

# Branding & Identity

## *Program Name Examples*

A common program name ensures consistency across materials associated with your initiative, raises visibility, and fosters a clear understanding of your initiative's goals and purpose.

Here are options related to trees, green spaces, and nature that speak to this initiative's purpose and goals.

Spreading Roots

Leaf It

CitiBloom

Grow On

Neighborhood Nurtures



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## Logo Lockup Examples

A logo lockup combines and presents different elements of a logo in a specific arrangement for various applications. It typically includes the primary logo along with other essential elements like taglines, icons, or secondary graphics. The main purpose is to make a unified and powerful visual statement while promoting a cohesive identity and enhancing brand recall.

Several workshop participants provided their logos for these renderings, demonstrating how they can successfully pair with the Spreading Roots logo. When creating logo lockups, consider developing vertical and horizontal options to accommodate different design needs.

