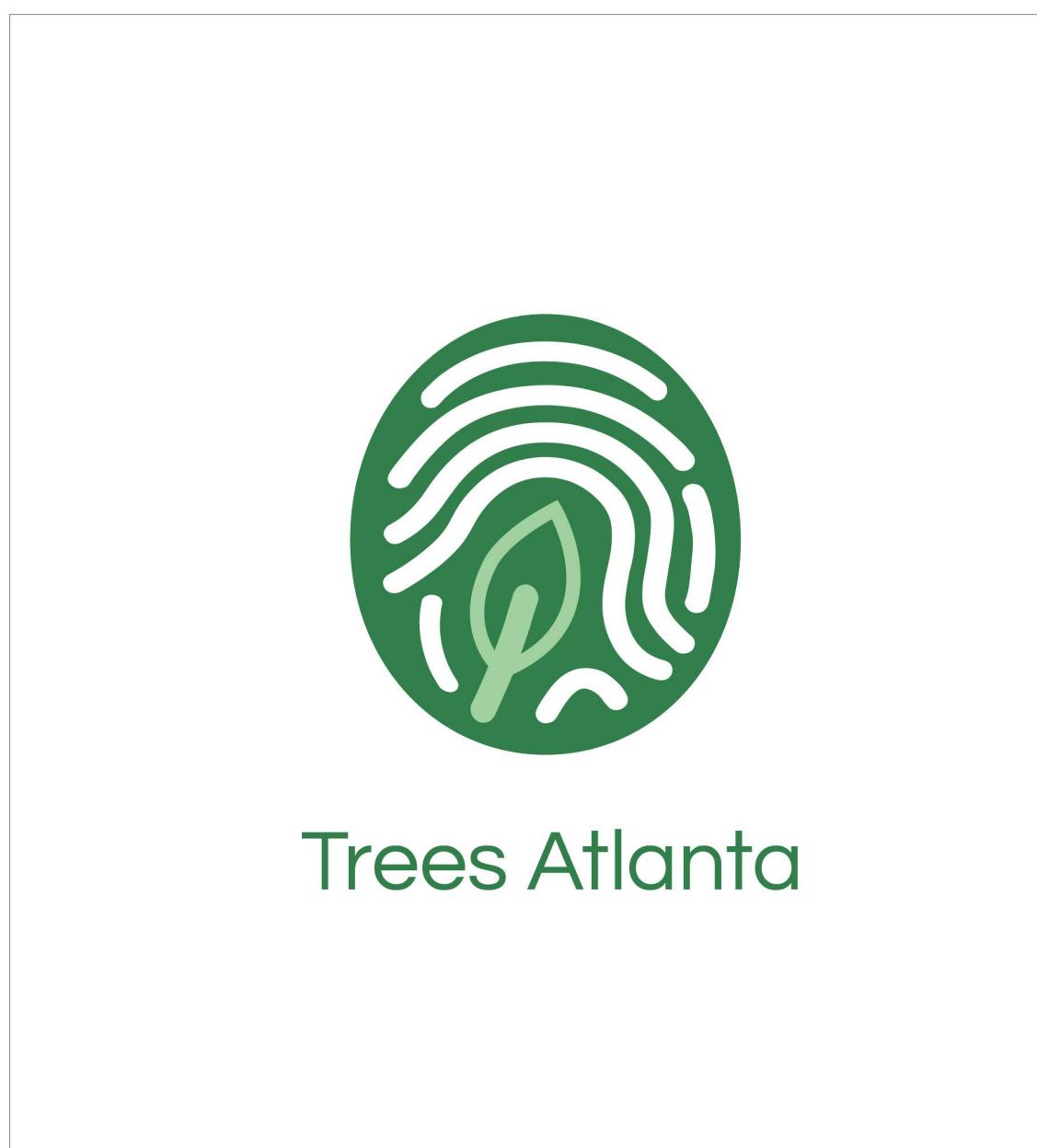


Apply

In applying the logo, the logo can be placed on a white background or on a background of the same color as the underlying color of the fingerprint. To enhance the readability of text, it is recommended to use the color contrasting to the background but a color from the two colors used for the specific logo variation for simplicity.

Select the most appropriate color scheme based on production requirements, media qualities, visibility and proper usage.

White Background



Color Background





