



Professional Landcare Network (PLANET) LOGO USAGE GUIDE

General

The abbreviation for the Professional Landcare Network is PLANET.

The PLANET 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.

Avoid placing the PLANET logo on top of photographic or textured elements.

The PLANET 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.

The PLANET logo should not be used in any way that implies or may seem to imply an endorsement of a product or service. There should be no mention of “endorsed” or “PLANET approved” near the logo.

PLANET members may add “Member of” above or to the left of the logo or “Member” below or to the right of the logo, as long as the text is not taller than the “PLANET” portion of the logo.

Print

The logo’s Pantone Matching System (PMS) colors are 2935 (blue) and 369 (green).

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

Web

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

Questions

If you have any general questions about these guidelines, please feel free to contact the Professional Landcare Network office at (800) 395-2522 or e-mail info@landcarenetwork.org.

If you would like a specific format, size, background color, or any additional assistance, please contact Jessica Conn at jessicaconn@landcarenetwork.org.