Tree Canada Brand Guidelines

May 2024

Tree Canada
Arbres Canada

Introduction

This document aims to guide internal and external stakeholders and partners in ensuring consistency of the Tree Canada brand across all platforms and applications.

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For any questions, please contact communications@treecanada.ca

Identity Guidelines

Tree Canada

Brand Identity

To be successful in building a strong community of support and participation, a brand must establish a distinct identity by defining who the brand is, who it serves, and what experience those it serves will have. This identity is expressed through a clearly defined brand personality, character, uniqueness, the supporter and donor we best serve, and our tone of voice.

VISION

Improving the lives of Canadians by planting and nurturing trees while teaching about the value of trees.

MISSION

To inspire, educate and enable Canadians to plant and nurture trees in order to improve lives and address climate change.

VALUES

PASSIONATE

We are committed to a greener, greater Canada.

COLLABORATIVE

We work hand in hand with partners, governments and agencies.

INTEGRITY

We conduct business with the highest level of professional integrity.

QUALITY

We are committed to delivering quality programs and services.

RESULTS ORIENTED

We focus on achieving tangible results.

BOILERPLATE

Since 1992, Tree Canada has worked relentlessly to grow Canada's tree canopy through our greening programs, research, and engagement efforts. We are the only national non-profit organization dedicated to planting and nurturing trees in rural and urban environments. Our track record of collaborating with all levels of government, the urban forestry sector, business partners, and community groups uniquely positions us to engage Canadians in the fight against climate change. Together we plant millions of trees each year, helping to grow resilient ecosystems and healthier, greener communities across Canada. Visit **treecanada.ca** to learn more about how you can help us plant the right trees in the right places.

Key Messages

Our key messages provide content creators with information regarding our mission, beliefs, and purpose. This content can be used for creating content across all channels and mediums.

Tree Canada's mission is to inspire, educate and enable Canadians to plant and nurture trees to improve lives and address climate change.

We are nationally focused, reaching every province and territory in Canada with our greening programs.

Amidst heartbreaking stories about the loss of biodiversity and natural disasters, the simple act of planting a tree offers hope for the future.

Tree Canada's programs provide meaningful and tangible ways to take action on climate change and connect with nature.

We prioritize community engagement and education that empowers Canadians to make change happen where they live and work.

Together with our partners, we oversee the planting of millions of trees a year, helping to grow resilient ecosystems and healthier, greener communities across Canada.

Our commitment to collaboration with governments, the business community, Indigenous partners, the urban forestry sector, academic institutions, and community groups drives and maximizes the impact of our programs.

Tree Canada actively researches and supports the diverse dimensions of urban forestry beyond tree planting, helping to convene experts and share knowledge in the sector at large.

We prioritize the long-term survival of the trees we plant to achieve environmental benefits for years to come.

Our passionate team of experts is dedicated to inspiring Canadians to take action by planting and nurturing trees.

Brand Benefits

The functional and emotional brand benefits provide insight into how our brand is perceived by supporters and donors, and what value Tree Canada provides them. Knowing these benefits help communicators develop strategies and key messaging that resonates.

FUNCTIONAL BENEFITS

CARBON SEQUESTRATION

Trees absorb carbon dioxide from the air as they grow. Planting trees helps compensate for the carbon emissions generated by our daily activities, such as driving or using public transit to get to work.

BIODIVERSITY ENHANCEMENT

Planting trees helps contribute to the preservation and enhancement of biodiversity.

AIR QUALITY IMPROVEMENT

Trees absorb pollutants and produce oxygen, improving air quality in urban areas.

COST SAVINGS

Planting trees provides shade to buildings, reducing the need for air conditioning during hot weather and heating in cooler months, leading to cost savings on energy bills.

FLOOD PREVENTION

Trees and healthy soils absorb and retain water, reducing the risk of flooding in urban areas.

WILDLIFE HABITAT

Planting trees enhances habitat for wildlife.

BRAND REPUTATION

Planting trees and engaging staff in tree planting and other environmental initiatives can enhance a business' brand reputation as being environmentally conscious and socially responsible, which helps attract and retain customers and employees.

EMPLOYEE ENGAGEMENT

Engaging staff in tree planting and other environmental initiatives is a great team building exercise, improving staff engagement, workplace morale, and job satisfaction.

LONG-TERM IMPACT

The older the tree is, the larger the impact. Ensuring the long term survival of trees is critical in achieving functional benefits for years to come.

Tree Canada

Brand Benefits

EMOTIONAL BENEFITS

PERSONAL FULFILMENT:
Partnering with Tree Canada will help you feel fulfilled and satisfied because you are taking tangible actions to address climate change and create more resilient ecosystems.

SENSE OF COMMUNITY:
You'll be connecting with a community of like minded individuals who share the same concerns and hope for a more sustainable future.

IMPROVED MENTAL HEALTH:
Whether planting trees or enjoying Canada's urban and rural forests, spending time in nature is linked to improved mental health and a greater sense of personal well-being.

INCREASED CONNECTION TO NATURE
Partnering with Tree Canada helps you feel more connected to the natural world.

REAL IMPACT
By planting trees, you make a tangible difference in the fight against climate change and other environmental issues.

LEARNING OPPORTUNITY
Tree Canada equips you to learn more about trees and nature-based climate solutions, empowering you to become an educated advocate for trees and forests.

Logo Guidelines

Primary Logo

ABOUT

The Tree Canada icon is comprised of two people planting a seedling, graphically creating a tree visual. The logo comprises the Tree Canada icon along with the Tree Canada wordmark. The logo encapsulates Tree Canada's work in communities throughout the country, greening schoolyards, residential areas, parks and other spaces in and around where people live.

Unless otherwise indicated, the full-colour vector version should be used in most situations for print and digital applications.

Primary Logo

CLEAR SPACE AND MINIMUM HEIGHT

The Tree Canada logo should be used on an unobstructed background.

Use an adequate amount of clear space around the logo to ensure visibility and prevent crowding.

Minimum height for print: 0.5" (13mm)
Minimum height for digital: 36px

✓ **DO:**

Use sufficient clear space around the logo

Use one of the supplied logo files

Use the single colour versions of the logo when appropriate (black or white)

✕ **DO NOT:**

Stretch, skew or rotate the logo

Place the logo above a pattern or image which could affect legibility

Add a shadow or outline to the logo container or to text within it

Modify the font or colours of the logo

Change the placement of the logo elements

Add, alter or remove logo elements

Horizontal format
Minimum height: 0.5" (13mm)
Includes clear space

Vertical format
Minimum height: 1" (25mm)
Includes clear space

The minimum clear space around the logo should be determined by the height of the figure on the right at the size it is being displayed.

Logo Versions and File Formats

The Tree Canada logo is available in the following versions. The full colour is the primary version that should be used in most situations. Consider contrast and visibility when choosing the colour of the logo.

HORIZONTAL

BILINGUAL EN-FR

BILINGUAL FR-EN

ENGLISH ONLY

FRENCH ONLY

VERTICAL

BILINGUAL EN-FR

BILINGUAL FR-EN

COLOUR VARIATIONS

All versions of the Tree Canada logo are available in the following colour variations:

Full colour (forest green) Single colour (white) Single colour (black)

FILE NAMES

All versions of the Tree Canada logo use the following naming stucture to identify the version:
company-colour-orientation-language.filetype

tree-canada-green-horizontal-en-fr.pdf

Company   Colour   Orientation   Language   File type

FILE FORMATS

Vector versions: .ai .eps .pdf .svg
Highest quality, ideal for print (can be scaled without loss of resolution).

Raster versions: .png .jpg
Ideal for Word, PowerPoint, Canva and digital applications.
Preferred format: png with transparent background

When providing logo files to external sources, it is best to provide a vector format unless otherwise specified.

All variations of the Tree Canada logo are available in colour, black, and white in the following formats: jpg, png, vector (ai, eps, pdf and/or svg)

Co-Branding

The following outlines how the Tree Canada logo should be used alongside the logos of Tree Canada's approved partners including governments, sponsors, non-profits or community groups.
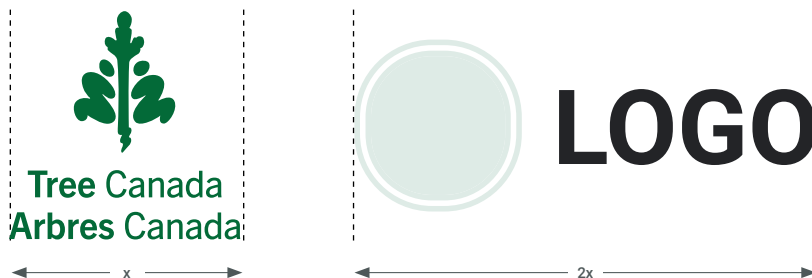
SIZING

When using another logo next to the Tree Canada logo, the logos must maintain a consistent size relationship. The maximum size for partner logos is the larger of either:

A) the height of the Tree Canada logo, or
B) twice the width of the Tree Canada logo

A
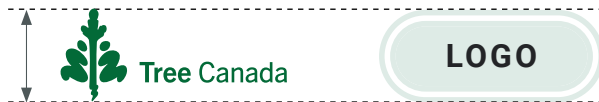
B

ADDITIONAL CONSIDERATIONS

The Tree Canada logo usage guidelines and safety zones must be adhered to on co-branded assets.

The default is to use the primary Tree Canada logo on a background that does not diminish the impact of the logo, whenever possible.

Use an adequate amount of clear space around the logo to ensure visibility and prevent crowding.

Each logo should be of the same visual size.

Tree Canada's approved partners must request approval from Tree Canada for the use of the Tree Canada logo and any related messaging.

When working with government organizations, use of the Tree Canada logo alongside a government logo must be in line with relevant, established government protocols and Tree Canada logo usage guidelines.

Supporter Badge

Tree Canada's supporter badge is to be used by sponsors whose support qualifies them at the Supporter sponsorship level ($5,000+ annually), rather than the full Tree Canada logo.

Minimum height: 1" (25mm)
Includes clear space

COLOUR VARIATIONS

All versions of the Supporter badge are available in the following colour variations:

Green with white type

White with green type

Black with white type

ADDITIONAL CONSIDERATIONS

The green version with white type should be used in most situations.

Supporter badge should be updated and provided to qualifying sponsors annually.

Do not use as a background image.

Website use: provide a link to **treecanada.ca**.

Social media use: Post on social media with a shout out to @treecanada and your message of support.

Other: Proudly display anywhere your customers, clients and stakeholders might see it, like your company's reception area and/or website footer.

When providing logo files to external sources, it is best to provide a vector format unless otherwise specified.

To maintain graphic integrity and legibility, the logo should be displayed no smaller than 80x80px in digital applications and 1x1" (25x25mm) in print.

National Tree Day

National Tree Day (NTD) is a day for Canadians to come together in appreciation of trees, their natural beauty, and the many benefits they provide. NTD is celebrated every September on the Wednesday of National Forest Week.

Minimum height: 1"
Includes clear space

COLOUR VARIATIONS

All versions of the National Tree Day logo are available in the following colour variations:

Green with white type

White with green type

Black with white type

ADDITIONAL CONSIDERATIONS

The green version with white type should be used in most situations.

Do not use as a background image.

Website use: provide a link to **treecanada.ca**.

Social media use: Post on social media with a shout out to @treecanada and your message of support.

Digital use: add the logo next to a description of your planting event photo to share in your e-newsletter.

Other: Proudly display anywhere your customers, clients and stakeholders might see it, like your company's reception area and/or website footer.

When providing logo files to external sources, it is best to provide a vector format unless otherwise specified.

To maintain graphic integrity and legibility, the logo should be displayed no smaller than 80x80px in digital applications and 1x1" (25x25mm) in print.

Compliance and Approvals

To ensure brand consistency, every use of the Tree Canada logo must have prior written approval from Tree Canada.

Any group wanting to use the logo and/or visuals should contact Tree Canada at **communications@treecanada.ca**.

Provide as much information as possible about the intended use, including samples and supporting material. The more information submitted, the easier and quicker it will be to respond appropriately. Tree Canada staff will respond to each request for approval as quickly as possible.

For long-term partnerships, it is a good idea to enter into an agreement outlining the rights to use our logo. In some instances, you might be asked to include this text: TM is a trademark of Tree Canada / Arbres Canada and is used under license.

Due to impacts of potential copyright infringements, failure to comply with the requirements articulated in these Brand Guidelines may result in legal action.

All inquiries about the Tree Canada logo, graphic elements and approvals should be directed to: communications@treecanada.ca

Design Guidelines

Tree Canada

Colour Palette

The Tree Canada colour palette is rich, organic, vibrant, impactful and diverse. It is used across all visual media including corporate communications, collateral, marketing materials, social media and online tools. The secondary accent colours can be used to add brighter tones and tints in supporting graphics and elements.

LIGHT GREY
CMYK: 3 2 2 0
RGB: 247 247 247
HEX: #F4F4F4

PRIMARY

PALE GREEN
C: 12
M: 2
Y: 9
K: 0

R: 222
G: 234
B: 239

#DEEAE5

FOREST GREEN
CMYK: 90 33 98 25
RGB: 3 106 56
HEX: #036A38

PMS 349

BRIGHT GREEN
CMYK: 85 3 100 0
RGB: 0 169 76
HEX: #00A94C

PMS 354

GREEN A
C: 62
M: 0
Y: 91
K: 0

R: 106
G: 190
B: 83

#6ABE53

GREEN B
C: 43
M: 0
Y: 64
K: 0

R: 152
G: 206
B: 132

#98CE84

GREEN C
C: 20
M: 0
Y: 30
K: 0

R: 206
G: 230
B: 193

#CEE6C1

GREEN D
C: 13
M: 1
Y: 19
K: 0

R: 221
G: 235
B: 212

#DDEBD4

MEDIUM GREY
CMYK: 21 5 13 74
RGB: 78 88 89
HEX: #4E5859

50% TINT
#9BA3A4

CHARCOAL
CMYK: 10 3 3 95
RGB: 42 44 47
HEX: #2A2C2F

SECONDARY

LIGHT BLUE
C20 M0 Y5 K0
R200 G233 B239
#C8E9EF

BLUE
CMYK: 84 56 29 8
RGB: 54 102 137
HEX: #366689

PINK
C2 M21 Y0 K0
R243 G209 B228
#F3D1E4

PLUM
CMYK: 47 93 48 38
RGB: 104 34 68
HEX: #682244

LAVENDER
CMYK: 35 53 0 0
RGB: 168 131 187
HEX: #A883BB

SAND
C2 M14 Y32 K0
R248 G218 B177
#F8DAB1

ORANGE
CMYK: 9 67 100 0
RGB: 216 117 39
HEX: #E17227

YELLOW
C1 M6 Y35 K0
R253 G234 B178
#FDEAB2

GOLD
CMYK: 5 30 100 0
RGB: 241 181 28
HEX: #F1B51C

Colours shown in proportion to usage.

COLOUR USAGE

Consistent use of the colour palette helps build and reinforce brand recognition by creating a strong, recognizable look for Tree Canada.

Use the CMYK values/swatches for print.
Use RGB and HEX values for digital/web applications.
PMS (Pantone) codes can be shared with print suppliers when requested for colour matching purposes as they should be used only as a refence point.

Gradients are not permitted.

Contrast Considerations

When combining colours with type, it is important to maintain a certain level of contrast that adheres to accessibility standards. Colour combinations should be used consistently on all marketing materials to achieve and maintain brand standards.

✓ ACCEPTABLE COMBINATIONS

Foreground: White
Background: Forest Green, 100% tint

Foreground: Pale Green, 100% tint
Background: Forest Green, 100% tint

Foreground: Forest Green, 100% tint
Background: Pale Green, 100% tint

Foreground: Charcoal
Background: Pale Green, 100% tint

Foreground: White
Background: Charcoal

Foreground: Pale Green, 100% tint
Background: Charcoal

Foreground: Forest Green, 100% tint
Background: White

Foreground: Charcoal
Background: White

Foreground: Bright Green, 100% tint
Background: White

Foreground: White
Background: Medium Grey, 100% tint

Foreground: Pale Green, 100% tint
Background: Medium Grey, 100% tint

✗ UNACCEPTABLE COMBINATIONS*

Foreground: White
Background: Bright Green, 100% tint

Foreground: Pale Green, 100% tint
Background: Bright Green, 100% tint

Foreground: Bright Green, 100% tint
Background: Pale Green, 100% tint

Foreground: Bright Green, 100% tint
Background: Forest Green, 100% tint

Foreground: Pale Green, 100% tint
Background: White

*Combinations are not acceptable for type. Lower contrast overlays can be used for graphic only applications such as background elements.

Typography

Tree Canada uses a combination of fonts in its marketing and communication materials to give the brand a distinct style. All fonts are available for download on Google Fonts (**fonts.google.com**) and Adobe Fonts with a Creative Cloud license (**fonts.adobe.com**).

POPPINS (fonts.google.com/specimen/poppins)

SANS-SERIF FOR HEADERS AND PULL QUOTES

Poppins has a clean, contemporary style that complements the primary logo. It should be used for headlines, titles and some body copy. This font comes in a variety of weights, which makes it ideal for various applications in both print and web. To maintain legibility, body copy and smaller text should always use the Regular or Medium weight. Avoid Thin, Extra Light and Light weights due to insufficient contrast.

ROBOTO (fonts.google.com/specimen/roboto)

SANS-SERIF FOR BODY COPY AND SUBHEADERS

Roboto is a versatile sans-serif typeface which should be used primarily for body copy due to its ease of readability, friendly geometric letters and variety of weights. It shares a similar x-height with Poppins, which makes both typefaces easy to combine.

CALADEA (fonts.google.com/specimen/caladea)

SERIF FOR PULL QUOTES AND SOME BODY COPY

Caladea is a serif typeface with leaf-like terminals and serifs that complement the Tree Canada symbol. It should only be used for pull quotes and some body copy. It shares a similar x-height with Poppins and Roboto, which makes all typefaces complementary to each other.

Poppins

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Aa	Aa	Aa	Aa
Regular	Medium	SemiBold	Bold

Roboto

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Aa	Aa	Aa	Aa
Regular	Medium	Bold	Black

Caladea

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890'?'"!"(%)[#]{@}/&\<-+÷×=>® ©$€£¥¢:;,.*

Aa
Regular

Alternative Typography

If brand typefaces are not available or not installed on a computer, a web-safe font can be used. These fonts are widely available within different operating systems and programs as a default option.

WEB-SAFE ALTERNATIVE

In applications where a web-safe font is required, such as email, Word and PowerPoint, the Arial font family should be used as a replacement for Roboto and Poppins sans-serif fonts. Georgia can be used as a replacement for Caladea serif font.

Use colour and/or weight to show emphasis (no italics preferably).

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Aa
Regular

Aa
Bold

Georgia

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Aa
Regular

Images and Videos

Tree Canada publishes images and video content to promote and celebrate our work with people and communities, and to demonstrate our impact nationwide. Tree Canada assumes ownership of images and video commissioned by Tree Canada or submitted to Tree Canada by third parties for our use.

USE OF TREE CANADA PHOTOS

Tree Canada is pleased to be able to share a selection of images directly with our partners and stakeholders for use in partnership-related commercial or consumer-facing initiatives. The subjects featured in these images have consented to the use of their likenesses by Tree Canada and our stakeholders with the express intention of raising awareness for our cause, including raising funds to further our mission. The subjects have NOT signed commercial or model releases or been compensated for the use of their likenesses. As such, it is critical to ensure that no use of these images implies the subject directly or indirectly endorses any third-party product or service.

ATTRIBUTING CREDIT

In all cases, use of Tree Canada images must be accompanied by the following copy "Images/Videos courtesy of Tree Canada" or the Tree Canada logo (prior approval by Tree Canada required). Reference does not need to happen on the image itself, but it should be in relative proximity to ensure a third party can identify the context.

Tree Canada encourages staff, volunteers and partners to take pictures and video at our events or events where we are officially representing Tree Canada.

✓ ACCEPTABLE USE OF TREE CANADA IMAGES

Advertisements, promotional collateral (physical or digital), partner websites and the like may feature Tree Canada's images in the context of an approved partnership with Tree Canada.

✗ UNACCEPTABLE USE OF TREE CANADA IMAGES

Tree Canada's images may NOT be used in any advertisement, promotional collateral (physical or digital), partner websites and the like that links subjects in an image with a specific product or service of a commercial entity in a way that may imply a product endorsement from which the commercial entity may profit. **Tree Canada's images may NOT be used directly on products or packaging without prior approval by Tree Canada.** Commercial product shots may not be placed on top of or overlapping Tree Canada's images. There must always be a clear, visual separation between Tree Canada's images and any commercial product or product offering.

Images and Videos

EDITING TREE CANADA IMAGES

Manipulation of photos for graphic design purposes is generally acceptable if the meaning of the image is not distorted by the change(s); this may include cropping, contrast or colour balancing. However, manipulation of a photo that distorts the reality of the image is not permitted. This includes, but is not limited to altering images by inserting, removing, or re-touching content. If unsure, please reach out to us at **communications@treecanada.ca**.

USE OF STOCK IMAGES BY TREE CANADA

Royalty-free images may be used across Tree Canada social media channels, website, blog and newsletter.

IMAGE TREATMENTS

A semi-transparent layer can be applied to images to enhance the visibility of text overlay on banner images or social media assets.

IMAGE AND VIDEO TIPS

All images and videos should be reflective of environmental and/or tree planting efforts. See examples of acceptable and unacceptable images on the next page.

IMAGES AND VIDEOS SHOULD FOCUS ON:

- People participating in tree planting activities
- Native trees and related Canadian nature landscapes
- A diverse representation of people near trees in rural or urban settings
- Wildlife in proximity to trees

IMAGES AND VIDEOS SHOULD NOT FOCUS ON:

- Pollution or greenhouse gas emissions (i.e., factory imagery)
- Deforestation and destruction (i.e., clear cutting, wildfires, etc.)
- Plants that are not tree species (i.e., bean seedling)
- Invasive species and international landscapes
- Injuries caused by trees

Images and Videos

✓ **EXAMPLES OF ACCEPTABLE IMAGES**   ✕ **EXAMPLES OF UNACCEPTABLE IMAGES**

Images and Videos

CONSENT

At events organized by Tree Canada, we make participants aware that we will be taking pictures and video, thereby allowing participants to opt-out should they not wish to have their image captured. Please email us at **communications@treecanada.ca** to see samples of our on-site signage, website event promotion, event invitations and speaking notes where notice is provided to event participants.

If you are at an event managed by another party on private property and Tree Canada is officially represented, please check with your host as to whether other participants have been provided notice that photos and video may be taken and comply with their direction, if any.

In public places, there are no legal restrictions against taking pictures or video. As a rule, however, whenever taking pictures or video, it is respectful to always ask first.

Extra caution should be taken when capturing images of children or other vulnerable persons. Always ask them, their guardian or caretaker for permission to take their picture or include them in video. Schools often have parents and guardians pre-sign waivers that allow children to participate in events where photos and video will be taken, therefore if school children are involved in an event, please confirm permission with school representatives.

Other situations where image gathering sensitivity is required include the performance of spiritual and/or cultural rites and memorial services.

Applications and Templates

The following is a series of examples of how the Tree Canada brand can be used across a variety of marketing and communication collateral.

To request a template, please email **communications@treecanada.ca**.

Apparel and Promotional Items

The following examples adhere to the brand standards in this document.
Use as reference for other materials.

Printed Materials

The following examples adhere to the brand standards in this document.
Use as reference for other materials.

Tradeshow Material and Signage

The following examples adhere to the brand standards in this document.
Use as reference for other materials.
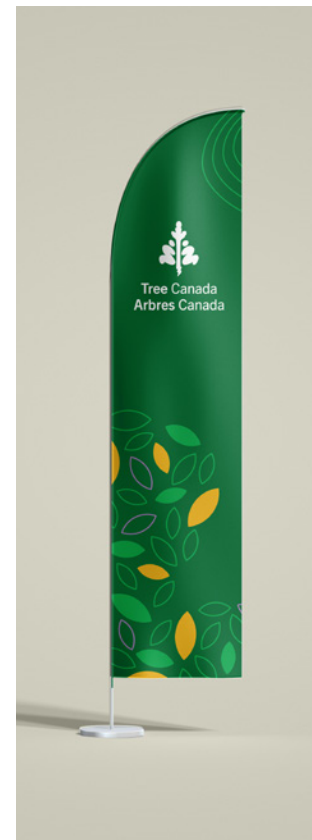
Tree Canada
Arbres Canada

For all marketing and communication
inquiries, and to obtain media
files such as logos, templates
and brand elements please visit
treecanada.ca/brand