

QUESTION 4

Except for planners, tree geeks,
and some of the folks in this room,
“Urban Forest Master Plan” isn’t exactly
going to be compelling to most people.

We know there needs to be a simple,
common-sense message to engage folks
and get the word out on this planning
process. Any ideas?

● Good things Grow
on Trees

TREES ARE
GREAT!

NAME = FUNCTION

BARK

SHADE
LANDSCAPE

A LEAF FALLS
ON P6H

Tree scape

Shade our
City: City
Shade

IF YOU DON'T DO
ANYTHING HONOR
SOMEONE WITH A
MEMORY

LEAF WORKS

GO WITH THE
GRAIN

Good things
grow on
trees

Trees make
sense

Benefits

Healthy tree
" you
" community

your health
& future
depends on ^{the life}
of trees

Highlight economic/
social benefits

IMAGE of ZERO trees

What would Pgh
look like without
trees -- photoshopped image

~~RESTAURANT~~
Food / building /

tree town (TAWN)

Pittsburgh:
America's most livable
forest

"Steel city // Tree
city"

City in
a forest

TREETOWN

tree ALIVE

EVERYONE BREATHES

YOUR HEALTH =
TREE HEALTH

"Get nebbby 'bout
our trees"

ARBOR
VITEA

Trees
Alive =
YOU
alive

ADOPT A TREE

Love a tree

Love a person
or
your neighbor

Branch
Community Beauty

my tree,
Pittsburgh
- everyone 'owns'
A tree

PLAY IT FORWARD
LOVE ONE TREE
TREE ADOPTIONS # WHY

BRANCHS over Bridges

Put
down
root
~~tree~~

Branching
Branching ~~over~~
over bridges

Roots
trees rooting communities

TREE FAMILY — FAMILY TREE

tree
FAMILY

TREE LOGO * USE
IT

AS A MAP →

- People | Stories
- SOCIAL MEDIA
- UPDATES

FAMILY TREE →

- Portraits of People
- USE Tree Psh Logo AS
MAP -
- MAP OUT people +
testimonials / stories

PLAN(IT)TREE Planet tree

Plant
Pittsburgh

Life
constantly changing
in flux

Plant!

YOU Know You Love trees

Community Shade

TREE ANGELS
THAT PAY IT FORWARD

EVERYBODY
♥'S
TREES

Pittsburghers for Trees

YOU ♥ TREES

"Yinz need trees
to breathe"

You KNOW you
LOVE TREES

"Trees to the
people"

Shade / Protection

Pollut. does NOT Discriminate
- HEALTH

tree
Healthy

POLLUTION DOESN'T
DISCRIMINATE.

Tree Harder!

Tree
Harder

Tree
Softer

MONEY DOESN'T
GROW ON TREES, LIFE
DOES.

Life grows on trees
(not money!)

Famous people
in ads, w/
tree theme

We are trees

WE HAVE THE
MOST TREES

USE 'got MILK' CAMP.
w/ trees →
USE NOTABLE SPACES

wacky
tree costume

"Got Milk?"
Kind of campaign
"Like to Breathe?"
"Too Hot?"

Redd OAK UP Pgh

Red (Oak) up Pittsburgh

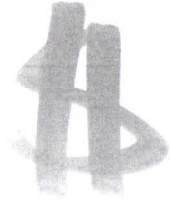
Variety

how many species
are in Pittsburgh?

Trees

'n
C

USE Energy benefits



LOWER YOUR
ENERGY COSTS.

WHAT'S IT CALLED?

Plead
Not
Guiltree

Wood you tree
please

Treeburgh

PLAN(T)PGH

Mother of All
Tree Plans
MATP

Tree Rivers:
plan(t) your
neighborhood

Tree
Dimensional
Pittsburgh^{or 5}

What's It Called?

Tree Pittsburgh.

4.

Tree Forward

Free Tree Glee

Tree's it up
Pittsburgh

Tree me please

4.

Pgh ♥ Trees

4.

future Roots

Tree'd UP
PGH

4.

Pgh Team Tree

WHAT'S IT CALLED?

Tree Pittsburgh

Canopy of Pgh

Tree 'up

Master Plan

4

Pittsburgh's
Ultimate
Tree Plan

Plan of
Pittsburgh's Trees

Yinzers' Tree
Project.

4

Tree Canopy of Pgh

4. TREE RIVERS

Get your tree on

4

question 4

Tree it up

Trees for the future

branches of time

green skies

bringing trees to the future

a river of trees

the forest in your backyard

The backyard forest

Our backyard forest

Climbing to the forest

The Tree rivers