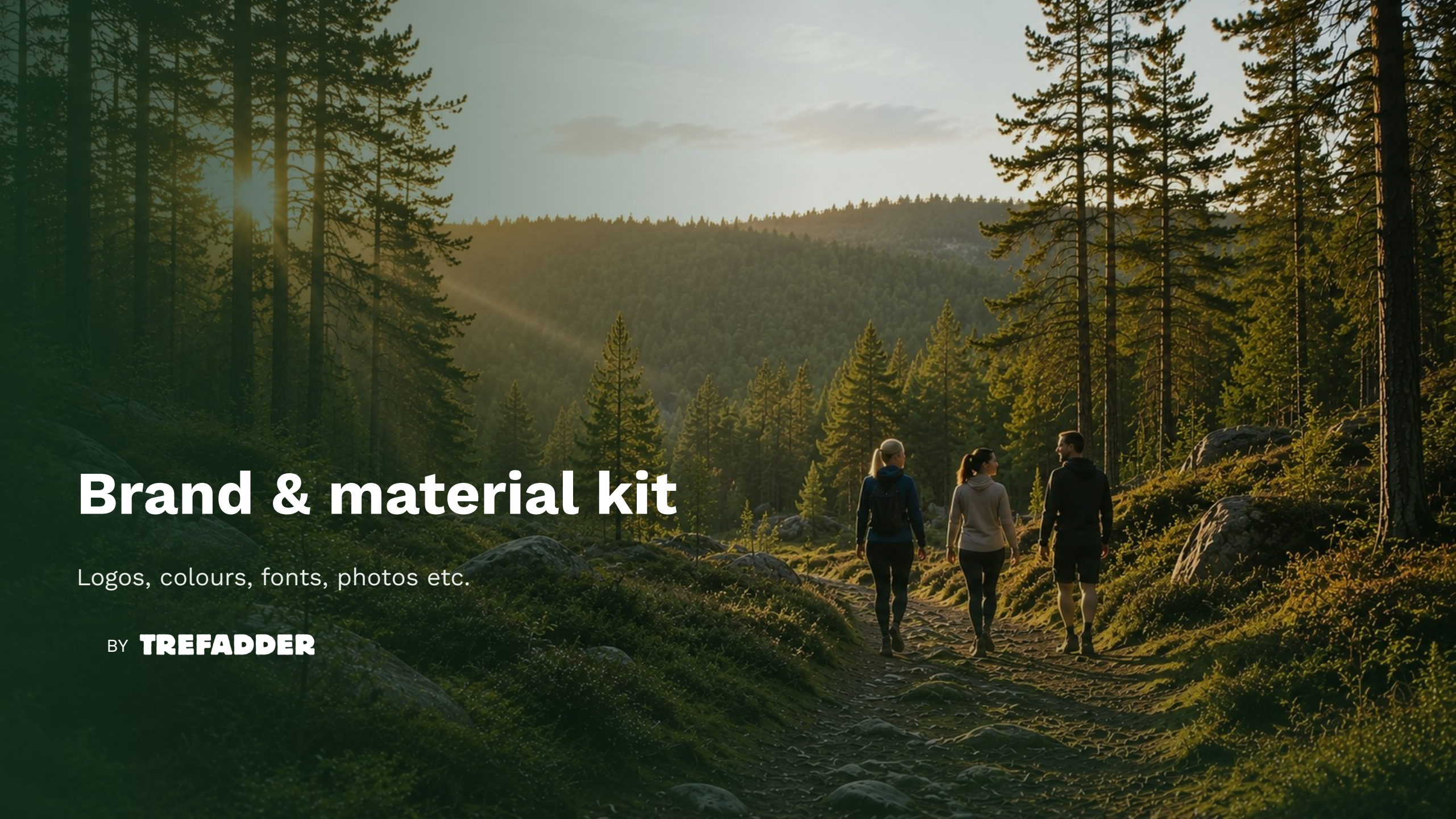


A scenic photograph of three hikers walking away from the camera on a dirt path through a forest. The sun is low on the horizon, creating a warm, golden glow and long shadows. The forest is dense with tall evergreen trees, and the path is rocky and covered in fallen leaves. The hikers are dressed in outdoor gear, and the overall atmosphere is peaceful and adventurous.

Brand & material kit

Logos, colours, fonts, photos etc.

BY **TREFADDER**

Our logos



Walk for Trees

BY **TREFADDER**

Walk for Trees

WalkForTrees_app_icon.png

Pick the right version

Green on light backgrounds. White on dark backgrounds and photos.

TREFADDER

Trefadder – light backgrounds

Trefadder_logo_green.png

Leave it as it is

Don't stretch, recolour, rotate or add effects to the logos.

TREFADDER

Trefadder – dark backgrounds and photos

Trefadder_logo_white.png

Give it room

Keep some empty space around the logo so it stands out.

Our colours

PRIMARY

Trefadder Green

HEX #004924

RGB 0 73 36

Forest

HEX #203F25

RGB 32 63 37

Mist

HEX #E8EDE8

RGB 232 237 232

White

HEX #FFFFFF

RGB 255 255 255

NATURE PALETTE

Moss

#CDE1BB

205 225 187

Sage

#B9CFB6

185 207 182

Lichen

#7A9B76

122 155 118

Sky

#AED9EB

174 217 235

Sea

#2A727A

42 114 122

Sand

#D5CBBD

213 203 189

Cream

#F4EDDD

244 237 221

WALK FOR TREES APP ICON

Tree

#2F834B

47 131 75

Footprint

#A5D4B4

165 212 180

Background

#ECF8F0

236 248 240

Our typeface

Aa

Work Sans

Free from Google Fonts

fonts.google.com/specimen/Work+Sans

HEADLINES · WORK SANS BOLD

Get your whole company moving

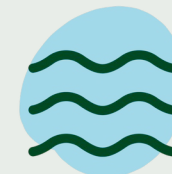
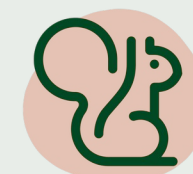
BODY TEXT · WORK SANS REGULAR

Walk for Trees turns everyday steps into a shared challenge across teams, departments and countries - and into real trees planted in Norway.

LABELS · WORK SANS REGULAR, CAPITALS

WALK FOR TREES

Our icons



Icons with a colour shape

Use them when an icon needs more weight, for example on a poster or a title slide.

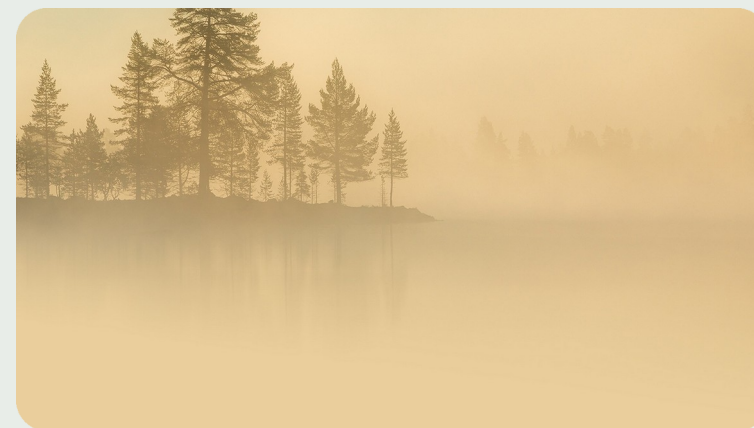
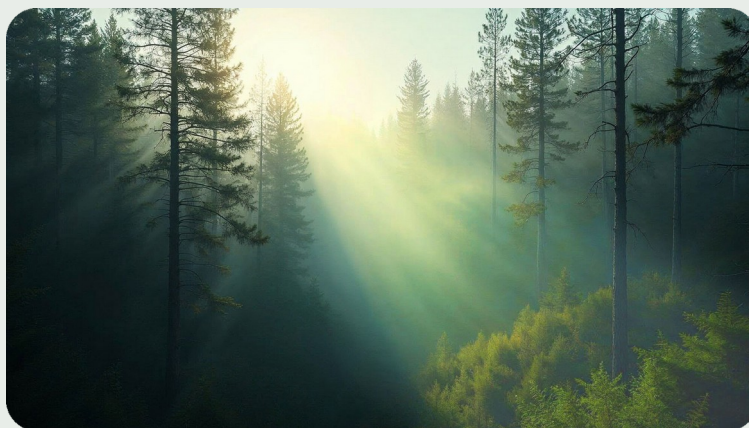
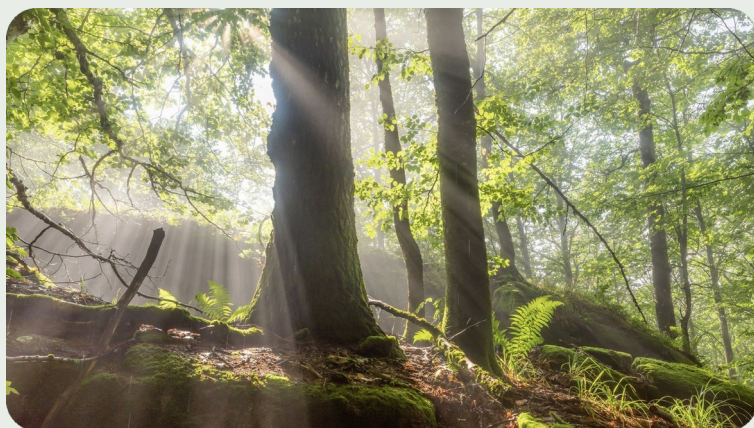
Line icons

Use them in Trefadder Green on light backgrounds, next to a heading or a short text.

All icons are in the Icons folder as PNG files with a transparent background.

Our photos

Use them in your communication.





TREFADDER

**Restoring Nature.
Storing Carbon.
Empowering the Future.**

info@trefadder.dk · trefadder.dk