Take Care of Texas Public Use Style Guide

Introduction

Take Care of Texas (TCOT) is a statewide campaign of the Texas Commission on Environmental Quality (TCEQ) that encourages Texans to keep our air and water clean, conserve water and energy, and reduce waste.

These guidelines were developed to ensure the program's logo and tagline are used effectively and consistently and are not meant to be all-inclusive.

Trademark

To fully protect TCEQ trademarks so that they remain valuable assets for years to come, the agency registered the marks with the State of Texas Secretary of State Corporations Section. Any unauthorized use is a violation of trademark laws.

Usage

The TCOT logo and tagline cannot be used unless permission has been granted by TCEQ. To request permission, please contact us at <educate@tceq.texas.gov>. When using the logo, its type treatment and wording may not be altered or adapted.

Official Logo Configurations (Example A)

The TCOT logo is a combination of text and art. It is either three color, solid black, or a single spot color. For example, when used in a piece that uses blue and black inks, the logo can be used in solid blue or solid black.

When using the color version of the logo, consistency is essential. The official Pantone® (PMS) colors of the logo are PMS 313 (blue), PMS 377 (green), and black. The colors are important to the campaign's identity and should not be compromised for any reason.

The font used for "Take Care of Texas" is Rockwell Extra Bold. The font used for "TakeCareOfTexas.org" is Futura Extra Bold. The font used for "It's the Only One We've Got!" is Futura Book and the font for "A PROGRAM OF TCEQ" is Helvetica Bold. Never recreate the logo using other typefaces. Always maintain the type sizes and spacing that make up the logo text.
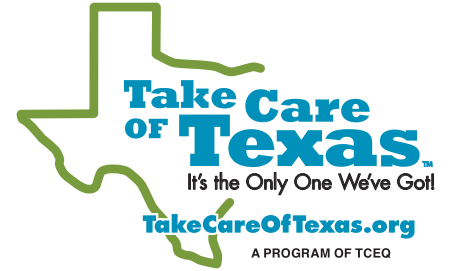
Follow these usage guidelines:

- Use the logo in its entirety whenever possible. In other applications, it is acceptable to use the alternate versions of the logo noted below.
- Use the logo without modification.
- Do not obscure any part of the logo by placing type, photographs, or other elements on top of it.
- The "TM" symbol is part of the logo and must be included.

Reducing the Logo and Alternate Versions (Example B)

Never reduce the logo to the point where any part of it is unrecognizable or unreadable. If the space available for the logo is limited, use the version of the logo that doesn't contain the slogan. This version also maximizes the "Take Care of Texas" portion of the logo. If necessary, use only the "Take Care of Texas" text portion of the logo. Never reduce the text smaller than 0.5 inches wide.
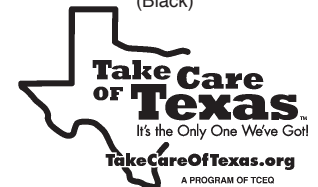
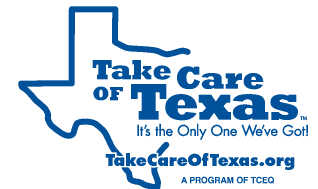### A. Official Logo Color Configuration

Three Color Logo

	PANTONE® 313			
PANTONE®	C: 100	M: 0	Y: 11	K: 2
	R: 0	G: 146	B: 188	
	PANTONE® 377			
PANTONE® ™	C: 50	M: 1	Y: 100	K: 20
	R: 122	G: 154	B: 1	

One Color Logo
(Black)

Spot Color Usage
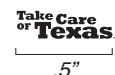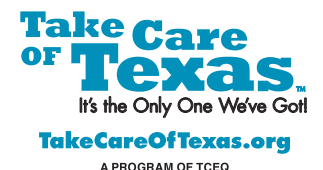For demonstration, shown in PMS 287 (blue).

B. Alternate Versions

Special Version for Small Uses
For use when lettering would be difficult to read.

Text-Only Versions

.5"

On a Light or Dark Background (Example C)
The logo may be reversed as solid white on a black or otherwise dark background. When placing the logo on any type of colored background, put a white box behind it to ensure that no part of the logo blends into the background color.

Rescaling the logo (Example D)
Do not rescale (distort) the logo vertically or horizontally. Always maintain its proper proportions.

Misuse

Misuse of the TCOT logo includes, but is not limited to:
- Using a logo without permission from TCEQ.
- Using a logo to sell, advertise, market, or package a specific product.
- Using a logo to imply an endorsement by TCEQ of an organization or its products or services.
- Using a logo on marketing materials, advertising, or product packaging/labels that can be viewed negatively by the public, including images or names that may be considered inflammatory or offensive.
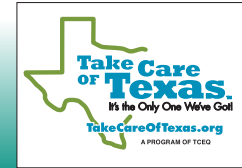
Questions?

If you have any questions about the use of the TCOT logo, or to request permission to use the logo, please contact the TCOT Program at 512-239-0010 or email <educate@tceq.texas.gov>.

C. On a Light or Dark Background

Reversed

Correct: in box   Incorrect: without box

D. Rescaling the Logo