



The Conservation
Alliance

BRAND ASSETS & GUIDELINES

01/12/22

LOGO

The Conservation Alliance logo is made up of our “Reflection” icon and logotype.
Always use provided files and do not rebuild or recreate the logo.



LOGO MISUSE

Do not crop the logo or icon



Do not change the transparency of the logo



Do not shift the scale or position of the logo



Do not use other colors than provided logo files



Do not use the logotype as a standalone mark



Do not distort the logo



Do not use drop shadows or other graphic effects



Do not recreate the logo using any other typeface



Do not outline the logo



Do not rotate any part of the logo



LOGOS

The Conservation Alliance logo is intended to be used as provided. Please do not manipulate or alter the graphic files which are provided in JPG and PNG formats. Files are available for download at [this link](#).



TCA_Logo_Green.png



TCA_Logo_Black.png



TCA_Logo_White.png

“REFLECTION” BUG ICON

Icon is provided in PNG format.

Files are available at [this link](#).



TCA_Bug_Green.png



TCA_Bug_Black.png



TCA_Bug_White.png

BRAND COLORS

Our main brand color is Heritage Green. We use the Highlighter pop color for visual emphasis. Less frequently, we use Deep Forest and Desert Sage for visual variety. Color builds have been provided for digital and print applications.



Heritage Green

HEX #384f0e
RGB 56/79/14
CMYK 72/45/100/43
PMS 378 EC

Highlighter

HEX #e0e32c
RGB 224/227/41
CMYK 16/0/95/0

Deep Forest

HEX #32391b
RGB 50/57/27
CMYK 68/53/91/60

Desert Sage

HEX #888f5b
RGB 136/143/91
CMYK 54/11/98/70

Primary

League Spartan

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

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TYPOGRAPHY IN USE

HEADLINE TYPE IS SET IN
EXTRABOLD WEIGHT

EXTRABOLD HEADLINE

YOU CAN ADD A HIGHLIGHTER
BAR FOR EMPHASIS.

HIGHLIGHTER BAR

TEXT ON HIGHLIGHTER
SHOULD BE HERITAGE GREEN

HERE'S AN EXAMPLE OF A
TYPOGRAPHIC LAYOUT.

TYPE ON IMAGE SHOULD BE
WHITE OR GREEN, DEPENDING
ON THE BACKGROUND COLOR.

