



## ecoPRO Logo & Credential Use Guidelines

The ecoPRO logo and credentials are critical assets in the ecoPRO Certified Sustainable Landscape Professional program. They represent an individual has demonstrated a level of knowledge pertaining to sustainable practices within the Green Industry’s design, installation, and maintenance fields.

It is important, therefore, that the logo and credential be used in a consistent manner across all media. Any variance in usage will weaken and diminish the impact of the brand, and ultimately weaken ecoPRO’s presence in the marketplace and within the Green Industry.

This document details the specific use cases for the ecoPRO logo and credential. It is recognized that there will always be unique situations and the need for some flexibility. Therefore, questions about the ecoPRO logo and/or credential use guidelines may be submitted to [jmcneil@wsnla.org](mailto:jmcneil@wsnla.org).

### APPROVED LOGO USERS

Use of the ecoPRO certification logo and credential is restricted to individuals who have met the program requirements.

### LOGO VERSIONS



There are two versions of the ecoPRO logo available for use – with and without the “Certified Sustainable Landscape Professional” tagline. While the “Certified Sustainable Landscape Professional” tagline is not mandatory in all cases, approved users of the logo are encouraged to use the tagline in conjunction with the ecoPRO graphic when are where possible to reinforce the ecoPRO brand. The ecoPRO logo with the “Certified Sustainable Landscape Professional” tagline should not be printed under 1.25” wide.

### TAGLINE FONT

Seravek Bold is the font used in the tagline.

### LOGO COLOR PALETTE





PMS

Light Green 376  
Dark Green 349  
Brown 469

CMYK

Light Green 53/0/96/0  
Dark Green 94/11/84/43  
Brown 21/70/92/70

RGB

Light Green 130/188/0  
Dark Green 2/105/55  
Brown 107/63/35

The colors in the ecoPRO color palette must never be altered or changed in any manner unless in accordance with the provided all black or white and grayscale examples.



**SIZING & PLACEMENT**

The proportions of the logo must always remain consistent. Do not stretch or skew the logo, thereby changing its proportions.

Make sure there is enough contrast between the logo and the background. Avoid placing the logo on top of photographic or textured elements. The logo should never compete with a background color or image.

The logo should not be placed so close to type or graphic elements that it appears the type or graphic is part of the logo or that the logo seems to be acting as an adjective. There should be a clean margin space around the logo – a minimum of .125”.



### Examples Of Sizing & Placement “Don’ts”

DON'T

DON'T



#### PRINT & WEB USE

Print – The resolution of the logo should not be less than 300 dpi.

Web – The resolution of the logo should be less than 72 dpi.

#### CORRESPONDING CREDENTIAL

Individuals who have met all eligibility requirements and pass the ecoPRO exam may use one of the two versions of the corresponding credential adjacent to their name. The “ecoPRO Certified” credential is preferred, but “EPC” is also allowed.

John Smith, ecoPRO Certified

OR

John Smith, EPC

#### LOGO & CREDENTIAL DOs AND DON'Ts

DO use the logo and credential to market an individual who has earned the ecoPRO designation, e.g., on business cards, letterhead, etc.

DO report an individual and/or company you believe is in violation of these Logo & Credential Use Guidelines. Contact [jmcneil@wsnla.org](mailto:jmcneil@wsnla.org) or [certification@walp.org](mailto:certification@walp.org)

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DO NOT use the logo and/or credential in company promotions, unless the logo and/or credential is used in conjunction with the name of the individual that has earned the ecoPRO designation. Remember: The ecoPRO certification is the credential of an individual, not a company or employer.

DO NOT use the logo in any way that implies or may seem to imply the endorsement of a product or service.

DO NOT punctuate the ecoPRO corresponding credential – EPC – with periods.

DO NOT continue use of the ecoPRO logo and/or credential in the event you receive notification that your credential has been revoked for not meeting continuing education requirements.