

# Use of Tread Lightly! Logos

## *Graphic Standards*

Tread Lightly!®'s logo identifies Tread Lightly!, symbolizes its purpose and, by printing it in collateral material, recognizes those companies and organizations that are active members of the educational program.

To effectively build Tread Lightly!'s identity, all members displaying the logo must agree to the Tread Lightly! principles and adhere to these Graphic Standards and other recommendations outlined in Tread Lightly!'s *Advertising Guidelines*.

This summary provides an overview of how to incorporate the Tread Lightly! logo into collateral materials.

### **HOW TO USE THE TREAD LIGHTLY! LOGO**

The Tread Lightly! logo may not be used in body copy or headlines. ® must be used with the words Tread Lightly! in the logo. The ® should also be used with the words Tread Lightly! in the first reference in copy. The Tread Lightly! logotype can be used without the thumbprint. However, the thumbprint cannot be used without the logotype.

### **SPACE GUIDELINES**

To determine the minimum clear space for the logo, measure the distance from the center of the thumbprint to either edge. At least this much clear space should surround the logo.

### **COLOR USAGE**

There are five approved color versions of the logo: black and white, full-color, solid blue, solid dark green, and solid light green. When using the full-color logo Tread Lightly! and the tagline must appear in black. The preferred one color version of the logo is black.

### **FOUR-COLOR PROCESS**

<b>Dark Green:</b>	<b>Light Green:</b>	<b>Blue:</b>	<b>Yellow:</b>
87% Cyan	43% Cyan	100% Cyan	100% Yellow
60% Yellow	30% Yellow	51% Magenta	27% Magenta
65% Black	27% Black	30% Black	6% Black

### **PMS® OR SPOT COLOR**

The following colors should be used when using the Pantone Matching System® (PMS®) inks for printing:

<b>Dark Green: 554</b>	<b>Light Green: 556</b>
<b>Blue: 541</b>	<b>Yellow: 124</b>

### **PROPER TRADEMARK USAGE**

® is a symbol used to designate a trademark. The purpose of this symbol is to communicate a word is protected by law and violations are subject to legal action.

® designates a word that is a registered trademark. A registered trademark enables a company to bring legal action against anyone who attempts to use the trademarked word without permission or markets a similar product under the same name.

## **TREAD LIGHTLY! TRADEMARKS**

The Tread Lightly! logotype is a registered trademark. ® should always follow the logotype.

The following shows the proper trademark designation:

Tread Lightly!®

## **GUIDELINES FOR USING ®**

To indicate a word is being used as a trademark, ® should follow the word the first time it appears in a document. ® does not have to be used every time the word appears.

## **COPY**

In text, Tread Lightly! begins with a capital "T" and "L." The logo displays "tread lightly!" in lower case letters. In text, it is proper to use an initial-cap when writing the words Tread Lightly!.

## **USE OF OFFICIAL PARTNER LOGO**

Tread Lightly!'s Official Partner logo can only be used by active members who contribute \$250 or above. The Partner logo has restricted use and can only be authorized by Tread Lightly!. The Tread Lightly! Official Partner logo shares the same usage guidelines and color assignments as the Tread Lightly! logo.

## **PUBLICATIONS AND COLLATERAL**

To ensure consistent brand image is conveyed, all photos, publications, and collateral material utilizing the Tread Lightly! logo must be approved in advance. Work should be submitted for approval at the conceptual stage (layout and headline). If the concept is approved for production, final camera-ready artwork should also be submitted for approval.

## **APPROVAL DEADLINES**

Please allow a reasonable amount of time in production schedules for the approval phase. Allow for five working days for approval, although every effort will be made for less response time.

Please direct all requests for approval to Tread Lightly!, Inc. at [treadlightly@treadlightly.org](mailto:treadlightly@treadlightly.org) or call (800) 966-9900.