



Certification Mark

The Green Masters Program® Registration Mark illustrates that a participating organization has identified and is effectively managing its material sustainability issues and that its performance related to those issues is consistent with generally accepted sustainability practices and standards.

Logo Use

As a Green Masters Program participant you are authorized to use the Green Masters Program logo on stationery, websites, promotional and educational materials. Various formats of the logo can be downloaded here:

<https://www.wisconsinsustainability.com/gmplogo>

Sizing

Please use the Green Masters logo no less than .5 inch (1/2") wide. Do not disproportionately scale the logo.

White Space

Allow adequate white space around the logo when used in a layout. For reference, use the sixth dot indicated for designating white space.

Please note: The required whitespace "border" is built into the downloadable logo versions.

Colors

The Green Masters Program logo is composed of black and PMS 361c green. The 4-color process breakdown for Green Master Green = C 75, M 5, Y 100.

Use of Reverse Logo Version

The logo should only be reversed out of the background when there is not enough contrast for the logo to be visible.

Logo Alterations

Do not alter the logo. The logo should be used as supplied. Do not distort or add any filters or effects to the logo.

Please note: The words 'Green Masters Program' within the logo must not be used as a separate graphic element.

The Green Masters Program® is overseen by the Wisconsin Sustainable Business Council (WSBC) whose mission is to advance sustainable principles and practices forward through the power of business. The objective of the Green Masters Program is to provide a framework to guide organizations in integrating sustainability into their strategic and operational business practices. The tool provides a framework for program development, education specific to each topic, and recognition of performance improvements. The WSBC supports businesses and sustainability professionals in the program through an array of education, resources, and tools which align with the Green Masters Program. The Green Masters Program and WSBC are catalysts for businesses looking to integrate sustainability into the fabric of their organization.