



TREEDS

Brand
Guidelines

The purpose of this guide is to assist the Consortium in using the TREEADS logo correctly and maintaining the integrity of the project's overall brand identity. It is also a useful aid when instructing typographers and other employees to produce branded items, to design and create TREEADS communication material.

Table of Contents

TREADS logo

4

Logo Variations

5

Colours Palette Guide

7

Logo usage

8

Logo improper use

9

Social media usage

10

Usage in a colour background

11

Brand typography

12

Brand Logo

The idea behind

Focusing on the natural environment, we have created a Minimal logotype that includes the forest element with an abstract illustration of a cluster of trees in a geometric design and absolute harmony. The geometric lines indicate the coordinated approach of the project (holistic) and the element of danger (fire) with their sharp peaks. In contrast to the figurative triangles, we have the aspect of an abstract leaf that, with its curved lines, completes the image of the trees, capturing the complete natural environment.

The Strict style in the design aims at dynamic visual communication (equally possible in small or large size). The TREEADS font (AlternateGothic2, Condensed style) enhances the image of the forest (association to tall tree trunks).



Logo Variations



Positive Format (Primary Format)

Primarily the logo should be used on a white background in its positive format for maximum impact and clarity. In cases where this is not feasible, the versions on page 6 are available for usage.

Logo Variations



a) Negative Format

This format of the TREEADS logo is only used when placing the logo on an image, a colored background or a pattern.



b) BW/Grayscale Formats

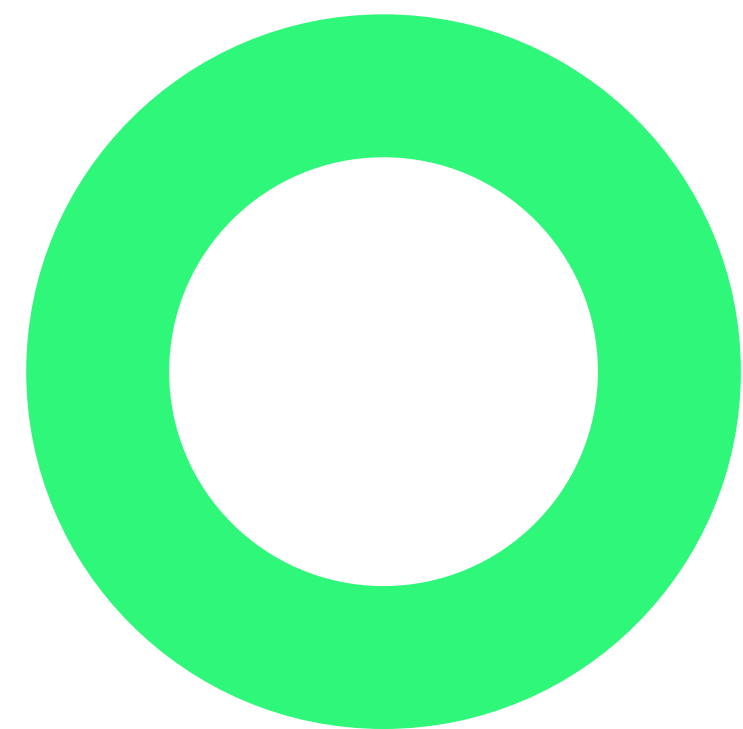
These logo variations are meant to be printed in a grayscale or black and white format (i.e. internal memos).

Colour Palette

MAIN COLOURS



CMYK = C80 M47 Y93 K57
RGB = R28 G62 B29
#1c3e1d

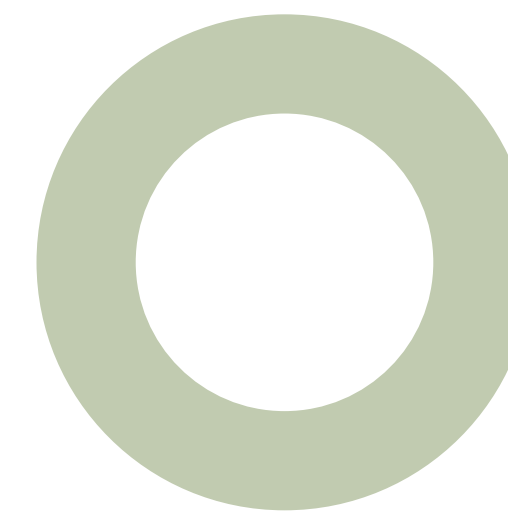


CMYK = C58 M0 Y78 K0
RGB = R46 G247 B122
#2ef77a

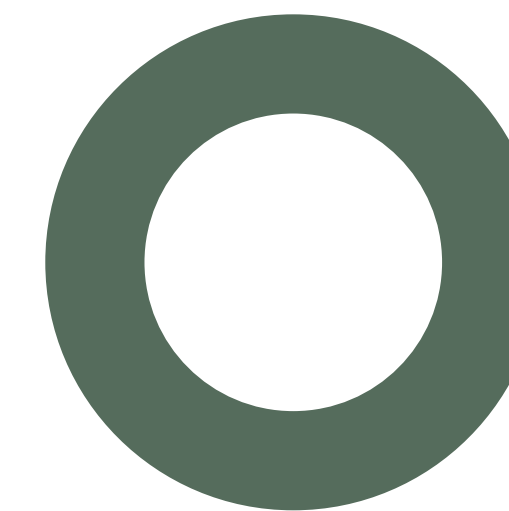
ADDITIONAL COLOURS



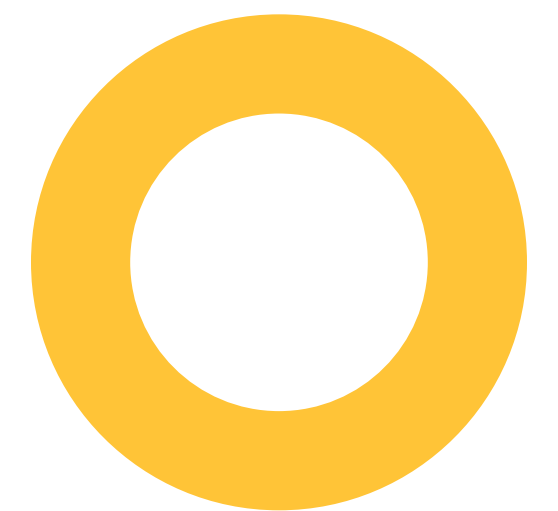
CMYK = C87 M22 Y85 K8
RGB = R0 G136 B84
#008854



CMYK = C25 M12 Y33 K0
RGB = R193 G203 B176
#c1cbb0



CMYK = C67 M43 Y63 K22
RGB = R85 G108 B92
#556c5c



CMYK = C0 M24 Y88 K0
RGB = R255 G196 B55
#ffc437

MAIN and ADDITIONAL COLOURS

CMYK colours are used
in printing material
RGB colours are used
on web applications

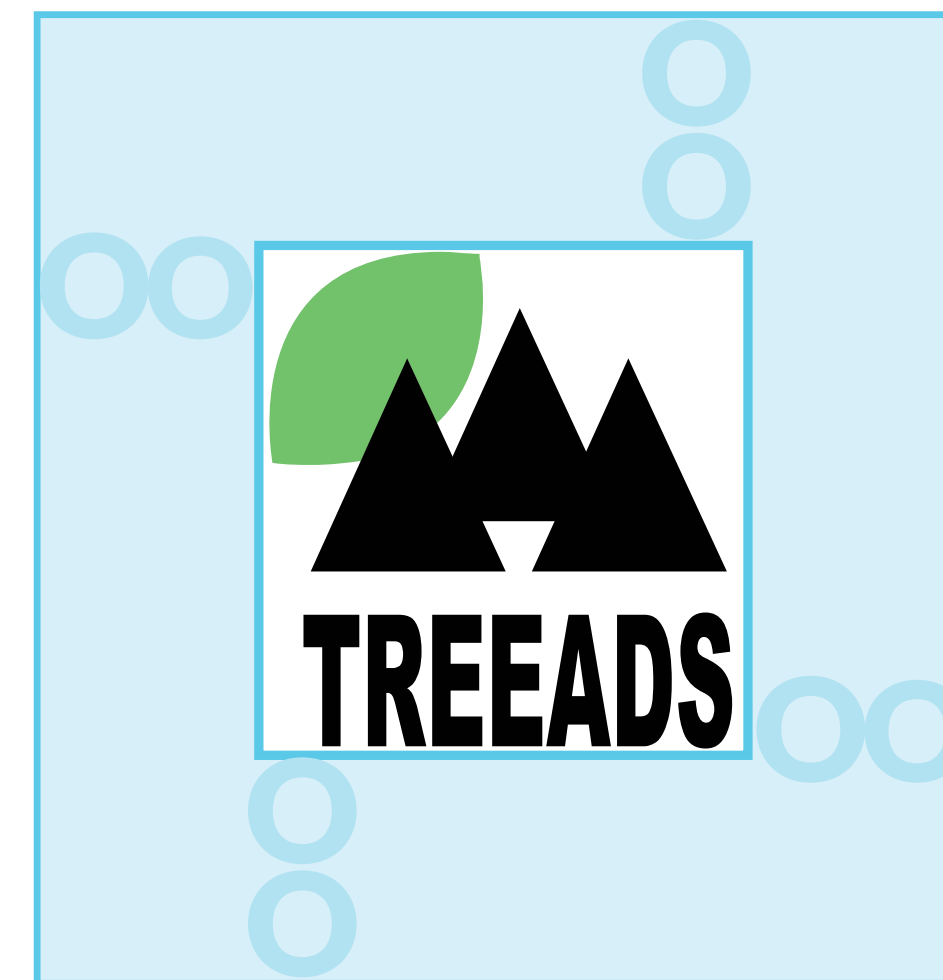
Additional colours palette can be used for layouts and artworks
such as website/posters/leaflets e.t.c. in case you need a small
touch of colour contrast. These colours cannot replace main
colour palette or logotype official colours

Logo Usage

The Clear Space zone around the logo has been determined to ensure the proper visibility of the TREEADS logotype.

Maintaining the Clear Space zone between the logo and other graphical elements such as typefaces, images, other logos, etc. ensures that the TREEADS logo always appears unobstructed and distinctly separate from any other visuals.

To make sure the logo is always clear and legible, a minimum size requirement was determined. However, when using a lower quality printing technique (i.e. screenprinting), the usage of the logo in a larger size is strongly recommended.



LOGOTYPE PRINT minimum size
15 mm W X 16 mm H

LOGOTYPE SCREEN minimum size
58 px W | 60 px H

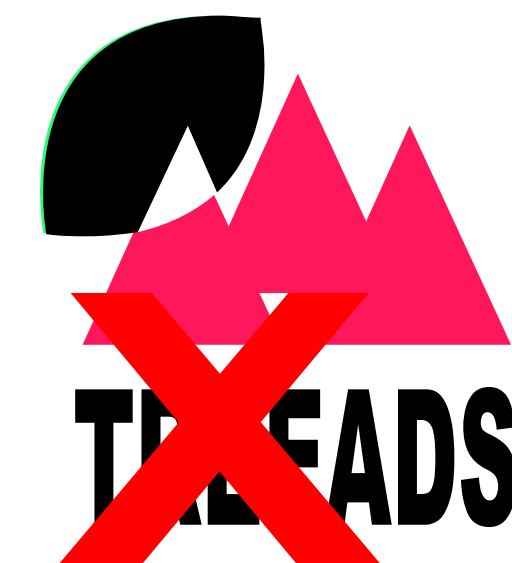
Logo Improper use

Display the TREEADS logo only in the formats that are specified in this guide.

The TREEADS logo may not appear in any other colors than the already specified in page 5-6 of this guide.

Do not rotate, skew, scale, redraw, alter or distort the TREEADS logo in any way.

Do not combine the TREEADS logo with any other element such as other logos, words, graphics, photos, slogans or symbols.



Logo usage on social media

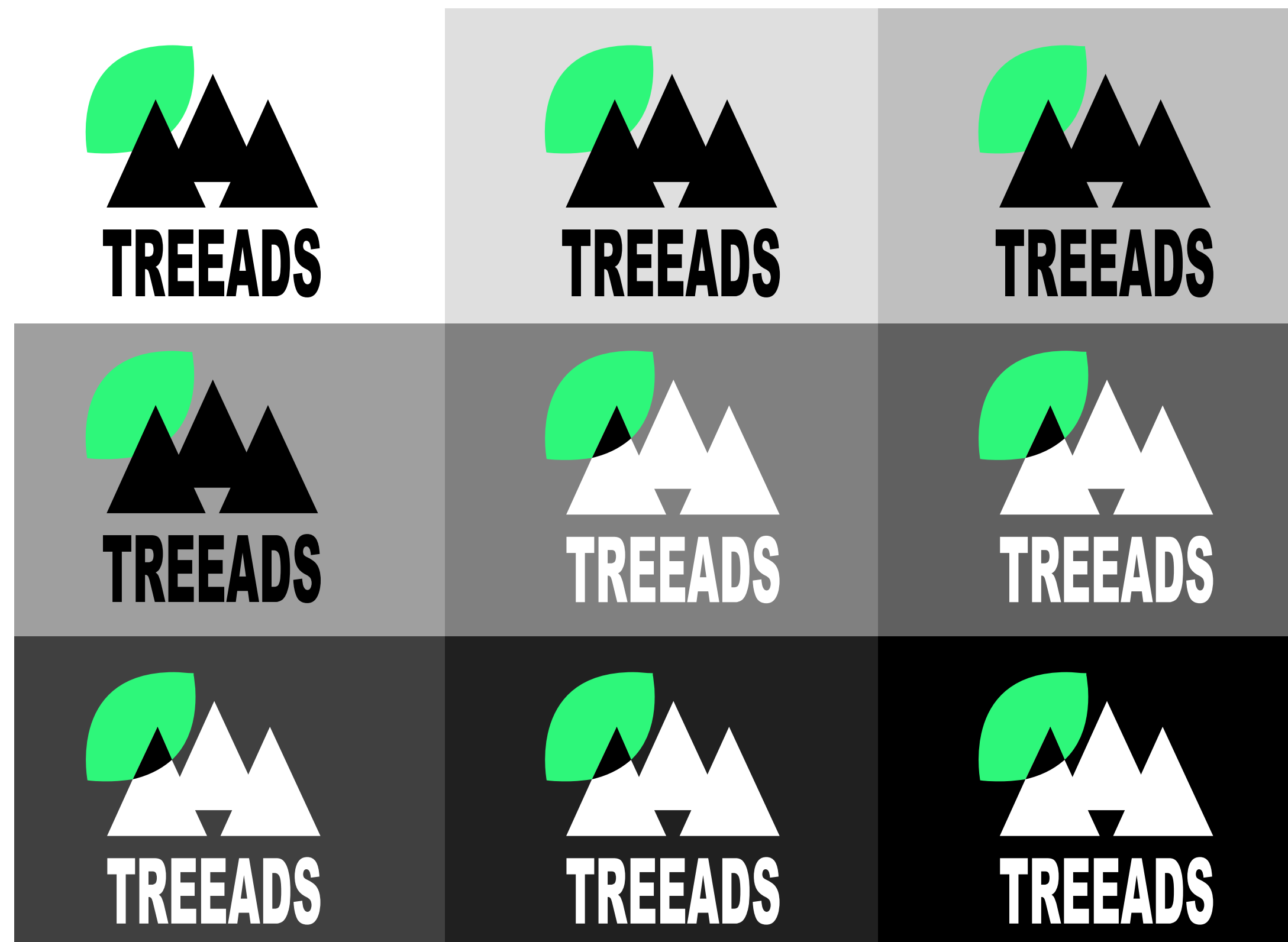
Logo use on social media: the logo should be used in a white background.



Logo usage on backgrounds

When placing the logo on an image, color or pattern, it is essential that there is enough contrast between the logo and the background.

The logo must not be placed on backgrounds that distract from or compete with the logo.



1) For MS templates and publications

HEADING 1
Abadi bold,
18pt black colors

HEADING 2
Abadibold,
16pt, blue colors
(RGB R37 G60 B126)

HEADING 3
Abadi bold,
14pt, blue colors (RGB R37 G60
B126)

HEADING 4
Abadi bold,
14pt, blue colors (RGB R37 G60 B126)

Body text
Abadi-Regular, 11pt, black colors

2) For Website and other web-applications

HEADING 1
Abadi bold,
18pt black colors

HEADING 2
Abadibold,
16pt, blue colors
(RGB R37 G60 B126)

HEADING 3
Abadi bold,
14pt, blue colors (RGB R37 G60
B126)

HEADING 4
Abadi bold,
14pt, blue colors (RGB R37 G60 B126)

Body text
Abadi-Regular, 11pt, black colors

3) For leaflets and other material

HEADING 1
Abadi bold,
18pt black colors

HEADING 2
Abadibold,
16pt, blue colors
(RGB R37 G60 B126)

HEADING 3
Abadi bold,
14pt, blue colors (RGB R37 G60
B126)

HEADING 4
Abadi bold,
14pt, blue colors (RGB R37 G60 B126)

Body text
Abadi-Regular, 11pt, black colors

Typo
graphy
BRAND

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TREETREADS