



TADDIKEN

tree company

IDENTITY GUIDE

V6 | 11.22.2020

we  trees



TABLE OF CONTENTS

WHO WE ARE

We are Taddiken Tree Co.....	5
Our Mission.....	6
Our Product.....	7
Our Guideposts.....	8
Our Values.....	9
Our Vision.....	10

WHO WE WORK WITH

Our Customers.....	12
Our Employees	14

HOW WE COMMUNICATE

Voice & Tone	17
Customer Communication Strategy	19
Employee Communication Strategy	20

OUR BRAND VISUALS

Logos	22
Graphic Elements.....	25
Colors	27
Typefaces	28
Imagery	29
Style & Layout	30



WHO WE ARE

WE ARE TADDIKEN TREE CO

We are here to inspire **growth and connection** in ourselves and our community.

We believe connecting with one another, with nature, and within ourselves makes us better.

For us, that connection starts with trees. So we help our community care for their trees, and we make sure our company is a place where good people can grow while doing good work.



OUR MISSION

Our mission is our work. It’s what we do and who it’s for. To really get what it means though, we have to look at why we do it and what we bring to it that makes it amazing. This manifesto includes key aspects of who we are to frame our mission as a part of something bigger.

Purpose

The big-picture thing we want to create in the world...
We are here to inspire growth and connection in ourselves and our community.

Position

What we believe is true that makes our work relevant...
We believe connecting with one another, with nature, and within ourselves makes us better.

Power

What we bring to our work that makes it extraordinary...
For us, that connection starts with trees.

Mission

What we do and who it’s for...
We help our community care for their trees, and we make sure our company is a place where good people can grow while doing good work.



OUR PRODUCT

Obviously this is about more than pruning branches and picking up twigs. It's bigger than a service.

For Our Customers...

We're actually out there helping people learn how to care.

We don't need them to love trees as much as we do, but they need to at least be open to giving a shit.

For Ourselves...

To do that first part well, we have to give a shit ourselves, and it has to be real. So what we do inside our own walls is just as important as what we do out there in the world.

FOR OUR CUSTOMERS...

We help our community care for their trees.

FOR OURSELVES...

We help good people grow & connect while doing good work.



OUR GUIDEPOSTS

Our mission is important, but our Guideposts are why it matters. If we had to take away everything we currently do—the trees, the equipment, those pretty trucks and those sexy shirts—We would still find a way to aim for Growth & Connection in whatever we did next... even if it was something stupid like dog grooming.

Growth & Connection



OUR VALUES

Our values are our MO—the way we get things done. They define how we show up and how we make decisions every single day. They drive how we work with one another, how we build relationships with our customers, and the way we interact with our community.

Quality

WE ARE DAMN GOOD AT WHAT WE DO.

We pride ourselves in doing the best work that can be done, and we constantly look for ways to do it better.

Safety

WE LOOK OUT FOR WHAT MATTERS.

We do everything we can to ensure the safety and well-being of our community, our planet, and each other.

Authenticity

WE ARE PEOPLE FIRST.

We trust that we are all doing our best, so we give each other space to have lives, be real, make mistakes, and grow.

Responsibility

WE OWN OUR OWN SHIT.

We each take 100% responsibility for our own actions and our own experience, and we count on one another to do the same.

Levity

WE LAUGH AT OURSELVES.

We are not afraid to help each other remember that there’s always room for lightness in our work, even when it sucks. Like your mom.



OUR VISION

Our vision is what we aim to become. It defines how we evolve and grow, and how we'll know when we're on the right track—not just as business, but as people engaged in a community we care about. Even when we feel like we've made it (and damn, that would be awesome), these are the things we know we can always strive to step into more fully down the road.

INTERNAL VISION		EXTERNAL VISION	
We want to be the best company to work for.		We want to be the best company to work with.	
Sounds good. How will we know when we're on it?			
PEOPLE	<p>Our team feels like family.</p> <p>We have a strong culture of connection and growth, and we have good systems to support our staff as they progress in their lives and careers.</p>	<p>Our customers love us, and feel loved by us.</p> <p>We're seen as an authentic, friendly, and inspiring by our customers and our community.</p>	
	<p>We are experts and we know it.</p> <p>We fully trust our team to maintain our sense of stability, understand where we can be flexible, and manage how we can sustainably grow.</p>	<p>We are a model of how things should be done.</p> <p>We are seen and valued in our community as the most professional, efficient, high-quality service provider in our industry.</p>	
IMPACT	<p>We know what's important.</p> <p>We are B-corp certified and we have strong internal practices to ensure we remain established leaders in technology, sustainability and positive impact.</p>	<p>We are making a difference in the world.</p> <p>Our service model is built around full life-cycle care, and we actively educate and engage with the greater community to expand our impact.</p>	



WHO WE WORK WITH



OUR CUSTOMERS

Our work is not for everybody. Our customers are good people who care about their trees and the community around them. Before working with us, our customers usually start in one of three main categories, but who knows, maybe working with us will bump them up a level or two. The next page looks at each of these in more detail.

The Tree Parent

"I love my trees like members of my family."

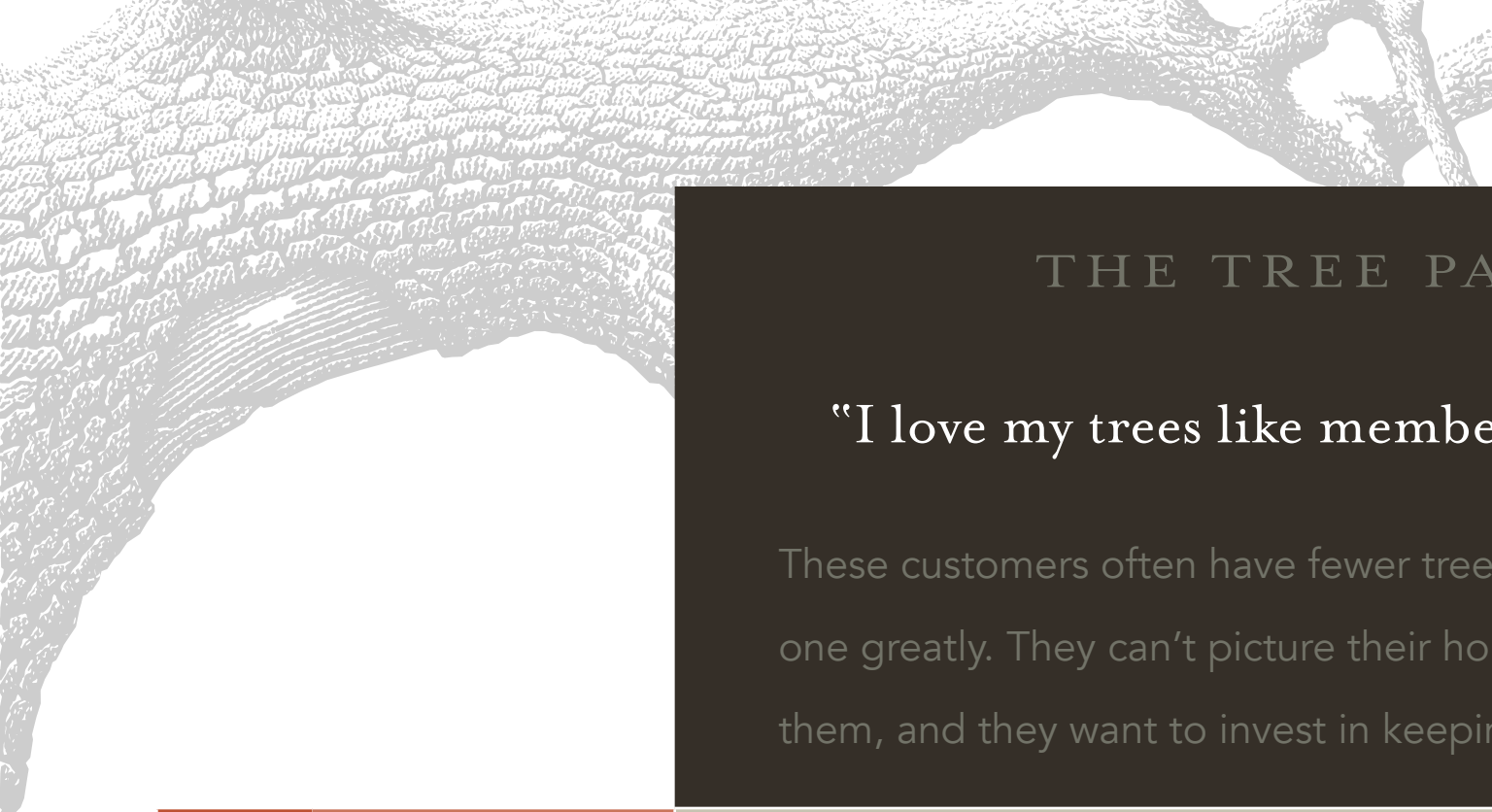
The Tree Steward

"I like my trees. I want to take care of them."

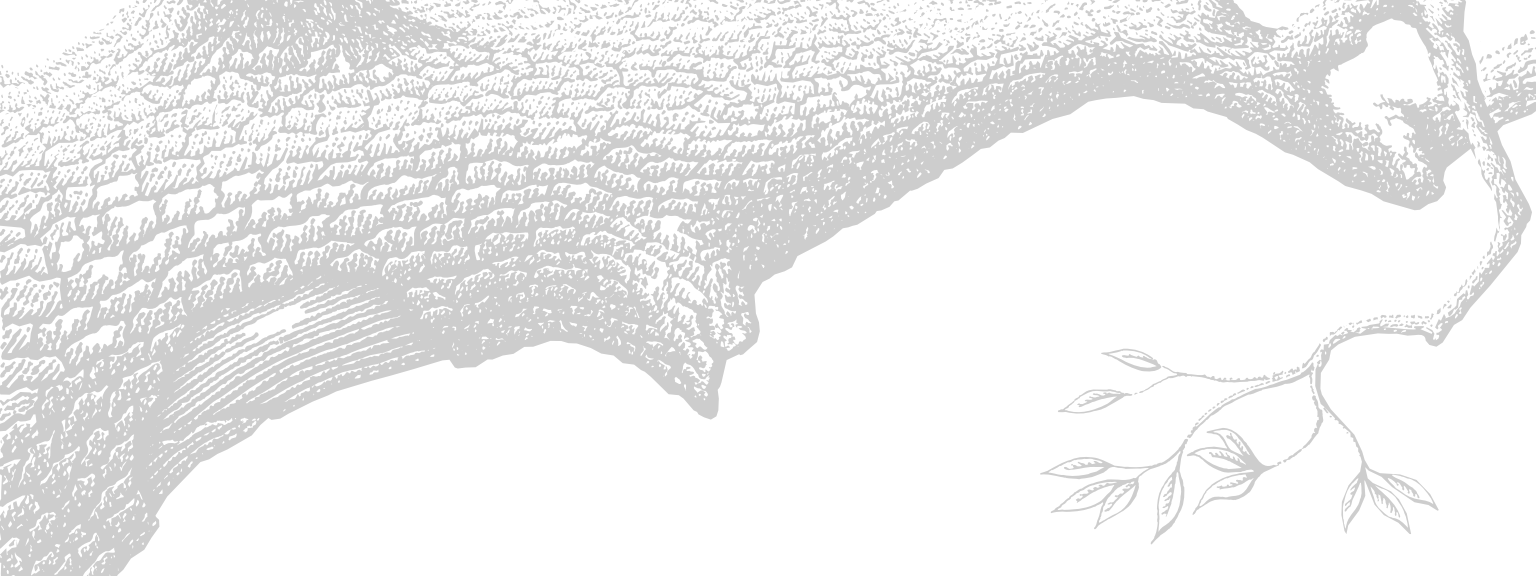
The Tree Owner

"I have trees. I guess I should take care of them."





		<div>THE TREE PARENT</div> <div>“I love my trees like members of my family.”</div> <div>These customers often have fewer trees, but they value each one greatly. They can’t picture their home or lifestyle without them, and they want to invest in keeping them healthy.</div>	<div>THE TREE STEWARD</div> <div>“I’m like my trees. I want to take care of them.”</div> <div>These customers often have many trees. They value them as a whole and want to keep them healthy, but they might not be as attached to each one.</div>	<div>THE TREE OWNER</div> <div>“I have trees. I guess I should take care of them.”</div> <div>These customers see their trees as just another part of their property. They see caring for them as necessary, but not that interesting.</div>
PROBLEM	Perceived Barrier	They know their precious trees may be in need help.	They feel like the state of their trees is keeping them from fully enjoying their property.	They feel like their trees are causing a problem, and they just want to take care of the problem.
	Limiting Fear	They are afraid they can’t be trusted with their trees. They don’t have the knowledge or expertise to care for them.	They are afraid that long-term problems with their trees could detrimentally affect their property down the road.	Their trees might end up costing them too much time or money down the road.
SOLUTION	Surface Want	They want an expert to take care of the health, safety, aesthetics, and/or function of their trees.	They want an expert to take care of the health, safety, aesthetics, and/or function of their trees.	They want an expert to take care of the health, safety, aesthetics, and/or function of their trees.
	Deeper Need	We give them peace of mind. They can relax in knowing the health and well-being of their tress are in good hands.	We help them connect with the deeper value their trees provide. They feel good about investing in their care.	We give them the best quality service available. They get to feel good about working with the “cool guys.”
FIT	Their Focus	They are focused on Quality, Expertise, Trust, Long-term value	They are focused on Quality, Expertise, Cost, Timing	They are focused on Expertise, Cost, Timing
	Signs of Fit	They want to build a relationship. They are not just looking for a service, they are looking for someone to trust.	They are flexible and understanding, and overall the relationship feels collaborative and reciprocal.	They clearly view us as human beings, not just a service provider.
	Yellow Flags	<ul style="list-style-type: none">• They see us as a service, not human beings.• They don’t value our expertise.	<ul style="list-style-type: none">• They are “armored up,” confrontational, or irrational.• They expect us to bend to meet their needs.	<ul style="list-style-type: none">• They don’t value our standards for safety, ethics, or environmental impact.



OUR EMPLOYEES

THE TADDIKEN FAMILY MEMBER

We expect our customers to be good, we expect our employees to be fucking special. These are not just good people. They're driven, they're curious, they're friendly, and they're tough. They care a lot about this planet and what they're doing here, and they want to get better at all of it. Our employees represent everything we want to create more of out there in the world.

Oh yeah, and they're damn good at what they do.





THE TADDIKEN FAMILY MEMBER

“I care about what I do, and the people I’m doing it with.”

These are good people and they are damn good at what they do. They have a growth mindset and are always looking for ways to learn and improve. They are mindful of other people and the big picture—not just the things that affect them.

PROBLEM	Perceived Barrier	They are often coming from a job or situation where they felt a palpable lack of alignment, in culture, business practices, ethics, etc.
	Limiting Fear	They are afraid they might need to compromise on what is most important to them in order to pursue the growth and success they want to create in their lives.
SOLUTION	Surface Want	They are looking for a job that makes them feel like they are part of something bigger than themselves.
	Deeper Need	We give them a sense of supported belonging. They feel empowered, trusting their own potential and knowing that their job is serving a larger purpose in their lives.
FIT	Their Focus	Cultural alignment, relationship building, long-term growth opportunities.
	Signs of Fit	They appreciate the opportunity to build a relationship—they care about how we see things. They are looking for trust, not just a paycheck. They are flexible and understanding, and overall the relationship feels collaborative and reciprocal.
	Yellow Flags	They see us as no more than a potential employer. They are often armored up or “ultimatum-y” in conversation and they expect us to bend to meet their needs. It’s like they’re holding us hostage.



HOW WE COMMUNICATE



VOICE & TONE

EXTERNAL

Just because we can have a good laugh, doesn't mean we can't button it up when it counts. Our tone with our customers is professional, informative and service-oriented, but without losing our unique brand of relatability. We always focus on being sincere, and building connection. What that means can change depending on who we're talking to.

Confident
Collaborative
Trusting
Connective
Authentic
Personalized
Teachable
Caring
Sincere
Light
Empathetic
Service-oriented
Professional
Informative
Human



VOICE & TONE

INTERNAL

Okay, when the filter's off, the filter is OFF. But that happens because it's one of the ways we connect. We can laugh at ourselves, and we're not afraid to dial it in and get personal when it counts. The most important thing we can be with each other is real.

Crass
Direct
Honest
Personal
Curious
Bullshit
Connective
Equal
Sincere
Interpretive-Dance
Present
Genuine
Big-Picture
Articulate
Funny
Approachable
Jokey

CUSTOMER COMMUNICATION STRATEGY

	FIND	CONNECT	SERVE	GROW
GOALS	<ul style="list-style-type: none"> Attract relevant customers Set expectations for connection 	<ul style="list-style-type: none"> Assess fit Establish connection Set expectations for working relationship 	<ul style="list-style-type: none"> Generate satisfied customers Deepen connection 	<ul style="list-style-type: none"> Maintain substantial customer & community connections Generate referral partners
CHANNELS	<ul style="list-style-type: none"> Referrals Job Postings Social Media 	<ul style="list-style-type: none"> Initial office conversation "Meet" or "Go" Arborist inspection Proposal 	<ul style="list-style-type: none"> Crew visit 	<ul style="list-style-type: none"> Job Follow-up Ongoing community communications
TOOLS	<p>EXISTING TOOLS</p> <ul style="list-style-type: none"> Referrals Ads Social Media 	<p>EXISTING TOOLS</p> <ul style="list-style-type: none"> Sales scripts (sort of) Email template (proposal) Proposal & job tracking platform 	<p>EXISTING TOOLS</p> <ul style="list-style-type: none"> Email template (dates set) Internal work orders 	<p>EXISTING TOOLS</p> <ul style="list-style-type: none"> Email template (follow-up) Monthly newsletter Website
	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> Develop a more comprehensive social strategy Develop a more comprehensive ad strategy Develop a thank-you protocol for referral partners 	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> Develop an internal sales/fit "cheat-sheet" Develop a meaningful inspection leave-behind Refine email template designs Develop a "what to expect" 1-pager & pop-up 	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> Develop better protocol for customer relationship management in work order notes (e.g. dog's name, things they were interested in, etc.) 	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> Develop a comprehensive community engagement strategy around knowledge sharing, community building, and thought leadership (e.g. Arborist hikes, annual calendar, customer/employee spotlight, photo/art contest, etc.)



EMPLOYEE COMMUNICATION STRATEGY

	FIND	CONNECT	GROW
GOALS	<ul style="list-style-type: none">• Attract relevant candidates• Set expectations for connection	<ul style="list-style-type: none">• Assess fit• Establish connection• Set expectations for employment	<ul style="list-style-type: none">• Increase retention & fulfillment• Manage expectations for career growth• Deepen internal connections
CHANNELS	<ul style="list-style-type: none">• Referrals• Job Postings• Social Media	<ul style="list-style-type: none">• Phone/ In-Person Interviews• Working Interview• Job Offer• 90-Day Probationary Period	<ul style="list-style-type: none">• Day-to-day communication & relationship building• Culture events• Reviews & feedback• Growth plans
TOOLS	EXISTING TOOLS <ul style="list-style-type: none">• Referrals• Job Postings	EXISTING TOOLS <ul style="list-style-type: none">• 30/60/90 review form	EXISTING TOOLS <ul style="list-style-type: none">• Great conflict & communication tools• Regular manager check-ins• Skills trainings
	OPPORTUNITIES <ul style="list-style-type: none">• Refine job posting copy to create a narrative through line• Develop social strategy and content specific to recruiting	OPPORTUNITIES <ul style="list-style-type: none">• Formalize some kind of “cheat-sheet” to gauge fit• Build our values language into 30/60/90 Review Form	OPPORTUNITIES <ul style="list-style-type: none">• Rethink regular manager check-ins• Formalize growth mapping process• Build values and peer feedback into review process• Acknowledge/celebrate values at culture events and parties



OUR BRAND VISUALS



LOGOS

2-LINE LAYOUT

The 2-Line layouts of the Logo should be used in headers, titles or other instances where the brand is being introduced. The the logo can be in any of the brand colors, and should generally be in a contrasting color to the background so it is clearly legible.

TADDIKEN
tree company

2-Line Logo on Red

TADDIKEN
tree company

2-Line Logo on Dark

TADDIKEN
tree company

2-Line Logo on Light



LOGOS

1-LINE LAYOUT

The 1-line layout of the Logo should be used in horizontal layouts, where space is constrained, or in other instances where the 2-line layout might not be ideal. The logo can be in any of the brand colors, and should generally be in a contrasting color to the background so it is clearly legible.

TADDIKEN TREE co

1-Line Logo on Red

TADDIKEN TREE co

1-Line Logo on Dark

TADDIKEN TREE co

1-Line Logo on Light



LOGOS

USAGE RECOMMENDATIONS

The logo specifications in this brand guide are intended to promote consistent and effective use of the logo and its elements to accurately convey the brand in graphic materials.



DO... Use the various logos as specified.



DO... Tint background images to preserve legibility.



DO... Use subtle coloration where appropriate.



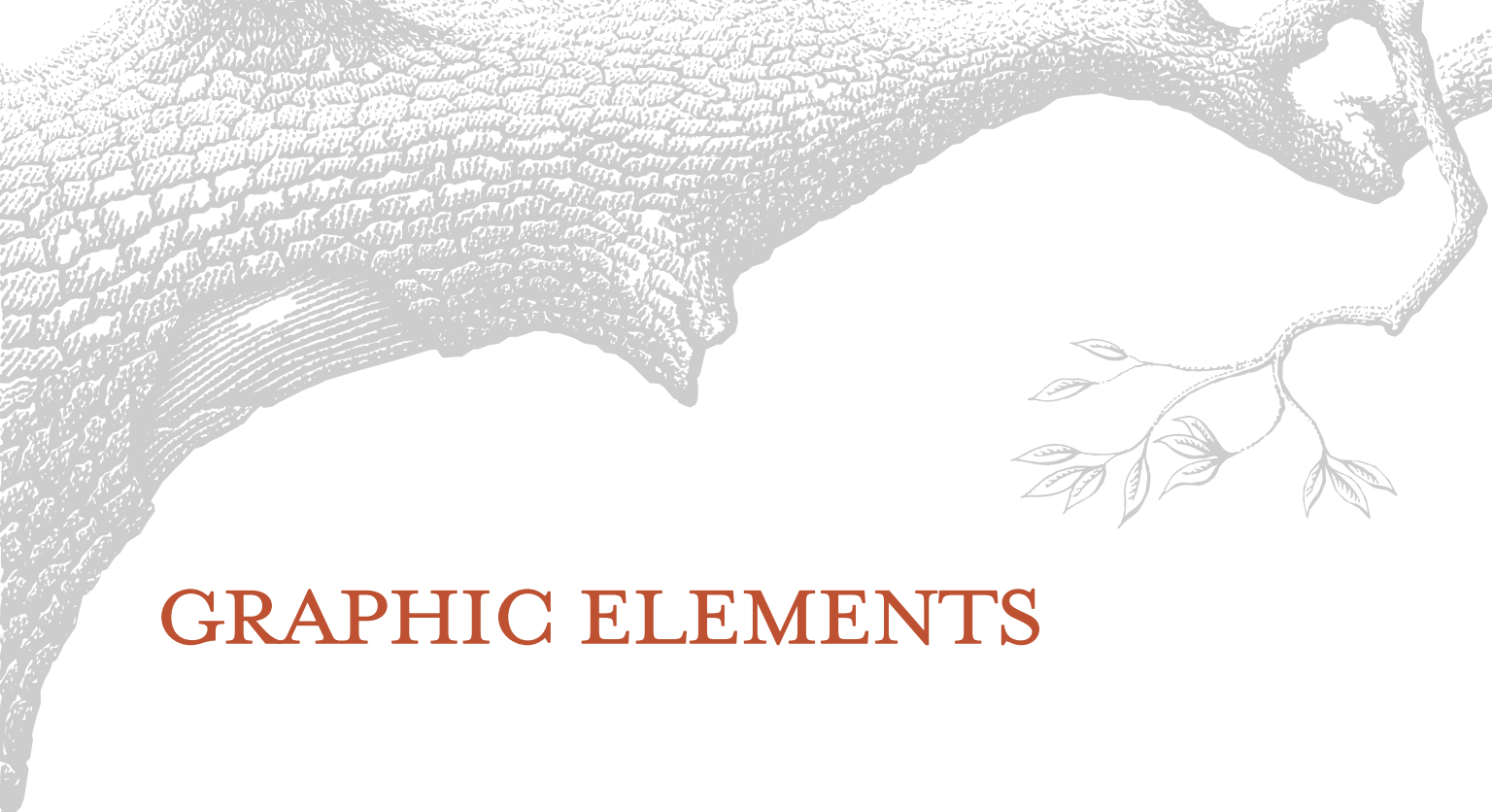
DO NOT... Use the logo in non-brand colors.



DO NOT... Stretch or distort the logo in any way



DO NOT... Attempt to recreate the logo with text.



GRAPHIC ELEMENTS

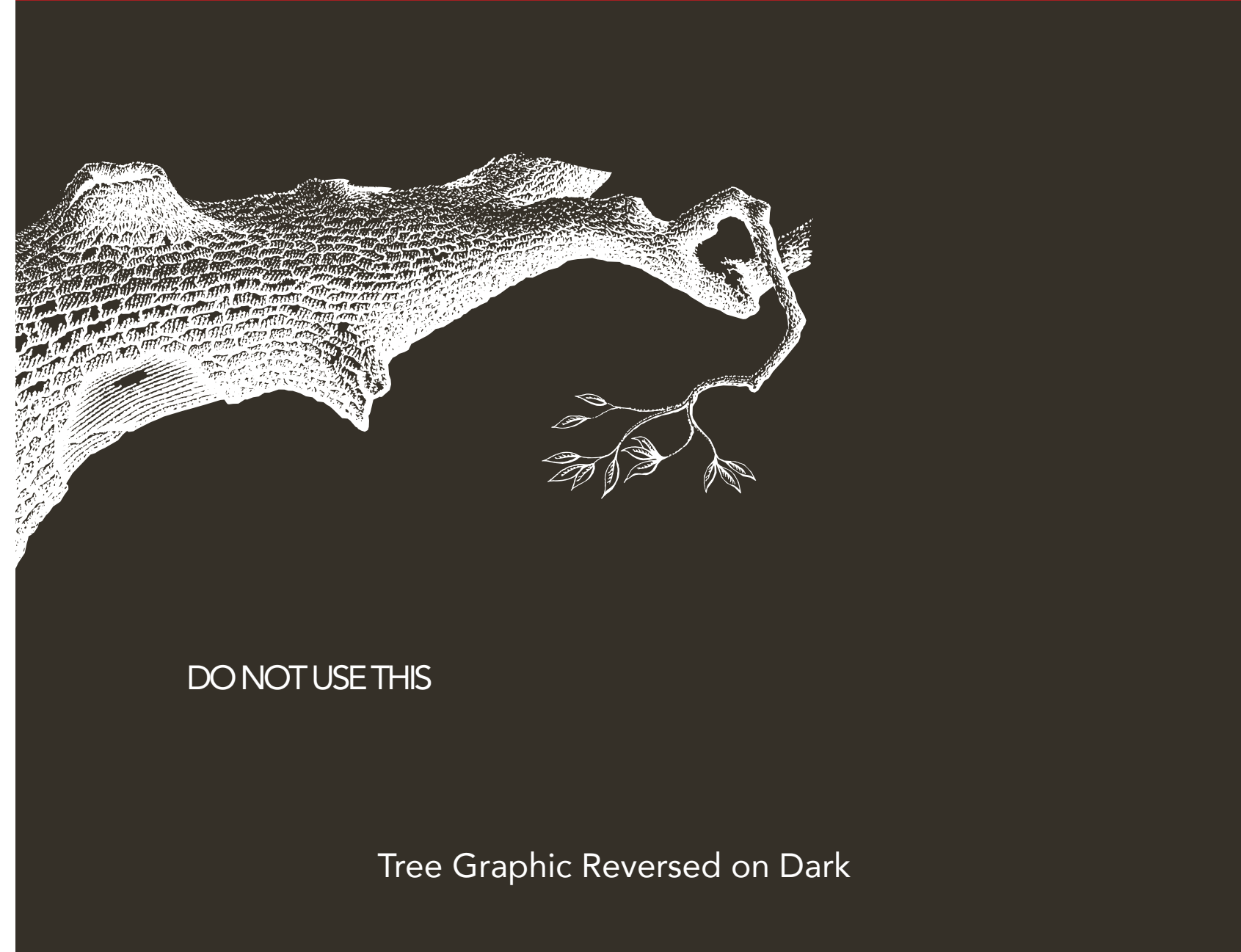
TREE BRANCH

In instances where the brand being introduced, the “Tree Branch” graphic should be used on a Taddiken Red background in combination with the logo. When the brand is already firmly established, it can be used as a more subtle textural element. In these instances it can be used in any of the brand colors.

The “Tree Branch” graphic should always be surrounded by a lot of negative space in dynamic and asymmetrical layouts. It should generally be placed so it extends off the left and/or top edge of the artboard.

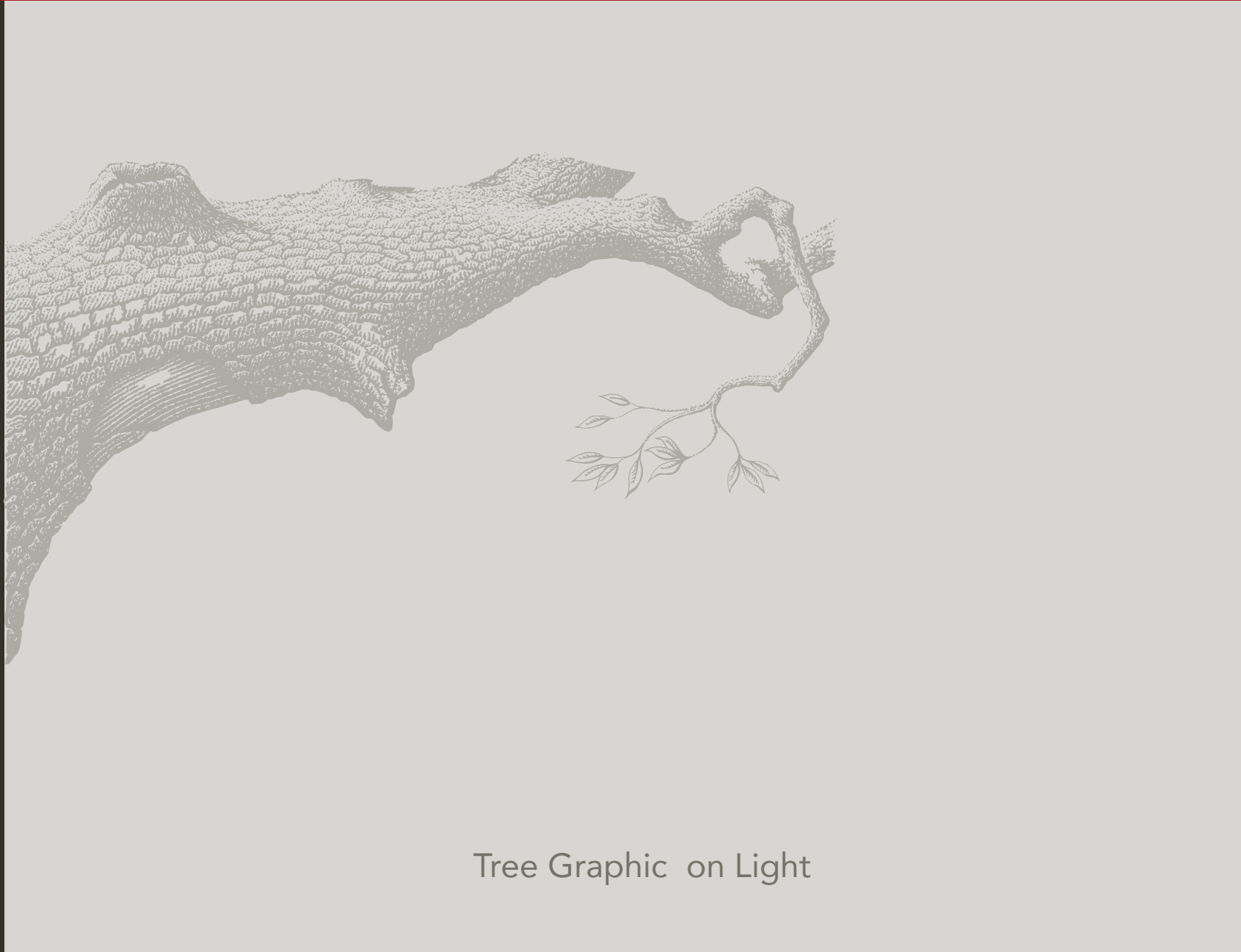


Tree Graphic Full Color on Red

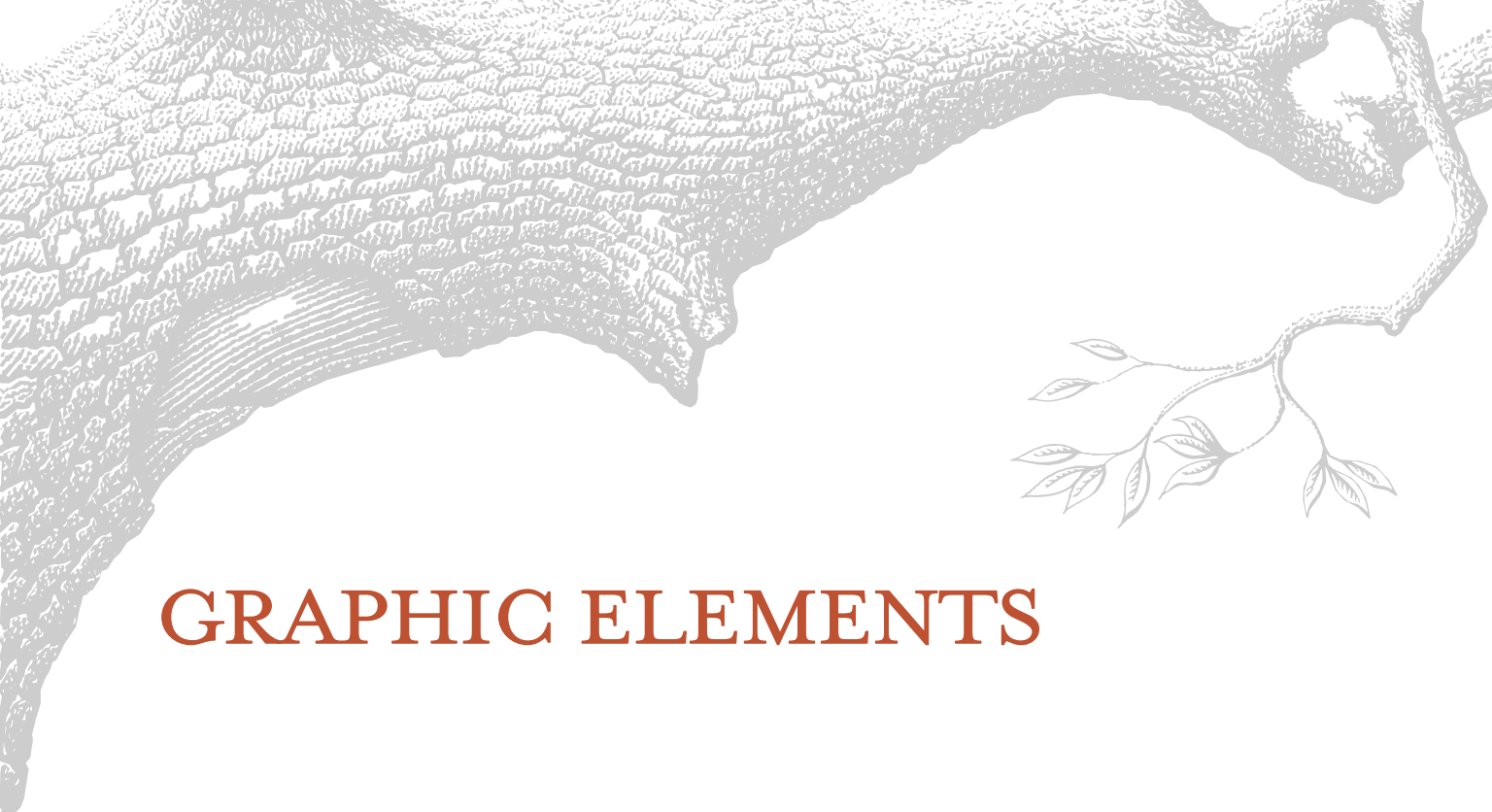


DO NOT USE THIS

Tree Graphic Reversed on Dark



Tree Graphic on Light



GRAPHIC ELEMENTS

WE LOVE TREES

The “We Love Trees” graphic should be used in instances where the brand is already firmly established. The coloration should remain the same on light or dark backgrounds.



We Love Trees Graphic on Light



We Love Trees Graphic on Dark



COLORS

Whenever possible, components related to the brand should use the brand color palette. In general, graphic layouts should favor the Primary Colors for backgrounds, type and prominent graphic components. Secondary colors should be reserved for small accents and to add emphasis to layouts.

PRIMARY COLORS

Use for most graphics, type and prominent elements.



TADDIKEN ORANGE

CMYK: 19,80,91,08
RGB: 190,081,049
HEX: BD5131



TADDIKEN GREEN

CMYK: 39,18,100,01
RGB: 167,177,056
HEX: A7B02C



TADDIKEN BROWN

CMYK: 64,62,70,64
RGB: 053,048,040
HEX: 352F28

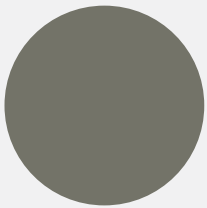


TADDIKEN RED

FORD M1722 "Vermilion Red"
CMYK: 23,100,100,17
RGB: 166,031,035
HEX: A7191D

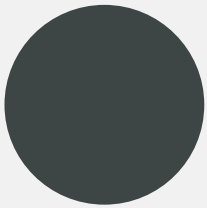
SECONDARY COLORS

Use for most secondary or accent elements.



TADDIKEN GRAY

CMYK: 55,45,56,16
RGB: 115,115,104
HEX: 727368



TADDIKEN BLUE

CMYK: 71,57,61,44
RGB: 061,070,068
HEX: 3D4644



TADDIKEN YELLOW

CMYK: 00,00,00,00
RGB: 000,000,000
HEX: D39C10

NOTE: Taddiken Red is generally reserved for fleet graphics. If it is used in print layouts, swag or other applications where it appears with other colors, it should not be used in combination with Taddiken Orange.



TYPEFACES

Whenever possible, components related to the brand should use the brand type palette. In general, type in graphic layouts should fit into three primary categories: Primary Titles, Secondary Titles and Body Copy.

MRS EAVES ROMAN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v
0 1 2 3 4 5 6 7 8 9

AVENIR ROMAN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v
0 1 2 3 4 5 6 7 8 9

ALTERNATE WEB FONTS

These Google Fonts should only be used in applications where the primary fonts are unavailable.

LIBRE BASKERVILLE REGULAR (in place of Mrs. Eaves Roman)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v
0 1 2 3 4 5 6 7 8 9

RALEWAY REGULAR (in place of Avenir Roman)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v
0 1 2 3 4 5 6 7 8 9

LAYOUT GUIDELINES

1. Primary Titles should generally be in upper case with slightly wide letter spacing (Where possible letter height should be reduced to 90%)
2. Secondary Titles should generally be all caps with wide letter spacing.
3. Body Copy should be in upper and lower case with standard letter spacing, wide line spacing.

LAYOUT SAMPLE

PRIMARY TITLES

SECONDARY TITLES

Body copy - lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



IMAGERY


Whenever possible, imagery should be used in conjunction with other brand components. Images should focus heavily on trees and interactions between people. In general, images should be bright and luminous with earthy color tones that compliment the brand palette.





STYLE & LAYOUT

Graphic layouts should have a clean, airy quality and focus heavily on imagery, blocks of color and elegant typography. When appropriate, images and elements should overlap to create a sense of depth.




TADDIKEN TREE co

We are Taddiken. We speak for the trees.
We speak for the trees for they have no voice.

Contact us to have an arborist come out to give you a free consultation on your trees (and other plant life).

Pest/disease diagnosis and treatment • Organic treatment for emerald ash borer (EAB)
Tree and shrub pruning • Tree removal • Stump grinding



taddikentree.com • hello@taddikentree.com • 303.554.7035
We're hiring climbers!



THANK YOU.