

LOGO DESCRIPTION

The Keep Texas Beautiful logo has been strategically designed to provide a clear, consistent brand for the organization. The logomark and logotype should always appear together to make the complete Keep Texas Beautiful logo.



CLEAR ZONE

The logo must have a surrounding area of clear space to allow it to have maximum visual impact.

The Clear Zones are found by using the "e" from the **logotype** as a guide for spacing around the logo.



USAGE GUIDELINES: DON'T

The Keep Texas Beautiful logo is the signature of the organization. To have brand recognition, it must be used in a consistent and appropriate manner. **The only versions for use are available by contacting communications@ktb.org.**

Examples of unacceptable logo usage:

1. Do not stretch, distort or re-color the logo. The only alternatives to the full color logo are black and reversed out white.
2. Do not use the logo without the tagline, "Keep America Beautiful Affiliate"
3. Do not break the logo apart or use the logomark separately, unless using in a supporting graphic to the main brand as an avatar for social media where it supports the full logo.






4. Do not place the logo on dark backgrounds unless using the reversed out logo.
5. When screen printing the logo onto t-shirts, do not use the logo at a size less than two inches wide, so that the integrity of the detail on the logo is maintained.



STANDARD LOGO VARIATIONS

Because of the length of the logotype, Keep Texas Beautiful has three arrangements of the logotype for different spacial situations. This prevents the need for altering the cohesive unit of the Logomark, Logotype, and Tagline.

	DESCRIPTION	LOGOS
STANDARD HORIZONTAL	<p>The standard logo is the primary logo for print collateral usage and correspondence, including email signatures and press releases.</p> <p>The standard logo is ideal for providing to vendors or other organizations.</p> <p>Minimum width - 2" wide.</p>	
Vertical	<p>The Vertical Logo is the best for online, print, screen printing, and embroidery applications where horizontal space is constricted. In this case, the vertical logo provides a good alternate solution.</p> <p>Minimum width - 1.5" wide.</p>	
Avatar	<p>The Avatar is only for social media, where the full logo accompanies the avatar in the cover image, background, etc.</p>	

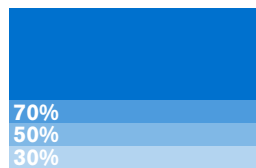
COLOR PALETTE

The Keep Texas Beautiful logo consists of three foundation colors. These colors serve to reinforce the brand, and were specifically chosen based on what they would convey to our audience about Keep Texas Beautiful.

Bright Blue is a universal color that is calming and represents confidence and integrity. Literally, it also represents the blue hue of our state flower, the Bluebonnet.

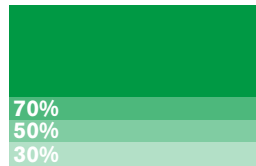
Dark Green is calming, and in this logo, represents the nature element of not only the bluebonnet, but millions of other species of plants in the Texas landscape.

Bright Green is life. It signifies growth, renewal and the environment.



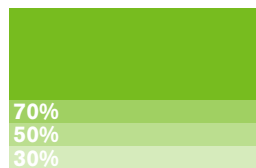
PMS* 285

RGB 0/114/206
CMYK 90/48/0/0
HEX 0072CE



PMS 347

RGB 0/154/68
CMYK 93/0/100/0
HEX 009A44



PMS* 368

RGB 120/190/32
CMYK 65/0/100/0
HEX 78BE20

*Pantone Matching System - A set of standard colors for printing, each of which is specified by a single number.