

BRAND TOOL KIT

NATIONAL LOGO

MAKING SURE OUR BRAND STANDARDS ARE AS TIGHT AS OUR LINES.



When it comes to our logo, treat it like your favorite rod.

The Trout Unlimited logo is the most immediate representation of our organization, our members and our brand to the rest of the world. It is our most valuable brand asset and therefore must be used consistently within the proper brand guidelines. The TU logo features a trout rising vigorously through the water. Trout Unlimited is vertically-stacked and placed mid-stream between the blue waves. Our iconic blue and green colors alternate in the words. There are three versions of our national logo: **1)** the standard color logo **2)** the standard all black logo and **3)** the reversed out to white logo.



Standard color logo



All black logo



Reversed out logo over color field or suitable image field



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There are no bad fishing days. There are, however, bad ways to use the TU logo.

The Trout Unlimited logo is not to be altered in any way. Please do not animate, color, rotate, skew or apply effects to the logo. Do not separate the elements, change the font, or alter the size or proportions. If you find yourself thinking about altering the new TU logo in any way, please replace that urge with something fun, like fishing.

Examples of incorrect usage:



Do not stretch, condense or expand the proportions of the logo in any way.



Do not rotate, skew, slant or angle the logo in any way.



Do not change or adjust the colors or alter the opacity of the logo in any way.



Do not run the color logos over image areas where legibility is compromised.



Do not block out underlying images or color and run the logo inside of a box.

Other DONT'S:

1. **Don't** move or separate elements of the logo.
2. **Don't** combine the logo with other elements.
3. **Don't** redraw the logo.
4. **Don't** make a pattern or texture with the logo.

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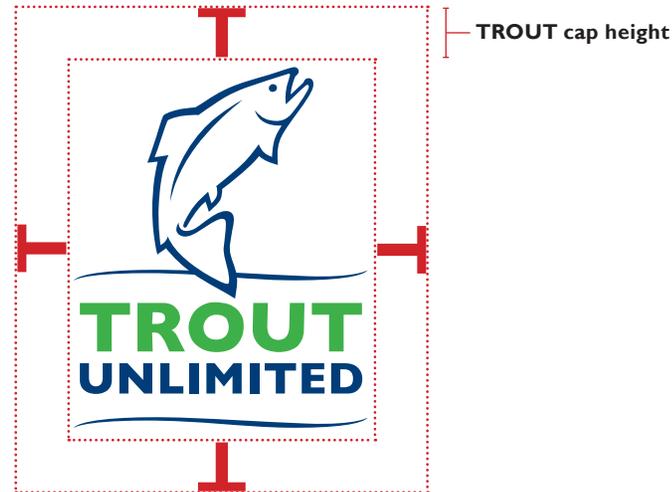
Choosing the right sized logo is important. Kinda like choosing the right sized fly.

The primary Trout Unlimited logo is the 2-color version: **Blue Pantone 654** and **Green Pantone 361**. When color or printing does not allow this, you may use either the all black version or the reversed out to white one. The logo can appear on color, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not compromised.



Standard color logo

Exclusion zone



The exclusion zone refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the “exclusion zone” is equal to that of the cap height of TROUT.

Logo size minimum



The minimum width of the logo should not be smaller than .5” or 15mm.

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CHAPTER LOGOS

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Fly rod options are good. Same for logos.

And saying that, we believe every chapter should have the option to either keep their current logo, reframe their logo or adopt a new one. If you decide that you want a new chapter logo, TU National will design you a new one upon request.

1. Keep your original logo



2. Reframe your logo



3. Adopt a new logo

