

Branding & Identity

Photography & Illustration

Graphic design plays a crucial role in advancing your initiative by visually communicating key messages, enhancing brand recognition, and attracting diverse audiences. Here we provide inclusive illustrative and photographic representations of people engaging with nature in ways that resonate with a wide range of needs and values.

Illustration and photography are available for licensing from various online vendors. Below are a few websites that offer free and/or paid imagery.

Paid

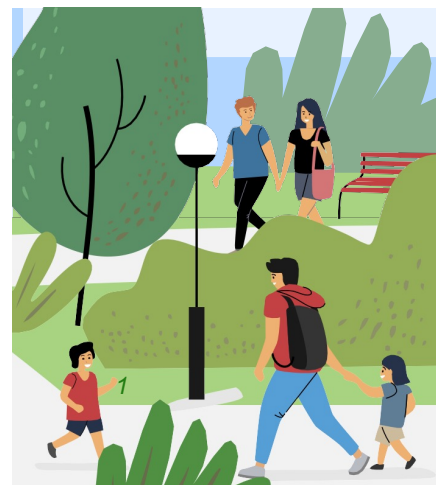
- [iStock](#)
- [Getty Images](#)
- [Adobe Stock](#)
- [Dreamstime](#)
- [Shutterstock](#)
- [Alamy](#)

Free

- [Pexels](#)
- [Unsplash](#)
- [Pixabay](#)
- [Nappy](#)
- [Freepik](#)
- [Noun Project](#)

Some free stock illustrations and photographs require attributing the source. Each vendor's terms and conditions should be understood before usage.

As a best practice, do not combine illustrations and photography in one marketing piece. Choose one or the other. While photography speaks best to audiences on a personal, more relatable level, illustration is great for conveying concepts and ideas from a more general perspective.



Photography & Illustration



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Mental Health



Physical Health



Youth and Education



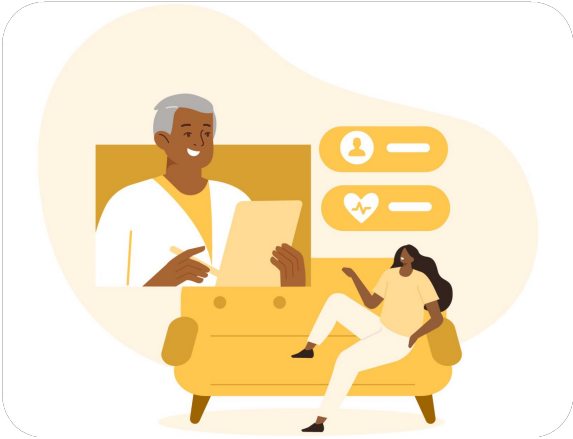
Economic and
Ecological Resilience



Community Well-Being



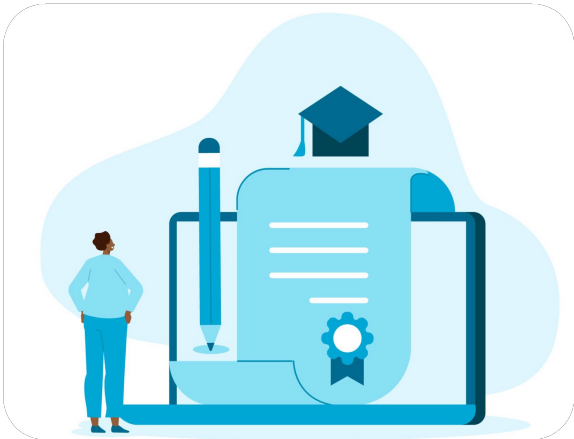
Intergenerational Sharing



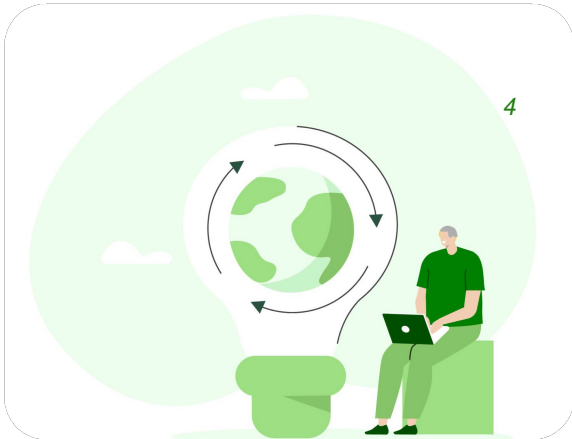
Mental Health



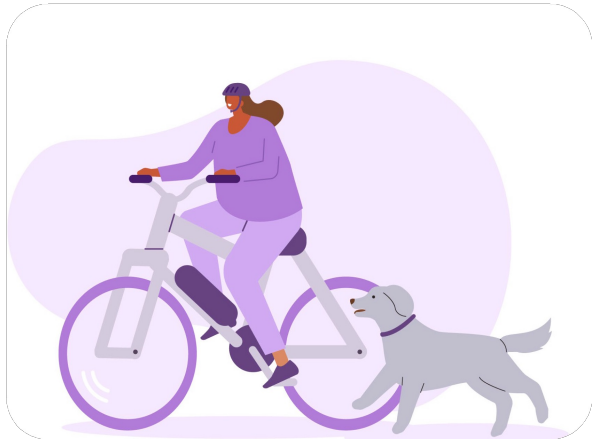
Physical Health



Youth and Education



Economic and
Ecological Resilience



Community Well-Being

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Iconography

Icons are an excellent way to provide a bit of visual context or interest to bullet points and blocks of information. When using multiple icons in one piece of collateral, try to use icons of the same style and visual weight. This will help your design remain consistent, clean, and easily digestible.

Below are a few sources for free icon downloads.

- [Noun Project](#)
- [Freepik](#)
- [Flaticon](#)

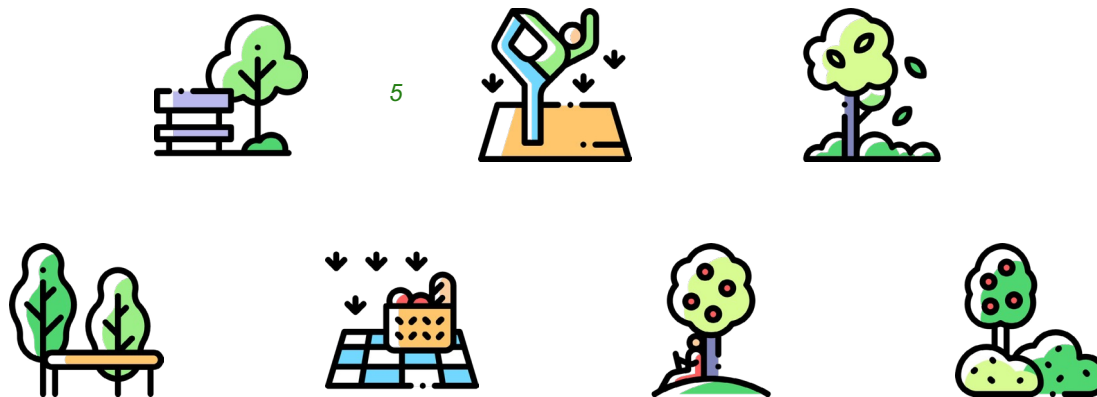
Some free stock icons require attributing the source. Each vendor's terms and conditions should be understood before usage.



Urban & Community
Forestry Toolkit: DRAFT



The icons above are from Noun Project.



The icons above are from Freepik.