



Brand Guidelines for Tree Planting Partners

LOGO GUIDELINES

Clear Area & Color



To maximize recognition and impact of our identity, do not crowd the Arbor Day Foundation logo with other graphic elements or text. Please observe an area of clear space surrounding the logo, equivalent to the overall height, running around the outer edge as indicated to the left.

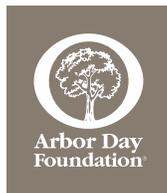
This clear space should be maintained in all circumstances. The logo may appear in Pantone 349 green, black, or white.



PMS: 349 • CMYK: C=90 M=12 Y=95 B=40
RGB: R=4 G=106 B=56 • HEX: 046A38



PMS: PROCESS BLACK • CMYK: C=0 M=0 Y=0 B=100
RGB: R=39 G=37 B=31 • HEX: 27251F



Unacceptable Use of Logo

DO NOT BREAK INTO TWO LINES



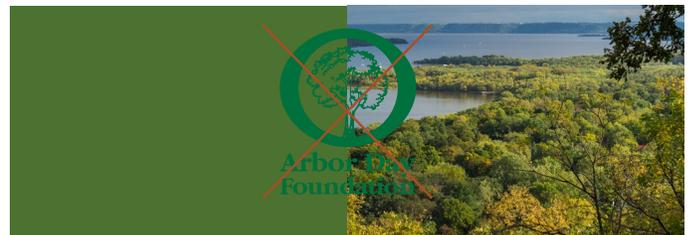
DO NOT STRETCH/DISTORT IN ANY WAY



DO NOT FILL WITH IMAGES OR PATTERNS



DO NOT PUT THE LOGO OVER A PHOTO OR COLOR BACKGROUND THAT MAKES THE LOGO HARD TO READ.





LANGUAGE GUIDELINES

When using the Arbor Day Foundation's name in communication, please keep our **brand values** in mind. Our goal is for all communication to be:

- Inspiring
- Respectful
- Empowering
- Caring
- Authentic

Correct use of the Foundation's name is "Arbor Day Foundation." When used in text, the organization's full name should appear with initial capitalization, and "the" should be added before the name. The exception is when "Arbor Day Foundation" is used as an adjective. In long narratives, "the Foundation" can be used after first reference.

Examples:

XYZ Organization is proud to work with the Arbor Day Foundation.

We connect with Arbor Day Foundation members.

Incorrect use of the Foundation's name:

The Arbor Day Foundation

Arbor Foundation

Arbor Day

ADF

FOUNDATION BOILERPLATE

Full Boilerplate

Founded in 1972, the Arbor Day Foundation has grown to become the largest nonprofit membership organization dedicated to planting trees, with more than 1 million members, supporters and valued partners. Since 1972, almost 500 million Arbor Day Foundation trees have been planted in neighborhoods, communities, cities and forests throughout the world. Our vision is to lead toward a world where trees are used to solve issues critical to survival.

As one of the world's largest operating conservation foundations, the Arbor Day Foundation, through its members, partners and programs, educates and engages stakeholders and communities across the globe to involve themselves in its mission of planting, nurturing and celebrating trees. More information is available at arborday.org.