

PRIMARY LOGO

This kit is a resource to help you display your Sustainable Pittsburgh Shop designation. Whether you're using it for print or web, we encourage you to follow these guidelines to make the most of your designation, and to help increase the visibility and understanding of the designation within our community.



LOGO BACKGROUND

Please make sure the logo is always on a white or light background. When putting it on your website footer or menu, create a designated area using a white box, if not already a light color.



MINIMUM SIZE

The minimum width for designation plates is 0.75". When the logo gets smaller than this, the designation title becomes hard to read. Stick to these guidelines to ensure the SPR designation is readable at all times.



CLEAR SPACE GUIDELINE

Keep clear space around the main logo to 25% of height. It is important to keep this space around the graphic at all times when using other logos or graphics near it.



WHAT NOT TO DO



Designation on dark background!



Too small!



Not enough clear space!



Part of logo is missing!