



PeaceTrees VietNam

Healing the Land • Building Community • Planting Futures

You may have noticed that PeaceTrees VietNam has a new look.

In preparation for our 15th Anniversary, our board of directors decided to update the PeaceTrees identity to position us for the future. The original logo had served us well, but was beginning to look dated and needed to be refreshed. In addition, we recognized that our support line, *Reversing the Consequences of War*, did not adequately communicate to our various audiences, including supporters and donors, what PeaceTrees VietNam is and what the organization does.

Updating an identity is not simple. To take us through the process, we were extremely fortunate to receive the corporate gift of talent and services from Terry Heckler and Pascha Scott of Heckler Associates, a prominent Seattle communications design firm. You might recognize some of their clients: Starbucks Coffee, Microsoft, Cinnabon, New Balance Running Shoes, just to mention a few. We are grateful beyond words for what they have done for PeaceTrees.

Here is how the process worked. Heckler Associates recommended that PeaceTrees' new graphic identity combine a clean, modern, easy-to-read typeface with a decorative mark that provides a quick visual identity, and adds a unique, artful element to help tell the PeaceTrees story.

Given the name PeaceTrees, an illustration of a tree was a natural starting point. In addition to the literal meaning, **trees symbolize longevity, strength, stability, beauty, nature, and life itself**. It was also important that the mark reflect the beauty of Vietnam. The lotus, a symbol of purity, **enlightenment and rebirth**, grows throughout Vietnam, so was used as another natural visual reference for the mark. **A blooming tree is a vital, optimistic, visual metaphor for PeaceTrees.**

For the support line, we wanted to describe the organization's three most important physical activities - clearing ordnance, building kindergartens and libraries, and planting trees to build bridges of friendship between peoples. We also wanted to describe the benefits that come from these activities - **the land is healed and made ready for new life, people come together to cooperate in so many ways to make things better in Vietnam, and the seeds needed to create a brighter future are sown.**

We searched for just a few words that had both **powerful physical and spiritual meaning**. And we were looking for words that were relevant to the many PeaceTrees audiences in the United States - government and corporate partners, donors, volunteers, and staff. After many, many hours of work and reflection we agreed upon:

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Let's break down how we view the new support line.

“Healing the Land”: Our core work is clearing landmines and unexploded ordnance. And, we also try to restore the land by planting trees and soon we hope to be helping farmers. We tried many different ways to express this, but soon realized that this phrase captured our work best because the word “heal” in English has a complex meaning. *“Healing the Land”* to us includes

getting rid of landmines and unexploded ordnance, planting trees, cleansing the land, restoring the land, ending the war, reconciliation, and purifying. It focuses more on the land and the problem of unexploded ordnance than on the people themselves, even though the people benefit.

“Building Community”: We like this phrase because it brings in our efforts to construct buildings for the Vietnamese, such as libraries and kindergartens. It includes our efforts to provide mine risk education, so that communities will be safe. We are also creating a community of friends with our Vietnamese partners and helping to rebuild the community damaged by the war.

“Planting Futures”: We like this phrase because it, too, says much about many aspects of our work. We plant trees for future generations to enjoy. We will be helping farmers plant their fields so they can have a better future. We provide micro-credit as an economic seed for a better future. We help educate children so that the seeds of knowledge can help them have a better future as well. And, we hope that our efforts to bring reconciliation between the American and Vietnamese people will sow seeds of peace that will lead to a better future for all of us.

We at PeaceTrees VietNam are excited about our new look. We hope you are, too. We are grateful to Pascha and Heckler Associates for their generous gift of their time and talent. The fruit of their work captures who we are and where we’re going as we look forward to our next 15 years.

There is a lot of creative energy within PeaceTrees these days and we’re striving to expand our work in Vietnam. That will only be possible because of people like Pascha Scott, Terry Heckler, and **you** who have partnered with PeaceTrees to help create a better future for the children and families of Quang Tri Province.