

# Green Lodging logo usage standards and guidelines

Green Lodging is more than a label awarded for lodging. It is a partnership among the Kentucky Department of Environmental Protection, BBAK, you and your guests, united in the pursuit of a common goal—to protect our environment for future generations.

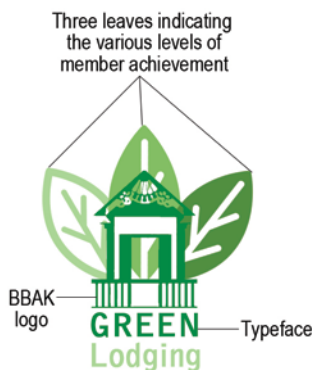
The quality of the environment is everyone's responsibility and by bringing Green Lodging into Kentucky travel we can make an enormous difference.

The Green Lodging identity is a valuable asset, and like any asset with appreciable value, it must be properly used and protected. These guidelines will help us all understand and properly use the key elements of the Green Lodging logo, and will maintain the integrity of the Green Lodging levels of participation. Consistently presenting the meaning and benefits of Green Lodging maintains and builds its value and immeasurably benefits all.

The Green Lodging logo is to be used only by bed and breakfasts that have officially been certified and deemed as Green Lodging. The logo can be used in any promotional materials that pertain specifically to a certified Green Lodging bed & breakfast. The best way to promote Green Lodging is to incorporate the logo into brochures, advertisements, websites, signage, stationary, business cards, merchandise and promotional items.

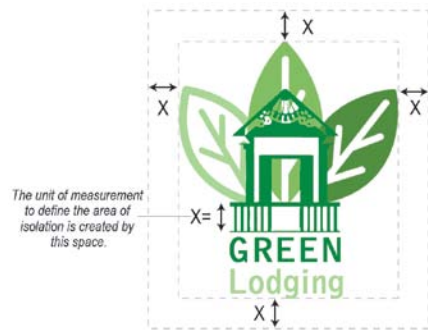
## Elements of the Green Lodging logo:

The logo is comprised of three basic elements. These include the BBAK doorframe logo, leaves (indicating the various levels) and the typeface. The logo is intended to be used in the provided configurations at all times



### Logo area of isolation:

To maintain the integrity of the logo, a specific space relationship is to be used. This unit of measurement shows the area of isolation or "white space" required on all sides of the logo to prevent other elements from crowding or interfering with the logo. The area of isolation applies to all versions of the logo and applies to all uses of the logo including publications, advertising, signage, web pages, promotional items, etc. An example of the area of isolation for the four-color logo with text is shown below.



### Logo colors:

Doorframe	C=91	R=0
	M=18	G=138
	Y=100	B=69
	K=9	
Leaf 1	C=35	R=171
	M=0	G=214
	Y=53	B=151
	K=0	
Leaf 2	C=53	R=132
	M=5	G=188
	Y=80	B=100
	K=0	
Leaf 3	C=73	R=81
	M=23	G=143
	Y=100	B=64
	K=7	

### Logo typeface: **Bell Gothic Bold**

### Incorrect usage of the logo:

The logo should always be used as provided. Care should be taken to ensure the logo is presented properly. When reproducing, the accuracy of both color and detail is critical.

## DON'Ts

- Avoid using the logo on a busy background or backgrounds with a similar color of the logo.
- Proportions of the logo should be retained when scaling. The logo should not be stretched, cut apart or changed in any way.
- Logo may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
- Drop shadows, bevels or any other effects should not be added to the logo.
- Do not reproduce logotype in another typeface
- Do not reproduce in any other colors
- Do not rearrange or reconfigure elements of the logo
- Logo may never be associated with bed and breakfasts that are not Green Lodging certified.

## DOs

- Scale proportionally (equal change on both axes).
- Always use original logos without alterations.
- Use the Green Lodging logo to promote the Green Lodging Certification.

## Directory of Files:

### JPEG files

Small file sizes make the Joint Photographic Experts Group (JPEG) files most suitable for on-screen applications such as websites, PowerPoint presentations and e-newsletters. They are compatible with most desktop publishing applications, including Microsoft Word, PowerPoint and Excel. However, because of the “noise” that can surround printed JPEG files, it is not recommended to use for print materials. JPEGs will lose image quality when they are scaled more than 100%. JPEGs can be used by both PC and Macintosh computers.



file name: green\_bbak1.jpg  
file size: 79.4 KB  
dimensions: 600 pixels X 600 pixels  
color mode: RGB



file name: green\_bbak1-text.jpg  
file size: 93.3 KB  
dimensions: 600 pixels X 600 pixels  
color mode: RGB



file name: green\_bbak2.jpg  
file size: 87.5 KB  
dimensions: 600 pixels X 600 pixels  
color mode: RGB



file name: green\_bbak2-text.jpg  
file size: 102 KB

dimensions: 600 pixels X 600 pixels  
color mode: RGB



file name: green\_bbak3.jpg  
file size: 99.2 KB  
dimensions: 600 pixels X 600 pixels  
color mode: RGB



file name: green\_bbak3-text.jpg  
file size: 103 KB  
dimensions: 600 pixels X 600 pixels  
color mode: RGB

#### TIFF files

These Tagged-Image File Format (TIFF) files are recommended for four-color process, commercial printing. They are compatible with most desktop publishing applications, but their CMYK color mode may mean they are not available in all cases. Because they are not compressed and are saved at a higher resolution, the file size of the TIFFs is considerably larger than that of the JPEG files. TIFFs will lose image quality when they are scaled more than 100%. They can be used by both PC and Macintosh computers.



file name: green\_bbak1.tif  
file size: 2.36 MB  
dimensions: 2 in. X 2 in.  
color mode: CMYK



file name: green\_bbak1-text.tif  
file size: 2.36 MB  
dimensions: 2 in. X 2 in.  
color mode: CMYK



file name: green\_bbak2.tif  
file size: 2.36 MB  
dimensions: 2 in. X 2 in.  
color mode: CMYK



file name: green\_bbak2-text.tif  
file size: 2.37 MB  
dimensions: 2 in. X 2 in.  
color mode: CMYK



file name: green\_bbak3.tif  
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color mode: CMYK



file name: green\_bbak3-text.tif  
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dimensions: 2 in. X 2 in.  
color mode: CMYK

#### PDF files

A Portable Document Format (PDF) file is a multi-platform file format that preserves most attributes (including color, fonts and formatting, graphics, and more) of a source document no matter which application, platform, and hardware type was originally used to create it while obtaining a small file size. Since PDFs contain color-accurate information, they should also print the same way they appear on screen. PDFs provide the most accurate reproduction output. PDF files can be viewed using Adobe Acrobat Reader, which is a free software application provided by Adobe Systems. Recommended for print. May lose image quality when they are scaled more than 100%.



file name: green\_bbak1.pdf  
file size: .98 MB  
dimensions: 2 in. X 2 in.  
color mode: CMYK



file name: green\_bbak1-text.pdf  
file size: .99 MB  
dimensions: 2 in. X 2 in.  
color mode: CMYK



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dimensions: 2 in. X 2 in.  
color mode: CMYK



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color mode: CMYK



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color mode: CMYK



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color mode: CMYK