

Tread Lightly!’s Graphic Standards

Use of Tread Lightly!’s Logos

Tread Lightly!’s logo identifies Tread Lightly!, symbolizes its purpose and brand and, by printing it in collateral material, recognizes those companies and organizations that are active members of the educational program.

To effectively build Tread Lightly!’s identity, all members displaying the logo must agree to the Tread Lightly! principles and adhere to these Graphic Standards and other recommendations outlined in Tread Lightly!’s Advertising Guidelines.

This summary provides an overview of how to incorporate the Tread Lightly! logo and all other affiliated logos into collateral materials.

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How To Use The Tread Lightly! Logo

The Tread Lightly! logo may not be used in body copy or headlines. ® must be used with the words Tread Lightly! in the logo as well as the thumbprint in the logo. The Tread Lightly! logotype can be used without the thumbprint, however, the thumbprint cannot be used without the logotype.

Space Guidelines

To determine the minimum clear space for the logo, measure the distance from the center of the thumbprint to either edge. At least this much clear space should surround the logo.

Do not stretch or squish the Tread Lightly! logo to fit!

Color Usage

There are three approved color versions of the logo: solid black, solid white and full-color. When using the full-color logo, Tread Lightly! and the tagline must appear in black.

Four-Color Process

Dark Green:

87% Cyan
60% Yellow
65% Black

Light Green:

43% Cyan
30% Yellow
27% Black

Blue:

100% Cyan
51% Magenta
30% Black

Yellow:

100% Yellow
27% Magenta
6% Black

PMS® Or Spot Color

The following colors should be used when using the Pantone Matching System® (PMS®) inks for printing:

Dark Green: 554

Light Green: 556

Blue: 541

Yellow: 124

Proper Trademark Usage

® is a symbol used to designate a registered trademark. The purpose of this symbol is to communicate a word or design is protected by law and violations are subject to legal action. A registered trademark enables a company to bring legal action against anyone who attempts to use the trademarked word without permission or markets a similar product under the same name.

Tread Lightly! Trademarks

The Tread Lightly! logotype is a registered trademark. ® should always follow the logotype.

The following shows the proper trademark designation:
Tread Lightly!®

Guidelines For Using ®

To indicate a word is being used as a trademark, ® should follow the word the first time it appears in a document. ® does not have to be used every time the word appears.

Copy

In text, Tread Lightly! begins with a capital "T" and "L." The logo displays "tread lightly!" in lower case letters. In text, it is proper to use an initial-cap when writing the words. Always be sure to include the exclamation mark at the end – "Tread Lightly!"

Use Of Official Partner Logo

Tread Lightly!'s Official Partner logo can only be used by active members who contribute \$500.00 or above. The Partner logo has restricted use and can only be authorized by Tread Lightly!. The Tread Lightly! Official Partner logo shares the same usage guidelines and color assignments as the Tread Lightly! logo.

RESPECTED IS OPEN ACCESS™

Publications and Collateral

To ensure consistent brand image is conveyed, all photos, publications, and collateral material utilizing the Respected Access logo must be approved in advance. Work should be submitted for approval at the conceptual stage (layout and headline). If the concept is approved for production, final camera-ready artwork should also be submitted for approval.

Approval Deadlines

Please allow a reasonable amount of time in production schedules for the approval phase. Allow for five working days for approval, although every effort will be made for less response time.

How To Use The Respected Access Logo

The Respected Access logo may not be used in body copy or headlines. “TM” must be used with the logo. The Respected Access logo must always be used in conjunction with the Tread Lightly! logo.

Space Guidelines

To determine the minimum clear space for the logo, measure the height of the green bar. At least this much clear space should surround the logo.

Do not stretch or squish the Respected Access logo to fit!

Color Usage

There are three approved color versions of the logo: solid black, solid white and full-color. When using the full-color logo.

Four-Color Process

Respected Access Green:

86% Cyan

17% Magenta

100% Yellow

4% Black

Copy

In text, the name should appear as such: *Respected Access is Open Access.*



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To ensure consistent brand image is conveyed, all photos, publications, and collateral material utilizing the Respected Access logo must be approved in advance. Work should be submitted for approval at the conceptual stage (layout and headline). If the concept is approved for production, final camera-ready artwork should also be submitted for approval.

Approval Deadlines

Please allow a reasonable amount of time in production schedules for the approval phase. Allow for five working days for approval, although every effort will be made for less response time.

How To Use The RIDE ON Designated Routes logo

The RIDE ON logo may not be used in body copy or headlines. The RIDE ON logo must always be used in conjunction with the Tread Lightly! logo.

Space Guidelines

To determine the minimum clear space for the logo, measure the height of one of the tire tracks. At least this much clear space should surround the logo.

Do not stretch or squish the RIDE ON logo to fit!

Color Usage

There are two approved color versions of the logo: solid black and solid white.

Copy

In text, the name should appear as such: *RIDE ON Designated Routes*.



Publications and Collateral

To ensure consistent brand image is conveyed, all photos, publications, and collateral material utilizing the Respected Access logo must be approved in advance. Work should be submitted for approval at the conceptual stage (layout and headline). If the concept is approved for production, final camera-ready artwork should also be submitted for approval.

Approval Deadlines

Please allow a reasonable amount of time in production schedules for the approval phase. Allow for five working days for approval, although every effort will be made for less response time.

How To Use the Restoration for Recreation logo

The Restoration for Recreation logo may not be used in body copy or headlines. The Restoration for Recreation logo must always be used in conjunction with the Tread Lightly! logo.

Space Guidelines

To determine the minimum clear space for the logo, measure the length of one of the spears. At least this much clear space should surround the logo.

Do not stretch or squish the Restoration for Recreation logo to fit!

Color Usage

There are two approved color versions of the logo: solid black and full color.

Copy

In text, the name should appear as such: *Restoration for Recreation*.



Publications and Collateral

To ensure consistent brand image is conveyed, all photos, publications, and collateral material utilizing the Respected Access logo must be approved in advance. Work should be submitted for approval at the conceptual stage (layout and headline). If the concept is approved for production, final camera-ready artwork should also be submitted for approval.

Approval Deadlines

Please allow a reasonable amount of time in production schedules for the approval phase. Allow for five working days for approval, although every effort will be made for less response time.

How To Use the Tread Trainer logo

The Tread Trainer logo may not be used in body copy or headlines. The Tread Trainer logo must always be used in conjunction with the Tread Lightly! logo.

Space Guidelines

To determine the minimum clear space for the logo, measure half of the height of the arrow. At least this much clear space should surround the logo.

Do not stretch or squish the Tread Trainer logo to fit!

Color Usage

There are two approved color versions of the logo: solid black and full color.

Copy

In text, the name should appear as such: *Tread Trainer*.

Please direct all requests for approval to Tread Lightly!, Inc. at treadlightly@treadlightly.org or call 801-627-0077.