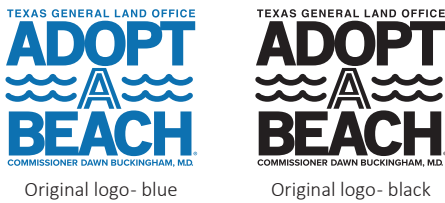


# TEXAS GENERAL LAND OFFICE

## ADOPT-A-BEACH Program Logo Usage Guidelines

### A. ACCEPTABLE VARIATIONS



Original logo - blue

Original logo - black

**PMS Color:** Blue- Pantone 2945C

### B. NON-WHITE BACKGROUND



**CORRECT**

(logo high contrast)

**INCORRECT**

(not enough contrast)



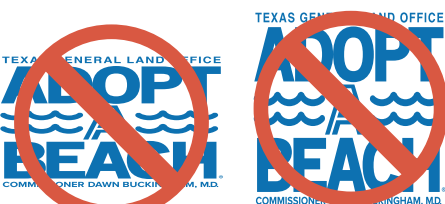
**CORRECT**

(logo high contrast)

**INCORRECT**

(not enough contrast)

### C. REDUCING, RE-SCALING OR TRANSFORMING

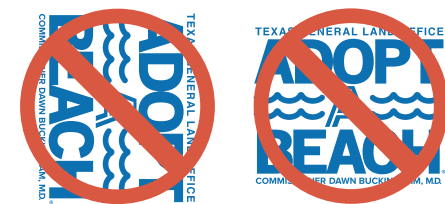


**INCORRECT**

(horizontally distorted)

**INCORRECT**

(vertically distorted)



**INCORRECT**

(image is rotated more than 45 deg.)

**INCORRECT**

(image is pixelated)

### PERMISSION TO USE THE LOGO

- The GLO has intellectual property rights to the logo. No one may use the logo without first gaining express permission from the Adopt-A-Beach Program Coordinator Adrian Loucks or from the GLO Publications Division in the Office of Communications.

### 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.
- Individual logo elements (title, waves, etc.) should never be used alone.
- The words "Texas General Land Office" may never be removed or cropped out of the logo.

#### Acceptable Variations (Example A)

- The logo may be printed either one-color in either blue or black.

#### On a Non-White Background (Example B)

- The logo must always be printed with high contrast when displayed on a non-white background. It is permissible to use a reversed logo on a dark background. For any specific design questions, contact the GLO for review.

#### 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.
- Do not rotate the logo more than 45 degrees compared to the rest of the text.
- The logo should not be printed at such a large size that it becomes pixelated (*see example*). The logo should never be pixelated or distorted in any way.
- Do not use a logo intended for web display on printed materials. (Generally, logos and graphics pulled from the web, unless they are specifically labeled for use in print, are low resolution and will appear pixelated when printed.)

### MISUSE - The Adopt-A-Beach logo cannot be used:

- to sell, advertise, market or package a specific product without the approval of the Adopt-A-Beach Program Coordinator.
- to imply an endorsement by the Adopt-A-Beach Program of an organization or its products or services without express permission.
- to 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 Adopt-A-Beach logo, or to obtain an electronic copy, please contact Program Coordinator Adrian Loucks at the General Land Office at 512.463.5057 or by email at [adrian.loucks@glo.texas.gov](mailto:adrian.loucks@glo.texas.gov) -or- the GLO Publications Division—Lance McIlhany, email [lance.mcilhany@glo.texas.gov](mailto:lance.mcilhany@glo.texas.gov).