

Accreditation Seal Style Guide



A clear understanding and consistent use of the accreditation seal will provide a foundation for the success of its graphic identity. A commitment to consistent application of the identity is crucial to preserving the integrity of the seal's brand. This Accreditation Seal Style Guide is a resource for the design and distribution of your land trust's collateral materials that will display the accreditation seal. It has been created to assist you, providing an overview of the elements that make up the accreditation seal and guidelines for working with it.



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Saratoga Springs, NY 12866-3302
518-587-3143 Fax 518-587-3183
www.landtrustaccreditation.org

Accreditation Seal Style Guide

A Seal Design and Usage

The seal is a single graphic and is a registered certification mark of the Land Trust Accreditation Commission. It may only be used by accredited land trusts under a license agreement with the Commission. Any improper use of this seal is subject to legal action.

Organizations with a license to use the seal must use the seal in its entirety. The seal may not be broken into component parts or rearranged. See page 6 for examples of unacceptable uses.

If your organization does not wish to use the seal in its graphic materials, it may use the phrase “Land Trust Accreditation Commission Accredited” after the organization’s name.



Acceptable Versions

Seal Only



Seal with tagline



Conservation Excellence



Conservation
Excellence

Seal on top of image or color flood



Accreditation Seal Style Guide

B Seal Colors

The official color of the Land Trust Accreditation Commission seal is **Pantone 370 for coated paper** and **Pantone 376 for uncoated paper**.



This version, or its equivalent CMYK, RGB or HEX, is recommended.

If the Pantone color is unavailable, the black version of the seal can be used.

When necessary, to create a more harmonious integration of the seal into an accredited land trust's collateral, a different color can be applied to the seal. But only one color can be applied to the entire seal. Do not use more than one color (e.g., blue infinity symbol with orange text). Due to the small size of the seal, the applied color should provide adequate contrast between the seal and background to ensure legibility.



Official Seal Color

	PMS	CMYK	RGB	HEX	
	370 C	C 56 M 0 Y 100 K 30	R 90 G 146 B 48	5a9230	For use on coated paper
	PMS	CMYK	RGB	HEX	
	376 U	C 56 M 0 Y 100 K 20	R 90 G 146 B 48	5a9230	For use on uncoated paper

Accreditation Seal Style Guide

(Colors, continued)

Acceptable Versions

Pantone 370C & 376U



Black



Any color, with adequate contrast, can be used in order to integrate the seal with the user's brand palette



Reversed out of a color



On top of a color field



On top of an image*



*This version of the seal is the only acceptable version when placing the seal on top of an image.

Unacceptable Versions

Too light



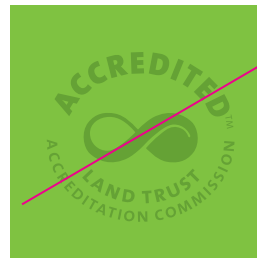
UNACCEPTABLE

More than one color



UNACCEPTABLE

Low contrast



UNACCEPTABLE

Reversed out of an image



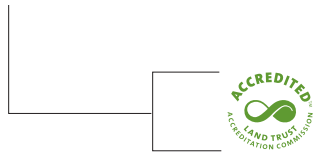
UNACCEPTABLE

Accreditation Seal Style Guide

C Seal Minimum Size

To ensure consistency and readability, use the height of the seal as your guide. The seal should never be sized with a height of less than **0.4 inches**, or 13/32 inches.

0.4 inches

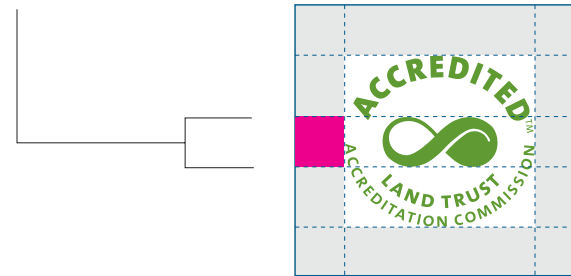


D Seal Clear Space

To enhance presentation and ensure readability, leave sufficient clear space around the seal.

As a general rule of thumb, **the clear space surrounding the seal on all four sides should be equivalent to the height of the infinity mark.**

Height of the mark



Accreditation Seal Style Guide

E Unacceptable Seal Uses

Do not reposition, resize or separate components of the logo.



Do not print at less than 100 percent ink density.



Do not overlap text or other graphics on the logo. It should appear primarily on a field of solid white or on a light background that still provides adequate contrast.



Do not place the logo inside any kind of box or other shape.



Do not use the logo as a decorative element—for example, repeating it like a wallpaper pattern.



Do not add your name to the seal.



Accreditation Seal Style Guide

(Unacceptable Uses, continued)

Do not distort the logo with stretching, bending or perspective techniques, or apply effects or filters such as motion, blurring or drop shadows.



Do not change the font on the seal.



Any uses not addressed in this guide are considered unacceptable unless approved by the Commission. Please refer to page 3 for appropriate and unacceptable color usage.

Accreditation Seal Style Guide

F Describing the Seal

The following is recommended text to accompany the use of the seal. There are short, long and bulleted versions, for maximum flexibility.

Short version

The accreditation seal is awarded to land trusts meeting the highest national standards for excellence and conservation permanence.

Short version (Alternate—adaptable for land trusts)

The accreditation seal was awarded to [LAND TRUST NAME] for meeting the highest national standards for excellence and conservation permanence.

Long version

The accreditation seal is a mark of distinction in land conservation. It is awarded to land trusts meeting the highest national standards for excellence and conservation permanence.

Each accredited land trust completes a rigorous review process and joins a network of organizations united by strong ethical practices. This trusted network of land trusts has demonstrated fiscal accountability, strong organizational leadership, sound transactions and lasting stewardship of the lands they conserve.

The seal is awarded by the Land Trust Accreditation Commission, an independent program of the Land Trust Alliance. The volunteers who serve on the Commission represent a diverse group of land conservation and nonprofit management experts from around the country. For more information please visit landtrustaccreditation.org.

Bulleted version

- Sound Finances
- Ethical Conduct
- Responsible Governance
- Lasting Stewardship

The bulleted version can be particularly effective on a website donation page to reassure donors that national quality standards are in effect that promote sound finances, ethical conduct, responsible governance and lasting stewardship.

The Land Trust Accreditation Commission provides a 4" x 9" PDF version of the “Describing the Seal—Bulleted” that can be shared via email or printed and mailed in a #10 envelope (see page 10). To download a copy, visit www.landtrustaccreditation.org/promoting-your-accreditation.

Accreditation Seal Style Guide

(Describing the seal, continued)

Acceptable Versions

Any color, with adequate contrast, can be used to align the seal descriptions with the user's brand palette. Seal descriptions are available for download at: www.landtrustaccreditation.org/promoting-your-accreditation

Describing the Seal—Short Version



The accreditation seal is awarded to land trusts meeting the highest national standards for excellence and conservation permanence.



The accreditation seal is awarded to land trusts meeting the highest national standards for excellence and conservation permanence.



The accreditation seal is awarded to land trusts meeting the highest national standards for excellence and conservation permanence.



The accreditation seal is awarded to land trusts meeting the highest national standards for excellence and conservation permanence.



- Sound Finances
- Ethical Conduct
- Responsible Governance
- Lasting Stewardship



- Sound Finances
- Ethical Conduct
- Responsible Governance
- Lasting Stewardship



Sound Finances
Ethical Conduct
Responsible Governance
Lasting Stewardship



Sound Finances
Ethical Conduct
Responsible Governance
Lasting Stewardship

Accreditation Seal Style Guide

(Describing the Seal—Bulleted, continued)

Acceptable Versions

A Mark of Distinction

The accreditation seal **AFFIRMS** national quality standards are met.



The seal is circular with a green border. Inside, the word "ACCREDITED" is at the top, "LAND TRUST" is at the bottom, and "A CREDITATION COMMISSION" is on the left. In the center is a green infinity symbol.

<input checked="" type="checkbox"/>	SOUND FINANCES
<input checked="" type="checkbox"/>	ETHICAL CONDUCT
<input checked="" type="checkbox"/>	RESPONSIBLE GOVERNANCE
<input checked="" type="checkbox"/>	LASTING STEWARDSHIP

www.landtrustaccreditation.org

Accreditation Seal Style Guide

G Displaying the Seal

To achieve the strongest and most effective communication, use the seal whenever you use your land trust's logo. Excellent places to use the seal are on your:

- Website
- Stationery system (business card, letterhead, etc.)
- Brochures
- Fundraising materials

However, the seal should never become part of your logo. Refer to previous sections in this document for information about color application, size and clear space to make sure you are using the seal correctly.

See the following pages for visual examples.

(continued)

Accreditation Seal Style Guide

(Displaying the Seal, continued)

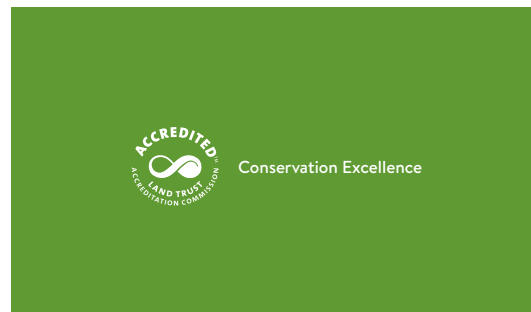
Example 1: business card (not actual size)



Example 2: business card (not actual size)



Card Front



Card Back Option

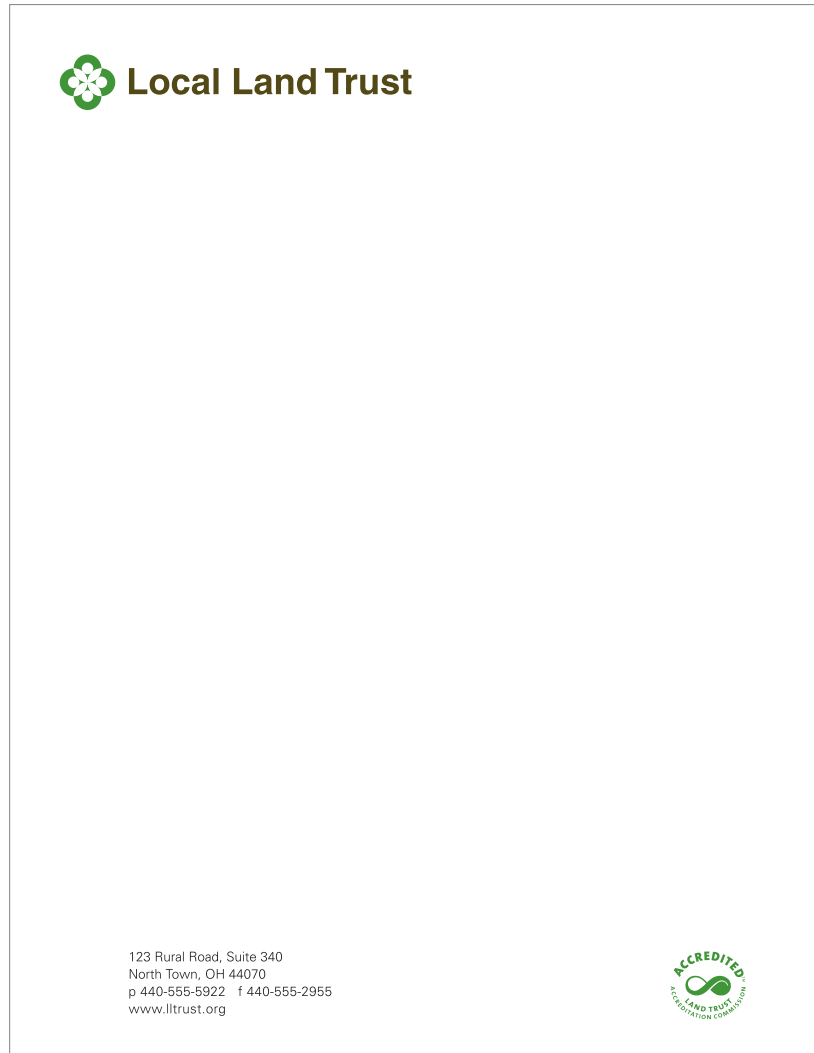


Card Back Option

Accreditation Seal Style Guide

(Displaying the Seal, continued)

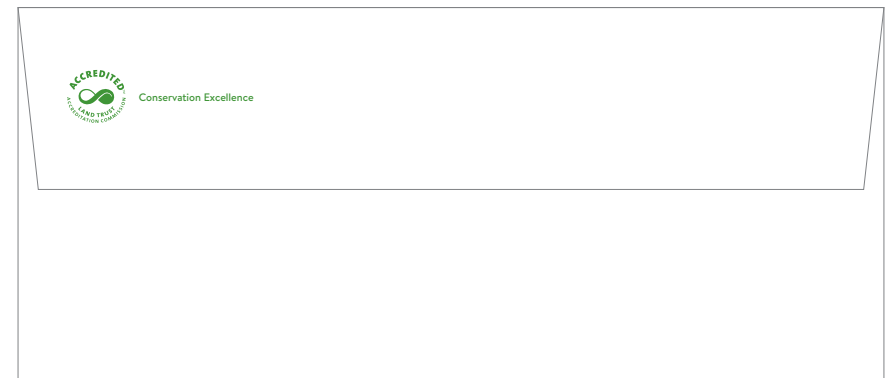
Example: letterhead (not actual size)



Example: #10 envelope (not actual size)



Envelope Front



Envelope Back

Accreditation Seal Style Guide

(Displaying the Seal, continued)

Example: newsletter, front (not actual size)

Local Land News

A Message from the Director's Desk

John Doe



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INSIDE THIS ISSUE

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DONOR NEWS

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**Local Land Trust**

123 Rural Road, Suite 340
North Town, OH 44070
p 440-555-5922 f 440-555-2955
www.lltrust.org



Example: newsletter, back (not actual size)

**Local Land Trust**

123 Rural Road, Suite 340
North Town, OH 44070
p 440-555-5922 f 440-555-2955
www.lltrust.org

Nonprofit Org.
U.S. Postage
PAID
Permit #0000
North Town, OH

LOCAL LAND TRUST

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BOARD OF DIRECTORS

Jane Doe, President
Michael Smith, PhD, Vice President
Bill Franklin, Secretary
Kim Johnson, Treasurer
Jim Johnson
Phillip Kerry
Susan Adams
Jill Washington

BOARD OF ADVISORS

Karen Armstrong
Title of Company
Stephen Wilderson
Title of Company
Timothy Finn
Title of Company
Elizabeth Harrington
Title of Company
Jason Backcore
Title of Company
MaryBeth Corrington
Title of Company
Jill Kim
Title of Company

STAFF

Liz Wellington, Executive Director
Michael Miller, Communications
Neil Filman, Coordinator
Jackie Masters, Finance
William Scott, Bookkeeping



Accreditation Seal Style Guide

(Displaying the Seal, continued)

Example: website

A land trust's website is a key component to its communications strategy. The following are suggestions for where to display the seal to effectively promote your accreditation:

1. At the top of your website, above or near the navigation, for maximum exposure
2. Featured item on a homepage "slider"
3. Featured item on the homepage within its own "bucket"
4. Featured item within a homepage "News" area
5. In the bottom "footer" of your site which is often consistent and repeated on many sites
6. Create an "Accreditation" page under your "About Us" section to further explain and promote the value of Accreditation.
7. On donation pages, where it can have significant impact, reassuring donors that national quality standards are in effect that promote sound finances, ethical conduct, responsible governance and lasting stewardship.

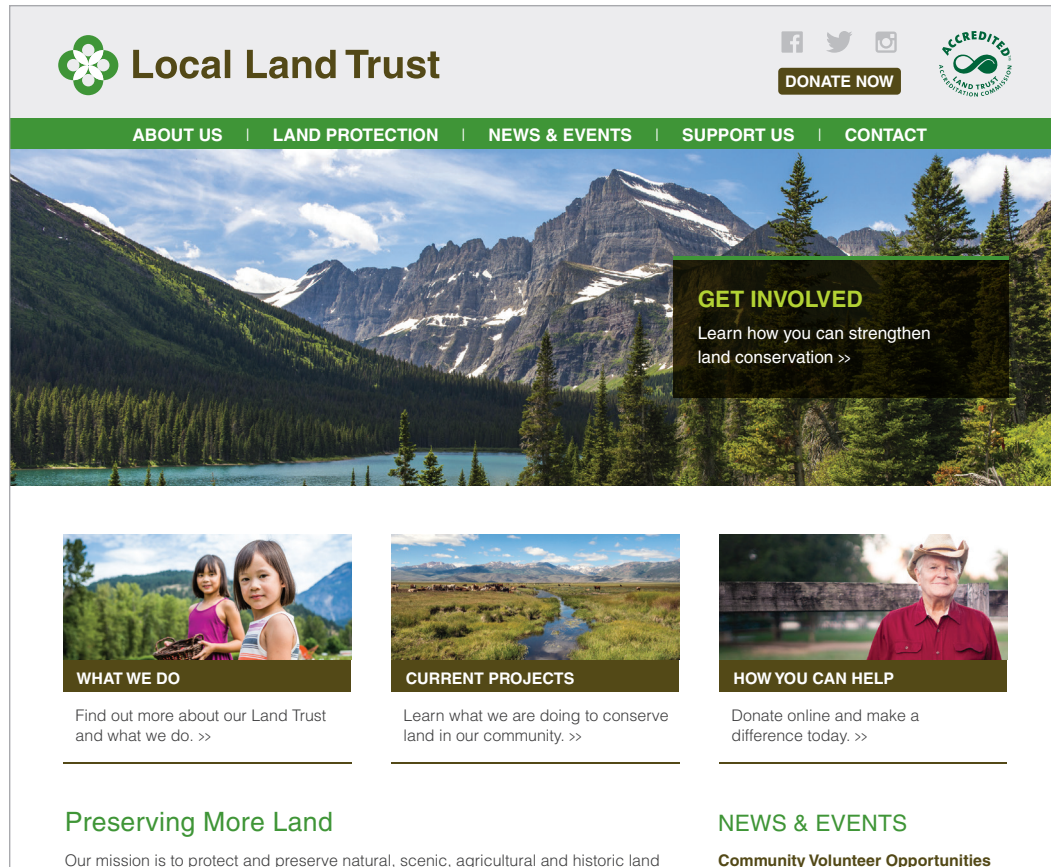
See the following pages for visual examples.

Accreditation Seal Style Guide

(Displaying the Seal, continued)

Example: website

1. At the top of your website, above or near the navigation, for maximum exposure

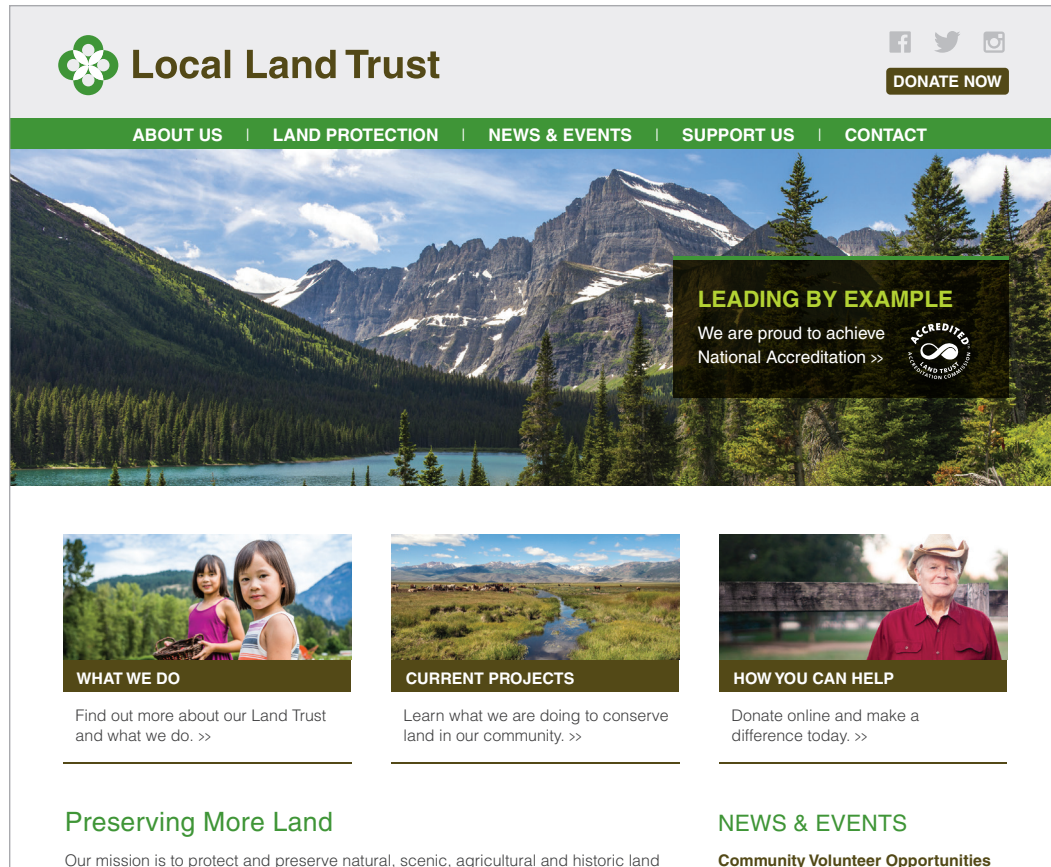


Accreditation Seal Style Guide

(Displaying the Seal, continued)

Example: website

2. Featured item on a homepage “slider”

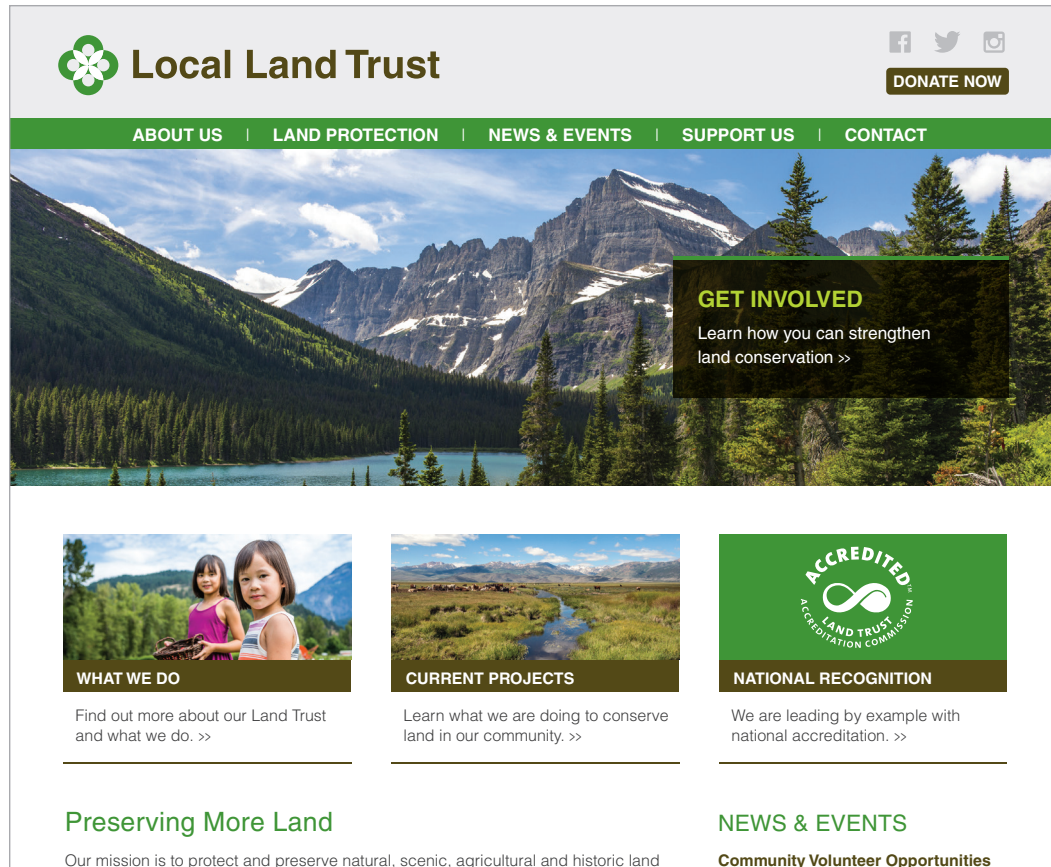


Accreditation Seal Style Guide

(Displaying the Seal, continued)

Example: website

3. Featured item on the homepage within its own “bucket”

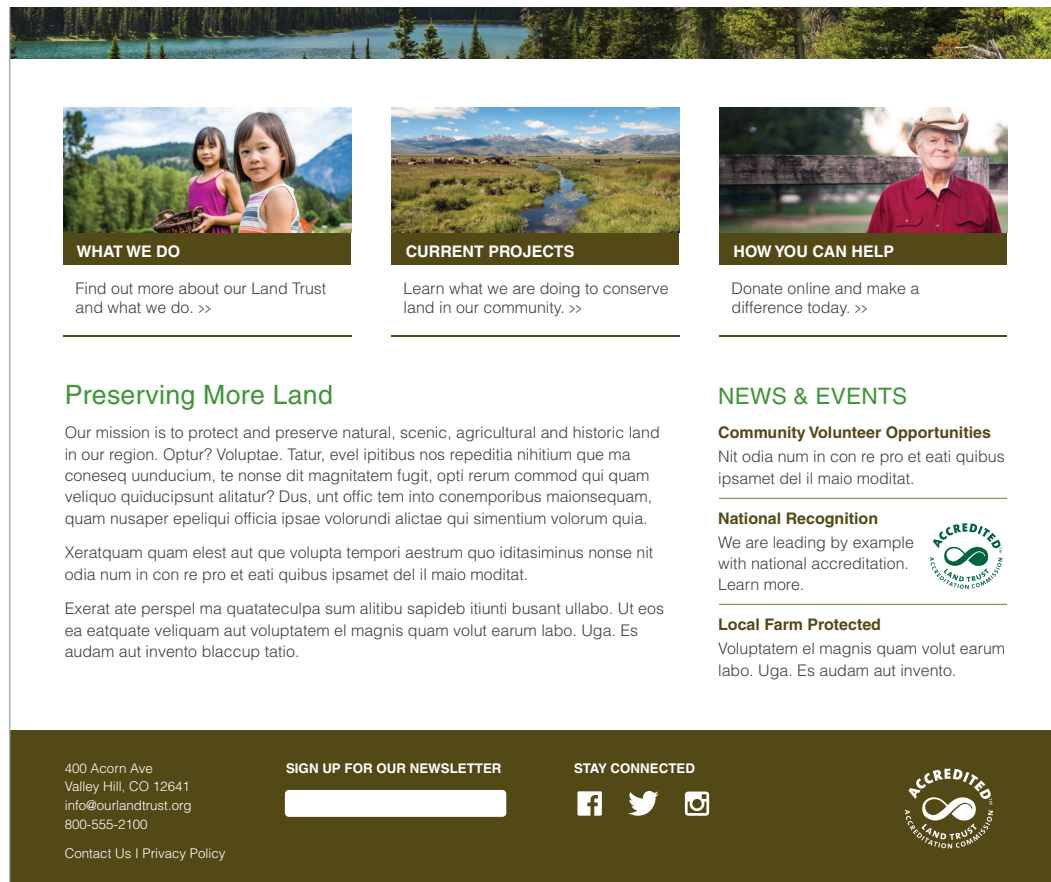


Accreditation Seal Style Guide

(Displaying the Seal, continued)

Example: website

4. Featured item on the homepage within its own “bucket”
5. In the bottom “footer” of your site



The image shows a website layout for a Land Trust. At the top is a wide banner image of a lake and forest. Below this are three columns of content:

- WHAT WE DO**: A photo of two children, followed by the text "Find out more about our Land Trust and what we do. >>"
- CURRENT PROJECTS**: A photo of a river and mountains, followed by the text "Learn what we are doing to conserve land in our community. >>"
- HOW YOU CAN HELP**: A photo of a man in a hat, followed by the text "Donate online and make a difference today. >>"

Below these columns are two main sections:

- Preserving More Land**: A paragraph about the mission to protect natural, scenic, agricultural and historic land. It includes a paragraph about the organization's commitment to transparency and a paragraph about the benefits of land preservation.
- NEWS & EVENTS**: A section titled "Community Volunteer Opportunities" with a paragraph about the benefits of volunteering. It also includes a section titled "National Recognition" with a paragraph about the organization's accreditation and a section titled "Local Farm Protected" with a paragraph about the benefits of farm protection.

The footer is a dark green bar with white text. It includes the following information:

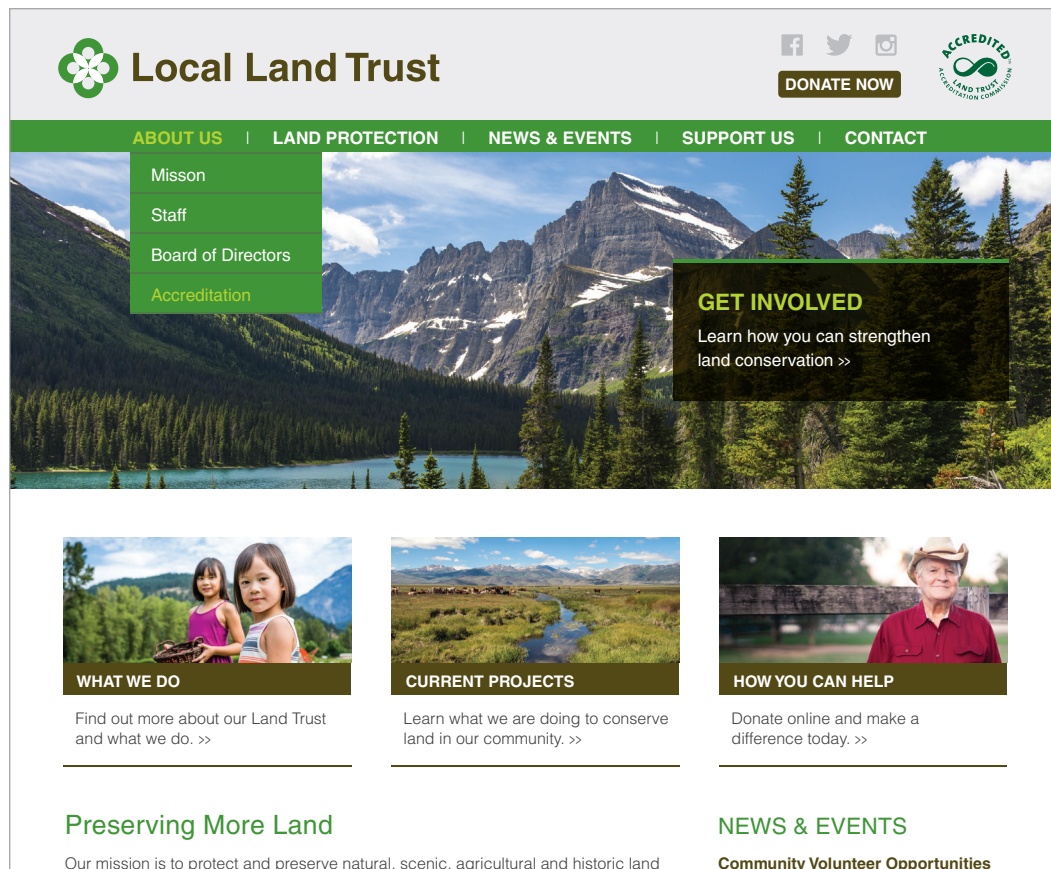
- 400 Acorn Ave
Valley Hill, CO 12641
info@ourlandtrust.org
800-555-2100
- SIGN UP FOR OUR NEWSLETTER**: A white input field.
- STAY CONNECTED**: Social media icons for Facebook, Twitter, and Instagram.
- ACCREDITED LAND TRUST**: The Accredited Land Trust seal, which is a circular logo with the word "ACCREDITED" at the top, "LAND TRUST" in the center, and "ACCREDITATION COMMISSION" at the bottom.

Accreditation Seal Style Guide

(Displaying the Seal, continued)

Example: website

6. Create an “Accreditation” page under your “About Us” section to further explain and promote the value of Accreditation

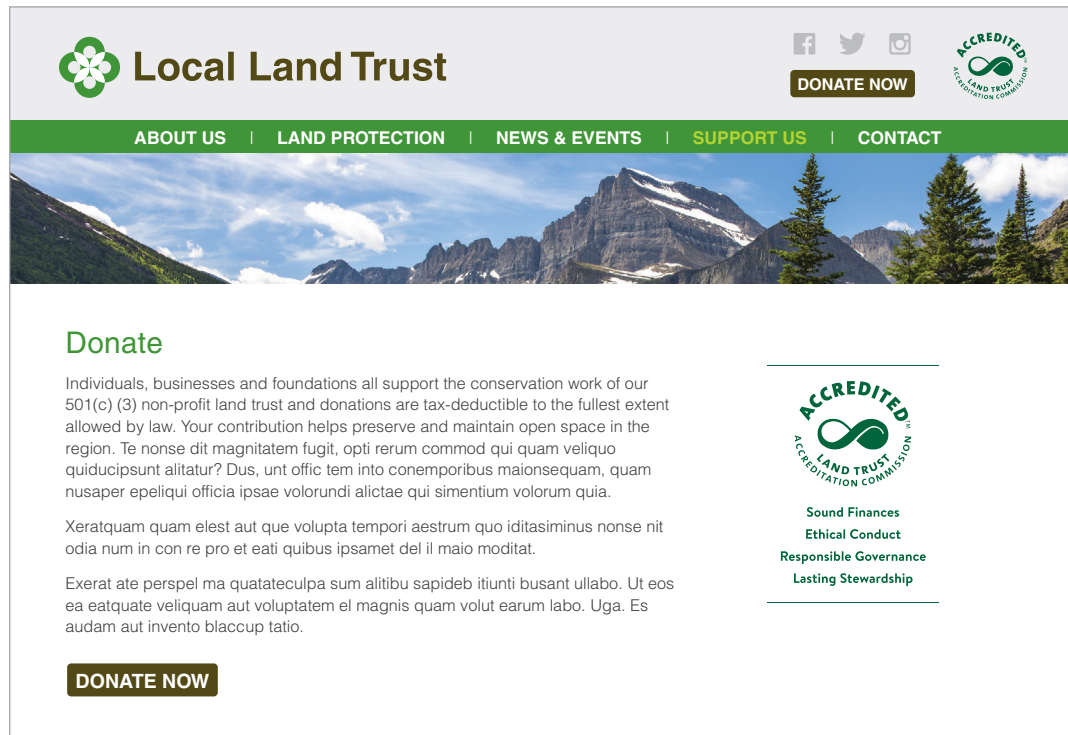


Accreditation Seal Style Guide

(Displaying the Seal, continued)

Example: website

7. On your donation pages to reassure donors that national quality standards are in effect that promote excellent stewardship, sound finances and effective governance



H For More Information

When in doubt about how or where to use the seal, feel free to contact Lisa McCarthy, Communications Liaison at the Land Trust Accreditation Commission.

Lisa McCarthy

518-587-3143

lmccarthy@landtrustaccreditation.org