

Identity use guidelines for Green Halloween® logos



Why these guidelines?

The Green Halloween logos are the core component of our identity. They create a distinctive graphic presence for our organization and serve as visual signatures. Consistent use of the Green Halloween name and logos helps build recognition for Green Halloween locally as well as nationally.

Authorization

Once you have signed the [Green Halloween coordinator agreement](#), coordinator, you are authorized to use either of our two logos on print materials and promotional items as outlined below.

Contact with questions

If you have any question about logo use, contact Lynn@GreenHalloween.org.

Guidelines:

- ✓ **Color printing:** These are colors that should be used online (CMYK) and for printing (including printing on fabric where applicable. Your printer will know which is needed.

CMYK: Green: C-66 M-20 Y-100 K-4 Orange: C-0 M-48 Y-88 K-0

Pantone (PMS): Green: PANTONE 370C Orange: PANTONE 1495C

- ✓ **Black and white printing:** The logos may appear in black or white, depending on the background. *No other colors are to be used.*
- ✓ **Clear space:** The Green Halloween logo should always be surrounded by a generous amount of open/clear space, free of any text and imagery. The minimum amount of open/clear space around the logo is 1/8 inch.

- ✓ **Size:** The minimum reproduction size of the logo is 3/4" (0.75 inch) in diameter for the circle logo and 3/4" in width for the horizontal one.
- ✓ **Incorrect usage:** The Green Halloween logo must not be altered or distorted in any way. Whether using the logo alone, or partnering with other organizations, care should be taken to follow the standards. Promotional items (t-shirts etc.) are especially easy targets for logo misuse. The effectiveness of the logo depends on consistency of usage.
 - The logo should never be re-proportioned, distorted, or set at an angle.
 - The Logo should never be disassembled to be used as separate elements or retypeset using another font.
 - The logo should never have artificial effects, such as drop shadow, transparencies, bevel edge, emboss, or glow.
- ✓ The logo should never be combined with another logo or piece of artwork to create a new identity. The white space rule always applies.

Cautions:

- ✓ Green Halloween logos cannot be used in a manner that *falsely* implies employment by or affiliation with Green Halloween.
- ✓ Green Halloween logos cannot be used to imply or endorse a product or service without permission. Contact Lynn@GreenHalloween.org if you have any question on this.
- ✓ Due diligence should be taken regarding the eco-friendliness of items on which the Green Halloween logo appears. For instance, seek out green printers who use 100% PCW paper or tree-free papers and vegetable inks.
- ✓ Do not place the logo on items:
 - imported from outside the U.S.,
 - that are made of virgin plastic or other petroleum based materials,
 - that are made from fabrics other than organic cotton, hemp, wool, silk, bamboo or other made from recycled materials.
- ✓ A good source for recycled promotional items is www.RecycledProducts.com. When ordering, let please them know you are a Green Halloween coordinator.
- ✓ If you have any question about the suitability of an item to carry the Green Halloween logo, contact Lynn@GreenHalloween.org