

LANDSCAPE INDUSTRY CERTIFIED LOGO USAGE GUIDE

GENERAL

A. Logos

1. There are three versions of the Landscape Industry Certified logo available for your use. The basic Landscape Industry Certified logo can be used to identify any certification or combination of certifications:



2. **The Landscape Industry Certified Manager logo** may be used by certificants who have passed any of the following programs: Landscape Industry Certified Manager and the Landscape Industry Certified Lawn Care Manager



3. **The Landscape Industry Certified Technician logo** may be used by certificants who have passed any of the following programs: Landscape Industry Certified Technician - Exterior, the Landscape Industry Certified Interior Technician, the Landscape Industry Certified Horticultural Technician and the Landscape Industry Certified Lawn Care Technician:



B. Color Palette

1. Pantone
 - a. PMS 376
 - b. PMS black
2. CMYK
 - a. Cyan: 50%; Magenta: 0%; Yellow: 100%; Black: 0%
 - b. Cyan: 0%; Magenta: 0%; Yellow: 0%; Black: 100%
3. RGB
 - a. 140.198.63
 - b. 0.0.0

C. Size and Spacing

1. The Landscape Industry Certified logo can be resized and converted to other file formats as long as the proportions and colors do not change, and it is not rotated or manipulated in any way.
2. Avoid placing the logo on top of photographic or textured elements.
3. The logo should not be used in any way that implies or may seem to imply and endorsement of a product or service.
4. The logo should not be placed so close to type or graphic elements that it appears the type or graphic is part of the logo or that the logo seems to be acting as an adjective. A good rule of thumb is to use the logo letter "C" as a unit of measure to create a clean margin space around the logo. (Note: The letter "C" is shown below to indicate appropriate margins and should never actually print around the logo.)



D. Print

1. The resolution of the logo should not be less than 300 dpi.
2. There is no maximum size for the logo. However, it should not be presented less than 1" wide.

E. Web

1. The resolution of the logo should not be less than 72 dpi.
2. There is no maximum size for the logo. However, the logo should not be presented less than 144 pixels wide.

If you have any general questions about these guidelines, please contact the NALP office at 800-395-2522 or email certification@landscapeprofessionals.org.

