

Accredited land trusts can display the accreditation seal with pride. The seal can be added to your business cards, newsletters, apparel, collateral materials and most importantly, your website.

Style Guide

Since the accreditation seal is trademarked, how and where you can use it is dictated by the Commission's *Accreditation Seal Style Guide*.

- [Accreditation Seal Style Guide](#) (PDF) *download and save to ensure proper seal use*



Where to Start

After you review the guide, the first place to display the seal is on your website, then decide where else the seal will work for your land trust. There are lots of ways to add the seal and accreditation information to your website.

[accordion id="a1" heading="Click to see examples for inspiration"]

- [North Coast Land Conservancy](#) (OR), scroll down to see seal displayed on the right side footer
- [Finger Lakes Land Trust](#) (NY), added an accredited page to their about section
- [Candlewood Valley Regional Land Trust](#) (CT), displays the seal on the main body of their home page
- [Scenic Rivers Land Trust](#) (MD), scroll down to see the seal displayed on the left side footer

[/accordion]



TIP: However you want to display the seal on your website, remember to

- Make the seal a clickable link to the [Commission's About the Seal](#) page
- Follow all color and formatting parameters in the [Accreditation Seal Style Guide](#).

Download the Seal

The seal is available in green or white and in the following file formats for each version:

- JPEG for web
- PNG for web (has a transparent background)
- EPS for print

If you need a different file type or need assistance in customizing the seal for your materials, [please contact our communications staff](#).



[accordion id="b2" heading="Basic Seal"]

JPEG versions for web:

- [Green](#) | to save, click link, right-click and choose 'save as image.' All JPEG images have a white box around the seal. If you would like a transparent background, please use the PNG file.

PNG versions for web (has a transparent background)

- [Green](#) | [White](#)

To save, click link, right-click and choose 'save as image.'

EPS versions for print

- [Green](#) | [White](#)

[/accordion]



[accordion id="c3" heading="Seal in white enclosed circle (.png and .eps only)

Note: grey box around pictured logo is to show how this version appears on a background other than white.

PNG versions for web (has a transparent background)

- [Green](#) | [White](#)

To save, click link, right-click and choose 'save as image.'

EPS versions for print

- [Green](#) | [White](#)

[/accordion]



[accordion id="d4" heading="Seal with tagline **Conservation Excellence**"]

JPEG versions for web:

- [Green](#) | to save, click link, right-click and choose 'save as image.' All JPEG images have a white box around the seal. If you would like a transparent background, please use the PNG file.

PNG versions for web (has a transparent background)

- [Green](#) | [White](#)

To save, click link, right-click and choose 'save as image.'

EPS versions for print

- [Green](#) | [White](#)

[/accordion]



[accordion id="e5" heading="Seal with description"]

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



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"]

JPEG versions for web:

- **HORIZONTAL** [Green](#)
- **VERTICAL** [Green](#)

To save, click link, right-click and choose 'save as image.' All JPEG images have a white box around the seal. If you would like a transparent background, please use the PNG file.

PNG versions for web (has a transparent background)


- **HORIZONTAL** [Green](#) | [White](#)
- **VERTICAL** [Green](#) | [White](#)

To save, click link, right-click and choose 'save as image.'


EPS versions for print

- **HORIZONTAL** [Green](#) | [White](#)
- **VERTICAL** [Green](#) | [White](#)

[/accordion]



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



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[accordion id="f6" heading="Seal with bulleted list"]

JPEG versions for web

- **HORIZONTAL** [Green](#)
- **VERTICAL** [Green](#)

To save, click link, right-click and choose 'save as image.' All JPEG images have a white box around the seal. If you would like a transparent background, please use the PNG file.

PNG Versions for web (has a transparent background)

- **HORIZONTAL** [Green](#) | [White](#)
- **VERTICAL** [Green](#) | [White](#)

To save, click link, right-click and choose 'save as image.'

EPS versions for printing

- **HORIZONTAL** [Green](#) | [White](#)
- **VERTICAL** [Green](#) | [White](#)

[/accordion]

A Mark of Distinction

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



- ✓ SOUND FINANCES
- ✓ ETHICAL CONDUCT
- ✓ RESPONSIBLE GOVERNANCE
- ✓ LASTING STEWARDSHIP

www.landtrustaccreditation.org

[accordion id="g7" heading="Values Card"]

- [JPEG version for web](#) To save, click link, right-click and choose 'save as image.'
- [PNG version for web](#) (only available with a white background) To save, click link, right-click and choose 'save as image.'

- [EPS version for printing](#)

[/accordion]