



## Land and Water Conservation Logo Usage Guidelines

### Size

To avoid distortion and inconsistent appearance, the logo should not appear any smaller than 1.25" in overall width. It can be scaled to any larger size.

### Clear Space

To maintain its visual integrity, the logo should never appear to be crowded by other elements. The logo should always be surrounded by at least the equivalent proportional measurement of half its usage width.

### Color

Whenever possible the logo should appear in two colors: PMS 356 and Black. The logo may also appear as black on a solid colored or white background. The logo should not, however, appear on a patterned background of any kind.

### Usage

When reproducing the logo, use only the electronic artwork provided with these guidelines. For print purposes, the EPS version (high resolution) of the mark should be used. For usage on the Web, either the JPEG or GIF versions (low resolution) can be used. Never use the JPEG or GIF versions for print (reproduction) purposes.

The Land and Water Conservation logo should never be re-drawn, re-spaced or altered in any way. It should never be used as part of any other symbol or logotype.