





LOGO GUIDE

FOR EXTERNAL PARTNERS

Attention

This logo is for use only on publications co-authored by Idaho DEQ or projects funded by Idaho DEQ. Do not use without a direct contact at Idaho DEQ who has indicated that the use is appropriate. Email outreach@deq.idaho.gov with questions or requests.

Official variations: SVG and PNG formats for each are included in the logo kit.

Logomark	Logotype	Wordmark	Wordmark stacked
 Logomark-color	 Logotype-color	Idaho Department of Environmental Quality  Wordmark-color	 IDAHO DEQ Wordmark-stacked-color
 Logomark-black-white	 Logotype-black-white	Idaho Department of Environmental Quality  Wordmark-color-white-text	 IDAHO DEQ Wordmark-stacked-color-white-text
 Logomark-white	 Logotype-white	Idaho Department of Environmental Quality  Wordmark-white	 IDAHO DEQ Wordmark-stacked-white
 Logomark-black	 Logotype-black	Idaho Department of Environmental Quality  Wordmark-black	 IDAHO DEQ Wordmark-stacked-black

Attention

Logos may not be cropped, recolored, or altered in any way other than resizing.



Logos may not be used in negative. Always ensure the clouds and water are lighter than the mountains and hand.



When resizing logos, the aspect ratio must be preserved to avoid a squeezed or stretched appearance.



LOGO USAGE



To ensure readability, the **logotype** cannot be used at sizes smaller than 1 inch in diameter. At sizes this small, you must use the **logomark**, **wordmark**, or **stacked wordmark**.



Select the logo version that creates maximum contrast with your publication's background color. The color and black-and-white versions of the **logomark** and **logotype** can be displayed on any background.



light backgrounds

- ▶ **color wordmark**
- ▶ **stacked color wordmark**
- ▶ **all black versions**

dark backgrounds

- ▶ **all white versions**
- ▶ **all white text versions**

all backgrounds

- ▶ **color logomark**
- ▶ **color logotype**
- ▶ **black-and-white logomark**
- ▶ **black-and-white logotype**