

Western States Land Commissioners Association

Official Logo Usage Guidelines

A. ACCEPTABLE VARIATIONS



Original Logo

Grayscale Logo

PMS Colors: 370C, 3635C

PERMISSION TO USE THE LOGO

WSLCA has intellectual property rights to the logo. No one may use the logo without first gaining express permission from the WSLCA Executive Board.

ONCE YOU HAVE OBTAINED PERMISSION TO USE THE LOGO, FOLLOW THESE USAGE GUIDELINES

- Use the original logo only in its entirety and without modification. Never recreate the logo.
- Always maintain a clear space around the logo. Do not allow other elements to come into contact with it.
- Do not obscure any part of the logo by placing type, photographs or other elements on top of it.

Acceptable Variations (Example A)

- The logo may be printed either two-color process or one color.
- The one color logo is generally printed in black or reversed (white on a dark background), but other spot colors may be used with approval.

B. NON-WHITE BACKGROUND



Correct
(no white box)



Incorrect
(white box)

On a Non-White Background (Example B)

Some formats of the logo are surrounded by a white box (most notably the JPG version). These formats are for use on white backgrounds only. If you require a logo that does include this white box to place on top of a colored background, please contact the individual noted below for an appropriate version.

Reducing or Re-Scaling or Otherwise Transforming the Logo (Example C)

- The logo may be resized, but must remain proportional and undistorted. Do not rescale the logo vertically or horizontally.
- Never reduce the logo to the point where any part of it is unrecognizable or unreadable.
- The logo should not be printed at such a large size that it becomes pixilated (see example). The logo should never be pixilated or distorted in any way.
- Do not rotate the logo.
- Do not use a logo intended for web display on printed materials. Generally, logos and graphics pulled from the web, unless specifically labeled for use in print, are low resolution and will appear pixilated when printed.

C. REDUCING, RE-SCALING OR TRANSFORMING



Incorrect
(horizontally distorted)



Incorrect
(vertically distorted)



Incorrect
(rotated)



Incorrect
(pixilated)

MISUSE

The WSLCA logo cannot be used to:

- to sell, advertise, market or package a specific product without WSLCA approval
- to imply an endorsement by WSLCA of an organization or its products or services without express permission of WSLCA
- market, advertise or otherwise promote or endorse a product, service or person that can be viewed negatively by the public. The logo should also not be displayed in conjunction with images or names that may be considered inflammatory or offensive.

QUESTIONS?

If you have any questions about the use of the WSLCA logo, need appropriate electronic formats, or would like to request permission to deviate from the acceptable variations in any manner, please contact Dawn Efaw in the Texas General Land Office's Office of Communications at 512.936.1946 or 512.936.9582 or email dawn.efaw@glo.texas.gov. You may also direct your professional printer directly to our office to receive electronic formats or for questions.