



# TCEQ Logo Public Use Style Guide

## Introduction

The agency replaced its former logo with this version in November 2019.

## Permission to Use the TCEQ Logo

TCEQ has intellectual property rights in the TCEQ logo. No one may use the TCEQ logo without first gaining permission from TCEQ's External Relations Division.

We only grant permission to individuals or organizations that are involved in a non-regulatory relationship with TCEQ, such as:

- Co-hosting a symposium or another event
- Contracting, such as a Superfund site cleanup or scientific study

We do not grant permission outside this context (a non-regulatory relationship) because of the potential for confusion about TCEQ's relationship with the organization or the possibility that the logo may appear to be an endorsement by TCEQ.

Requests to use the TCEQ logo should be directed to the publishing manager in TCEQ's External Relations Division at 512-239-0010 or email <publish@tceq.texas.gov>. Please be prepared to supply the name of the agency program contact with whom you are working.

## Information About Website Linking

We do not grant permission to an entity in a non-regulatory relationship to use the logo as a graphic to link to TCEQ's website. However, we do encourage linking without the graphic, provided there is no fee for accessing the material and the link is displayed in the proper context.

Webmasters should be aware that the Texas Department of Information Resources has certain requirements for a website linking to a state-agency website, such as TCEQ's. These policies reflect state law (1 Texas Administrative Code 206.54) and may be found through a link on our website at <tceq.texas.gov/help/policies/linking\_policy.html>.

## Once You Have Permission to Use the TCEQ Logo, Follow These Usage Guidelines:

The TCEQ logo is a combination of text and art. Never recreate the logo.

- Use the logo only in its entirety and without modification.
- Do not obscure any part of the logo by placing type, photographs, or other elements on top of it.

## Official Logo Color Configurations (Example A)

The logo is either two color, solid black, or a solid spot color. When using the two color version of the logo, consistency is essential. The official Pantone® (PMS) colors of the logo are PMS 313 (blue) and PMS 377 (green). No other colors should be used.

Using the logo in its official color configuration is preferred, but sometimes that's not possible. For example, when a piece uses only blue and black inks the logo can be solid blue or solid black. In these instances, both the drop and the leaf should appear white as shown; they should never appear black or as any other color.

## On a Light or Dark Background (Example B)

Never "reverse-out" the TCEQ logo—it creates a black drop and black leaf effect. When placing the logo on a colored background, put a white base behind it to ensure that the drop and leaf remain white. Using the logo in gray-scale is acceptable only as long as the logo does not look washed out. Less than 50% is too light.

## A. Official Logo Color Configurations

Two Color Logo



	PANTONE® 313			
	C: 100	M: 0	Y: 11	K: 2
	R: 0	G: 146	B: 188	
	PANTONE® 377			
	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).



Incorrect Black and Spot Color Usage



## B. On a Light or Dark Background

Grayscale Usage



Reversed Usage



Dark Background Usage

Correct: white base behind logo      Incorrect: no white base behind logo



## Reducing or Rescaling the Logo (Example C)

- Never reduce the logo to the point where any part of it is unrecognizable or unreadable. However, see “Specialty Uses” for further guidance regarding readable text.
- Never reduce smaller than 90 x 90 pixels at 72 ppi when used on the web.
- Do not rescale (distort) the logo vertically or horizontally. Always maintain its proper circular proportion.

## Specialty Uses (Example D)

When the logo is used on specialty items, such as those involving silk screening or embroidery, all of the above mentioned color and sizing guidelines still apply. When etching a plaque or award, the color guidelines may not apply because the logo likely will appear as an etched image into its surface. In all instances, on dark backgrounds the logo should appear as if it's on a base, and not “reversed out,” to avoid the black drop and leaf effect.

For times when the logo will be too small to read the text, or when the agency name needs more prominence, use the approved versions shown. The other restrictions for the logo as listed in this guide still apply.

## Misuse

No one may use the TCEQ logo without our permission. Misuse of the TCEQ logo includes, but is not limited to:

- Using the logo to sell, advertise, market, or package a specific product.
- Using the logo to imply an endorsement by TCEQ of an organization or its products or services.
- Using the 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?

Direct your request to use the TCEQ logo to the publishing manager in TCEQ's External Relations Division at 512-239-0010 or email <publish@tceq.texas.gov>. Please be prepared to supply the name of the agency program contact with whom you are working.

## C. Reducing or Rescaling the Logo



## D. Specialty Uses

### Plaques and Awards

Correct:



Incorrect:



### Agency Name Outside of Logo



TEXAS  
COMMISSION ON  
ENVIRONMENTAL  
QUALITY



TEXAS  
COMMISSION ON  
ENVIRONMENTAL  
QUALITY



TEXAS COMMISSION ON  
ENVIRONMENTAL QUALITY



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