

Land Pride Logo Usage Policy

Our corporate logo is an important part of our brand. It represents our identity and is a valuable piece of intellectual property. Therefore the following rules have been established regarding its use.

- Use only approved logos found at <http://www.landpride.com/logo>
- The logo must be used as provided by Land Pride with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted.
- Keep enough space around the logo so it appears clean and uncluttered.
- Backgrounds that the logo is placed on should be uncluttered, and as solid as possible.

CORRECT LOGO USAGE



4-COLOR PROCESS

This version should be used for all printed items, and online publishing.



2-COLOR

Only to be used when printing limitations restrict the number of colors to 2 colors printed on white cardstock (i.e. envelopes, business cards) PMS 130, Black

INCORRECT LOGO USAGE

Do not display the logo in forms other than those specified in this guide.

Do not place logo within text or headlines.

Do not shade, recolor, rotate or distort the logo in any way.

Do not use obsoleted versions of the logo.



Do not stretch or distort the logo.



Do not stretch or distort the logo.



Do not add effects like shadows, bevels or transparencies.



Do not place logo over busy photographic backgrounds.



Do not use obsoleted logo.



Do not use obsoleted logo.