



Brand Manual

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Tree Appeal



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The Tree Appeal Mission:

The philosophy of Tree Appeal is to plant and conserve trees within the UK and globally in recognition and appreciation of the environmental and humanitarian benefits that trees deliver to the wellbeing of our valuable planet.

Trees are the longest lived organism on the planet and therefore planting trees is an investment that creates a global ecological heritage for many hundreds of years. We must demonstrate that we are seriously addressing our own country's environmental issues. Only then are we in a position to influence global environmental changes, like arresting the cutting down of rain forests.

Most environmental damage occurs as a consequence of business activity. We therefore believe the way forward is to give environmentally responsible companies the opportunity to integrate tree planting into their product and service offering and gain a marketing advantage for doing so.

Tree Appeal has, on principle, decided that the funding for tree planting must come from a company's marketing budget thus leaving that company's charitable budget intact, enabling continued support for their many other charitable causes.

What Tree Appeal does for you:

- You are 'Seen to be Green'
- It differentiates your business with a unique selling point
- You raise your profile, locally and nationally, for all the right reasons
- It helps reduce your 'carbon footprint'
- You make an ongoing long-term contribution to the environment

*Show your customers that
what you sell won't cost the Earth*



The brand



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The purpose of this manual

This document provides a basic guide to branding for Tree Appeal Partners. It shows how you can use the logo and images with your own promotional material to gain the maximum benefit from being a Tree Appeal Partner. It also demonstrates different uses of the brand on a variety of items including advertising, marketing and point-of-sale materials.

Tree Appeal has quickly established itself as a green 'Dolby' style accreditation. Every time a Partner uses the brand, the profile of Tree Appeal is raised, to the benefit of all Partner companies. To ensure that awareness of Tree Appeal continues to be raised it is important that we all use the branding in a consistent and unified way. There are a few simple rules, explained in this manual, which will help you and your designers get the most from the Tree Appeal brand.

The guidelines are designed to help, not to restrict your usage. Remember that the Tree Appeal marketing department is always available to help you with ideas, concepts and designs at no additional cost.

Approval of text and designs

To be certain that the Tree Appeal brand is used correctly we do ask that proofs of all text, designs and artwork are provided to our marketing department for approval. This is simply to ensure that the brand is not used in an inappropriate way. It also provides an opportunity to have the content of your documents checked for accuracy of information related to Tree Appeal.

Marketing materials



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Promoting your company through Tree Appeal

Stationery, leaflets, brochures, posters, stickers, flyers - you name it. There are hundreds of possibilities when it comes to promoting your company through Tree Appeal

The Tree Appeal marketing department is keen to help you with all aspects of your Tree Appeal partnership. Perhaps you would like to discuss your marketing? Or maybe you need some help with design and artwork? Whatever it is we are happy to help and advise at no additional cost.



The logo



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Tree Appeal logos for use in your marketing materials and publicity are available for download from the Tree Appeal web site. If you require anything different from those formats shown here, please contact Tree Appeal and we will do our utmost to help.

Full colour - CMYK

For use in printed materials where full process colour is available.

Download from:

http://www.treeappeal.com/branding/Tree_Appeal_CMYK.eps

(Adobe Illustrator vector EPS file: 450KB)



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Two colour

For use in printed materials where only limited colour is available. The two colours are **Black** and **Pantone 362**.

Download from:

http://www.treeappeal.com/branding/Tree_Appeal_2_colour.ai

(Adobe Illustrator vector file: 1.2MB)



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Single colour

For use in printed materials where single colour only is available such as newspapers.

Download from:

http://www.treeappeal.com/branding/Tree_Appeal_mono.ai

(Adobe Illustrator vector file: 1.2MB)



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Web - RGB

For use on screen and for web sites.

Download from:

http://www.treeappeal.com/branding/Tree_Appeal_RGB.jpg

(Adobe Photoshop JPEG file: 240KB)



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Colours



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The standard colour which is used with Tree Appeal items is a green which is defined in the following ways:

Process colour - CMYK

For use in printed materials where full process colour is available.

Definition: C70 M0 Y100 K0



Spot colour

For use in printed materials where limited colour is available.

Definition: Pantone 362



Web colour - RGB

For use on screen and for web sites. This is a 'web safe' colour.

Definition: R51 G204 B0 (Hex: R33 GCC B00)



Standard elements



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Stationery banners

For use on your letterheads, invoices, quotations and the like. A great way to let all your customers know about your contribution to the environment.

The Tree Appeal marketing department is happy to produce artwork for banners at no additional cost. They will be tailored to reflect your own specific offer and target.

Help us
plant



One Thousand Trees

Applegarth have teamed up with *Tree Appeal* to help achieve our goal of planting 1000 trees this year. We'll plant enough trees to make every installation carbon neutral for a whole year. That's one tree for every PC!

Help us
plant



Five Hundred Trees

Assure have teamed up with *Tree Appeal* to help achieve our goal of planting 500 trees this year. We'll plant 4 trees for each boiler we install making every installation carbon neutral for a whole year!

Standard elements



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'Message' artwork

Useful as a reminder - appropriately sized 'message' artwork can be used on all your marketing materials to help reinforce your Tree Appeal commitment. The Tree Appeal marketing department is happy to produce 'message' artwork at no additional cost.

It can be tailored to reflect your own specific offer or carry a more general message explaining what Tree Appeal does.

For every boiler we install we'll
plant four broad-leaved trees
www.treeappeal.com



Display

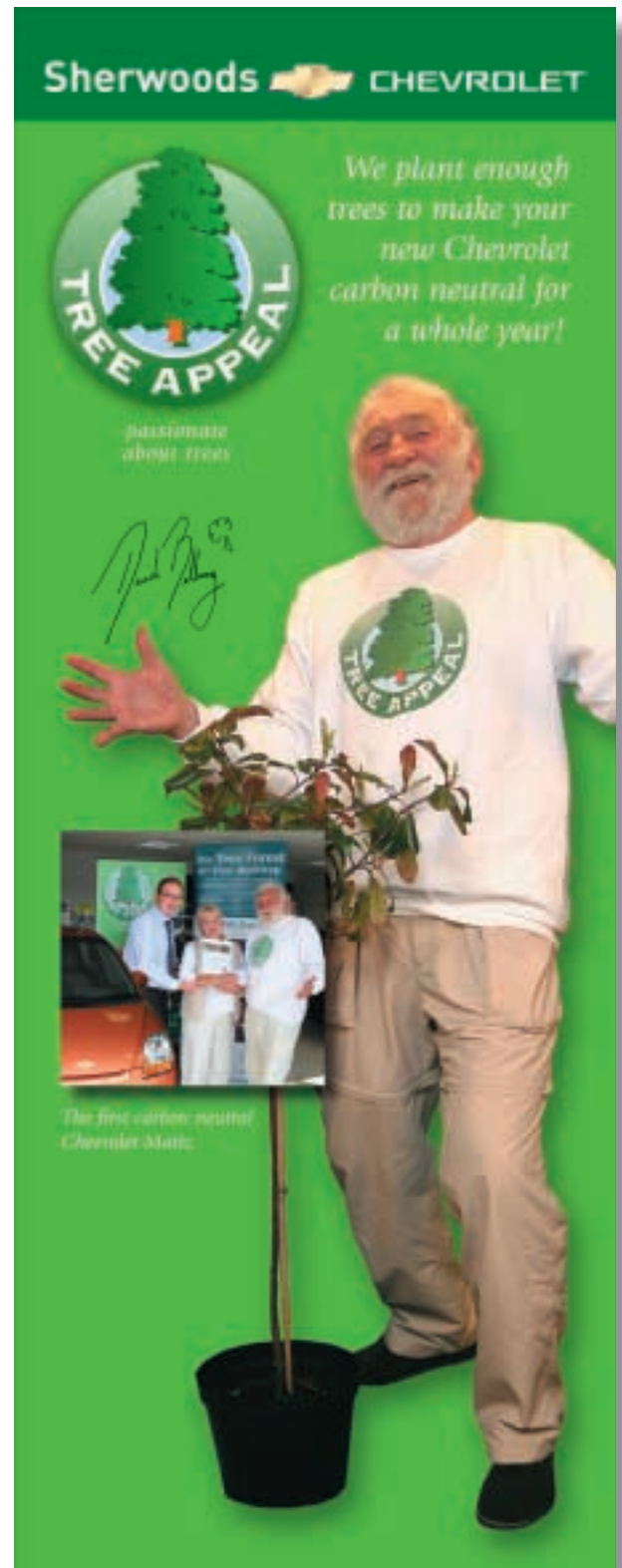


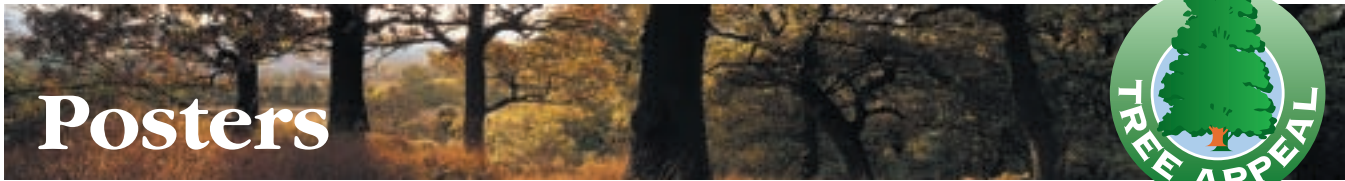
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Display items

Pull-up banners and display systems are perfect for point-of-sale, reception areas and exhibitions.

The Tree Appeal marketing department is happy to produce artwork for displays at no additional cost. It will be tailored to reflect your own specific offer. Contact Tree Appeal marketing for prices of display systems, mechanisms and graphic panels.



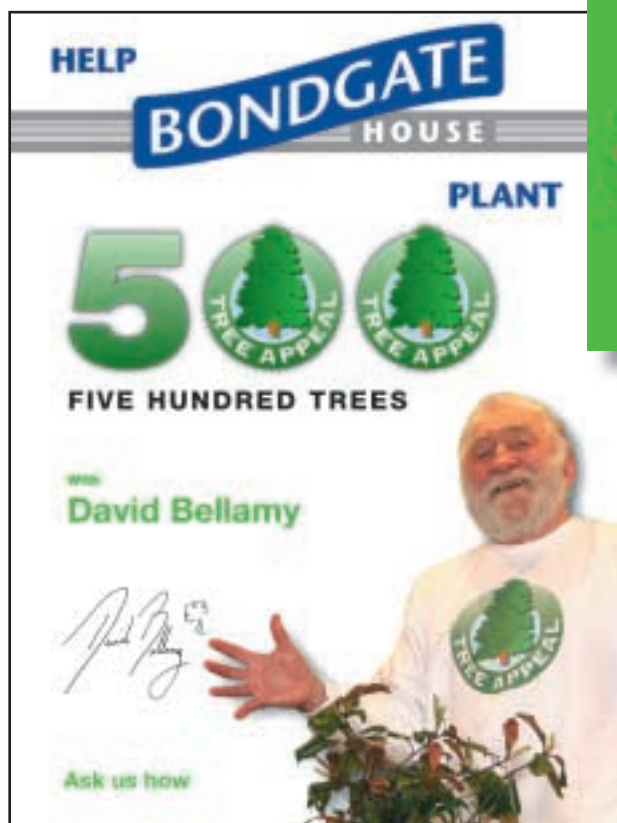
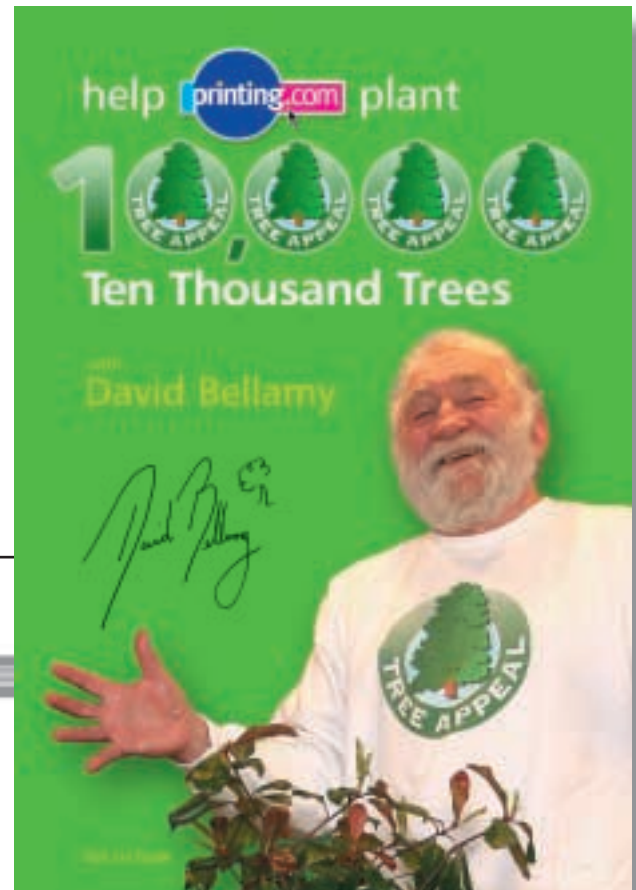


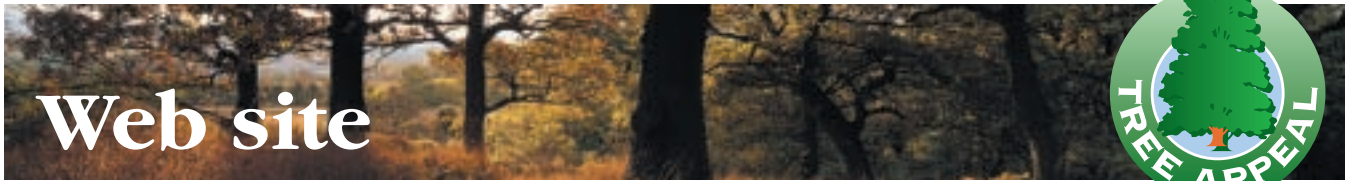
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Posters

In the office or in the store, posters help you demonstrate your commitment to Tree Appeal and the environment.

The Tree Appeal marketing department is happy to produce artwork for posters at no additional cost. It will be tailored to reflect your own specific offer. Contact Tree Appeal marketing for prices of one-off and multiple poster printing.





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Your 'Partner Page'

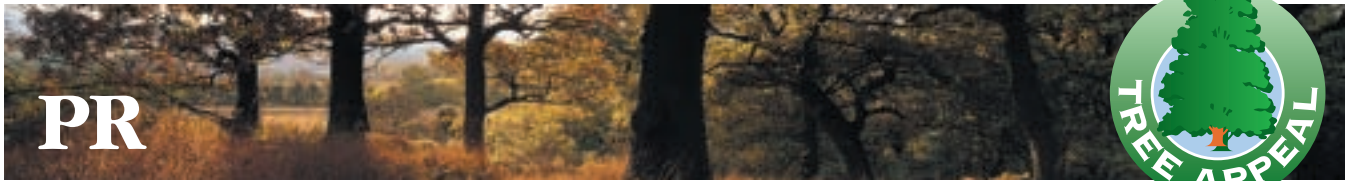
Every Tree Appeal Partner gets their own page on the Tree Appeal web site. This is an opportunity to explain exactly how your Tree Appeal offer works, with a direct link to your own web site.

Additional pages are available should you wish, for example, to list your own customers to whom you have 'awarded' trees. Your total number of trees can be displayed and updated regularly. If you have any Tree Appeal related PR to announce, this can also be featured.

There is no additional charge for your Partner web page.

If you need some assistance with presenting the Tree Appeal concept on your own web site then our marketing department is here to help.





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Getting the message out

Tree Appeal provides outstanding PR opportunities. There are multiple opportunities for gaining press coverage and we have some tried and tested ideas that you can use for your own promotions. For example, why not 'donate' some trees to your local school?

Celebrity appearances help to raise your profile - call us to discuss the options.

If you need some assistance with using Tree Appeal for PR then our marketing department is here to help.



Lord Foster at Raby Castle



Cummins Engines celebrate 40 years with Tree Appeal



Celebrity appearances



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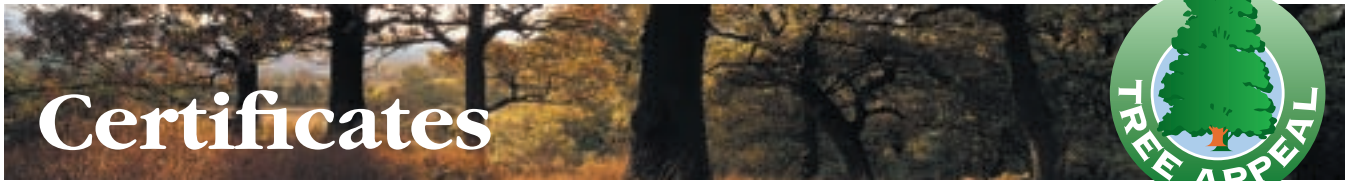
Instant recognition

Celebrity appearances can be arranged to provide you with a perfect focus for your event. The photographs become a resource that you can call upon time and again.

It is important to remember that the exact usage of celebrity images should be carefully monitored. For example, where a celebrity is seen to be endorsing Tree Appeal they are not necessarily endorsing your product or service.

Therefore, where you have a more complex requirement - a celebrity image on your packaging for example - you should negotiate this use with the celebrity or their agent.





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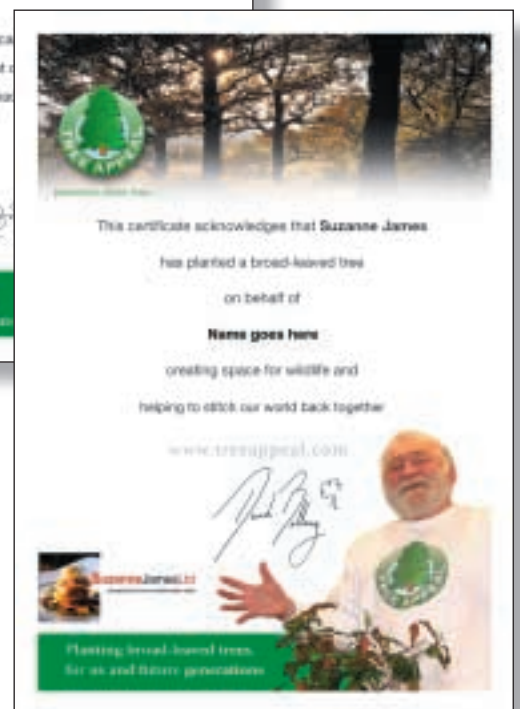
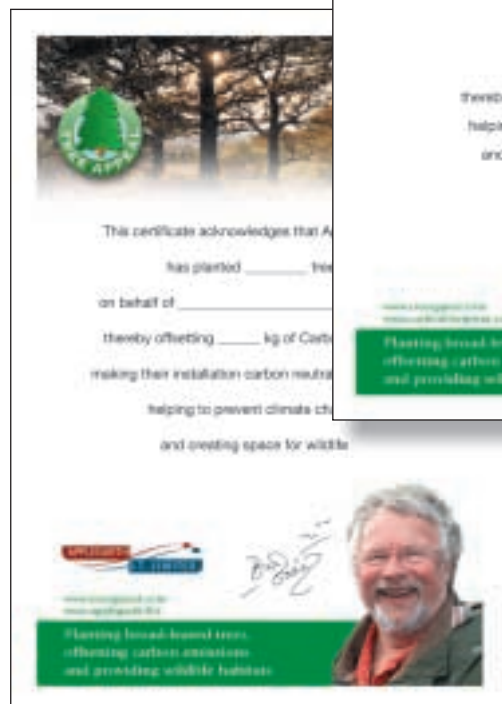
Tree Appeal Certificates

Certificates provide something tangible for your customer - an acknowledgement that you have planted trees for them. Each certificate incorporates your logo and specific offering. There is no additional charge for certificate artwork.

We can provide certificates in a number of ways: As a PDF file to which you can add your customer's name and print yourself; As a printed item with space for you to overprint; As a finished item, completed to your specifications - please call for the various print options and costs.



The presentation of a framed certificate provides the perfect focus for a PR event.





Newsletter



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Tree Appeal News

The regular Tree Appeal newsletter provides a perfect opportunity for you to demonstrate your involvement with Tree Appeal. Not only does it give your customers a more in-depth understanding of Tree Appeal, it shows how other companies are doing their bit as well.

Details of print costs are available from Tree Appeal marketing. Bespoke newsletters featuring your company as 'headline news' are available - These can also be provided in a digital PDF format for easy emailing - call for details.



Annual Awards Dinner



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The Tree Appeal Awards Dinner has become a major event on the environmental calendar. The evening provides many photo-opportunities which you can use in your marketing and PR throughout the coming year. It's an ideal time to build up some marketing equity.

You can reward your important customers by inviting them and it is a perfect opportunity for you to network with like-minded organisations in convivial surroundings.

All Tree Appeal Partners are given a number of free tickets to this prestigious event. Additional tickets are available to buy - please call for details. The dinner is usually held in mid-May.

Rt Hon
Lord Foster
of Bishop
Auckland
opening
the awards
evening



Graham Shelley of White & Wild Organic Milk receives his certificate



David Shaw
of White &
Wild Scotland
Milk receives
his award



Kate Culverhouse of Groundwork,
Professor David Bellamy, OBE and
Garry Ingoldsby of Printing.com at
the Tree Appeal Awards



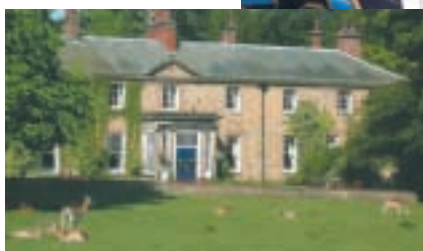
Richard Edwards of
Addisons Auctioneers



Stephen Heslop of
Assure with Professor
Bellamy



Roger Burgess of Applegarth
receives his certificate



The 2006 Tree Appeal Awards were held at Whitworth Hall in County Durham. With its 73 acre deer park, the hall provided the perfect backdrop for this gala event.

The Tree Appeal Awards 2006 were officially opened by Tree Appeal patron, Rt. Hon. Lord Foster of Bishop Auckland who said, "I had the honour of planting the very first Tree Appeal tree at Raby Castle in 2004. It is very encouraging to see such a worthwhile initiative go from strength to strength".

Companies and organisations present at the Tree Appeal Awards Dinner 2006 included A4E Consult, Action International, Addison's Auctioneers, ADT, Agritrade, AIM, And Albert, Applegarth IT, Assure, Barclays Bank, Baxter Promotions, BIB Group, Big Ideas, Blackett Hart & Pratt, British Israel World Federation, Capitol Barter Bank, Contaminant Media, Cyrus, Darling & Stephenson, Darlington Borough Council, Darlington Partnership, Desiderata Coaching, EM Financial, Gifts International, Groundwork West Durham & Darlington, HJ Banks & Co, IMA, Insure for Charity, Isocom Components, John Wade Group, Jones Boyd, Kalivalson, Lancaster University, Lasertech, Mfuko, Middlesbrough Council, Nissan Motor Manufacturing, Oldfield's Restaurants, On Net Communications, Posmenu, Premier Nutrition, Printing.com, Pure Mortgage Solutions, Reg Atkinson Associates, Robertshaw Racing, Sherwoods Chevrolet, Stuart Edwards Estate Agents, Studio 2000, Talent (ThyssenKrupp), Teesdale Enterprise Agency, The Federation of Small Businesses, The Insulation Company, The Prince's Trust, We Do HR, Wear Valley Development Agency, White & Wild Organic, White & Wild Scotland.

Supporting data



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In-depth information

There may be occasions when you need some detailed facts about Tree Appeal - perhaps you need to present the idea to the people in your company, or an important client. The document **Tree_Appeal_info_LR.pdf** is available to download from the home page of the Tree Appeal web site. This contains a wealth of facts, figures and environmental details which will give you the tools you need. There is a high resolution version available if needed - please call.

If required, this document can be branded with your logo and details so that you can present it as an internal document - These can also be provided in a digital PDF format for easy emailing - call for details.



Co-branding



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Branded products

Tree Appeal provides an opportunity to co-brand your product. This may be done in conjunction with a celebrity endorsement. Please call to discuss how this might work for you.



Contact information



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