Our logo.

The Trees Forever logo is one of the most important tools of all in conveying our brand name and identity. It should be used in every type of communication produced. The logo is our main public viewpoint, and must be used in a consistent manner. Please follow these simple standards for using the logo:

**Clear space**: Clear space (1.5x) is the minimum distance around the logo that must be void of any text and/or imagery. This will protect the logo from any distractions within the layout.

**Minimum size limit**: The logo should never be used smaller than .75" in height.

**Logo & Tagline**: This combination of logo and tagline can also be used across all brand communications. The main guideline is to make sure that our tagline appears within the composition. Remember the tagline must only be used with the logo. However, the logo can appear without the tagline as needed. When implementing this version, make sure the logo and tagline are scaled proportionately as one unit and are never rearranged or scaled separately. This combination exists in both positive and reversed appearances and should never be used smaller than .75" in height. When used with the logo, the tagline should be black when possible.
Our logo.

**Full Color:** When possible use the full color logo. The logo is PMS 356 C and the tagline is black. The green one color will be used ONLY on the rare one color pieces that are completely PMS 356 C.

**Primary Usage:** Full Color

[Logo Image]

**Secondary Usage:** One Color

[Logo Image]

**Black One Color:** When printing black and white pieces, the black one color logo option should be used. The reversed one color version should be used minimally.

**Secondary Usage:** Black One Color

[Logo Image]

**Secondary Usage:** Reversed One Color

[Logo Image]