



## **LOGO GUIDELINES**

National Tree Day is Australia's largest community tree planting event. Since its conception in 1996, more than 2 million volunteers have planted over 15 million native trees and shrubs across the country. National Tree Day is organised by Planet Ark in partnership with Toyota and its Dealer network which provide on-the-ground support at local and community tree-planting sites Australia wide.

The National Tree Day brand represents the coming together of people from all walks of life - children, families, community groups, businesses, councils and environmental groups, to work together for the good of the environment and for Australia's future.

When using the National Tree Day logo, your support in maintaining the environmental integrity and community accessibility of National Tree Day is expected.

Use of the National Tree Day logo will only be granted with receipt of a written request. (Please submit your request to [tracey@planetark.org](mailto:tracey@planetark.org)).

- The National Tree Day logo must incorporate Planet Ark and Toyota as rightful owners and organisers of National Tree Day.
- Any logo used in conjunction with the National Tree Day logo should not exceed the size of the Planet Ark and sponsor logos.
- The National Tree Day logo cannot be used for any commercial purposes
- The use of the National Tree Day logo must reflect a philosophy of environmental responsibility and community spirit at all times.
- The National Tree Day logo may not be used in association with any images, content or organisation that explicitly or implicitly steps outside of this philosophy.
- The National Tree Day logo must only be used to represent activities that directly relate to the National Tree Day event.
- The National Tree Day campaign strongly encourages the growth and care of local native plant communities. For plant and seedling giveaways the National Tree Day logo must only be used in association with programs that strictly adhere to principles of local provenance and promotions that involve the distribution of local native plants only.

**FOR FURTHER INFORMATION ON PROPER USE OF THE NATIONAL TREE DAY LOGO PLEASE CONTACT THE PLANET ARK MEDIA TEAM ON 02 8484 7200 or email [tracey@planetark.org](mailto:tracey@planetark.org)**

THANK YOU FOR YOUR SUPPORT.

