

BADGER TREE CARE

"Careful tree work. Clean sites."

BRAND GUIDELINES

2026 • TRADES & CONSTRUCTION



THE BRAND IN USE

Careful tree work. Clean sites.

BADGER TREE CARE

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Use this book to keep every Badger Tree Care message as clear and considered as a finished site.

01 — CHAPTER

The Brand on One Page





COLOURS

Canopy Green
#1D4F32
CMYK 63 0 37 69

Leaf Green
#39704D
CMYK 49 0 31 56

Sage Tint
#8EAA98
CMYK 16 0 11 33

Clear White
#FFFFFF
CMYK 0 0 0 0

DISPLAY — OSWALD

Badger Tree Care

Headings, signs and anything read from a distance.

BODY — SOURCE SANS 3

Plain-spoken, capable and considerate.

Paragraphs, prices, forms and small print.

TAGLINE

Careful tree work. Clean sites.

HOW WE SOUND

- Say what the job involves
- Make care tangible
- Be direct about next steps
- Finish with the site in mind

Hand this page to a printer, sign maker or web designer: it carries the logo, the colour codes, the fonts and the line that goes with them.

BADGER TREE CARE

Good tree work protects what grows, what stands nearby, and the ground below.

Badger Tree Care’s qualified, fully insured arborists prune, survey and clear trees across Kent, working with care around homes, schools and public buildings. From the first cut to the final sweep, the aim is a safe job and a spotless site.

TRUSTWORTHY SKILLED CAREFUL

03 — CHAPTER

Positioning

This chapter sets out what Kent homes, schools and councils can count on from our arborists.

WHO WE SERVE

Kent homeowners, school site managers and council teams who need tree work handled by qualified people, safely around buildings and with no debris left behind.

- Kent homeowners
- School site managers
- Council property teams
- Residential landlords
- Careful with property and public spaces
- Want clear advice before work starts
- Prefer qualified, insured contractors

WHY THEY CHOOSE US

01 Qualified at the Canopy

Qualified arborists assess the tree and carry out the right pruning, reduction or removal for the site.

02 Room to Work Carefully

The team plans tree work with nearby houses and other structures in mind, rather than treating them as an afterthought.

03 Covered from First Cut

Full insurance gives homeowners, schools and councils a clear basis for booking work with confidence.

04 A Tidy Finish

Branches, arisings and stump-grinding waste are cleared so the site is left clean and usable.

THE LANDSCAPE

Badger Tree Care competes as the most trusted option in Trades & Construction.

- **One-person tree surgery operators**: Limited crew capacity for larger jobs
- **General garden maintenance firms**: Not focused on arborist work
- **Large regional tree contractors**: Less personal local communication

OUR PROMISE

Careful tree work. Clean sites.

04 — CHAPTER

Voice & Tone

Explain the tree work, the safety measures and what the site will look like when we leave.

HOW WE SOUND

Plain-spoken, capable and considerate. Explain what the arborists will do, how they will work safely near buildings and what the customer can expect the site to look like afterwards.

Say what the job involves

Name the service—such as crown reduction, stump grinding or storm clearance—instead of hiding behind vague phrases like “tree solutions.”

Make care tangible

Explain how the team will work near a house, school boundary or public area; do not promise safety without describing the care behind it.

Be direct about next steps

Tell customers what information or access is needed, when the team will be in touch and what happens before work begins.

Finish with the site in mind

Be specific about removing cut material and tidying the work area, because customers notice the state of the ground as much as the tree.

IN PRACTICE

MOMENT	SAY THIS	NOT THIS
A HOMEOWNER REQUESTS A QUOTE FOR A TREE CLOSE TO THE HOUSE	✓ "Send us a photo and your postcode. We’ll assess the tree and explain what work is suitable near the house."	~~"Get a free quote for all your tree care needs."~~
A SCHOOL ASKS HOW TREE WORK WILL FIT AROUND PUPILS AND SITE ACCESS	✓ "Tell us your site hours and access arrangements. We’ll agree a work plan with your site contact before the crew arrives."	~~"We’ll make the job quick and hassle-free."~~
A CUSTOMER REPORTS STORM-DAMAGED BRANCHES	✓ "Please keep people away from the damaged area. Send your location and a photo from a safe distance so we can advise on the next step."	~~"We’re here to rescue your garden after any storm."~~
A COUNCIL REQUESTS A TREE SURVEY FOR A PLANNING MATTER	✓ "Share the site address and planning deadline. We’ll confirm what survey information you need and when we can provide it."	~~"Our expert surveys give you complete peace of mind."~~

05 — CHAPTER

Colour

Canopy Green and Leaf Green echo the mark’s tree silhouette; Sage Tint and Clear White keep the page calm and legible.

#1D4F32

Canopy Green

RGB 29, 79, 50 · CMYK 63 0 37 69

The deep green anchors the identity in the solid, living tree at the heart of the mark, giving customers a calm signal of dependable care.

#39704D

Leaf Green

RGB 57, 112, 77 · CMYK 49 0 31 56

A lighter tone from the same green family keeps the identity approachable without losing the steadiness of the original mark.

#8EAA98

Sage Tint

RGB 142, 170, 152 · CMYK 16 0 11 33

This muted tint softens dense information, helping practical details feel measured rather than alarming.

#FFFFFF

Clear White

RGB 255, 255, 255 · CMYK 0 0 0 0

White gives the dark mark room to read clearly and suggests the clean, orderly finish customers can expect after the crew leaves.

Led by the logo. The brand colour is the logo's own, so everything made with this palette matches the original artwork.

PRIMARY 60 SECONDARY 25 ACCENT 10 NEUTRAL 5

Use HEX/RGB for digital, CMYK for print. CMYK values are approximations — request press proofs and Pantone matches for production runs.

06 — CHAPTER

Typography

Oswald gives headings the firm shape of the tree mark, while Source Sans 3 keeps practical details easy to read.

DISPLAY — OSWALD

Aa

Badger Tree Care

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Badger Tree Care
REGULAR 400

Badger Tree Care
SEMIBOLD 600

Badger Tree Care
BOLD 700

BODY — SOURCE SANS 3

Badger Tree Care brings qualified, fully insured arborists to the tree work Kent homes, schools and councils need—from careful pruning and surveys to storm clearance and stump grinding. The distinctive tree-and-badger mark reflects a practical local team that takes care around buildings and leaves the ground tidy when the work is done.

HOW TO PAIR THEM

Use Oswald in short, uppercase headings to echo the logo's tall, compact lettering. Set body copy, estimates and safety information in Source Sans 3 for clear reading at everyday sizes.

Headline level one

Supporting subhead

Body text at reading size with relaxed leading.

The Logo

The deep green mark pairs a broad, scalloped tree canopy and spreading roots with a badger profile projecting from the right.







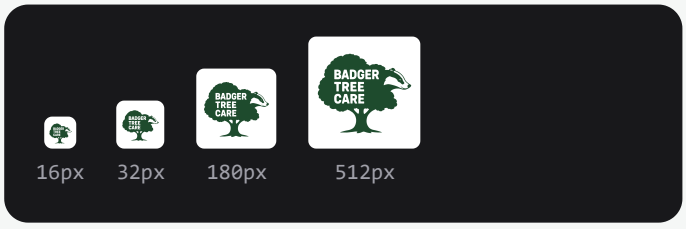
Colour integrity — on paper the logo keeps its own colours. On the brand colour, a dark surface or a photo, use the white version from the logo pack. Proportions and details stay exactly as supplied; the logo is never filtered or redrawn.

LOCKUPS





APP ICONS & FAVICONS



Minimum print
10mm height

Minimum digital
24px height

Clear space
1× logo height, all sides

Logo Rules

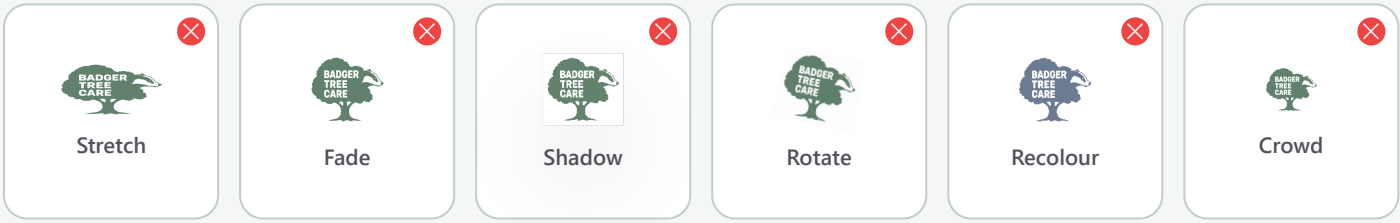
CLEAR SPACE



X = the height of the primary mark element. Keep at least 1X of clear space on all sides; nothing enters this zone. Double it to 2X on busy or photographic backgrounds.

Keep clear space around the logo at least equal to the height of the word “TREE” in the mark. Use it large enough for the stacked lettering and badger profile to remain legible; do not reduce it below 30 mm wide in print or 150 px wide on screen. Use the original deep green mark on white, or the supplied white version on the original deep green only.

NEVER DO THIS



ALWAYS

- ✓ Use the full, unaltered logo on estimates, workwear and vehicles.
- ✓ Keep headings short and set them in uppercase Oswald, with body copy in readable Source Sans 3.
- ✓ Show clean work areas, careful tree work and real crew activity in photography.

NEVER

- ✗ Stretch, recolour, redraw or separate parts of the logo.
- ✗ Add gradients, shadows or extra colours to the mark.
- ✗ Use the badger or canopy as a repeat pattern or place busy imagery behind the logo.

Visual Direction



PHOTOGRAPHY REFERENCE

Shot in the brand's world. Match this light and mood in every photo of Badger Tree Care.

PHOTOGRAPHY

- ✓ Show Kent arborists pruning, reducing or felling trees with the work area controlled and people kept clear.
- ✓ Photograph rigging, ropes and cutting equipment in use near houses, with the building and safety setup visible.
- ✓ Show real tree surveys at homes, school grounds or council sites, with an arborist assessing the tree.
- ✓ Include the cleared ground after storm work or stump grinding; show the tidy finish, not just the machinery.

ILLUSTRATION

- ✓ Use the logo's rounded, uneven canopy edge as a restrained crop or divider; never alter the master mark.
- ✓ Draw tree forms with clear canopy, trunk and root structure, rather than decorative leaves or generic forest scenes.
- ✓ Keep any badger illustration close to the logo's profile: a simple, practical shape, not a character mascot.
- ✓ Use Canopy Green, Leaf Green, Sage Tint and white for diagrams of pruning, surveys, rigging or stump grinding.

AVOID

- ✗ Generic woodland scenery with no tree-care work in view.
- ✗ Workers cutting beside a house with no ropes, barriers or clear safety setup.
- ✗ Oversized stump-grinder action shots that hide the arborist and the job context.
- ✗ Unsupervised chainsaw use or arborists without visible protective equipment.
- ✗ Messy lawns, scattered branches or wood chips presented as the finished site.
- ✗ Smiling stock-model homeowners pointing at a tree.

CANOPY	SAWDUST	MEASURED	TIDY

Tree-Care Photography Direction

Tree surgery is best explained with authentic, well-framed evidence of the work, its setting, and the people carrying it out. Use photography to communicate careful practice and skilled outcomes in Kent, while keeping the deep-green silhouette mark intact and scallop-inspired framing occasional.

- Use documentary-style photographs of real tree-care work and Kent settings; do not use imagery that implies unsafe working practices.
- Keep photo-grid gutters at least 16px and use the 8px card radius; avoid scalloped masks on individual photographs.
- Use Canopy Green #1D4F32 for captions or overlay labels only when paired with Clear White #FFFFFF, and maintain at least 4.5:1 text contrast.
- Set photo titles in the headingSm 22px Oswald token and supporting descriptions in the bodyMd 16px Source Sans 3 token.
- Reserve Leaf Green #39704D and Sage Tint #8EAA98 for restrained borders or supporting accents; keep essential text on Clear White #FFFFFF or Canopy Green #1D4F32.

PHOTOGRAPHY DIRECTION





Ready to Use

Laid out from the logo, the brand colour and the brand fonts. Each one is in your download at the size it needs.

BUSINESS CARD — 85 × 55 MM — CLASSIC





MORE STYLES, EACH WITH YOUR OWN MARK

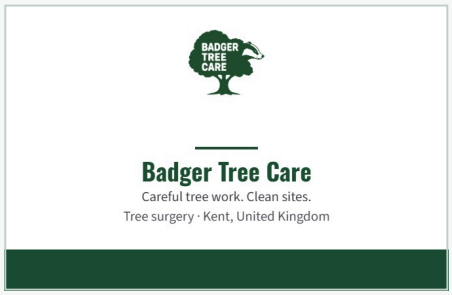












Pattern
Your mark repeated quietly behind the logo, with a patterned band on the back.

Bold
Your mark large and cropped at the edge, brand colour on both sides.

Light
The logo on white with a band of brand colour, details centred on the back.

In your download. Every card style as a front and a back at 85 × 55 mm with 3 mm bleed, each as pictures and as a print PDF. One page in the folder lets each person on the team add their own name and details, then choose a card style and a brand colour.

Signature & Social

EMAIL SIGNATURE — FOUR LAYOUTS

Badger Tree Care
Careful tree work. Clean sites.
Tree surgery · Kent, United Kingdom

Classic. Logo beside your details, with a line in the brand colour.

Badger Tree Care
Careful tree work. Clean sites.
Tree surgery · Kent, United Kingdom

Stacked. Logo on top, your details beneath.

Badger Tree Care
Careful tree work. Clean sites.
Tree surgery · Kent, United Kingdom

Text only. No picture, so it shows in every mail program.

Badger Tree Care
Careful tree work. Clean sites. | Tree surgery · Kent, United Kingdom

Compact. Two short lines, for replies and phones.

PROFILE PICTURES



COVER — FACEBOOK, LINKEDIN, X AND YOUTUBE



In your download. Four email signatures to paste into Gmail or Outlook, 1080 px profile pictures fitted to the round and the square crop, and covers sized for Facebook (1640 × 624), LinkedIn (1584 × 396), X (1500 × 500) and YouTube (2560 × 1440). The page in the folder writes each signature with a person's own name and details.

Icons & Print

FAVICON & APP ICON SIZES



16 px

Browser tab

Favicon shown beside the page title



32 px

Bookmark & taskbar

Bookmarks bar, pinned tabs, desktop shortcuts



180 px

Apple touch icon

iOS / iPadOS home screen when saved to device



512 px

PWA & app stores

Progressive web app installs and store listings

180 px and 512 px icons are shown at reduced scale — each file exports at its exact pixel dimensions.



Shipped with this kit. Ready-to-use favicon PNGs are included in the Web Assets folder of the brand kit download.

True at every size. Every icon uses the logo artwork exactly as designed — never simplified or redrawn at small sizes. On a dark surface, use the white version from the logo pack.

INK SPECIFICATIONS

	Canopy Green #1D4F32	CMYK 63 0 37 69	≈ PMS 5535 C
	Leaf Green #39704D	CMYK 49 0 31 56	≈ PMS Cool Gray 11 C
	Sage Tint #8EAA98	CMYK 16 0 11 33	≈ PMS Cool Gray 6 C
	Clear White #FFFFFF	CMYK 0 0 0 0	≈ PMS White

Pantone references are approximate screen-space matches. Always confirm production runs against physical PMS swatch books and press proofs before printing.

PRODUCTION SPECIFICATIONS

BLEED	3 mm on all sides of every print item	**SAFE ZONE**	5 mm interior margin — keep type and the logo inside it
BUSINESS CARD	85 × 55 mm trim (EU) / 3.5 × 2 in (US)	**LETTERHEAD**	A4 210 × 297 mm / US Letter 8.5 × 11 in
MINIMUM LOGO SIZE	10 mm height in print	**LOGO REPRODUCTION**	Exactly as supplied — never stretched, filtered or redrawn

Your Touchpoints

The places customers meet Badger Tree Care, and what each one carries.

01

Branded arborist workwear with a clear chest logo and high-visibility outer layer for roadside and school-site jobs.

02

Tree surgery vehicle graphics with the full logo, phone number and a concise list of pruning, surveys and storm clearance.

03

A printed tree survey report cover and site assessment sheet for planning and council work.

04

A quote and completion checklist that records agreed work, access notes and confirmation that arisings were cleared.

THE THREAD — SCALLOPED CANOPY EDGE

Echo the canopy's rounded, uneven edge as a restrained crop or divider on printed and digital layouts; keep the master logo intact and use the motif only as a supporting frame.

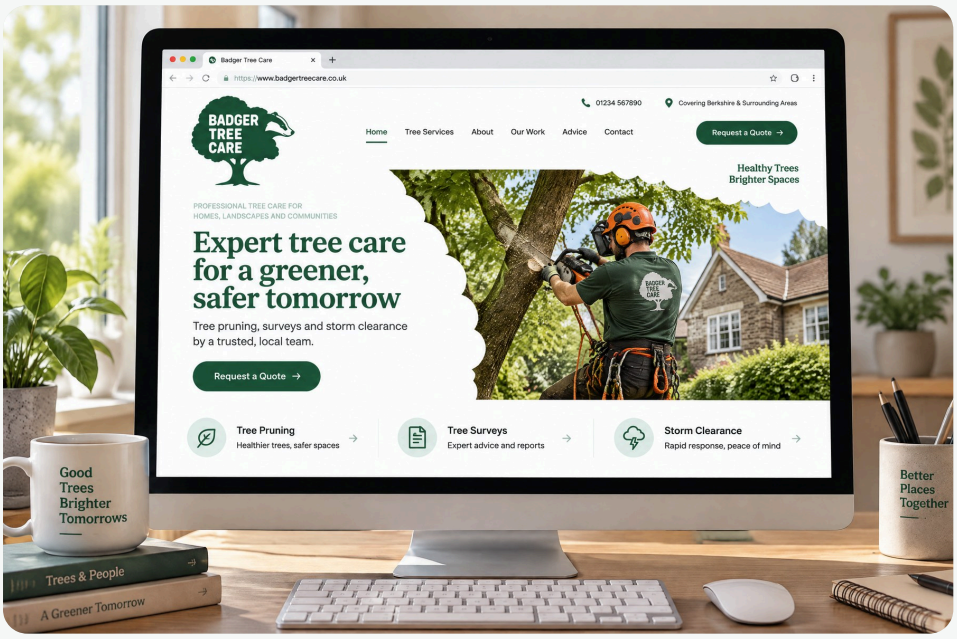
LEAVE OUT

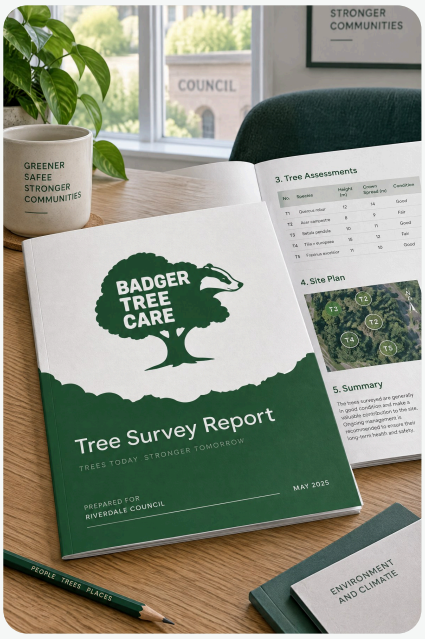
- Turning the canopy edge into a repeated decorative pattern
- Separating or rearranging the badger, tree and wordmark

In the World


BADGER TREE CARE


BADGER TREE CARE
Tree Surgery
Tree Pruning
Tree Removal
Stump Grinding
Hedge Care
LOCAL • RELIABLE • PROFESSIONAL
07712 345678
badgertreecare.co.uk
KENT


BADGER TREE CARE
Home
Tree Services
About
Our Work
Advice
Contact
Request a Quote
Healthy Trees Brighter Spaces
Expert tree care for a greener, safer tomorrow
Tree pruning, surveys and storm clearance by a trusted, local team.
Request a Quote
Tree Pruning
Tree Surveys
Storm Clearance
Good Trees Brighter Tomorrows
Trees & People
A Greener Tomorrow
Better Places Together


STRONGER COMMUNITIES
COUNCIL
GREENER SAFEE STRONGER COMMUNITIES
BADGER TREE CARE
Tree Survey Report
TREES TODAY STRONGER TOMORROW
PREPARED FOR RIVERDALE COUNCIL
MAY 2025
3. Tree Assessments
4. Site Plan
5. Summary
PEOPLE TREES PLACES
ENVIRONMENT AND CLIMATE

Social

Facebook

Use for local service updates, storm response information and before-and-after job photos; include the type of work and the Kent area served in plain language.

Instagram

Show real pruning, removals and stump grinding through clear job sequences, with captions that explain the task and how the site was left.

Google Business Profile

Keep service descriptions, contact details and working hours current; add genuine job photos and reply to reviews with specific, courteous responses.







12 — CHAPTER

Kit Contents

WHAT IS IN THIS KIT

01	**Primary logo** Original colours, proportions and detail, exactly as designed	
02	**Logo pack** See-through PNGs in colour, black and white	
03	**Ready-to-use files** Business card, email signature, profile picture and social covers at the right sizes	
04	**Colour palette** HEX, RGB and CMYK for every colour	4
05	**Typography** Oswald for display, Source Sans 3 for text	
06	**Brand applications** Identity applied to physical touchpoints	3
07	**Digital applications** Interface and screen treatments	1
08	**Stationery** Print collateral	1
09	**Social assets** Platform-ready crops and treatments	3

HANDING THIS OVER

Give whoever builds your site or collateral this document together with the logo files. The colour chapter carries print-ready CMYK, the typography chapter names both typefaces, and the logo rules define clear space and minimum sizes: enough to work from without coming back for decisions.



BADGER TREE CARE

Careful tree work. Clean sites.

OFFICIAL BRAND BOOK

November 18, 2026 · Trades & Construction

Created with Vectura AI