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.
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.
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.
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.
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
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 13th 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

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www.treeoftheyear.org
www.xxxxxxx.org

Supporters of the contest

Photo by: Ludvík Plašil
www.treeoftheyear.org www.xxxxxxx.org
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 13th 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

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www.treeoftheyear.org
www.xxxxxxx.org

Supporters of the contest

Photo by: Ludvík Plašil
www.treeoftheyear.org www.xxxxxxx.org
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 Horní 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 Kustol family. The first manor was built in the 13th 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.

Nominated by: Czech Environmental Partnership Foundation

Photo by: Naděžda Gutzerová
The lime tree at Lipka

CZECH REPUBLIC

nominated by Altus association

the 7th place in the European Tree of the Year 2017

Michal Veselý
Director, Environmental Partnership Association
NOMINATE
TREE OF THE YEAR
2017

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

Nominate a tree into 16th 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 30th, 2017

www.treeoftheyear.org

Supporters of the contest:
NOMINATE TREE OF THE YEAR 2017

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

Nominate a tree into 16th 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 30th, 2017

www.treeoftheyear.org

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