THE GROW BACK PROJECT: GRAPHICS FAMILY

PROMOTIONAL GRAPHICS



Primary Promotional Graphic:
Preferred use features a dark green background with the logo in white.



Primary Promotional Graphic 2:
Features a white background with the logo in greens.





Secondary, One-Color Promotional Graphics:
Used when appropriate as a simplified application; these marks serve as secondary brand elements.

COLORS



Cypress
(dark green)

RGB:
R6 G83 B79

CMYK:
C91 M47 Y63 K36

HEX:
#06534f

Bright Pine
(medium green)

RGB:
R3 G161 B113

CMYK:
C82 M12 Y73 K0

HEX:
#03a171

Sapling
(light green)

RGB:
R188 G220 B159

CMYK:
C28 M0 Y48 K0

HEX:
#bcdc9f

Riverglass
(light blue)

RGB:
R117 G209 B244

CMYK:
C48 M0 Y1 K0

HEX:
#75d1f4

ICONS



A custom set of icons designed to support the Grow Back Project look, providing clear, consistent visual cues across communications, signage, and outreach materials.

TREE ILLUSTRATIONS

Hand-drawn illustrations representing the range of tree species targeted by the Grow Back Project. This sample demonstrates the intended illustration style.

