

Graphic Standards for the “Conservation C” Logo

What is the NACD Conservation Cause graphic element and tagline?

It is the graphic visual developed by the NACD Conservation Cause Team to help energize conservation districts and attract new members, leaders and partners. It is available to any member of the conservation partnership to use in connection with their ongoing conservation outreach activities.

Conservation Cause Graphic Element/Logo and Tagline

The graphic element is available in different file formats and in black and white and color for your convenience. File formats are listed to the left of the image. Click on the size you want, and the appropriate size will load in another window or prompt you to save the file to your computer. Here are typical uses for the formats:

- **TIF:** Use this to insert into a Word document or PowerPoint presentation
- **EPS:** A graphic designer may want this if you are having something professionally designed
- **JPEG:** Use this for Word, PowerPoint or web site. This is the smallest size format—it’s easy to email to people.
- The tagline is also included separately in the above formats in black and white. The tagline uses the following fonts:
 - For “Conserving natural resources” use DinMittelschrift Alternate.
 - For “For our future” use Galliard Italic.

Where to use it

Use the graphic element on all of your materials that you use with internal and external audiences. These materials include but are not limited to:

- Printed materials: brochures, fliers, posters, annual reports, booklets, etc.
- Web site
- Audiovisual presentations
- Letterhead, business cards
- Advertisements and PSAs: print, TV, transit, outdoor
- Signage/banners
- Media materials such as news releases, fact sheets and media alerts

Common mistakes to avoid

- **Too busy** –There are many elements that can make a document appear hard to read and therefore not effective. Test your document by seeing where your eye goes first and if that is difficult to determine, you will need to simplify elements of your document so that it works for you.
- **Don’t use color when the final publication will appear in black and white.** The color version will not photocopy as well as the black and white version and could be hard to read.
- **Don’t use it too small.** If you can’t read the small type in the middle of the graphic element, it is too small!
- **Don’t make it another color.** If the logo colors do not work with your publication, use the black version of the graphic element. This is important for consistency.
- **Don’t distort the graphic element.** When resizing the logo, it must be correctly scaled (maintain aspect ratio) so it’s not distorted.
- **Don’t alter the graphic element in any way.**