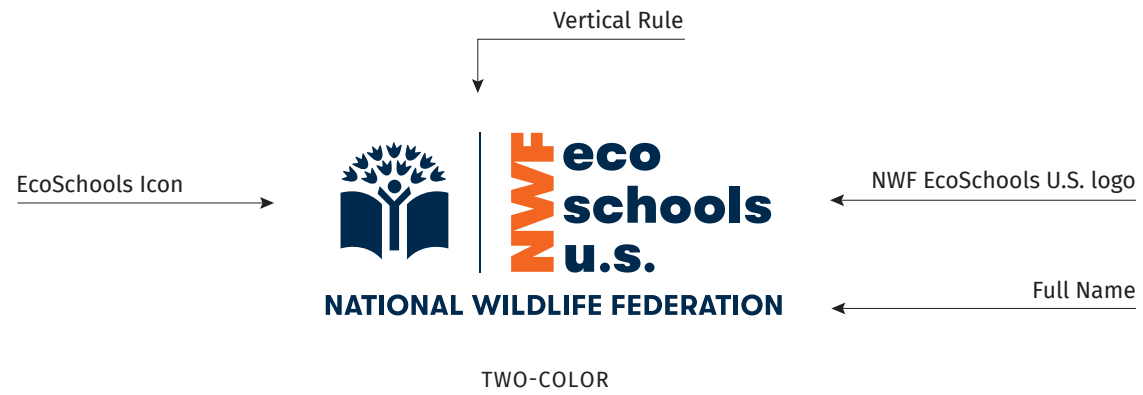


EcoSchools U.S. Logo Quick Guide

UPDATED: MARCH 2025

LOGO ANATOMY

Always use the complete logo with all its elements intact.



LOGO VERSIONS

Our logo has one configuration and is available in three color versions: One-Color, Reversed, and Reversed-Color. Please use only the official logo files. Reach out to your NWF contact if you need assistance.



ONE-COLOR



REVERSED



REVERSED COLOR

MINIMUM CLEAR SPACE

Protect the logo from visual clutter. Make sure the minimum clear space is applied around the logo.



DOS & DON'TS



! Logo is hard to read.



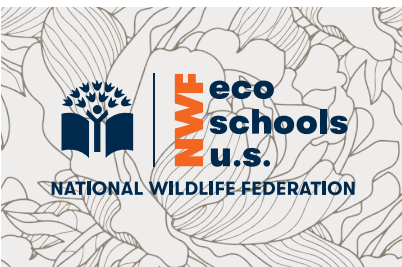
OK Either change the placement or enhance the image to improve logo readability.



! Part of the Reversed-Color logo is difficult to read against the blue background.



OK The Reversed version is a better choice.



! Hard to read. Avoid placing logo on a busy background.



! Low contrast. For websites, consult WCAG guidelines to ensure accessibility requirement.



OK Better



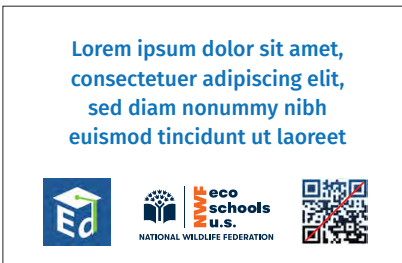
! Logo looks pinched. Always scale the logo proportionally.



! Insufficient contrast



OK Better



OK Clear space around the logo meets the requirement.

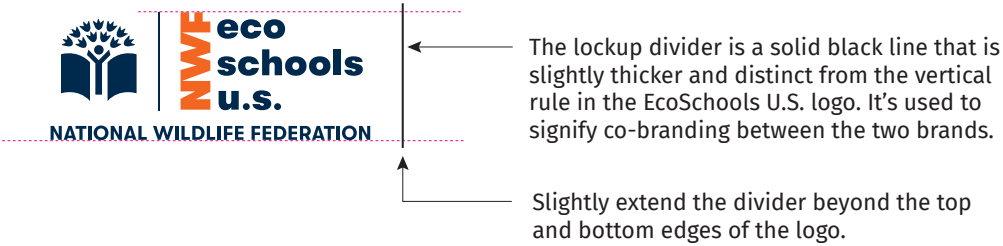
EcoSchools U.S. Logo Quick Guide

UPDATED: MARCH 2025

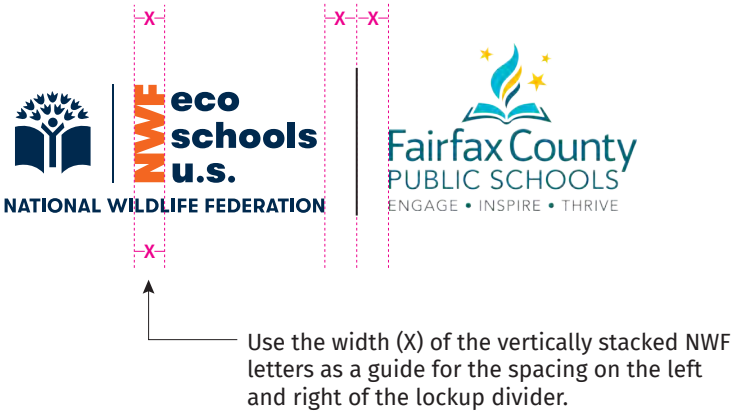
CO-BRANDING

Please refer to the diagram below for guidelines on setting up a logo lockup in a co-branding context.

Lockup Divider



Spacing



MINIMUM CLEAR SPACE

Protect the co-branded lockup from visual clutter by maintaining the same minimum clear space required for our logo.



DOS & DON'TS

Along with applying the same guidelines for our logo to co-branded lockups, below are examples of dos & don'ts to help maintain the lockup's integrity.

