



## NWCG Logo Use and Style Guidelines

To maintain the high degree of merit associated with the NWCG logo, the following standards of use are defined:

- Use of the NWCG logo must be in support of the NWCG mission and portray a positive image of NWCG.
- The NWCG logo must be legible, recognizable, and annotated with the “TM” symbol outside the lower right portion of the logo.
- The NWCG logo may be used on NWCG affiliated projects and systems.
- All NWCG products will display the NWCG logo.
  - The NWCG logo will be the only logo to appear on NWCG memorandums signed by the NWCG Chair.
  - No individual NWCG member agency logo will be used with the NWCG logo.
  - If an NWCG product is produced in cooperation and collaboration with another country, the logo, and identification of the other country may also be used.
  - The NWCG logo will be the dominant logo on memorandums and subgroup web pages.
  - Specific, individual agency-endorsed policies, products, or documents will not display the NWCG logo.

### NWCG Subgroup Logos

- NWCG subgroups may create and use their own logo.
- The NWCG Branding Team will approve all subgroup logos. Only approved logos will be used.
- All logos associated with NWCG subgroups will be electronically filed in the official NWCG records database.

If this logo guidance is in conflict with NWCG partner agency logo policy, the agency policy must be followed. Any use of the NWCG logo beyond what is outlined in this guidance must be authorized in writing from the NWCG Chair.

### Proper Use of the NWCG Logo

The NWCG logo is provided on the NWCG website at <https://www.nwcg.gov/styles> in a variety of layouts and the following formats:

- PNG – Portable Network Graphics for use in Red, Green, Blue (RGB) web, PowerPoint, and document creation. Image has a transparent background.
- JPEG – Joint Photographic Experts Group for use in RGB and imported into a graphics program.

For TIFF and EPS formats, contact the webmaster at [mailto:blm\\_fa\\_nwcg\\_webmaster@blm.gov](mailto:blm_fa_nwcg_webmaster@blm.gov)

- TIFF – Tagged Image File Format for use in Cyan, Magenta, Yellow, Black (CMYK) process print production.
- EPS – Encapsulated Postscript for use in CMYK process print production.

The implementation of the National Wildfire Coordinating Group Branding Guidelines and access to logos can be found at <https://www.nwcg.gov/styles>.

**Unacceptable Formatting:**

- Do not alter the logo, i.e., stretch, rotate, reverse, skew, or rearrange elements.
- Do not remove the words from the logo.
- Do not change the colors.
- Do not add heavy drop shadows, outlines, or special effects. Some examples below:



On a dark background make sure you use a version that has enough contrast:



A drop shadow is acceptable with the following specs:



A white drop shadow is acceptable with the following specs:



**Shadow**

Presets

Color

Transparency  10%

Size  104%

Blur  5 pt

Angle  0°

Distance  0 pt