



Tree-based Solutions
4 Climate Change **Adaptation**
& Biodiversity Conservation

BRAND GUIDELINES

November 2025,
Version 1

 [Trees4Adapt-project](#)

 [@trees4adapt.bsky.social](#)

 [Trees4Adapt](#)

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Introduction

Brand Guidelines

The brand guidelines set out in this manual for **Trees4Adapt** offer the means by which all **Trees4Adapt** partners can achieve the prescribed standards of presentation related to the **Trees4Adapt** project.

It is recommended that partners follow the standards given in this manual to ensure a high standard of project presentation in all **Trees4Adapt** dissemination activities.

For any queries regarding the implementation of the **Trees4Adapt** brand guidelines, please contact Mathilde Vidal, (mathilde@erinn.eu)

trees4adapt.eu



Logo



Logo

The **Trees4Adapt** logo lock-up is constructed using a combination of upper case and lowercase bold lettering and a specially hand crafted accompanying 'Three Tree Icon' on the left handside. The logo can be used with or without it's tagline.

This section gives you guidelines on how to use the logo in any format, for example the recommended type face to use, the colour palette and best use of the logo on different backgrounds.



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[Colour Logo](#)

One Colour Logo

The one colour version logos are intended for applications that are restricted in colour, such as fax, memo etc. or any time it is not possible to use colour printing techniques.



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Black logo



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White logo

Correct use of logo

Colour background variations

The preferred background for the **Trees4Adapt** logo is white, but there will be some instances where the logo needs to be used over a colour other than white. In this case, you may have to use either the white or black version of the logo.

Whether the logo is being used in full colour, black or white, please ensure that the logo is always legible and there is sufficient contrast between all the elements; particularly when using the logo with the tagline to ensure the text is legible.



Correct

The full colour logo is only fully visible on a light background.



Incorrect

The full colour logo is not fully visible on a background similar in colour to the logo itself.



Correct

The white logo is only fully visible on a dark background.



Incorrect

The black logo is not fully visible on a dark background.



Correct

The black logo is only fully visible on a light background.



Incorrect

The white logo is not fully visible here on a light background.

Correct use of logo (CTD.)

Photographic background variations

The preferred background for the **Trees4Adapt** logo is white, but in some cases it is necessary to use the logo over images. In all cases, it is important to ensure that all elements of the logo are clearly visible.



Correct

The full colour logo is fully visible on a light image.



Incorrect

The full colour logo is not fully visible on an image similar in colour to the logo.



Correct

The white logo is fully visible on a dark image.



Incorrect

The black logo is not fully visible on a dark image.



Correct

The black logo is fully visible on a light image.



Incorrect

The white logo is not fully visible on a light image.

Correct use of logo (CTD.)

Clearance space

Clearance space is the area surrounding the logo that should be kept free of other graphical elements. You should allow sufficient space around the logo.

The minimum required space to use around the logo is the height and width of the 'a' from 'Adapt' in the logotype.



Clearance space for logo

Minimum size

The **Trees4Adapt** logo can be increased to any size you require however the minimum size the logo should be displayed at only at 54mm in width. Where possible, the logo should not be used below these sizes as legibility will be compromised.



Minimum size = 54mm width

Incorrect use of logo (CTD.)

What not to do

Never recreate elements of the artwork. Do not modify elements or alter colours. Please adhere to the guidelines below.

✘ Do not distort logo



✘ Do not modify colours



✘ Do not rearrange elements



✘ Do not add elements



✘ Do not distort the icon



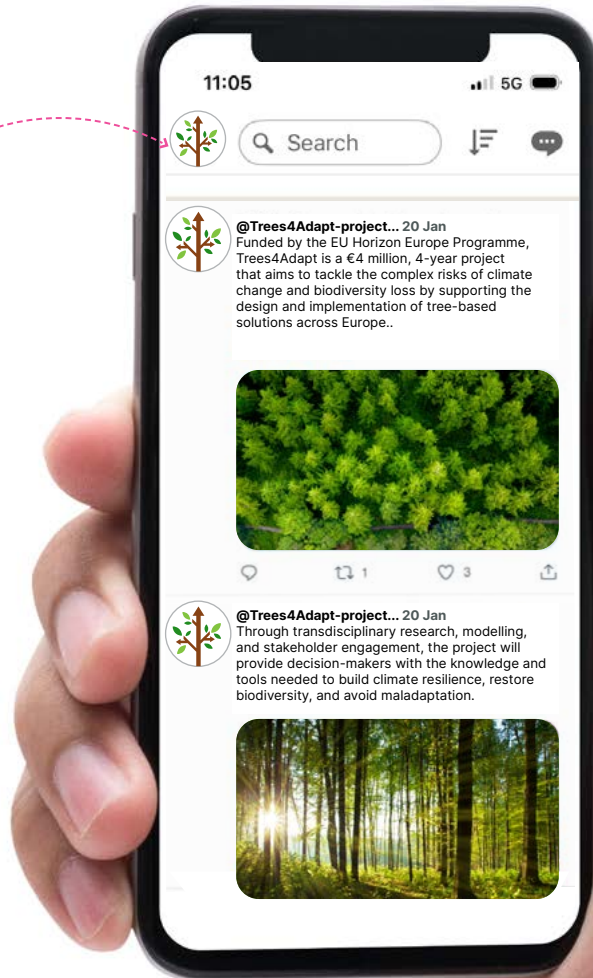
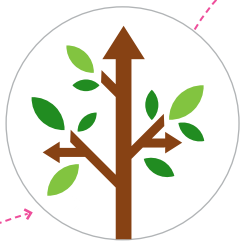
✘ Do not modify proportion



Our Social Avatar

Directional Arrow Tree Icon

Our tree icon in the logo lock-up can be used in social media applications where the master logo would be too small and illegible to use. It can work effectively on LinkedIn, Instagram or Bluesky as a profile icon as shown in the sample phone screen. The icon is dynamic and should always be used on a white background.



Typefaces

Primary – Gilroy (Graphic Design Use Only)

Gilroy is the primary **Trees4Adapt** typeface. This simple, modern font helps communicate ideas clearly and confidently. It is highly legible in both print and digital communications. It is available in a range of weights: from light to bold. Inter can be downloaded at <https://font.download/font/inter>

Gilroy is primarily used for print design.

Gilroy Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+=”

Gilroy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+=”

Secondary – Arial (General & Web Safe Use)

Arial is the secondary **Trees4Adapt** typeface. **Arial** reflects the clean look of the primary typeface and should be used whenever possible within Microsoft Office applications i.e. Word, Powerpoint, Excel etc.

Arial Regular can be used for all standard communication materials e.g. letters/faxes/reports/emails etc. Arial can be downloaded at <https://font.download/font/arial>

Arial is packaged with all Microsoft and Macintosh computers.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+=”

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @*?!&%+=”

Colour palette

Print

The CMYK values are required when preparing materials for professional print jobs.

In-office printing will provide varied results depending on equipment and as a result, 100% colour accuracy cannot be expected.

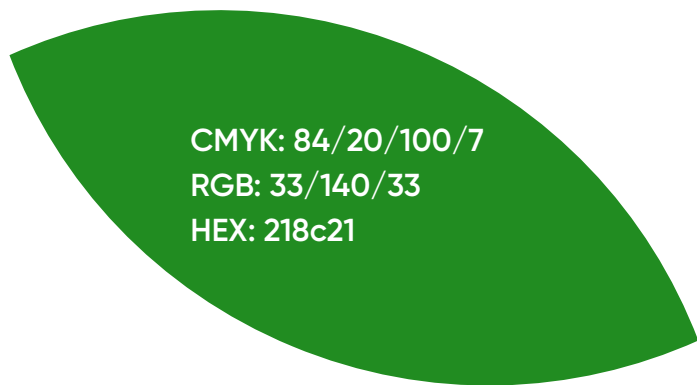
Web

The RGB values are required when preparing materials for the web.

It is important to note that the calibration of monitors, desktop printers and projection equipment can vary. Please adhere to the RGB values provided to ensure consistency across all materials for the web.

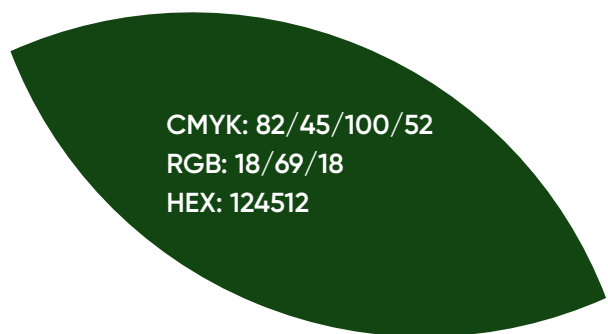
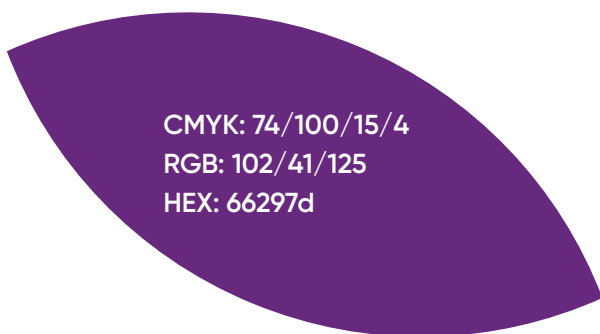
Primary Colours

(Use predominantly for 80% of application)



Secondary Colours

(Use to support the main brand colours but only as an accent, 20% of application)



Acknowledgement of EU funding

All publications and other dissemination materials should include the EU emblem along with the following statement:

“Funded by the European Union under the Horizon Europe Programme, Grant Agreement No. 101213184 (Trees4Adapt). Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.”



Funded by
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