Naming Your Program or Initiative

Your program name should help to communicate your mission, as it is the first window the community has into what you're trying to achieve. It will raise your program visibility and, ideally, foster a clear understanding of your initiative's goals and purpose.

Here are the top five program example names inspired by workshops with 50+ grassroots experts for initiatives relating to planting trees, creating green spaces, and connecting to nature. Choose one that works for you, visit spreadingroots.org to view other examples or create your own.

Spreading Roots

CitiBloom   *Grow On*   *Leaf It*

Neighborwood Nurtures

🌱 spreading **roots**

Logo Examples

Here are some examples of additional logos. There are more logo examples you can download from our website at spreadingroots.org. Feel free to use these as as inspiration when designing your logo and brand identity.

Consider how each communicates a different idea, elicits a different emotion, or speaks to a different aspect of urban and community forestry. Be sure to tailor your logo to fit your organization's needs.

Spreading Roots
Logos for Your Use

The Spreading Roots logo is provided to encourage branding your initiative in a way that connects with others across the nation.

In this logo, a seedling, with roots in the shape of a sprawling city skyline, conveys the project's goals quickly and cleanly.

Three options are provided for different purposes. When color is a constraint, use the black logo (e.g. printing a black and white handout). Also, when you need high resolution, use the the .pdf or .svg files. Different file types are provided for different needs (.jpg, .pdf, .png, .svg).

You can download these logos on our website at spreadingroots.org. On the next page you will see how you can combine your logo with the Spreading Roots logo.

Logo Package Examples

A logo package 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 of the 50+ grassroots experts from across the nation provided their logos for these renderings, demonstrating how they can successfully pair with the Spreading Roots logo. When creating logo packages, consider developing vertical and horizontal options to accommodate different design needs.