

Sustainable Jersey Registered and Certified Logos

Suggested Uses

On websites, presentations, green team printed materials, banners and other advertising/marketing material

Registered Municipalities

Registered municipalities may use ONLY the Sustainable Jersey® “registered” logo, pictured to the right.



Certified Municipalities

Upon certification, municipalities will receive their personalized logo (Silver or Bronze) as well as additional outreach materials.



LOGO TYPES AND FORMATS

RASTER IMAGES*

Full Color JPEG

The full color version of this logo is in RGB format. It is suitable for both digital and print applications. This format has a white background.

Grayscale JPEG

This is the grayscale version of the logo. It too is suitable for both digital and print applications. This format also has a white background.

Full Color PNG

This version of the logo is ONLY suitable for digital applications. It should not be used for print work. This format has a transparent background.

Grayscale PNG

This is the grayscale version of the logo and is ONLY suitable for digital applications. It should not be used for print work. This format has a transparent background.

VECTOR IMAGES**

Full Color AI (Adobe Illustrator)

This is the original artwork. Because it is resolution independent, it can be resized with no degradation in quality. Most of the time it will have to be exported out as one of the file types mentioned above. This type of file can only be edited in Adobe Illustrator.

Full Color EPS (Encapsulated Post Script)

This file is very similar to the AI file but can be used outside of Illustrator.

*These types of files can only be resized to be larger up to a certain point (roughly 25-30%) before they degrade in quality

**In order to use these files, you will need Adobe Illustrator or another application that can edit vector files

Logo Usage

LOGO MANIPULATION

The logo should not be manipulated in any way. This means that the logo should not be expanded, contracted, shuffled or rearranged.

The colors should not be altered, faded, switched or outlined.

The graphic elements should not be scaled, distorted or changed.



Never tilt the logo



Never distort the shape of the logo



Never change the type of the logo



Never change the color of the logo



Never rearrange the elements in the logo



Never put the logo on a background that is a signature logo color

MINIMUM SIZE USAGE

To maintain the readability of the logo, minimum size requirements have been established. The logo must be at least 1" in width and retain its original length/width proportion.



1" Wide

COLOR PALETTE

The following Pantone and CMYK colors are the signature colors of the logo.



Yellow

Pantone: 1-6
C:0 M:0 Y:55 K:0



Orange

Pantone: 18-3
C:0 M:25 Y:95 K:0



Green

Pantone: 289-2
C:60 M:0 Y:80 K:35



Deep Red

Pantone: 76-1
C:0 M:100 Y:100 K:40