

LOGO GUIDELINES



Toward Zero Waste is a 501(c)(3) nonprofit organization dedicated to promoting waste-conscious living in North Carolina, through inspiration, education and action, because every small change matters.

TowardZeroWaste.org | [f](#) [t](#) [m](#) [@](#)

PRIMARY LOGO



ICON

GREYSCALE
LOGOONE COLOR
LOGO

TYPOGRAPHY

The TZW Logo should always be paired with a sans serif font. Preferred fonts would be Museo Sans, Futura PT, or Fira Sans.

Museo Sans

Futura PT

Fira Sans

RGB COLOR VALUES AND HEXIDECIMAL WEB VALUES TO BE USED FOR SCREEN APPLICATIONS.

PRIMARY LOGO COLORS



R 92
G 96
B 179
#5c60b3



R 90
G 158
B 132
#5A9E84



R 226
G 227
B 255
#e2e3ff

GREYSCALE LOGO COLORS



R 0
G 0
B 0
#000000



R 135
G 135
B 135
#878787

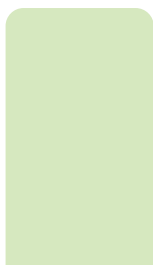


R 219
G 219
B 219
#DBDBDB

SECONDARY BRANDING COLORS



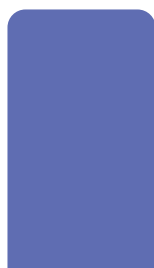
R 157
G 208
B 139
#9DD08B



R 214
G 232
B 191
#D6E8BF

CMYK COLOR VALUES AND PANTONE SPOT COLORS
TO BE USED FOR PRINT APPLICATIONS.

PRIMARY LOGO COLORS



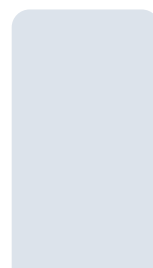
C 72
M 55
Y 0
K 0

Pantone 7456 C



C 69
M 0
Y 54
K 7

Pantone 7723 C



C 10
M 3
Y 1
K 2

Pantone 656 C

GREYSCALE LOGO COLORS



C 60
M 40
Y 40
K 100

Pantone Black C



C 23
M 16
Y 13
K 46

Pantone
Cool Gray 8 C



C 4
M 2
Y 4
K 8

Pantone
Cool Gray 1 C

SECONDARY BRANDING COLORS



C 40
M 0
Y 50
K 0

Pantone 359 C



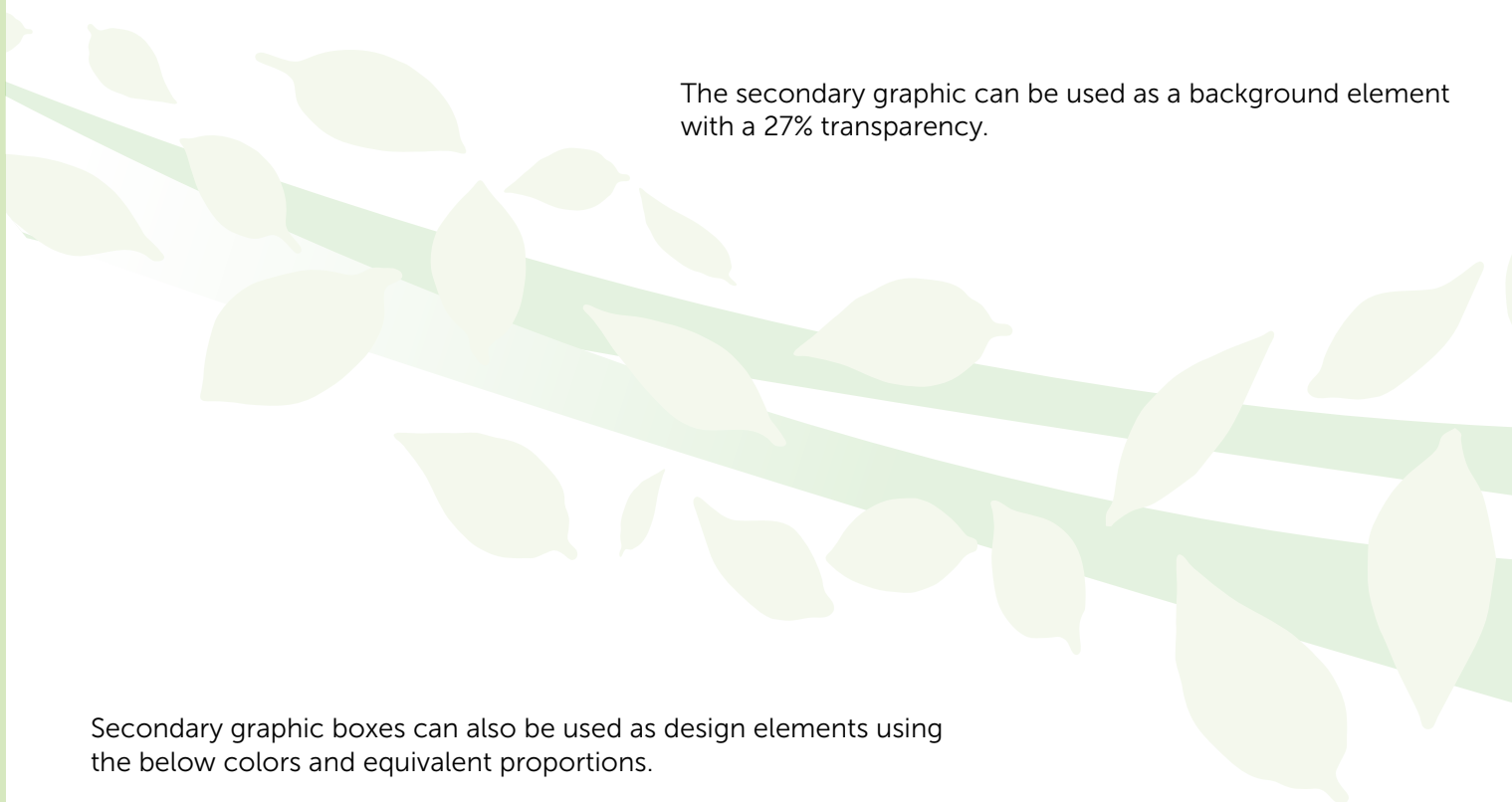
C 9
M 0
Y 18
K 0

Pantone 7485 C

The secondary graphic can be used in conjunction with the logo or on it's own, as an accent.



The secondary graphic can be used as a background element with a 27% transparency.



Secondary graphic boxes can also be used as design elements using the below colors and equivalent proportions.



Examples of possible uses for the secondary branding element

Table Banner



Flyers



06 LOGO USE ON DARK BACKGROUNDS

TOWARD ZERO WASTE

LOGO GUIDELINES

Whenever possible the Logo should be presented against a white background. When placed against a dark image or dark color background a white box with radius corners should be used behind the logo, as in the below examples.



If using a white box behind the logo is not feasible, the bottom line element of the logo must fade from green to transparent.

The Logo should always be displayed with a minimum amount of clear space around it, free of any graphic or type elements. This area is equivalent to the height of the letter R, on all 4 sides. This rule applies to all versions of the logo in all applications.



Example of inadequate clear space



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus blandit viverra ligula, vitae fringilla nunc sodales ac. Fusce enim mauris, accumsan ut ex a, convallis consequat elit. Ut rutrum, quam vel rutrum sagittis, dui nibh convallis elit, sodales vestibulum libero odio rutrum quam. Nulla porta variu commodu urna consequat et. Vivamus iaculis eget mi quis el non congue nibh volutpat vulp

Aliquam libero tellus, suscipit e vulputate turpis. Donec porta r nascetur ridiculus mus. Maecel augue varius purus, at facilis s id nisi venenatis fermentum. In non posuere metus. Nulla in faucibus sapien, et lacinia ipsum. In hac habitasse platea dictumst. Vivamus scelerisque diam id dui interdum, id tristique tellus finibus

TOWARD
ZERO
 WASTE
 CARY, NC

enim porta scelerisque. Etiam eu us et magnis dis parturient montes, non viverra elementum, turpis n sed, volutpat nisi. Cras et ante

Please use approved electronic files when reproducing the logo. Altering, stretching, or distorting the logo detracts from having a consistent message and image. Below are examples of ways the logo can be misused.



Do not stretch or alter the proportions of the logo in any way.



Do not change the color of the logo.



Do not apply effects such as drop shadows or outlines.



Do not tilt the logo



Do not crop the logo.



Do not overlay graphic elements over the logo.