

Basic Elements · EPA Logo Usage

PREFERRED USE



The EPA logo is the primary logo for internal and external communication. Using these two versions (preferred and alternate) of the EPA logo will generate equity in the symbol, assure consistency across products, and maintain a unified image. It is important that the EPA logo always be reproduced with consistent high quality (in vector file format when possible). When using other symbols or graphic elements in addition to the EPA logo, be careful not to create a disjointed image of the Agency and cause stakeholder confusion.

ALTERNATE USES



Signature below



Signature beside



Signature beside on one line



For best results, the preferred presentation of the logo should be used on products that do not have enough space for the logo with text (pens, name badges, lapel pins, Web site banners, etc.).

It may also be used on partnership publications in the presence of other logos. Without the text underneath, the logo should be made the same relative size as the other logos on the page.

CLEAR SPACE



To ensure high visibility and an uncluttered presentation, always maintain clear space around the EPA logo. To determine the clear space, measure the width of the "E" in the logotype. The clear space will change depending on scale.

It is important that all parts of the EPA logo be readable. For this reason, the EPA logo should not be reproduced at sizes any smaller than those specified here. There are no maximum size restrictions as long as the clear space requirements are met.

MINIMUM SIZE



ACCEPTABLE



PMS 362

The entire logo must appear in black, gray, any uniform color or knock out white on a dark background. The flower and text may NOT be different colors, nor may the flower itself contain more than one color.



PMS 660



The relationship between the flower portion of the logo and Helvetica type should never be shifted or adjusted.

Always use approved artwork when reproducing the EPA identity. Available for download on the intranet at: epa.gov/protrac



Process Black at 70%



Process Black 100%



Knock out on a dark color

Basic Elements · Incorrect EPA Logo Usage



Incorrect Use

1. Never delete elements of the logo.
2. Never add elements to the logo.
3. Never distort the logo.
4. Never add a color to any element of the one-color logo.
5. Never blur or fade the logo.
6. Never incorporate other text into the logo.
7. Never change the typeface of the logo.
8. Never position the logo on a busy area of an image.
9. Never place an image over the logo.

UNACCEPTABLE



ACCEPTABLE

- U.S. EPA
- U.S. Environmental Protection Agency
- United States Environmental Protection Agency

Too close



UNACCEPTABLE

- USEPA
- US EPA
- U.S.E.P.A.



Basic Elements · EPA Seal Usage

ACCEPTABLE



Per EPA Order 1015.2A, the EPA seal is reserved for official communication, flags, and building signs. For more information on the EPA logo and seal, go to EPA's Product Review Web site: www.epa.gov/productreview.

The EPA logo has replaced the seal as the identifier on marketing and communication outreach. The seal is reserved for official communication for the Administrator's Office, legal and ceremonial use, speaker podiums, awards and plaques. Promotional outreach is not an award nor official communication and therefore may not use the seal.



SAMPLE WALLPAPER & PODIUM

