



Take Care of Texas Public Use Style Guide

Introduction

The Texas Commission on Environmental Quality (TCEQ) launched the Take Care of Texas (TCoT) campaign in May 2007 to encourage Texans to make a personal commitment to take individual steps towards improving the Texas environment. The TCEQ designed and adopted an official logo for the campaign.

These guidelines have been developed to ensure the logo is used effectively and consistently by the TCEQ and other interested parties. These guidelines are not meant to be all-inclusive.

Trademark

To fully protect TCEQ trademarks so that they remain valuable assets for years to come, the agency registers the marks and manages them through licensing. Take Care of Texas is registered with the State of Texas Secretary of State Corporations Section. The logo's type treatment and wording may not be altered or adapted. The Take Care of Texas logo may not be used without expressed consent of the TCEQ.

Logo Configurations and Colors (examples shown right)

The TCoT logo is a combination of text and art. Its official colors are Pantone® (PMS) #287, #3288, and #283 (Example A). When using the color versions of the logo, consistency is essential. These specific colors are important to the campaign's identity and should not be compromised for any reason.

The font used for "Take Care of Texas" is Rockwell Extra Bold. The font used for "www.takecareoftexas.org" is Franklin Gothic Heavy. Never recreate the logo using other typefaces. Always maintain the type sizes and spacing that make up the logo text. Follow these usage guidelines:

- Use the logo only in its entirety.
- Use the logo without modification.
- Do not obscure any part of the logo by placing type, photographs, or other elements on top of it.
- The "TM" symbol is part of the logo and must be included.

Official Logo Color Configurations (Example A)

The logo comes in two-color, three-color, and solid black versions. Each of these configurations use 100% of their PMS colors with the two-color version being the only one that includes any kind of tint (30% PMS #287 for the sky/land/water graphic). Use these official configurations only.

The logo may be reversed as solid white on a black, or otherwise dark, background, but it should never be used, in whole or in part, as grayscale or a color tint. Again, the only exception to using a tint is in the official two-color logo version.

One Color Usage (Example B)

When necessary, the logo may be printed in any single color. For example, if a flier is printed using only purple ink, the logo would be printed in 100% purple, with no tints.

On a Light Background (Example C)

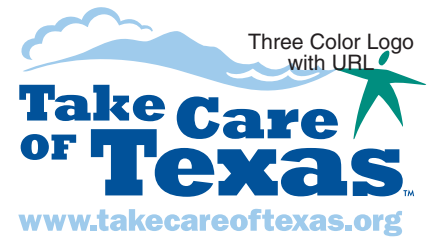
When placing the logo on a light background, put a white box behind it to ensure that no part of the logo blends too closely with the background color.

Reducing the Logo (Examples D and E)

Never reduce the logo to the point where any part of it is unrecognizable or unreadable. If necessary, use only the text portion of the logo. Never reduce it smaller than 0.5" wide (D).

Do not re-scale the logo vertically or horizontally (E). Always maintain its proper proportions.

A. Official Logo Color Configurations



	PANTONE® 287
	C: 100 M: 72 Y: 2 K: 12
	R: 0 G: 51 B: 141
	PANTONE® 3288
	C: 100 M: 3 Y: 58 K: 16
	R: 0 G: 133 B: 102
	PANTONE® 283
	C: 40 M: 8 Y: 0 K: 0
	R: 152 G: 198 B: 234

Two Color Logo with URL
(30% #287, 100% #287 and #3288)



Black Logo with URL



Reversed Logo



Grayscale Logo



B. One Color Usage

For demonstration, shown in PMS #2665 (purple).

Correct:
in 100% color

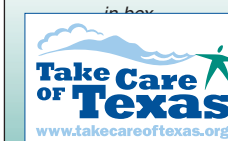


Incorrect:
with a tint



C. On a Light Background

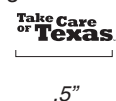
Correct:
in box



Incorrect:
without box



D. Reducing the Logo



.5"

E. Misproportioned



Special Program Logos (Example F)

Special program logos have been created to promote TCoT volunteers and partnerships. The examples shown are the only approved special program logos.

Do not replace the program names with any other copy, and do not use the logos in any other configuration. Use these logos exactly as shown. Do not reverse or reproduce as a solid color, color tint, or grayscale. Do not manipulate in any way or reduce to the point where any part of the logo is unrecognizable or unreadable.

Team

Use the Team logo to identify volunteers at Take Care of Texas-sponsored events. The Team logo may be used only by authorized volunteer events.

Partner

Use the Partner logo to recognize corporations, organizations, or groups that are supporting the Take Care of Texas campaign. Partners show their support by doing things such as sponsoring a TCoT event, displaying the logo at their place of business or on their web site, or by donating advertising and/or resources.

Misuse

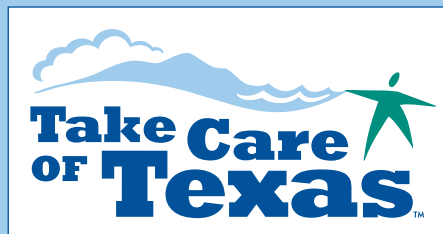
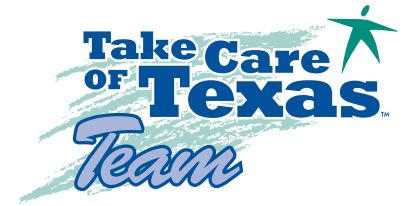
Misuse of any of the Take Care of Texas logos includes, but is not limited to:

- Using a logo to sell, advertise, market, or package a specific product.
- Using a logo to imply an endorsement by the TCEQ of an organization or its products or services.
- Using a logo on marketing materials, advertising, or product packaging/labels that can be viewed negatively by the public, including images or names that may be considered inflammatory or offensive.

Questions?

If you have any questions about the use of the Take Care of Texas logo, or to request permission to print the logo in a single, non-official TCoT color, or to deviate from official configurations in any other manner, please contact the TCoT Program Manager, Dana Macomb, at 512-239-3150 or e-mail <educate@tceq.state.tx.us>.

F. Special Program Logos



www.takecareoftexas.org
Online Tips to Do Your Part!