

Guide for Business Partners

Policies on usage of Trees for the Future marketing materials

The Trees for the Future Logo

Our logo should be used in communications intended to convey the distinctive Trees for the Future brand. The size of our logo can be changed uniformly. The green Trees for the Future logo should never be placed in green background. If the Trees for the Future logo is going to be placed on dark background, please use the white Trees for the Future logo.

Trees for the Future Logo Color

Green

RGB: R31, G97 and B31

CMYK: C85, M36, Y100 and K31



White

RGB:R255, G255 and B255

CMYK: C0, M0, Y0 and K0.



Trees for the Future's Pictures

Trees for the Future makes all of our images freely available to view on Flickr (www.flickr.com/treesfft/). All of our images are copyrighted using a creative commons attribution license. This license allows people to utilize our images for commercial and noncommercial work, but they must provide credit to Trees for the Future, in the manner described below. The full terms of the license can be found here:

<http://creativecommons.org/licenses/by/3.0/>

Steps to take in order to use our pictures:

- 1) Acquire written permission from Business Partnerships Coordinator, detailing which pictures will be used
- 2) Attribute full credit to Trees for the Future for the picture, including the website address, as shown below.

Examples:



PHOTO COURTESY OF TREES FOR THE FUTURE (www.plant-trees.org)



© TREES FOR THE FUTURE (www.plant-trees.org)

“About Trees for the Future”

This description can be used freely, provided it is copied verbatim. Any and all changes must be approved by the Business Partnership Coordinator

Since 1989, Trees for the Future (www.plant-trees.org) has been helping communities around the world plant trees. Through seed distribution, agroforestry training, and our country programs, we have empowered rural groups to restore tree cover to their lands. Planting trees protects the environment and helps to preserve traditional livelihoods and cultures for generations.

Trees for the Future's Website Content

Examples:

- Project Descriptions
- Resources from the resources section
- Frequently Asked Questions

Steps to take in order to use these materials

- 1) Acquire written permission from Business Partnerships Coordinator.
- 2) Attribute full credit to Trees for the Future, including the website address.

To get approval, please contact:

Leandro Monteiro
Business Partnerships Coordinator
Trees for the Future
9000 16th Street
Silver Spring, MD 20910
leandro@treesfff.org
301.637.4862 | www.plant-trees.org
