

**THE PRAIRIE ENTHUSIASTS, INC.
LOGO GUIDELINES**



The Prairie Enthusiasts (TPE) logo is the official logo of TPE. The logo may be used with or without the compass plant. The logo may not be used by other organizations or entities without express written permission from TPE.

BASIC LOGO USE

Using the logo incorrectly or inconsistently dilutes its recognition and confuses its meaning. There are a few simple guidelines that will ensure its correct use. Use only approved reproduction-quality artwork for TPE's logo.

When using electronic versions of the logo in your documents, newsletters, etc., it is important to follow these guidelines for electronic logo and positioning statement usage:

- Use only high-resolution, scalable electronic versions of the logo. Do not try to re-create them.
- Do not use electronic versions of the logo if your computer or printer is incapable of producing high-quality output. Be sure that the resolution of the letters, the thickness of the lines, and the overall look of the logo exactly match the logo example above.
- When changing the size of the logo after placement in a word-processing or page-layout program, be careful to not distort the proportions of the logo.
- Use the logo at a size as large as is appropriate. Place the logo in a prominent location.
- Do not distort the proportions of the logo or the thickness of the letters.
- Do not apply a drop shadow or any graphic embellishment to the logo.
- Do not alter the logo.
- Do not use the logo on visually competitive backgrounds.

THE MEANING BEHIND THE LOGO

Did you know tallgrass prairie plants, like the compass plant on our logo, can have roots extending 15 feet deep into the earth? Others, like big bluestem grass, have a fibrous, interlocking root system, which formed the famous prairie sod that provided the fertile farmland of the Midwestern United States.

Both compass plant and big bluestem were part of a diverse ecosystem that is now more endangered than the rainforests! Less than 0.01% of the originally vast expanses of prairie remain today. Grassland birds, like the meadowlark on our logo, and many of our native butterflies are in decline as a result. The Prairie Enthusiasts have a deep concern and strong appreciation for the beauty, character and ecological importance of prairie and oak savanna. We work hard to ensure the future of our local biodiversity.

Our organization's roots run back to the 1970s when our members formed an interlocking grassroots network of people who work to identify, protect, restore and manage these fire-dependent ecosystems.

HOW TO REQUEST LOGO

To request permission for use of The Prairie Enthusiasts logo, email your request, date needed, file format (eps, tif, etc) and purpose for use of the logo to executivedirector@theprairieenthusiasts.org. Once your request has been approved, we will send you the logo in an electronic file.