

A large, faint, stylized tree graphic in a dark green color is centered in the background. The tree has a simple trunk and a rounded canopy. The text 'Trees Knoxville' is overlaid on the tree in a white, sans-serif font.

# Trees Knoxville

Brand Guidelines 2026

# Logo Overview

Main Logo



Stacked Logo



Vertical Wordmark

**Trees  
Knoxville**

Horizontal Wordmark

**Trees Knoxville**

Submark



Badge



# Logo Usage

Main Logo should be used in most cases



Stacked Logo should in place of main logo for sizing constraints



Wordmarks to be used as needed and when trees are in use as a design element



Submark and badge to be used interchangeably and when the brand is known in the space it's being used



## Scale VF Regular

Adobe font

Use for headlines + web usage

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## Articulat

Canva font alternative

Use for headlines + body copy

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## Avenir Next

Adobe font

Use for secondary headlines and primary copy

Regular

*Italic*

**Bold**

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## Headline

### Secondary Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do *eiusmod tempor incididunt* ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur **sint occaecat cupidatat** non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# Color Hierarchy

## Primary Color Palette

### Forest Green

Hex #0A4227  
RGB 10, 66, 39  
CMYK 88, 45, 89, 54

### City Sprout

Hex #B1B935  
RGB 177, 185, 53  
CMYK 35, 15, 100, 0

## Secondary Color Palette

### Clear Sky

Hex #016D7A  
RGB 1, 109, 122  
CMYK 90, 44, 43, 14

### Midnight

Hex #CDE5F4  
RGB 205, 229, 244  
CMYK 18, 2, 1, 0

### Pawpaw Fruit

Hex #E1A626  
RGB 225, 166, 38  
CMYK 12, 36, 100, 0

### Autumn Leaf

Hex #AC4F25  
RGB 172, 79, 37  
CMYK 24, 78, 100, 14

## Accent Colors



### Dogwood Pink

Hex #F79F89  
RGB 247, 159, 137  
CMYK 0, 46, 41, 0



### Activated Charcoal

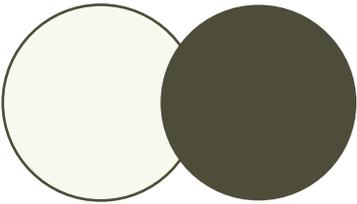
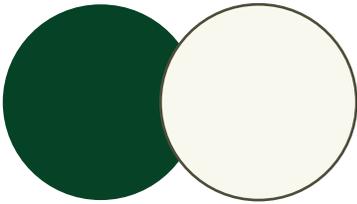
Hex #4D4D3A  
RGB 77, 77, 58  
CMYK 61, 53, 73, 42



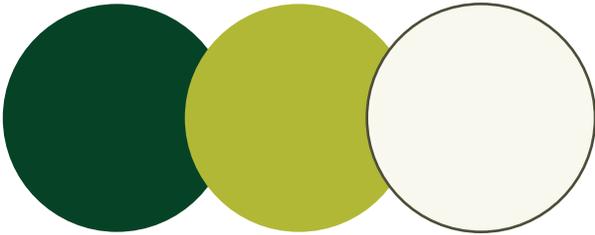
### White Birch

Hex #F8F6EC  
RGB 248, 246, 236  
CMYK 2, 1, 7, 0

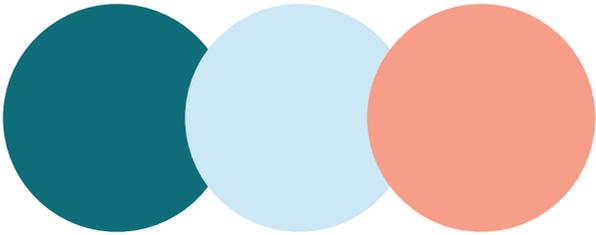
# Color Combonations



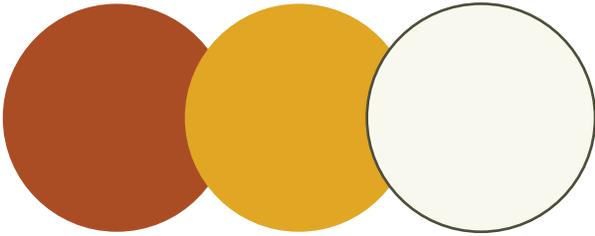
## Alternate Color Combinations



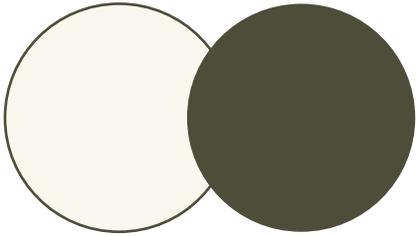
Primary Color Usage



Secondary Color Usage



Tertiary Color Usage



Neutral Color Usage

# Pattern Usage

Each background pattern can be used with the complimenting color above. Do not mix colors that do not coincide with the color combinations page.

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Forest Green Pattern

Background pattern used primarily used on web + digital assets.



City Sprout Pattern

Background pattern used primarily used on web + digital assets.



Midnight pattern

Background pattern used primarily used on web + digital assets.



Austun Leaf Pattern

Background pattern used primarily used on web + digital assets.



Dogwood Pink Pattern

Background pattern used primarily used on web + digital assets.