

Professional Landcare Network (PLANET) CERTIFICATION LOGO USAGE GUIDE

PLANET has created three versions of your certification logo to fit your needs. The horizontal “PLANET Certified” logo will serve as the primary treatment to be used on corporate materials. In cases where space constraints are an issue, you may select the circular “badge-style” treatment. The circular logo anchored by the word “PLANET” showcases the organization behind the certification, providing credibility to the designation. The badge-style treatment without the word “PLANET” can be used in environments where it is apparent that PLANET is the organization offering the certification.

General

The PLANET Certification logos can be resized and converted to other file formats as long as the proportions and colors do not change and they are not rotated or manipulated in any way.

Avoid placing the logos on top of photographic or textured elements.

The logos should not be used in any way that implies or may seem to imply an endorsement of a product or service.

The logos should not be placed so close to type or graphic elements that it appears the type or graphic is part of the logo or that the logo seems to be acting as an adjective.

Print

The resolution of the logos should not be less than 300 dpi.

There is no maximum size for the logos. However, they should not be presented less than 1” wide.

Web

The resolution of the logos should not be less than 72 dpi.

There is no maximum size for the logos. However they should not be presented less than 144 pixels wide.

If you have any general questions about these guidelines, please feel free to contact the PLANET office at (800) 395-2522 or e-mail info@landcarenetwork.org.