Our New Logo

Our logo emphasize the nature of "certification." That this is a qualifier and value-bringer for our town.

Logo: Full Color

The full color version of our logo is the primary brandmark of our identity. CMYK and RGB reproduction files are available for specific applications.

Logo: Grayscale

When reproduction does not allow for any color output, the grayscale or black version of the logo should be used.

Logo: Location Specific Version

There is an entire seperate folder with all the versions of the standard logo except with a spot to type in the specific location. The font is Univers and it supplied in your fonts folder.

SUSTAINABLE JERSEY® • CERTIFIED •
A Better Tomorrow, One Community at a Time

SUSTAINABLE JERSEY® • CERTIFIED •
A Better Tomorrow, One Community at a Time

SUSTAINABLE JERSEY® [TYPE CITY HERE] • CERTIFIED •
A Better Tomorrow, One Community at a Time

Logo Manipulation

The logo should not be altered in any way. This means that the logo should not be expanded, contracted, shuffled, or rearranged.

The colors should not be altered, faded, switched or outlined.

The graphic elements should not be scaled, distorted or changed.

Never substitute type in the logo.

Never alter the colors in the logo.

Never tilt the logo.

Never distort the shape of the logo.

Never rearrange the elements of the logo.

Never put the logo on a background that is a signature logo color.

Minimum Size Usage

To maintain the readability of the logo, minimum size requirements have been established.

1" wide

Suggested Uses

On websites, presentations, green team printed materials, municipal materials, banners, or other merchandise

Registered Communities

Registered communities may use ONLY the Sustainable Jersey® "registered" logo, pictured at right.

Certified Communities

Upon certification, communities receive their personalized town logo (Bronze or Silver), as well as additional outreach materials and a catalogue of merchandise that can be purchased with their community's Sustainable Jersey certified logo.

Certified towns use ONLY their personalized certified logo.

All Other Uses

The generic Sustainable Jersey® program logo is for use only by the Sustainable Jersey program, and by program partners for the purpose of promoting co-sponsored events.

Towns should not use the "generic" Sustainable Jersey program logo. (See above.)

NOTE: The Sustainable Jersey® logo is a certification mark; therefore, modification of the logo is not permitted.

Logo File Types and Formats

RGB format is web-safe and is good for use on websites.
EPS files are typically for use by professional publishers. Many computers do not have the software to open this type of file.
PNG files have a "transparent" background.
CMYK format is not displayed by Internet Explorer.

Full Color

logo_cmyk.eps

logo_cmyk.jpg

RGB/Web Safe

logo_rgb.eps

logo_rgb_300dpi.jpg

logo_rgb_72dpi.jpg

Grayscale

logo_grayscale.eps

logo_grayscale.jpg

Full Color with Location

logo_cmyk.eps

RGB/Web Safe with Location

logo_rgb.eps

Grayscale with Location

logo_grayscale.eps

The colors shown here are not accurate matches.

Color

The following Pantone and CMYK colors are provided with colors specified for printing on both coated and uncoated stocks.

Also shown are formulas and reference numbers for achieving the colors for RGB/ Web Safe screen usage.

Yellow

Pantone Process: 1-6

C:0 M:0 Y:55 K:0

Web Safe#: FFF78F

Orange

Pantone Process: 18-3

C:0 M:25 Y:95 K:0

Web Safe#: FFC222

Green

Pantone Process: 289-2

C:60 M:0 Y:80 K:35

Web Safe#: 498949

Deep Red

Pantone Process: 76-1

C:0 M:100 Y:100 K:40

Web Safe#: 9D0A0F

Main Identity Fonts
Avant Garde
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Web Safe Font
Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Text Font
Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

There is two fonts used for the identity, Avant Garde and Univers.

A good font to use for non-graphical text on the web is Arial.

Georgia can be used for body text, however should not be used for headlines or subheads.