



Using the Accreditation Seal

This is a resource for the design and distribution of your land trust's collateral materials that will display the accreditation seal. It has been created to assist you, providing an overview of the elements that make up the accreditation seal and guidelines for working with it.

LAND TRUST 
ACCREDITATION
COMMISSION

36 Phila Street, Suite 2
Saratoga Springs, NY 12866-3302
518-587-3143 Fax 518-587-3183
www.landtrustaccreditation.org

Seal Design and Usage

The seal is a single graphic and is a registered certification mark of the Land Trust Accreditation Commission. It may only be used by accredited land trusts under a license agreement with the Commission. Any improper use of this seal is subject to legal action.

Acceptable Versions

Pantone 370C & 376U



Black



Any color, with adequate contrast, can be used in order to integrate the seal with the user's brand palette



Reversed out of a color



On top of a color field



On top of an image*



*This version of the seal is the only acceptable version when placing the seal on top of an image.

Organizations with a license to use the seal must use the seal in its entirety. The seal may not be broken into component parts or rearranged.

To ensure consistency and readability, use the height of the seal as your guide. The seal should never be sized with a height of less than 0.4 inches, or 13/32 inches.

If your organization does not wish to use the seal in its graphic materials, it may use the phrase "Land Trust Accreditation Commission Accredited" after the organization's name.

Unacceptable Versions

Too light



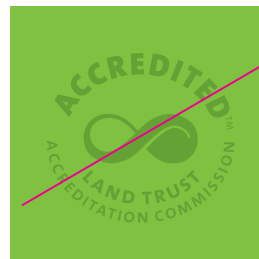
UNACCEPTABLE

More than one color



UNACCEPTABLE

Low contrast



UNACCEPTABLE

Reversed out of an image



UNACCEPTABLE

Land Trust Accreditation Commission

Unacceptable Seal Uses

Do not reposition, resize or separate components of the logo.



Do not print at less than 100 percent ink density.



Do not overlap text or other graphics on the logo. It should appear primarily on a field of solid white or on a light background that still provides adequate contrast.



Do not place the logo inside any kind of box or other shape.



Do not use the logo as a decorative element—for example, repeating it like a wallpaper pattern.



Do not add your name to the seal.



Describing the Seal

The following is recommended text to accompany the use of the seal. There are short, long and bulleted versions, for maximum flexibility.

Short version

The accreditation seal is awarded to land trusts meeting the highest national standards for excellence and conservation permanence.

Short version (Alternate—adaptable for land trusts)

The accreditation seal was awarded to [LAND TRUST NAME] for meeting the highest national standards for excellence and conservation permanence.

Long version

The accreditation seal is a mark of distinction in land conservation. It is awarded to land trusts meeting the highest national standards for excellence and conservation permanence.

Each accredited land trust completes a rigorous review process and joins a network of organizations united by strong ethical practices. This trusted network of land trusts has demonstrated fiscal accountability, strong organizational leadership, sound transactions and lasting stewardship of the lands they conserve.

The seal is awarded by the Land Trust Accreditation Commission, an independent program of the Land Trust Alliance. The volunteers who serve on the Commission represent a diverse group of land conservation and nonprofit management experts from around the country. For more information please visit landtrustaccreditation.org.

Bulleted version

- Sound Finances
- Ethical Conduct
- Responsible Governance
- Lasting Stewardship

The bulleted version can be particularly effective on a website donation page to reassure donors that national quality standards are in effect that promote sound finances, ethical conduct, responsible governance and lasting stewardship.

The Land Trust Accreditation Commission provides a 4" x 9" PDF version of the “Describing the Seal—Bulleted” that can be shared via email or printed and mailed in a #10 envelope (see page 10). To download a copy, visit www.landtrustaccreditation.org/promoting-your-accreditation.

Displaying the Seal

To achieve the strongest and most effective communication, use the seal whenever you use your land trust's logo. Excellent places to use the seal are on your:

- Website
- Stationery system (business card, letterhead, etc.)
- Brochures
- Fundraising materials

Example 1: business card (not actual size)



Example 2: business card (not actual size)



Card Front



Card Back Option

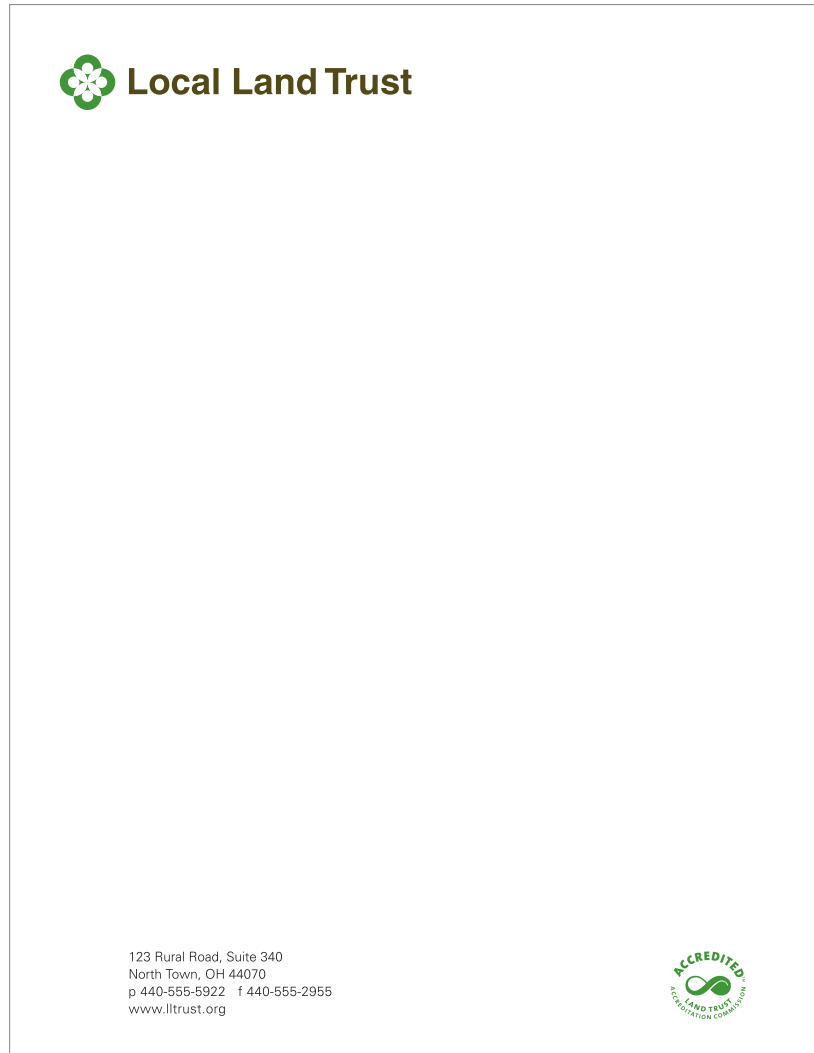


Card Back Option

Accreditation Seal Style Guide

(Displaying the Seal, continued)

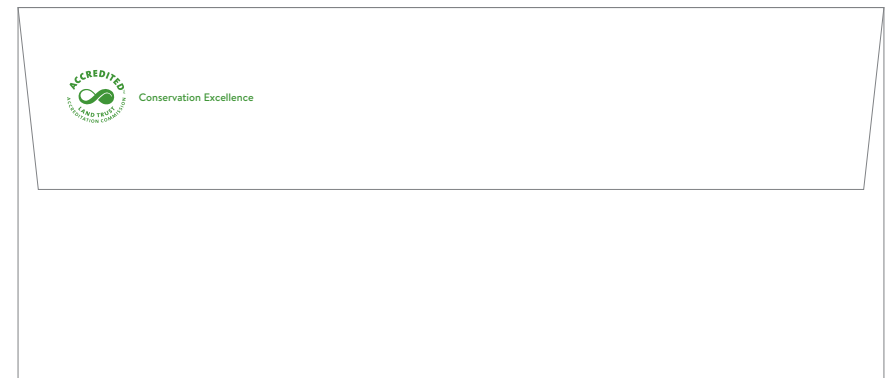
Example: letterhead (not actual size)



Example: #10 envelope (not actual size)



Envelope Front



Envelope Back

Accreditation Seal Style Guide

(Displaying the Seal, continued)

Example: newsletter, front (not actual size)

Local Land News

A Message from the Director's Desk

John Doe



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INSIDE THIS ISSUE

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DONOR NEWS

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**Local Land Trust**

123 Rural Road, Suite 340
North Town, OH 44070
p 440-555-5922 f 440-555-2955
www.lltrust.org



Example: newsletter, back (not actual size)

**Local Land Trust**

123 Rural Road, Suite 340
North Town, OH 44070
p 440-555-5922 f 440-555-2955
www.lltrust.org

Nonprofit Org.
U.S. Postage
PAID
Permit #0000
North Town, OH

LOCAL LAND TRUST

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BOARD OF DIRECTORS

Jane Doe, President
Michael Smith, PhD, Vice President
Bill Franklin, Secretary
Kim Johnson, Treasurer
Jim Johnson
Phillip Kerry
Susan Adams
Jill Washington

BOARD OF ADVISORS

Karen Armstrong
Title of Company
Stephen Wildneron
Title of Company
Timothy Finn
Title of Company
Elizabeth Harrington
Title of Company
Jason Backcore
Title of Company
MaryBeth Corrington
Title of Company
Jill Kim
Title of Company

STAFF

Liz Wellington, Executive Director
Michael Miller, Communications
Neil Filman, Coordinator
Jackie Masters, Finance
William Scott, Bookkeeping



Displaying the Seal on Your Website

A land trust's website is a key component to its communications strategy. The following are suggestions for where to display the seal to effectively promote your accreditation:

1. At the top of your website, above or near the navigation, for maximum exposure
2. Featured item on a homepage "slider"
3. Featured item on the homepage within its own "bucket"
4. Featured item within a homepage "News" area
5. In the bottom "footer" of your site which is often consistent and repeated on many sites
6. Create an "Accreditation" page under your "About Us" section to further explain and promote the value of Accreditation.
7. On donation pages, where it can have significant impact, reassuring donors that national quality standards are in effect that promote sound finances, ethical conduct, responsible governance and lasting stewardship.

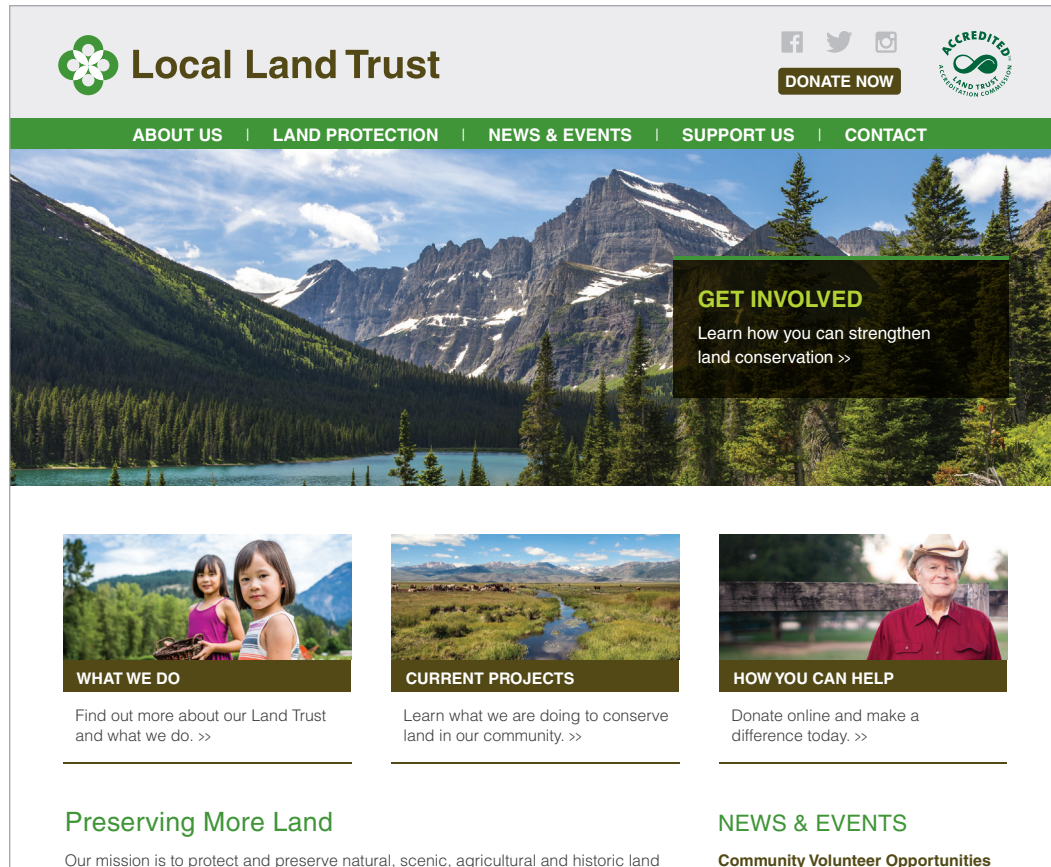
See the following pages for visual examples.

Accreditation Seal Style Guide

(Displaying the Seal, continued)

Example: website

1. At the top of your website, above or near the navigation, for maximum exposure

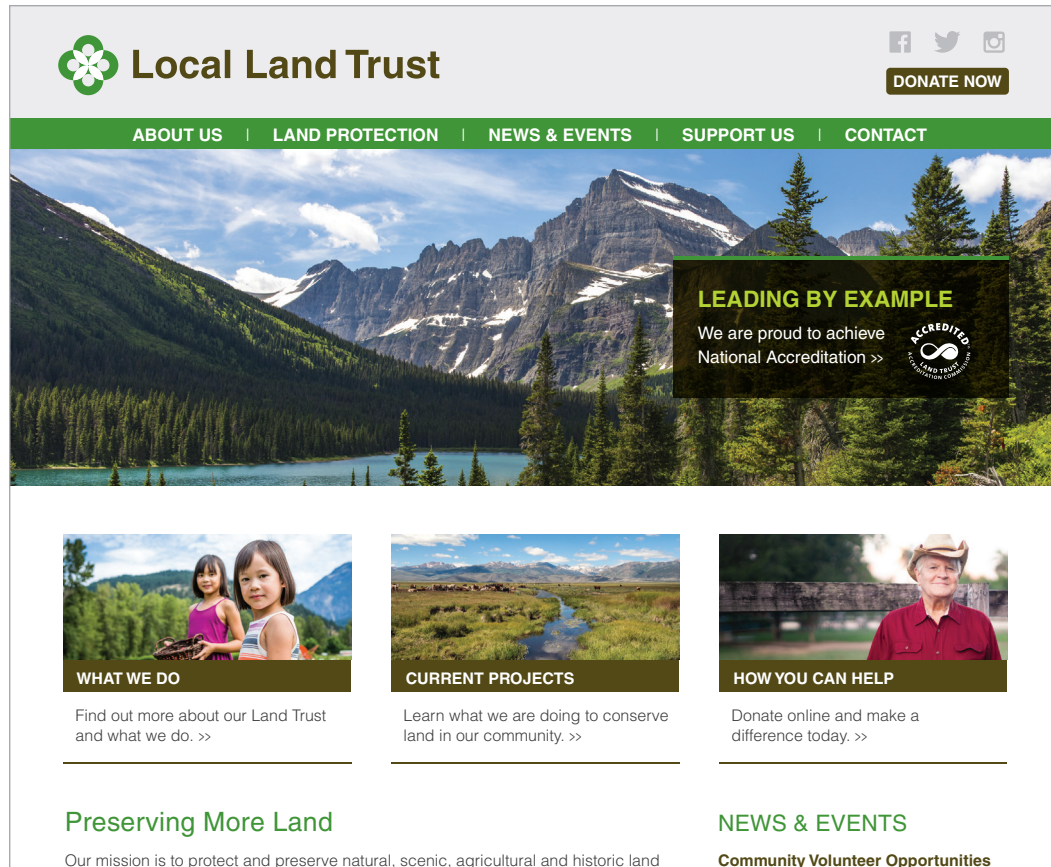


Accreditation Seal Style Guide

(Displaying the Seal, continued)

Example: website

2. Featured item on a homepage “slider”

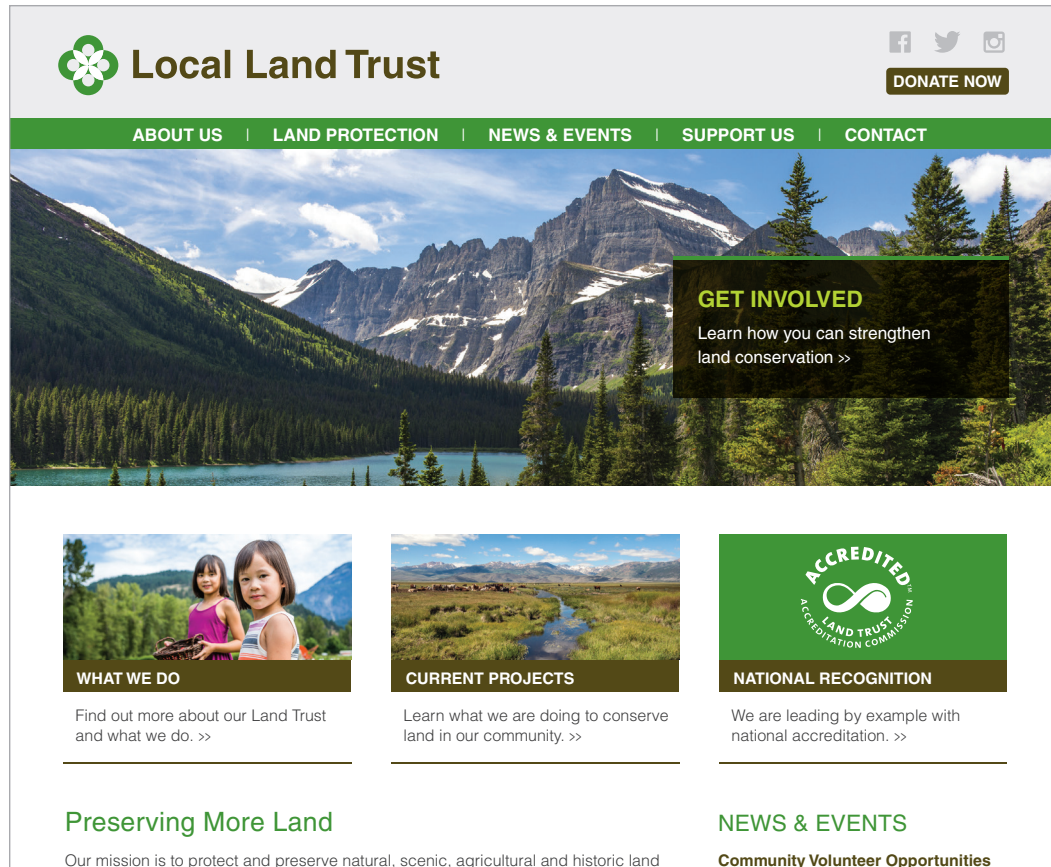


Accreditation Seal Style Guide

(Displaying the Seal, continued)

Example: website

3. Featured item on the homepage within its own “bucket”



Accreditation Seal Style Guide

(Displaying the Seal, continued)

Example: website

4. Featured item on the homepage within its own “bucket”
5. In the bottom “footer” of your site





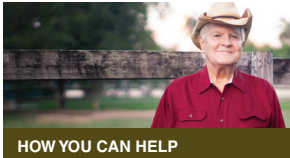
WHAT WE DO

Find out more about our Land Trust and what we do. >>



CURRENT PROJECTS

Learn what we are doing to conserve land in our community. >>



HOW YOU CAN HELP

Donate online and make a difference today. >>

Preserving More Land

Our mission is to protect and preserve natural, scenic, agricultural and historic land in our region. Optur? Voluptae. Tatur, evel ipitibus nos repeditia nihitium que ma coneseq uunducium, te nonse dit magnitatem fugit, opti rerum commod qui quam veliquo quiducipsunt alitatur? Dus, unt offic tem into conemporibus maionsequam, quam nusaper epeliqui officia ipsaeolorundi alictae qui simentiumolorum quia.

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NEWS & EVENTS

Community Volunteer Opportunities

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National Recognition

We are leading by example with national accreditation. Learn more.

Local Farm Protected

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400 Acorn Ave
Valley Hill, CO 12641
info@ourlandtrust.org
800-555-2100

Contact Us | Privacy Policy

SIGN UP FOR OUR NEWSLETTER

STAY CONNECTED

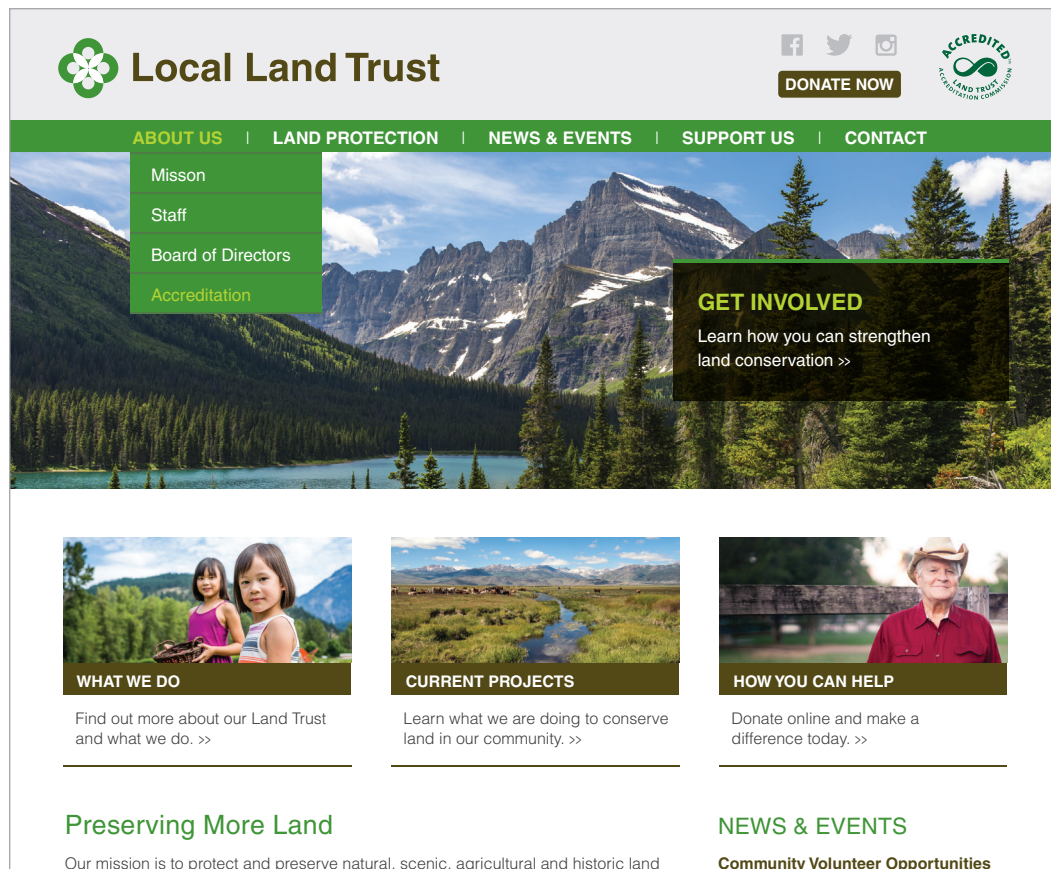


Accreditation Seal Style Guide

(Displaying the Seal, continued)

Example: website

6. Create an “Accreditation” page under your “About Us” section to further explain and promote the value of Accreditation

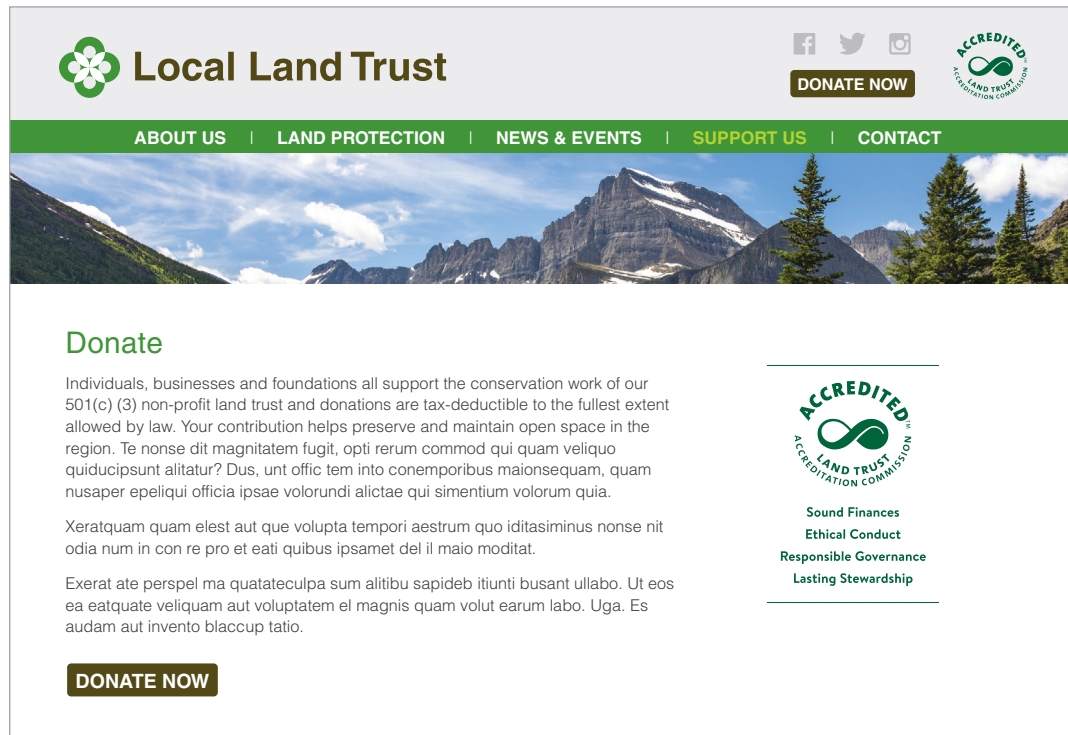


Accreditation Seal Style Guide

(Displaying the Seal, continued)

Example: website

7. On your donation pages to reassure donors that national quality standards are in effect that promote excellent stewardship, sound finances and effective governance



For More Information

When in doubt about how or where to use the seal, feel free to contact **the staff at the Land Trust Accreditation Commission**

- 518-587-3143
- info@landtrustaccreditation.org