

NEPCon Logo Usage Guidelines for Partners and Clients



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1 About the Logo

NEPCon project partners and clients are encouraged to use the NEPCon logo on their websites, brochures and elsewhere to promote the collaboration and/or partnership with NEPCon or NEPCon services.

Organisations and companies may use the logo in their materials, as long as they comply with these usage guidelines and after obtaining approval from NEPCon Communications Team via their NEPCon contact point on a case by case basis.

Derivative versions of the NEPCon logo are generally prohibited, as they dilute NEPCon's brand identity.

2 Logo elements

The NEPCon logo is the graphic representation of NEPCon. NEPCon logo is only arranged in one format – horizontal – as shown below.



The master logo consists of the brand name "NEPCon", visual representation (the leaf).

In case of the slogo, it is the combination of the mater logo and the tagline / slogan "Preferred by Nature™". These elements may not be re-arranged or their relationship altered to protect the logo's graphic integrity.

The brand name "NEPCon" must remain in English at all times. The tagline may be translated into local languages.



3 Logo colours

NEPCon logo uses three colours: NEPCon green (Pantone 625), black and white (see below). No alternative colours are permitted.

The NEPCon Green is the preferred colour and should be used when possible.

You should use the logo a white background and lighter images to maximise the impact and clarity.



The black logo version should only be used when the colour production is not possible and where background does not interfere with the legibility of the logo.

The white logo version may be used when the background colour clashes with the NEPCon green colour. Please ensure that the colour or any image or pattern on the background does not interfere with the logo's legibility.

Please note that black and white versions of the logo may be used on colour background or image with adequate contrast. If in doubt, please check with NEPCon Communications Team.

4 Usage

Always treat the logo as artwork, not as typography: Never attempt to recreate the logo; this includes but is not restricted to substituting or changing the logo colour or font, applying shadows, outlines, or surrounding boxes, and using logo as a window for imagery.

Never manipulate the logo in any circumstances: Do not re-create secondary (sub) logo to represent a regional office, as this is confusing to audiences and dilutes our goal to create a common, mutually reinforcing image.

Endorsement: The NEPCon logo shall not be used in such a way that is ambiguous and does not create any possible confusion about the relationship between the user and NEPCon or leaves the impression that NEPCon endorses activities outside the defined scope of collaboration.

All on-product use of the NEPCon logo is prohibited: The NEPCon logo shall not be applied in a way that suggests that it refers to a product. It shall not be placed on any products or their packaging, unless an exception is agreed by NEPCon.

Logos used by NEPCon partners or clients:

- NEPCon partners may use the NEPCon logo together with text to present their relationship with NEPCon, or to present NEPCon/NEPCon's activities.

For example: *"[the name of the entity]'s Chain of Custody is certified by NEPCon."* or

"[the name of the entity] works with NEPCon in [name of the project] to enhance the capacity of local civil organisation in forest management."

The following additional text is encouraged: "NEPCon is a non-profit organisation working to support better land management and business practices that benefit people, nature and the climate in 100+ countries"

The requirements laid out in guidance document shall be respected. The text must be included below or in the proximity of the NEPCon logo.

- For partnership where NEPCon is an equal partner, use the NEPCon green colour version of the logo where possible. There should always be equal balance between the co-branded logos, specifically the NEPCon logo must be equal in size and prominence as all other partner's logos.
- Partners shall seek approval from the NEPCon Communications Team via their contact point at NEPCon on a case-by-case basis.

Logos used by the media: The media may use the NEPCon logo to illustrate information about NEPCon/ NEPCon's activities/ NEPCon's achievements. The logos may not be altered, combined with other marks or used in a misleading manner. The requirements laid out in this document shall be respected.

Logos used by organisations holding valid PEFC certificates issued by NEPCon:

- On rare occasions the organisations may be allowed to use the NEPCon logo for promotional purposes. All on-product use of the NEPCon logo is prohibited. Any promotional materials that include the NEPCon logo shall at minimum include the organisation's PEFC licence code.
- In cases where a PEFC chain of custody certificate is suspended, the organisation shall not use the NEPCon logo for the duration of the suspension.
- In the event of expiry or termination of the PEFC certificate, the organisation is required to immediately cease using the NEPCon logo.
- The requirements laid out in this guidance document shall be respected and PEFC-certified organisations shall seek approval from the NEPCon Communications Team on a case-by-case basis.

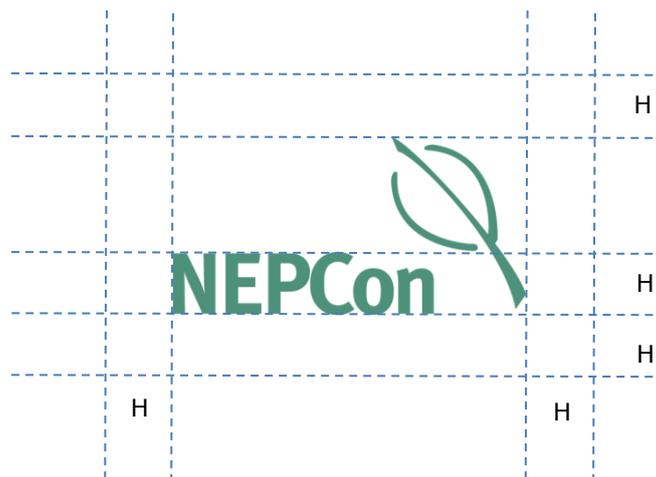
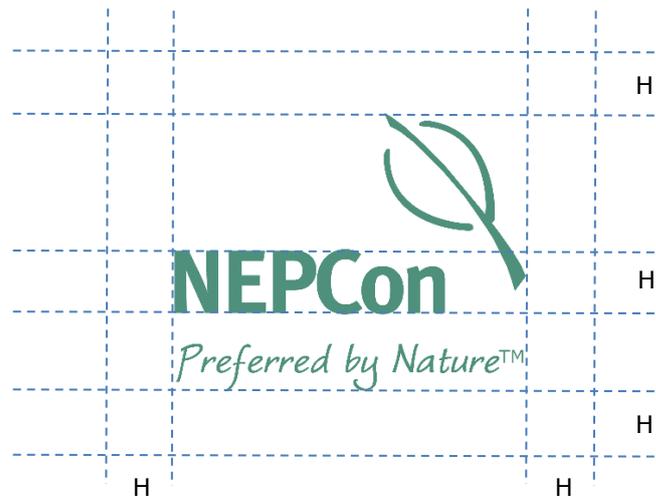
5 Placement and clear space

Give the logo its own space: Placing any elements too close to the master logo diminishes its importance. As such, a minimum clearance between the logo and other typography and elements such as photographs, illustrations, thematic images and patterns, and the trim edge of a printed pieces, etc. must be maintained.

As a general rule, **more than the minimum clear space is preferred.**

Minimum clear space on all sides is equal to height of the brand name.

H = Cap height of N in the brand name



6 Sizing the Logo

NEPCon's logo may be used in any size, as long as the writing remains legible – especially "NEPCon" – and the leaf shape remains clearly visible.

7 Do and Don't

Following are few typical correct and incorrect examples on the use of NEPCon logo.

DO: Use the approved original electronic files; treat the logo as artwork; provide clear space



DO: Contrast with the background; make sure the logo read clearly



DON'T: Examples of incorrect usages of the logo

DON'T add anything (lines, shapes, objects...) to the logo



DON'T add effects (shadows, bevels, gradients, and strokes) to the logos



DON'T alter the colour specifications for any elements of the logo



DON'T re-draw, distort or rotate



DON'T compress the logo



DON'T place logo over busy photographic background, graphic element or pattern



About NEPCon

NEPCon (Nature Economy and People Connected) is an international non-profit organisation working to support better land management and business practices that benefit people, nature and the climate in 100+ countries around the world. We do this through innovation projects, capacity building and sustainability services. We focus on forest and climate impact commodities and related sectors, such as tourism.

We are accredited certifiers for sustainability schemes such as FSC™ (Forest Stewardship Council™), PEFC (Programme for the Endorsement of Forest Certification), RSPO (Roundtable on Sustainable Palm Oil), Rainforest Alliance Sustainable Agriculture and SBP (Sustainable Biomass Program). We also certify to our own LegalSource™, Sustainable Tourism and Carbon Footprint Management standards. A self-managing division of NEPCon promotes and delivers our certification services. Surplus from certification activities supports the NEPCon's non-profit activities.

NEPCon is recognised by the EU as a Monitoring Organisation under the EU Timber Regulation.

Contact

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