

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.wmep.org/green-masters-program-logo-guidelines-and-downloads/>



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.



Colors

The color 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 a 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.

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

The Green Masters Program is a program of the Wisconsin Sustainable Business Council's (WSBC) whose mission is to advance sustainable principles and practices forward through the power of business. WSBC support's businesses and sustainability professionals through an array of programming, education, resources and tools and are a catalyst for businesses looking to integrate sustainability into the fabric of their organization. We are here to transform business into a force of good in Wisconsin and beyond.

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