Visual Guidelines for the

THREE BILLION ADDITIONAL TREES BY 2030

WE GROW TOGETHER

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INTRODUCTION

CONCEPT

We are all part of something bigger than ourselves – something much greater. We are all under the same sky, living, breathing and experiencing the same world.

We are one with nature and we grow together with nature. We take care of each other, we nurture each other. We grow together by looking after everything that brings us life. The water we drink, the air we breathe, the trees we plant. We are all connected to the life around us and are part of the growing process of nature.

We nurture, we protect, we plant. By helping plant 3 billion additional trees, we are all nature's champions.

HUMAN NATURE

WE GROW
TOGETHER

WHY USE THIS TOOLKIT

These visual guidelines will aim at maintaining a consistent visual identity that will also assist you in supporting our campaign goals and ambitions throughout Europe. Use the visual guidelines for all your communications on the 3 Billion Trees Pledge, by applying and adapting your visual elements accordingly.

The communication toolkit contains the following elements:

- Editable social media visuals
- Social media cover banners
- Web banner
- PowerPoint template
- Word template

CAMPAIGN MAIN VISUAL

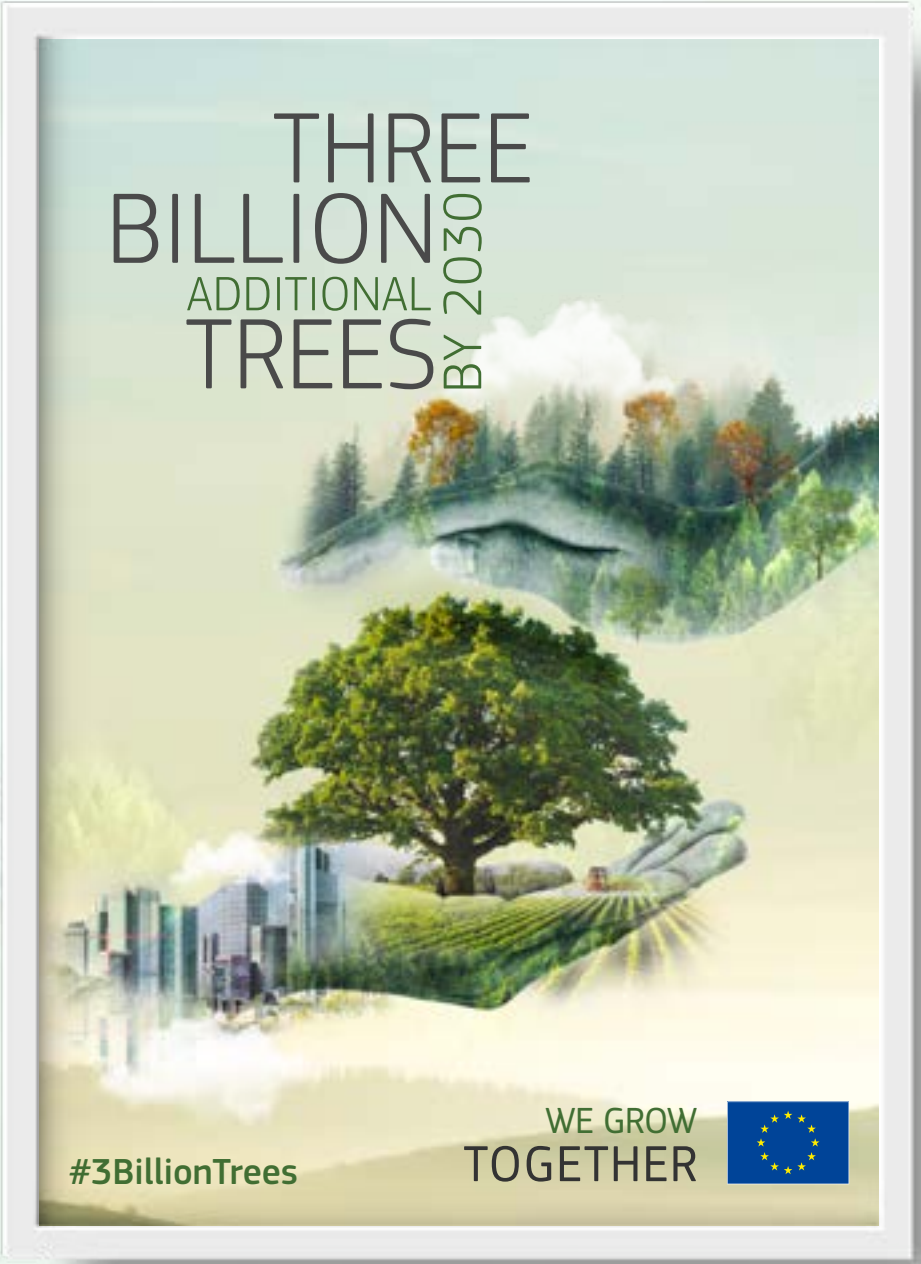
Under the European Green Deal, the EU biodiversity strategy for 2030 commits to planting **at least 3 billion additional trees in the EU by 2030**, while fully respecting ecological principles.

Plant and grow the right tree, in the right place and for the right purpose!

The different designs cover all four seasons (**spring**, **summer**, **autumn**, **winter**) and three planting areas: **forest**, **agroforestry** and **urban**.

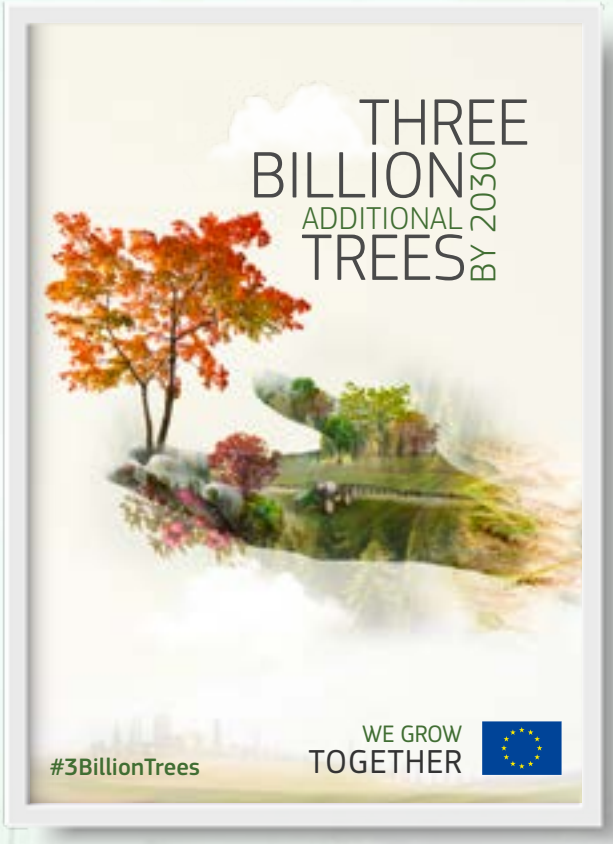
Each visual consists of the human factor (a hand) and a tree growing together with it. It also includes the official campaign hashtag **#3BillionTrees**, the slogan with the EU emblem and the block-shaped title.

All visual assets can be downloaded here.

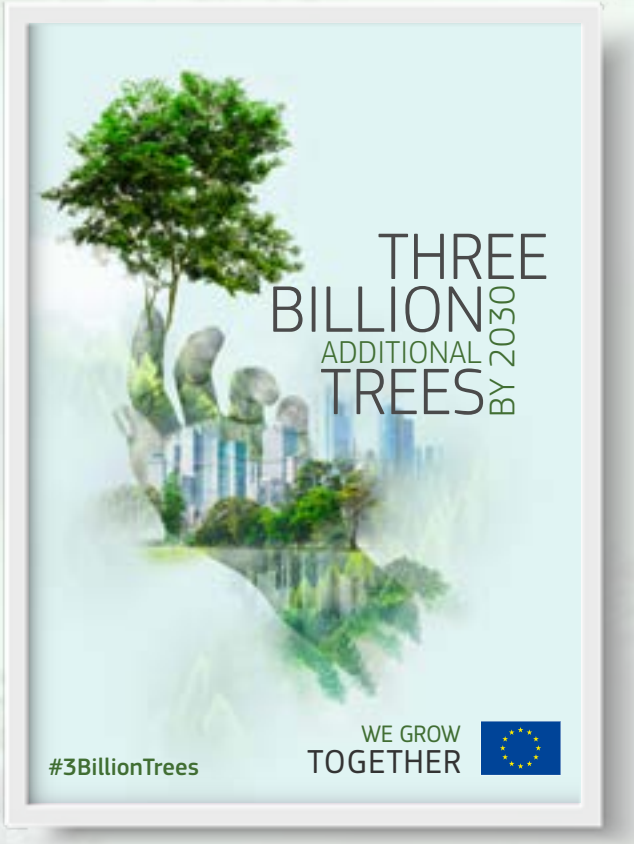


THEMATIC VISUALS
(PLANTING AREAS)

FOREST



AGROFORESTRY

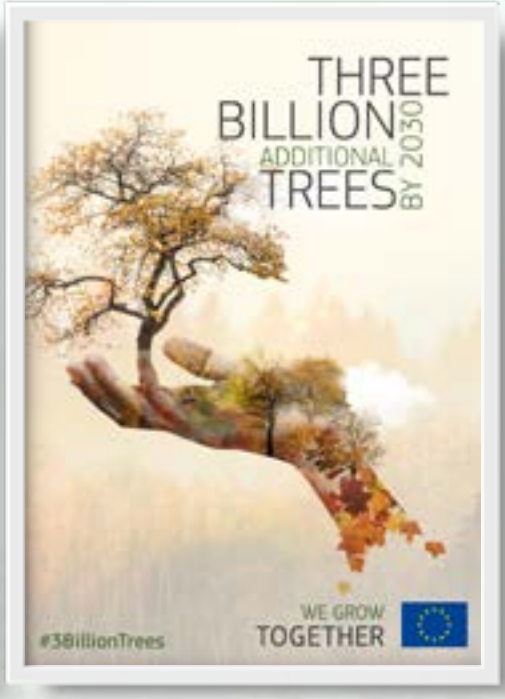


URBAN

THEMATIC VISUALS
(SEASONS)

SPRING

SUMMER



AUTUMN

WINTER

CAMPAIGN COMPONENTS

CAMPAIGN TITLE

The title forms a creative block-shape that accompanies each visual. It is available in all EU languages. Use **EC square font** and respect the colour combination, font size and position. You can download the title in all EU languages here.

THREE BILLION ADDITIONAL TREES BY 2030

THREE BILLION ADDITIONAL TREES BY 2030

KOLME MILJARDIA PUUTA LISÄÄ VUOTEEN 2030 MENNESSÄ

TLIET BILJUN SIĠRA ĠDIDA SAL-2030

ТРИ МИЛИАРДА ДОПЪЛНИТЕЛНИ ДРЪВЧЕТА ДО 2030 ГОДИНА

TROIS MILLIARDS D'ARBRES SUPPLÉMENTAIRES À L'HORIZON 2030

DRIE MILJARD BOMEN ERBIJ VOOR 2030

TŘI MILIARDY DALŠÍCH STROMŮ DO ROKU 2030

TRÍ BHILLIÚN CRANN BREISE ROIMH 2030

TRZY MILIARDY DODATKOWYCH DRZEW DO 2030 R.

TRE MILLIARDER EKSTRA TRÆER INDEN 2030

TRI MILIJARDE DODATNIH STABALA DO 2030.

TRÊS MIL MILHÕES DE ÁRVORES ADICIONAIS ATÉ 2030

DREI MILLIARDEN ZUSÄTZLICHE BÄUME BIS 2030

TOVÁBBI HÁROMMILLIÁRD FA 2030-IG

TREI MILIARDE DE ARBORI ÎN PLUS PÂNĂ ÎN 2030

ΤΡΙΑ ΔΙΣΕΚΑΤΟΜΜΥΡΙΑ ΕΠΙΠΛΕΟΝ ΔΕΝΤΡΑ ΕΩΣ ΤΟ 2030

TRE MILIARDI DI ALBERI SUPPLEMENTARI ENTRO IL 2030

TRI MILIARDY ĎALŠÍCH STROMOV DO ROKU 2030

TRES MIL MILLONES DE ÁRBOLES ADICIONALES PARA 2030

DAR TRYS MILIJARDAI MEDŽIŲ IKI 2030 M.

TRI MILIJARDE DODATNIH DREVES DO LETA 2030

KOLM MILJARDIT PUUD LISAKS AASTAKS 2030

PAR TRĪS MILJARDIEM VAIRĀK KOKU LĪDZ 2030. GADAM

YTTERLIGARE TRE MILJARDER TRÄD FRAM TILL 2030

CAMPAIGN SLOGAN

Maintain typeface (colour and font size) and text alignment. Between text and EU emblem, preserve the same distance as the space between the left star and blue background (Y).

Do not change the composition. Always place text bottom right.

For translations, edit and adjust slogan respecting the parameters.

WE GROW TOGETHER

KASVAMME YHDESSÄ

NIKBRU FLIMKIEN

PACTEM ЗАЕДНО

GRANDISSONS ENSEMBLE

SAMEN GROEIEN WE

SÁZÍME NA BUDOUCNOST!

FÁSAIMID LE CHÉILE

RAZEM DLA ZIELENI!

VI VOKSER SAMMEN

RASTIMO ZAJEDNO

CRESCEMOS JUNTOS

WIR WACHSEN ZUSAMMEN

EGYÜTT NÖVEKEDVE!

CREȘTEM ÎMPREUNĂ

ΕΥΔΟΚΙΜΟΥΜΕ ΜΑΖΙ

CRESCIAMO INSIEME

RASTIEME SPOLOČNE

CRECEMOS JUNTOS

AUGAME KARTU

RASTEMO SKUPAJ

ME KASVAME KOOS!

MĒS AUGAM KOPĀ

VI VÄXER TILLSAMMANS!

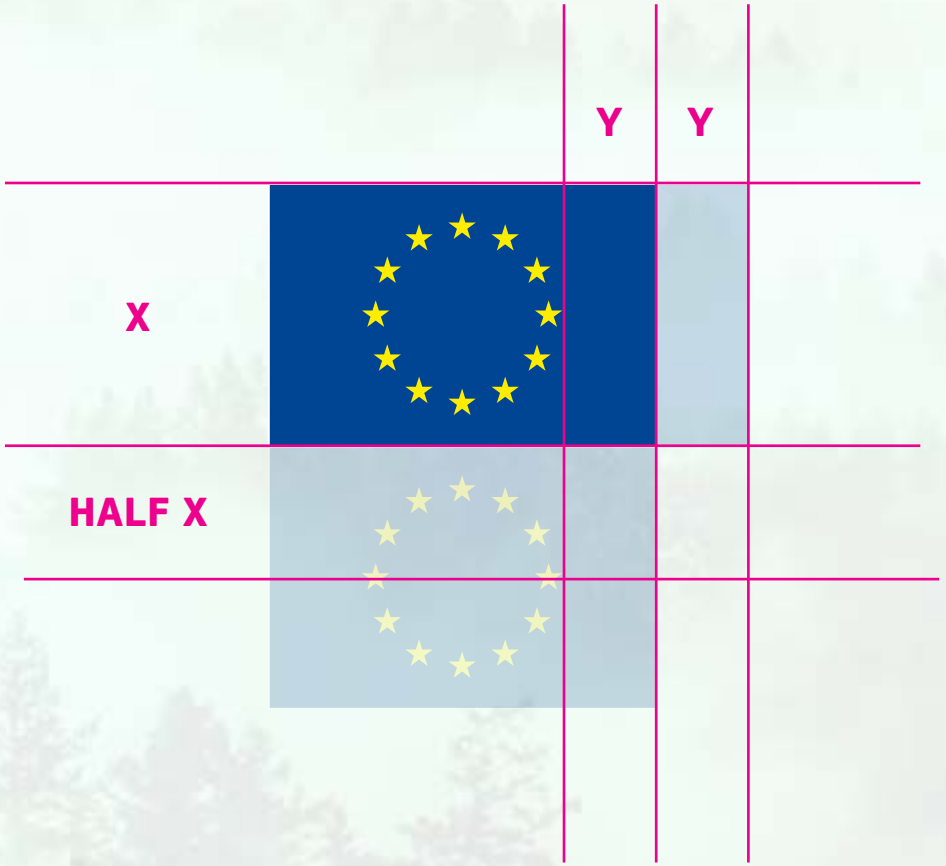
EU EMBLEM

The EU emblem is used show that this is an EU-wide campaign. It should always be prominently displayed. To ensure maximum visibility of the EU emblem, a minimum amount of space around the emblem must be kept free of any text. This space is determined by adding half an **X space** (height of the flag) at the bottom and a **Y space** (the distance from the edge of the star circle to the edge of the flag) on the right.

The colours of the EU emblem are **Pantone Reflex Blue** for the surface of the rectangle and **Pantone Yellow** for the stars.

For all materials, the emblem should always be positioned at the bottom right corner.

The guidelines are available here.



TYPOGRAPHY

EC Square Sans Pro is the mandatory font across all the Commission's communication material. Therefore, we use EC Square as the main font for all material of this campaign.

The typeface should be **Arial** for all editable material (e.g. PowerPoint and Word template) especially for mobile and desktop browsers using Microsoft Office.

Arial Regular
for text

abcdefghijklmnopqr
stuvwxzABCDEFGHI
JKLMNOPQRSTUVW
XZ0123546789

Arial Italic
for emphasized words in quotes and subtitles

abcdefghijklmnopqr
stuvwxzABCDEFGHI
JKLMNOPQRSTUVW
XZ0123546789

Arial Bold
for titles and text

abcdefghijklmnopqr
stuvwxzABCDEFGHI
JKLMNOPQRSTUVW
XZ0123546789

Arial Bold Italic
for subtitles

abcdefghijklmnopqr
stuvwxzABCDEFGHI
JKLMNOPQRSTUVW
XZ0123546789

EC SQUARE SANS PRO - Regular
for emphasized words in headlines, text body and titles

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRST
UVWXZ0123546789

EC SQUARE SANS PRO - Light Italic

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRST
UVWXZ0123546789

EC SQUARE SANS PRO - Italic
for subtitles and captions

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRST
UVWXZ0123546789

EC SQUARE SANS PRO - Medium Italic

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRST
UVWXZ0123546789

EC SQUARE SANS PRO - Medium
for headlines and titles

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRST
UVWXZ0123546789

EC SQUARE SANS PRO - Bold

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRST
UVWXZ0123546789

EC SQUARE SANS PRO - Thin

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRST
UVWXZ0123546789

EC SQUARE SANS PRO - Bold Italic

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRST
UVWXZ0123546789

EC SQUARE SANS PRO - Thin Italic

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRST
UVWXZ0123546789

EC SQUARE SANS PRO - Extra black

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRST
UVWXZ0123546789

EC SQUARE SANS PRO - Light

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRST
UVWXZ0123546789

EC SQUARE SANS PRO - Extra black Italic

abcdefghijklmnopqrstuvwxz
ABCDEFGHIJKLMNOPQRST
UVWXZ0123546789

COLOUR PALETTE

For the various campaign components, these two colours are to be used, which come from the campaign world we wish to transmit.

GENERAL GREEN

C 71
M 37
Y 92
K 25

R 76
G 108
B 58

#4C6C3A

GENERAL GREY

C 66
M 59
Y 57
K 39

R 51
G 51
B 51

#4A4A4A

VISUAL TOOLKIT

EDITABLE SOCIAL MEDIA VISUAL TEMPLATES

For digital communication, use our editable social media visuals. Visuals in different formats for Facebook, Twitter, Instagram and LinkedIn are available in English. While the visual remains the same, text may change.

The editable social media visuals are available here.
The titles in all languages are available here.

1 Insert your title. Click on the respective field to edit.

2 Insert the title in your language. Right click on the title. Select “replace image” and insert the corresponding png.

3 Click on the text to edit the campaign slogan according to your language. Maintain the font style.

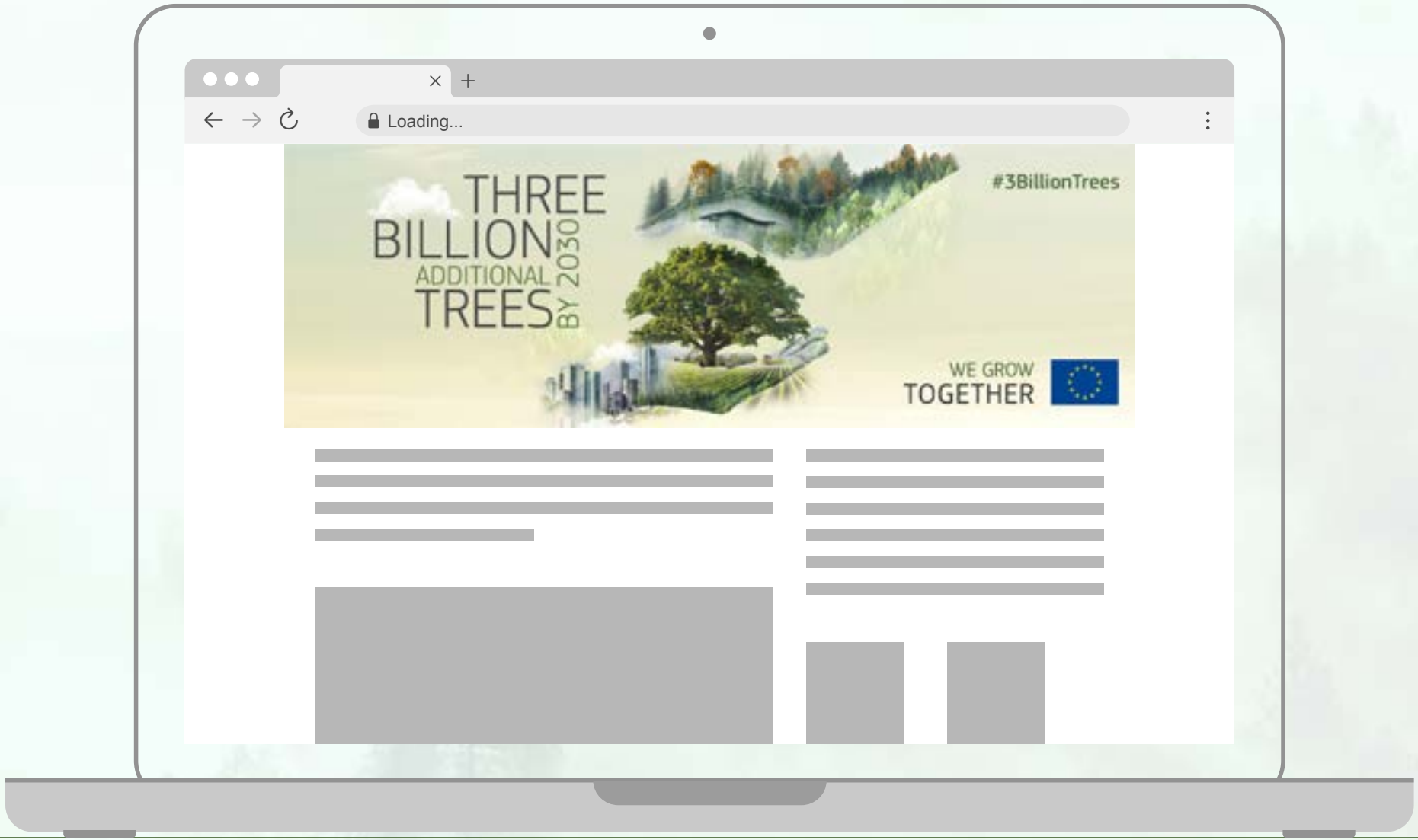
SOCIAL MEDIA COVER BANNERS

For digital communication, use our ready-made social media covers displaying the main visual of our campaign. Covers are available for Facebook, Twitter and LinkedIn in English.

The social media covers are available here.

WEB BANNER

The ready-made web banner is available here.



POWERPOINT TEMPLATE

You may use our presentation template available in 16:9 aspect ratio format.

You may find the presentation template here.

1 Insert your title. Click on the respective field to edit.

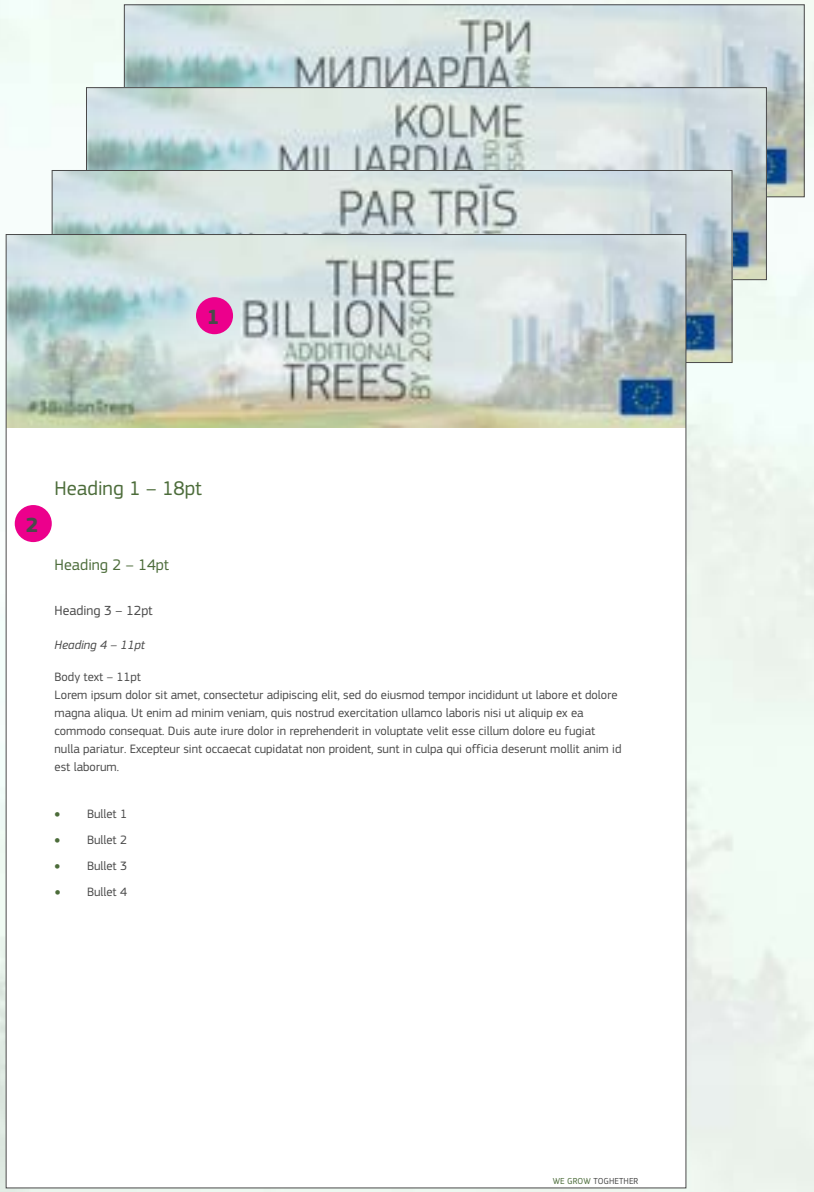
2 Insert the title in your language. Right click on the title. Select “replace image” and insert the corresponding png.

3 Click on the text to edit the campaign slogan according to your language. Maintain the font style.

WORD TEMPLATE

You may use our editable word template to ensure a consistent look and feel over all material.

A Word template is available in A4 word format here. Additionally, the header image is available in all languages here.



1 Insert the header image in your language. Right click on the image. Select “replace image” and insert the corresponding png.

2 Insert your text

THANK YOU
#3BillionTrees