# EcoSchools U.S. Logo Quick Guide

**UPDATED: MARCH 2025** 

### **LOGO ANATOMY**

Always use the complete logo with all its elements intact.



TWO-COLOR

#### **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.

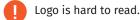






### DOS & DON'TS







**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.



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



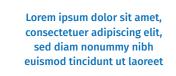
Logo looks pinched. Always scale the logo proportionally.



Insufficient contrast



Better









Clear space around the logo meets the requirement.

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### **CO-BRANDING**

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

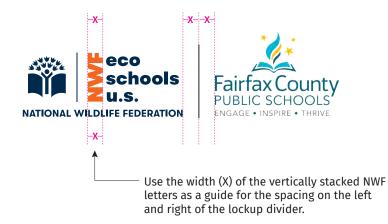
### **Lockup Divider**



 The lockup divider is a solid black line that is slightly thicker and distinct from the vertical rule in the EcoSchools U.S. logo. It's used to signify co-branding between the two brands.

Slightly extend the divider beyond the top and bottom edges of the logo.

### **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.











The lockup divider has the right weight and is distinct from the vertical rule.



The lockup divider is too heavy and long, overwhelming the logos in the lockup.













The partner logo is too small in this example. Make sure both logos have equal visual weight and size.

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Extend the lockup divider slightly beyond the top and bottom edges of our logo.



Make sure to maintain the required clear space around the co-branded lockup.