

## **DSC Logo Standards & Guidelines for Use**

### **Purpose**

Masons who have passed a certification exam and are listed on the DSC Mason Referral List, are permitted to use the DSC logo on their promotional materials.

All requests to use the DSC logo must be in writing. Samples of the promotional materials you wish to use the logo on should accompany the written request.

### **Who owns the DSC logo?**

The DSC logo is the property of the Dry Stone Conservancy, Inc., and has been copyrighted.

### **Why does the DSC need this policy?**

We encourage certified masons to use our logo to promote their businesses while promoting the DSC brand. We hope masons will feel that the logo adds value to their business.

The DSC wants to ensure that any commercial usage of the logo is accomplished without alteration and only as originally designed.

### **Policy Compliance**

Each mason granted permission to use the DSC logo is responsible for controlling its use. Any unauthorized use by any other person is not allowed.

### **General Usage Principles**

Use of the DSC logo on your promotional materials, business cards, website, or other promotional materials indicates a willingness to be associated with the Conservancy.

**The logo should never be used in a way that would suggest a certified mason is an employee of the DSC.**

The logo may be used on printed and online materials, including business cards, brochures, websites, or other materials that are used to promote the mason's status as a DSC-certified mason.

### **Unacceptable Uses**

1. The logo may not be used in conjunction with any graphic elements that could be interpreted as being part of the DSC logo design, including text;
2. It is not permissible to encircle, or place a border around the logo;
3. The logo may not be used to form a repeating border;
4. The logo must be smaller than your own logo. See below;

5. The logo may not be used on logo wear, such as ball caps, t-shirts, polo shirts, tool bags, or other items that would suggest that the mason is an employee of the DSC; and

5. The logo may not be used for any unethical or illegal purpose.

### **Specifications for Reproduction**

1. The logo may only be produced in either black and white, or in color, using only the color **Pantone 288**. If you are unsure about printing in this color, please contact the DSC for assistance;

2. When using the logo on business cards, letterhead, or brochures, the logo should be smaller than your own logo, and accompanied by the text, "Certified Mason" in the fonts and sizes shown below;

3. Be sure to maintain the proportions of the original logo design. Do not stretch the logo. If you are unsure how to keep the proportions, please contact the DSC for assistance;

4. For any other questions about how to use or reproduce the logo, please contact the DSC for assistance.

### **Example of How the Logo Should Appear in Color**



#### **Pantone 288 Color Logo**

"Certified Mason" is Garamond Italic, 12 point

Please note that when the logo is produced at full size, it measures 1.78" x 1.11". This is the **maximum** size you may use when enlarging the logo.

Remember that when using on your promotional materials, the logo should be smaller than your own logo. Make sure, however, when reducing the logo, that it is still readable.