




STANDARD LOGO

The *Litter. It Costs You* logo was designed to visually represent Georgia’s litter abatement program. There are several logo variations available for use, which—when used consistently—help link our varying entities and present one common image for our diverse programs. To ensure the logo is used correctly, the following guidelines must be followed:

OVERVIEW

The *Litter. It Costs You* logo can appear in two colors, three colors, or in black. Do not alter or change the colors. No other combinations of colors may be used.

COLORS

Pantone	Process
 BLACK	c0 m0 y0 k100
 PMS 368 C	c57 m0 y100 k0
 PMS 576 C	c49 m0 y100 k39

Tints of the color **BLACK** are at 25% and 70%
Tints of the color **PMS 368 C** are at 25%

Standard logo with gray type



Standard logo with reverse type



Standard logo alternate options





STANDARD LOGO & WEB ADDRESS

Standard logo & Web address with gray type



Standard logo & Web address with reverse type



Standard logo & Web address alternate options



CAMPAIGN LOGO

Campaign logo with gray type



Campaign logo with reverse type



Campaign logo alternate versions





USAGE

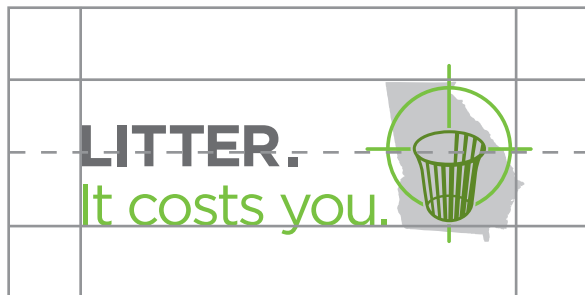


LOGO TREATMENT

The logo should not be redrawn or recreated. The logo should never be manipulated, stretched, distorted or cropped. The logo should never be taken apart and recombined in any way to create new artwork. No part of the logo may be changed or re-sized in any way relative to the rest of the logo.

LOGO SIZING

You should take care to maintain the integrity of all elements of the logo. For example, the logotype must be readable; in no case should the logo appear at such a small size that this condition is not met. The minimum acceptable size for the logo is 1.5 inches wide. For the Web, the logo should not be smaller than 90 pixels wide.



CLEARSPACE AROUND THE LOGO

Always surround the logo with a minimum amount of blank space equivalent to half the height of the logo itself. As demonstrated at left, if you square the total height of the logo and divide it by two, you will be able to calculate the amount of blank space that must always surround it.

This rule applies to the logo regardless of how big it is. The space around it should expand or contract relative to the logo's size.

FILE FORMATS & USAGE

PRINT APPLICATION FILE FORMAT

Encapsulated Postscript (EPS) files were created in Adobe Illustrator and can be reproduced at any size without compromising quality. Use these versions for printing. Each version is a separate file. Logos can be printed using either PMS colors or the 4-color process mix specified on page 1. Type has been converted to outlines; no fonts are required to reproduce the logo.

ON SCREEN APPLICATION FILE FORMATS

These versions are for on screen applications such as the Web or Microsoft presentations. They have been created in RGB color mode. On screen files are saved in JPEG and TIF format. For each logo version, two sizes have been optimized for choice. Tagged-Image File (TIF) format files were created in Adobe Photoshop to be used in Microsoft Word documents and PowerPoint presentations. JPEG files are provided for use in Web applications.

FONT USAGE

Litter. It Costs You written materials including press releases, emails, Word docs, etc., should use the font Century Gothic for headers and body copy. Times New Roman can also be used for body copy when Century Gothic is not available. When written into press materials, etc., the tagline should be italicized and all words should be in Title Case - *Litter. It Costs You*. The terminal period in the tagline should not be used when the tagline is written into a sentence. For example, "*The Litter. It Costs You* campaign launched in 2006." The only exception is if the tagline ends a sentence. When citing the Web site, "www." should not be used. The Web site should always be written in lowercase - "litteritcostsyu.org".

TEMPLATE USAGE

PowerPoint template: Additional logos can be placed in the bottom right corner of the slides. Century Gothic (standard or bold) should be used for titles and headers. Century Gothic or Times New Roman can be used for body copy. Dark gray is the only color that should be used for text. When including bullet points, "•" and "-" can be used. If a graph is inserted on a slide, the trashcan graphic in the background should be removed. Shades of blue and green should be used in graphs.

Email Header template: The email header should be inserted as a picture at the very beginning of an email. No text should be placed above the header (Disclaimer: Due to the many types of email programs used, when sending the email, there is a chance the image will not be displayed properly).

TELEVISION USAGE

For television use, the tagline type may be reversed and run as white over picture with no box or other border surrounding it. In this case, the *Litter. It Costs You* tagline and Web address may be used as text only without the logo crosshair icon. If used on screen in a box or with a border, the logo crosshair icon must always be used along with the tagline and Web address.

COMPLIANCE

The Litter Abatement and Prevention Task Force reserves the right to spot-check all advertising and collateral bearing the logo and may periodically send out requests for samples. The Litter Abatement and Prevention Task Force also reserves the right to review advertising in publications for compliance with these guidelines.