



LOGO USAGE
STANDARDS & GUIDELINES



Full color logo



CONSERVATION | RESTORATION | PRESERVATION

Full color logo with tagline

APPROVED LOGOS

Shown are the approved configurations of the North Carolina Land & Water Fund logo for all communications. Do not alter the proportions or placement of graphic or typographic elements.

DO NOT separate the elements of the logo. The type and graphic must be used together. Logos can be used with or without the tagline.

The color version of the logo is preferred when printing four color process. One and two color versions shown are also acceptable.

LOGO PLACEMENT AND SPACING

The North Carolina Land & Water Fund logo should occupy its own space, meaning a generous “safe” area should be maintained on all sides.

Two color logos



Background
Pantone 659

Outline/Type
Pantone 7477
Deep blue green



Background
Pantone 5875

Outline/Type
Pantone 7477
Deep blue green



Background
Pantone 577

Outline/Type
Pantone 7477
Deep blue green

ONE COLOR LOGOS

Shown are the approved one color logos for NCLWF
DO NOT separate the elements of the logo. The type and
graphic must be used together. Logos can be used with or
without the tagline.



Outline/Type
Pantone 7477



Background
Pantone 7477



CONSERVATION | RESTORATION | PRESERVATION

Background
Pantone 7474



Deep Blue Green
Pantone 7477
Four-color
process build:
85C/39M/29Y/52K
RGB: 36R/76G/90B
HEX: #244c5a



Blue
Pantone 285
Four-color
process build:
90C/47M/0Y/0K
RGB: 0R/114G/206B
HEX: #0072CE



Gold
Pantone 143
Four-color
process build:
0C/27M/85Y/0K
RGB: 241R/180G/52B
HEX: #F1B434



Aqua
Pantone 2995
Four-color
process build:
79C/3M/0Y/0K
RGB: 0R/169G/224B
HEX: #00A9E0



Sand
Pantone 5875
Four-color
process build:
14C/8M/37Y/0K
RGB: 210R/206G/158B
HEX: #D2CE9E



Green
Pantone 3278
Four-color
process build:
100C/0M/65Y/0K
RGB: 0R/155G/119B
HEX: #009B77



Teal
Pantone 7474
Four-color
process build:
95C/6M/30Y/28K
RGB: 0R/118G/129B
HEX: #007681



TYPOGRAPHY

The font used in the logo and tagline for NCLWF is Brother 1816 Extra Bold.
Do not attempt to replicate the logo with a substitute font.
This font is available from myfonts.com

If Brother 1816 is not available, either Helvetica or Arial may be used for
headlines and text in printed material.

Brother 1816
Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Brother 1816
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Brother 1816
Regular +
Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica
Bold

abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
Regular +
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

INCORRECT LOGO USAGE



Always scale logos proportionally – do not stretch or squeeze logo to fit.



Do not alter the approved colors of the logo.



Do not separate or alter the elements of the logo. The type and graphic must be used together as provided.