

TACF has developed a new brand to match its 40+ years of commitment to American chestnut restoration.

Introducing our new look!



We're incredibly excited to unveil TACF's new brand--the culmination of a multi-year journey filled with creative collaborations, contributions from across TACF's network, and diligent attention to detail.

## **WHAT LED US HERE?**

Although we've had a logo for more than three decades, TACF has never had a complete and comprehensive brand.

We knew creating a brand would allow our national office and state chapters to display a cohesive, consistent presence and increase recognition. We also realized that in today's digital world, which did not exist when TACF was founded, the development of a streamlined look would stand out on social media and on other digital platforms.

These changes will assist us in expanding our reach and more effectively telling the story of the American chestnut and the efforts of all those helping to restore it.

# PHASE ONE - DISCOVERY

In 2022, our communications department began a comprehensive search for a brand agency to guide us through the branding process. Once hired, they began the research phase by interviewing different representatives across the Foundation to determine what logo, colors, and other brand materials would best match TACF's story.

# PHASE TWO - DEVELOPMENT

Throughout 2022 and 2023, a variety of different logo concepts, taglines, and anthems were presented to TACF stakeholders. The national logo was finalized at the 2023 Fall Board Meeting. Subsequently, state chapter logos, along with a modern badge variation, were developed. All of these actions will further unify TACF's brand Foundation-wide.

TACF's first tagline "Rooted in Restoration" was also finalized in 2023, along with the anthem, which tells the story of the American chestnut and the unwavering commitment of those determined to save it.

# PHASE THREE - ROLLOUT

Now it's time to have some fun and share our new brand with all of you!

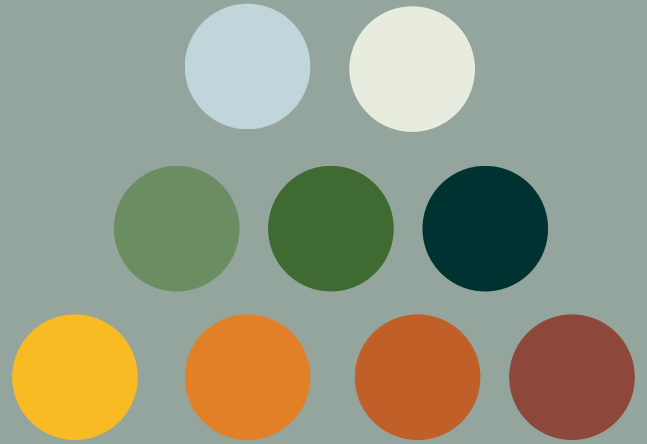
This process is so much more than a new logo -- it's a way to share the story of the American chestnut throughout TACF in a succinct and uniform manner, helping us further succeed in this bold restoration mission.

For all things brand, please visit our Brand Center at [tacf.org/brand](https://tacf.org/brand)

# COLORS AND LOGO VARIATIONS

## BRAND COLORS

TACF's new brand colors include nature- and American chestnut-inspired tones. This palette is versatile and modern, helping us tell a cohesive and visually attractive story in both print and digital mediums.



### STANDARD



### LEAF AND RINGS



### STACKED



### BADGE





Visit our Brand Center at  
[tacf.org/brand](https://tacf.org/brand)  
to see more logo variations, read our  
new anthem, and more.

