

LAND TRUST ACCREDITATION  
COMMISSION   
An independent program of the Land Trust Alliance

# Smart, Stylish, Flexible: Accreditation Seal Options

## A Mark of Distinction

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



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

[www.landtrustaccreditation.org](http://www.landtrustaccreditation.org)

“We just updated our website and I was struggling to encapsulate the story of the seal in a way that still rendered well in our footer. Now I can use the seal with the description attached. PERFECT!”

—Hazel Cook, Central Savannah River Land Trust (GA)

### A Sampling of Seals



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



Conservation Excellence



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


**H**as your land trust ever struggled to describe what its accreditation means, in the best way possible? We can help with that! Accredited land trusts from around the country helped us come up with some smart, stylish, flexible layouts of the accreditation seal that powerfully and succinctly describe the value of accreditation.

As an accredited land trust you now have more flexibility than ever in how and where you can use the seal. For instance, each seal version is available in green, white and black, and comes in five different file formats:

- JPEG versions for web
- GIF versions for web
- TIFF versions for print
- EPS versions for print
- AI (Adobe Illustrator) versions for large printing

Your choices also include horizontal and vertical layouts, and you can now

use just about any solid color to ensure that it matches and does not detract from your brand. The “Accreditation Seal Style Guide” has many fresh examples of where and how you can use the accreditation seal and, with over 100 individual seal versions available on our website, we hope you take the time to explore and find the best solution for your design.

Here are only a few examples of what is now available to you. For more, visit the link below. 

**JENNIFER BRADY-CONNOR** IS ASSOCIATE DIRECTOR OF TECHNOLOGY & COMMUNICATIONS OF THE LAND TRUST ACCREDITATION COMMISSION.