



**TREE  
OF THE  
YEAR**  
—  
EUROPE

# Logo Guide

TREE OF THE YEAR



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## LOGO FORMS

The Tree Of The Year logo stands for the connection of the nature and human touch and uniqueness of both people and trees.

The logo is always presented in its full version, the symbol cannot stand on its own.

The logo form is effective for further language mutations—further described on page 13.



## CLEAR SPACE

In order to maintain the logo's visual impact, its reserved space must always keep the 25% of the width/height to all directions.



## MINIMUM SIZE

The logo can never be presented in a size smaller than 28x18,3 mm to always maintain its legibility



## COLOR SCHEME

The visual identity of The Tree Of The Year works with natural browns and soft greens.

The primary colors here specified are used in the logo. Please use the CMYK color code for the printed version of the logo and the RGB code for digital usage.

The secondary colors are used in complementary graphic materials.

### Primary colors



C 36	R 168
M 3	G 199
Y 99	B 48
K 0	

HEX #A8C630  
PANTONE 2300 C



C 41	R 148
M 44	G 130
Y 51	B 117
K 2	

HEX #938275  
PANTONE 7531 C



C 51	R 74
M 62	G 56
Y 74	B 41
K 45	

HEX #493828  
PANTONE 7533 C

### Secondary colors



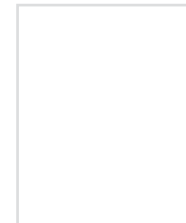
C 24	R 194
M 0	G 216
Y 67	B 110
K 0	

HEX #C2D86E  
PANTONE 2289 C



C 13	R 213
M 15	G 202
Y 17	B 196
K 0	

HEX #D5C9C3  
PANTONE 7528 C



C 0	R 255
M 0	G 255
Y 0	B 255
K 0	

HEX #FFFFFF

## COLOR VERSIONS

The logo is used in its primary color version whenever possible—on white and light colors, as long as the green is vibrant enough on given background.

When placed on bright colors or photos, the white version of the logo is used.

When placed on dark colors, the version with white title is used.

If a monochromatic dark version is needed (not preferred case), the dark brown version is used.



## CORRECT USAGE

Please see the selected color versions of the logo dependable on the color of the background.

As stated, the primary color version is preferred, however, when working with bright color or a photography in the background, the white version of the logo should be used.

When placing the logo on a dark background, please use the version with the title in white.

At all terms, it is necessary to always keep enough contrast between the logo and the background. The best possible legibility of the logo should be maintained, please use the color versions accordingly.





## INCORRECT USAGE

The logo cannot be used on such a background, that would prevent it from being legible or readable.



## AVOID

Please avoid disproportionate resizing of the logo.

The logo cannot be deformed or transformed in any way, nor it can be otherwise edited.

Colors and fonts need to strictly correspond with the logo form specified in this manual.



## CORPORATE FONTS

The logo title uses Gotham Black.  
The subheadline uses Montserrat Bold.

However for all communication of  
the brand the font Montserrat is  
used.

Typeface usage: Regular—basic text  
for printed and online materials.  
Bold, Extra Bold—headline typeface,  
highlighted text. Medium, Semi  
Bold—subheadlines, highlighted  
text. Light—basic text for online  
materials.

Montserrat Light

Lorem ipsum is font for testing corporate font.

Montserrat Regular

Lorem ipsum is font for testing corporate font.

Montserrat Medium

Lorem ipsum is font for testing corporate font.

Montserrat Semi Bold

**Lorem ipsum is font for testing corporate font.**

Montserrat Bold

**Lorem ipsum is font for testing corporate font.**

Montserrat Extra Bold

**Lorem ipsum is font for testing corporate font.**

Download Montserrat font [HERE](#)

Logo title typeface

**GOTHAM BLACK**

**TREE OF  
THE YEAR**

Cyrillic Alphabet alternative typeface

**OPEN SANS EXTRA BOLD**

**ДЕРЕВО  
ГОДА**

## LANGUAGE MUTATIONS

The Tree Of The Year Logo will appear in various language mutations.

The main title always communicates The Tree Of The Year in a given language. The beige subtitle communicates the country. This structure cannot be broken.

The Tree Of The Year title is only appearing in two possible versions—three and two lines of text, please use as in examples shown on this page. The line break should always be chosen in balance—in line with aesthetical appearance.

When creating new logos please use the LOGO TEMPLATE—download please from the link on the following page. The template provides vectorized and text-editable versions of logos.

Please keep the exact proportions and colors as is pre-set in the template file.



## DOWNLOADS

On following links please download the logo files and logo pack as well as the graphic elements used for The Tree Of The Year communication.

Download the logo files, templates and guidelines [HERE](#)



# PRINT MATERIALS

Design style of an A5 flyer.



Tree of the Year 2017



## The lime tree at Lipka

**SPECIES:** SMALL-LEAVED LIME (TILIA CORDATA)

**AGE:** 800 YEARS

**REGION:** LIPKA AT HORNÍ BRADLO, PARDUBICE

### Lime Tree—Love that Lasts a Lifetime

The memorable tree grows by a road connecting the manor in Lipka and a former cemetery, now changed to a tomb of the original manor owners—the Kustoš family. The first manor was built in the 13<sup>th</sup> Century and the lime tree—now 800 years old—welcomed many people of Lipka to the world and saw them on their last journey as well.

### How to vote

The Geni dolorionsed que voluptatiore renienisto venis as dolupta tinvenimus, officidusam rem quistru ptasperessit arumet ut doloribusam fuga. Omnimin turionse sin repti dolo berate excerfernam eumque molupta veligende doloris esequis ulluptatur res dolorem quassi.

Photo by: Ludvik Plašil

[www.treeoftheyear.org](http://www.treeoftheyear.org)

[www.xxxxxxxx.org](http://www.xxxxxxxx.org)

Supporters of the contest



## PRINT MATERIALS

Design style of an A2 exhibition poster.



### The lime tree at Lipka

**SPECIES:** Small-leaved Lime (*Tilia cordata*)

**AGE:** 800 years

**REGION:** Lipka at Horni Bradlo, Pardubice region, The Czech republic



#### Lime tree – love that lasts a lifetime

The memorable tree grows by a road connecting the manor in Lipka and a former cemetery, now changed to a tomb of the original manor owners—the Kustoš family. The first manor was built in the 13<sup>th</sup> century and the lime tree—now 800 years old—welcomed many people of Lipka to the world and saw them on their last journey as well.

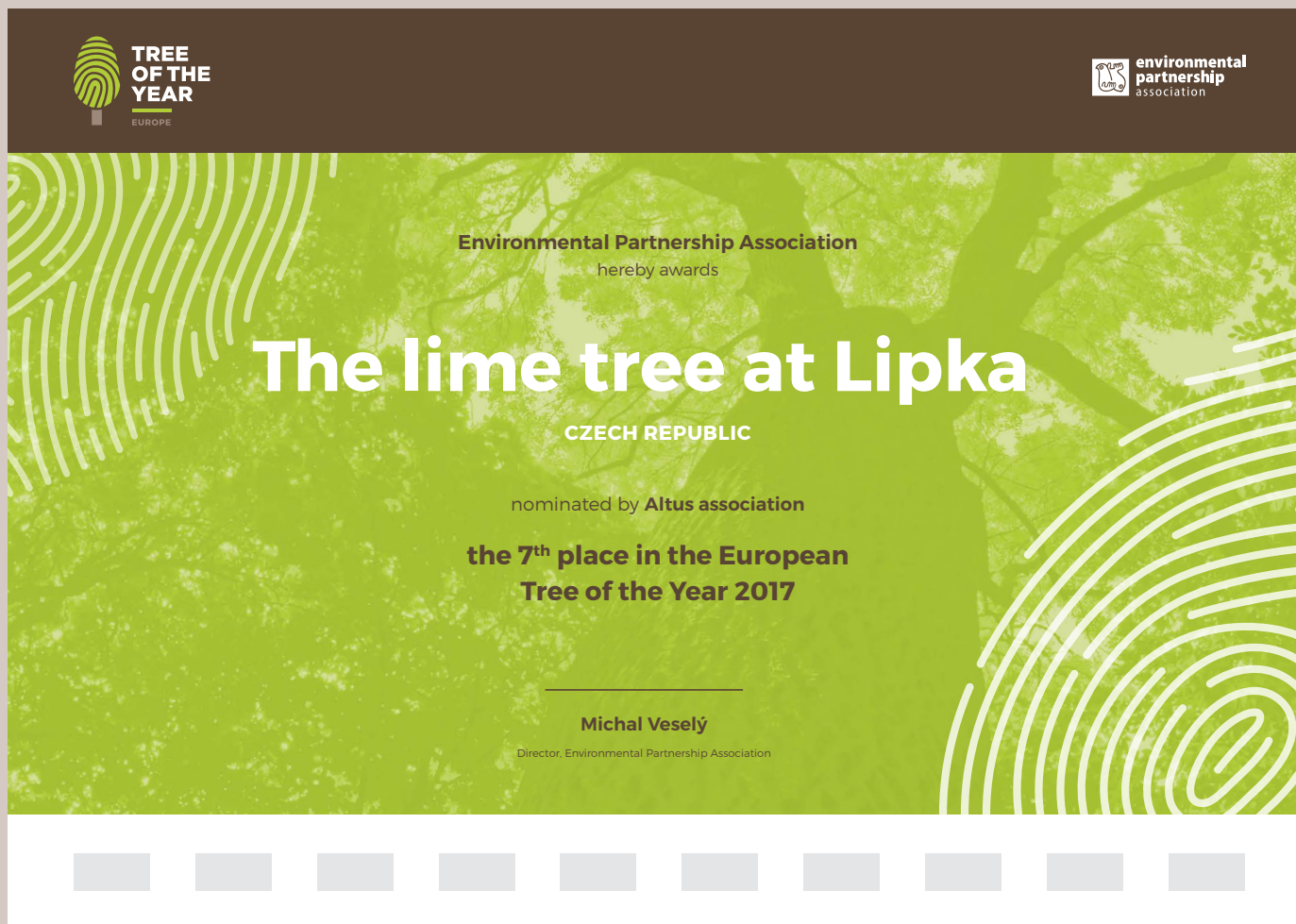
Photo by: Naděžda Gutzerová

Nominated by: Czech Environmental Partnership Foundation



## PRINT MATERIALS

Design style of an A4 certificate.







## PRINT MATERIALS

Design style of an A1 poster.



# NOMINATE TREE OF THE YEAR 2017

**Do you know about a tree that  
deserves attention and care?**

Photo by Lenka Mitrenga

Nominate a tree into 16<sup>th</sup> edition of the National Tree of the Year Contest.  
If the tree advances to the final, it will compete for the professional treatment and will get through to the 2018 European Tree of the Year Contest.

Applications deadline: April 30<sup>th</sup>, 2017

[www.treeoftheyear.org](http://www.treeoftheyear.org)

Supporters of the contest:





## PRINT MATERIALS

Design style of an A5 flyer.

# NOMINATE TREE OF THE YEAR 2017

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Supporters of the contest:



## PRINT MATERIALS

Design style of an roll-up.





**Thank you for  
keeping these rules.**

If further specifications are needed, please contact  
Environmental Partnership Association at [trees@nap.cz](mailto:trees@nap.cz)