

Pheasants Forever, Inc. & Quail Forever

LOGO REGULATIONS

The standard logo to be used on all web and printed pieces is the silo logo with the tagline “The Habitat Organization”. This is the preferred logo to use. (See figure 1)

The logo without the silo may be used in addition to the silo, but should not be the sole logo on any piece.

The 2-color logo is standard for business cards, letterhead, envelopes and invoices. It should be used only when printing with just the two colors. It should not be used on a full color design. (See figure 2)

The logo without the silo should never be boxed. If you need to box it in order for it to stand out, use the silo logo instead. If placing the logo on a colored background, please use a .tif, .gif, or .png file. These all have transparent backgrounds. (See figure 3)

The magazine flag is to be used only in reference to the magazine and when promoting the magazine. (See figure 4)

The longer horizontal logo may be used as a header for more formal applications, such as invitations or programs. (See figure 5)

The black line-art logos are to be used only for non-standard applications, such as engraving, woodburning, sandblasting, etc. (See figure 6)

The vector version of both the full color silo and the full color non-silo logo should only be used when printing large format items such as billboards, banners, displays and other pieces where the logo will be over 12” in height. This restriction is because some detail is lost in the vector version. (See figure 7)



Figure 1 - Silo logo



Figure 2 - Two-color logo



Figure 3 - Incorrect logo usage



Figure 4 - Magazine Flag



Figure 5 - Header logo



Figure 6 - Logo for engraving



Figure 7 - Raster vs. Vector

If you have any questions about logo usage, please contact Rosalie Wolff by phone 651-209-4934 or email rwolff@pheasantsforever.org