POLICY ON THE USE OF THE LAND TRUST ALLIANCE NAME, LOGO and MARKS

Section 1: Use of the Alliance Name, Logo and Marks

The Land Trust Alliance is a national land conservation organization that works to save the places people need and love by strengthening land conservation across America. The Alliance represents more than 1,100-member land trusts supported by more than five million members across America. The Alliance is committed to the consistent application of its name, logo and marks (collectively referred to in this policy as “identity”) to preserve the integrity of the Alliance’s mission, values and its 501(c)(3) status.

A. Permitted Uses

1. **Land trust members** in good standing are granted a limited right to use the Alliance identity and designation of “Land Trust Alliance Member.” The identity must be used in its entirety and in compliance with the requirements set out in Section 2 of this policy and may be used in any print or digital content purpose to indicate membership in the Alliance. It may be used on websites, signage, reports, brochures and other publicity or display materials to identify your land trust organization as an Alliance member. By displaying any part or all of the Alliance identity, a land trust organization member demonstrates its commitment to implement Land Trust Standards and Practices and to reflect positively on land conservation in America.

2. **Government and Nonprofit partners** in good standing are granted a limited right to use the designation of “Land Trust Alliance Partner.” The identity must be used in its entirety and in compliance with the requirements set out in Section 2 of this policy and may be used in any print or digital content to indicate its status as an Alliance partner so long as the content does not state or reasonably imply Alliance endorsement of the organization, its products or services.

3. **Professional partners** in good standing are granted a limited right to use the designation of “Land Trust Alliance Partner.” The identity must be used in its entirety and in compliance with the requirements set out in section 2 of this policy.

B. Impermissible Uses

1. No individual or entity may use the Land Trust Alliance identity in any manner or any context which suggests, implies or indicates the Alliance endorsement, support, favor of, association with or opposition to any activity, program, event, policy, political or social movement, product, service, candidate for political office or the like. In circumstances with the potential for implication of any of the foregoing, the Alliance identity may not be used.
2. The Land Trust Alliance identity cannot appear anywhere containing offensive, discriminatory or misleading statements or visuals. This policy applies to all media, including, without limitation, print, radio, television, video, motion pictures and all forms of electronic media (e.g. social media, Internet websites and electronic mail) hereinafter referred to collectively as “media.”

3. The President of the Alliance may, in the President’s sole discretion, grant written permission for the limited and explicit use of the Land Trust Alliance identity with terms that vary from those in this Policy. Such written permission shall be valid only when it appears on the official letterhead of the Land Trust Alliance and bears the signature of the President of the Alliance. Such permission may be rescinded at any time without prior notice in the President’s sole discretion.

4. Membership in the Land Trust Alliance benefits only the named member and cannot be imputed, transferred, applicable to or impliedly attached to other individuals or entities in any manner. Entity businesses names may not be used interchangeably with respect to Land Trust Alliance membership. For any individual or entity to represent itself as a member of the Land Trust Alliance, that individual or entity must be a member in its own name.

5. *Individual members* and *organizational partners* of the Alliance are *prohibited* from any commercial use of the Alliance identity including any media that displays, lists, implies or suggests that the Alliance uses or endorses any publication, product or service, or is the source of information on which a commercial product, program, publication or service is based or derived, or which evaluates or analyzes a product, program, publication or service. This prohibition extends to:
   a. any media using any part or all of the Alliance identity or the member’s affiliation or other indicia;
   b. any use of the Alliance identity on complimentary or gift merchandise, including but not limited to, mugs, bumper stickers, caps, jackets, shirts, keychains and any other merchandise; and
   c. any advertising of any kind in any manner.

6. *Land trust members* are prohibited from any use of the Alliance identity in any media that would associate the Alliance with activities that violate the letter or spirit of *Land Trust Standards and Practices*.

Notwithstanding the foregoing, the Alliance retains the right to rescind any permitted use of the Land Trust Alliance identity should it be deemed detrimental to its mission, values, public perception or 501(c)(3) status.

**Section 2: Graphic and Technical Specifications**

Please read the terms and conditions below before downloading the logo via the link at communications@lta.org.
2 Graphic Style Guidelines

A Overview

A clear understanding and consistent use of the Land Trust Alliance’s visual elements – the logo, color palette, typefaces and imagery – will provide the foundation for the success of its graphic identity. An organization-wide commitment to consistent application of the identity is crucial to preserving the integrity of the Land Trust Alliance’s brand and its mission.

This graphics style guide is a resource for staff, vendors, partners and others responsible for the design and distribution of Land Trust Alliance collateral materials. It has been created to assist you by providing an overview of the elements that make up the organization’s logo and guidelines for working with it.
**B  Mark, Logotype, Tagline**

The **mark** is the pictorial element of the integrated logo.

The **logotype** is the name of the organization set in its specified font. The logotype must always appear with the **tagline**.

The **tagline** creates a memorable connection between key audiences and the Land Trust Alliance, while providing more specific information about what the Land Trust Alliance does.

*Note: If the logo is used at a size smaller than 2.6” the tagline may become difficult to read (especially if the logo is being used as a Web graphic). In these cases you can use the logo without the tagline. Contact the Communications Manager at communications@lta.org for a copy of the logo without the tagline.

When used at the top of a memo in Word, the image size should be set to 2.6” wide and the image should be centered.
C  Logo Colors

The official colors of the Land Trust Alliance are Pantone 2945, Pantone 624 and Pantone 624 at 57%.

No other colors may be assigned to the logo. In instances where Pantone 2945 and Pantone 624 are not available, the black version of the logo should be used. A reversed version is also available, but it must be placed against a dark background that provides adequate contrast.

**Note:** Alliance letterhead and business cards use Pantone 2925.

<table>
<thead>
<tr>
<th>TWO-COLOR</th>
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<tbody>
<tr>
<td>Pantone 2945</td>
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<tr>
<td>Pantone 624</td>
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<tr>
<td>Pantone 624 at 57%</td>
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<table>
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<th>ONE-COLOR</th>
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<tr>
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Please note: The colors shown throughout this guide have not been evaluated by Pantone, Inc., for accuracy and may not match the Color Standards. PANTONE® is the property of Pantone, Inc. Each Alliance office should have on file a hard copy set of the approved color Pantones for referencing during printing projects. Alliance staff should use the hard copy Pantone menu to ensure accurate color selection.
D  Minimum Size

To ensure consistency and readability, use the width of the logo as your guide. The logo should never be sized to less than 1.75” width.

E  Clear Space

To enhance presentation and ensure readability, leave sufficient clear space around the logo. As a general rule of thumb, the clear space surrounding the logo on all four sides should be equivalent to the height of the letter “e” in “Alliance.”

F  Unacceptable Uses

DO NOT reposition, resize or separate components of the logo.

DO NOT reassign colors to the logo.
DO NOT use the logo as a decorative element – for example, repeating it like a wallpaper pattern.

DO NOT distort the logo with stretching, bending or perspective techniques, or apply effects or filters such as motion, blurring or drop shadows.

DO NOT overlap text or other graphics on the logo. It should appear primarily on a field of solid white or be reversed from a black field. The reversed logo may be placed over a picture that is dark enough to ensure legibility.

DO NOT print at less than 100 percent ink density.

DO NOT place the logo inside any kind of box or other shape.
## G  Color Palette

Consistent use of color will help reinforce the Land Trust Alliance’s brand. These colors, along with Pantone 2945 and Pantone 624 from the logo, are recommended when designing Land Trust Alliance collateral. Black may also be used for one-color documents and text. Pantone 2925 is the color used in the stationery package when the logo is reversed, as on the letterhead or business card. Any tint of these colors can be used to maximize the breadth of this palette, especially when creating one- or two-color collateral. Please note that accuracy is not ensured when viewing these colors on-screen or printing CMYK process.

<table>
<thead>
<tr>
<th>DARK</th>
<th>BOLD</th>
<th>ACCENT</th>
<th>NEUTRAL</th>
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<tbody>
<tr>
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<td>Pantone 3025</td>
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