Introduction

The Cities4Forests visual identity plays an essential role in promoting the interconnections between forests and cities; and as such, it is imperative to respect these guidelines when using the logo, front and colors for any external or internal communication activity and the use of the same on the subsequent palette of derivatives, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for working with our identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard and as brand guardians of Cities4Forests, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a special situation, please contact the Cities4Forests Communications Team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the Cities4Forests Communications Team.

Contact: info@cities4forests.com
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This symbol will appear throughout the manual, highlighting important information.
1.1 The logo

The simplicity of the logo is what makes it stand out. Our logo should always be shown as clearly as possible and not be overwhelmed by other visual elements. The logo and its components must never be altered or modified in any way. The logo is most effective when positioned in clear space, which helps to protect its integrity.

The logo should always be used in full. The logo should never be moved or adjusted. Always use approved artwork when reproducing the logo.

Logo - Color

The color logo is the preferred and primary logo. Use it whenever possible.

Logo - Black

Occasionally it is necessary to use a black/white version of the logo such as when colors are not available.
1.2 Logo variations

There is a 4-color (CMYK) version of the logo available for process color applications. If a colored background is used, make sure that there is enough contrast for the logo to remain clear.

When the color logo is reversed [B], it can only be used on a dark background.
1.3 Logo variations on backgrounds

The logo may be placed on various backgrounds. The background should always provide contrast for legibility. When using the logo on background subjects such as photographs or illustrations, extra precautions must be taken.

When used on a colored background, pay special attention at the contrast between the background color and the fuchsia circle in the logo.
1.4 Logo exclusion zone

The logo should always be placed in a prominent position, so it appears clear and distinct. There should always be a logo on all brochure covers and advertisements, printed as well as electronic. Around the logo there should always be enough space to ensure a powerful and clear visual image. The amount of clear space is in direct proportion to the size of the Cities4Forests logo and must not be altered.

Minimum space

The minimum space around the logo should at least be equivalent to the height of the circle around the 4 - see illustration.

Minimum size

The size of the logo varies from one application to another. The minimum size is indicated by the width of the logo. For all printed material the minimum width of the logo is 25 mm and 90 pixels for digital use. The logo should never be smaller to avoid compromising its legibility.

Minimum size - Printing

The logo’s minimum width for print applications is 25 mm.

Minimum size - Digital media

The logo’s minimum width for screen use is 90 px.
1.5 Logo incorrect uses

It is of the utmost importance that all the elements of the visual identity are used in accordance with these guidelines. When engaging external parties, great care should be taken to ensure the following: they are familiar with the identity guidelines; they are supplied with the appropriate artwork originals; they understand that no alterations of any kind may be made to the supplied artwork, including creating 'home-made' versions of the logo. For your guidance, some typical examples of incorrect use of the logo are illustrated here. They contain errors in the letterforms, colors and formats.

- Do not distort the logo.
- Do not change any of the colors of the logo.
- Do not change the typeface used in the logo.
- Do not add any kind of effects to the logo.
- Do not change the orientation of the logo.
- Do not change the layout of the logo.

Always use approved artwork. Whenever possible, use the EPS file format as this will give you the best results.

Do not change the proportion, or the typeface of the logo.

Do not change the color specifications.

JPEG and PNG format images are designed for on-screen applications and should not be printed.
1.6 The emblem

The Cities4Forests emblem can, in addition to the Cities4Forests logo, participate to the branding of documents and visuals. In rare cases, the emblem can be used instead of the full logo, **only if the use of the full logo is not possible**. In these instances, the full name “Cities4Forests” must be clearly visible.

For example, on social media channels where the full name is in the handle and the username, it makes sense to use the emblem to avoid over repetition and due to space limitations.

The emblem does not replace the full Cities4Forest logo, which should be present on all Cities4Forests documents (except in rare cases where the use of the full logo is not possible).

The emblem and the logo should never be in close proximity of each other.
1.7 Emblem incorrect uses

Always use approved artwork. Whenever possible, use the EPS file format as this will give you the best results.

Do not distort the emblem.

Do not change the colours of the emblem.

Do not change the angle of the emblem.

Do not add effect to the emblem.

Do not use in outlines.

Do not change the shape of the emblem.

JPEG and PNG format images are designed for on-screen applications and should not be printed.
2.1 The primary colors

Colors are important to our visual identity and the consistency of their usage with the related themes is essential. Colors help organize and differentiate our content among four main themes related in turn to the meta-level words in capitals. Always maintain the use of the appropriate color-theme coordination for brand coherence of Cities4Forests communication and publication derivatives.

![White space](https://example.com)

White backgrounds and visual open “space” play an integral role in our visual identity.

White enhances the crisp presentation of the logo.

White is the clear canvas against which our lively colors glow and text and imagery stand out.

White imparts a clean, inviting and contemporary visual sensibility to our print, electronic and dimensional applications.

Always avoid overlapping our colors on other background colors.
2.2
The secondary colors

Secondary colors should only be used occasionally.
2.3

**Color use ratio**
3.1 Typography

The typeface Proxima Nova has been chosen as the primary typeface for all Cities4Forests applications. When the use of Proxima Nova is not possible (emails, Microsoft Office documents), the typeface Arial is to be used instead.

Proxima Nova

(Regular) Trees and forests are immensely valuable to cities and their citizens. Trees within cities (the “inner forests”) clean the air, lower energy bills, and support human health and wildlife. Trees in the watersheds surrounding cities (the “nearby forests”) provide clean air and drinking water, reduce flooding, and offer an escape from hectic urban life. (Italic) And trees in the “faraway forests”—particularly in the tropics—help combat climate change, generate rain for the world’s farm belts, and host the majority of the world’s land-based biodiversity.

(Light) Trees and forests are immensely valuable to cities and their citizens. Trees within cities (the “inner forests”) clean the air, lower energy bills, and support human health and wildlife.

(Light Italic) Trees and forests are immensely valuable to cities and their citizens. Trees within cities (the “inner forests”) clean the air, lower energy bills, and support human health and wildlife.

(Medium) Trees and forests are immensely valuable to cities and their citizens.

(Bold) Trees and forests are immensely valuable to cities and their citizens.

(Bold) Trees and forests are immensely valuable to cities and their citizens.

1. Trees within cities (the “inner forests”) clean the air, lower energy bills, and support human health and wildlife.

"The places of quiet are going away, the churches, the woods, the libraries. And it is only in silence we can hear the voice inside of us which gives us true peace."

— James Rozoff
3.2
Use of typography

AN ALLIANCE BETWEEN CITIES AND FORESTS

Why is an alliance between cities and forests needed?

Trees and forests are immensely valuable to cities and their citizens (Figure 1). Trees within cities (the “inner forests”) clean the air, lower energy bills, and support human health and wildlife. Trees in the watersheds surrounding cities (the “nearby forests”) provide clean air and drinking water, reduce flooding, and offer an escape from hectic urban life. And trees in the “faraway forests”—particularly in the tropics—help combat climate change, generate rain for the world’s farm belts, and host the majority of the world’s land-based biodiversity.

“The places of quiet are going away, the churches, the woods, the libraries. And it is only in silence we can hear the voice inside of us which gives us true peace.”

― James Rozoff

By joining Cities4Forests, cities will have unique access to the following offers:

• A safe forum for peer-to-peer learning and for getting engaged with initiatives that meet city needs.

• Assistance in conducting a “footprint” analysis that identifies a city’s impacts and dependencies on forests (urban, nearby, and faraway), prioritizes which are “hotspot” issues, and quantifies the benefits.

Quote example: