

Branding & Identity

Taglines

A well-crafted tagline can serve as a powerful communication tool, fostering community engagement, conveying purpose, and creating a memorable identity that resonates with stakeholders and the broader community.

Here are options for an urban and community forestry initiative that speak to the multiple benefits of preserving, protecting, and growing trees, green spaces, and nature.



Mental Health

Cultivating balance.
Sowing seeds of serenity.

Physical Health

Growing green, growing strong.
Actively improving our community.

Community Well-Being

Branching out together.
Growing natural connections.

Economic & Ecological Resilience

Sustained by nature.
Cultivating a more resilient future.

Youth & Education

Nurturing the future today.
Empowering youth, enriching communities.

Universal

Every tree tells our story.
Planting the seeds of change together.
Our forests, our future.
Digging in for brighter tomorrows.

Rural

Where trees thrive, towns flourish.

Urban

City canopy, community roots.

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Mission Statements

A mission statement serves as a foundational element for your initiative, providing direction, inspiration, and a shared sense of purpose that is essential for sustained success and positive impact in the community.

When crafting, it may be helpful to segment according to benefits, determine which one resonates most with your community, and develop ideas from there.

Physical Health: the overall well-being of an individual's body and its proper functioning.

Mental Health: a person's emotional, psychological, and social well-being.

Community Well-Being: the overall health, happiness, and prosperity of a community or a group of people living in a particular geographic area.

Economic & Ecological Resilience: a system's ability to withstand and recover from economic shocks, disruptions, or stressors and an ecosystem's capacity to absorb disturbances, adapt to change, reorganize, and restore itself

Youth & Education: shaping the future, fostering personal growth, and contributing to the well-being of families, communities, and society

For guidance, here are several options that again speak to the primary benefits of promoting and protecting trees, green spaces, and nature.



Mental Health

To plant the seeds of healing and hope, so our communities can grow into more vibrant, inclusive, and mentally resilient places.

Physical Health

To champion the value of urban trees and green spaces as invaluable parts to active and thriving urban communities.

Community Well-Being

To create a sense of belonging, joy, and hope by growing green spaces that are cherished by a more connected and engaged community.

Economic & Ecological Resilience

To grow communities that thrive in balance with nature and prosper through sustainable practices, so that we can build a better future for ourselves and our planet.

Youth & Education

To inspire, educate, and empower young people through the wonders of urban forestry so that they will be more connected to our community today and become the environmental stewards of tomorrow.

National

To foster sustainable and vibrant urban ecosystems and create resilient and inclusive green spaces where the benefits of trees and nature are accessible to all.

National

To foster the growth and preservation of our natural spaces while actively engaging and empowering every member of our community.