



MEMBER

Confor
Promoting forestry and wood

Who can use the Confor member logo

1. Individual members can display the Confor member logo in e-mail signatures, on their private or company vehicle, their website or in business-related correspondence of any kind.
2. Corporate members can display the logo on their website. Employees of corporate members can use the Confor logo in their e-mail signatures when communicating via their company e-mail accounts.

Where you can use the logo

Website

E-mail signature

Stationery

Site boards Using the Confor logo on site boards identifies you to the industry and the public as part of the unified sector.

Company Office Display your Confor membership by using the Confor logo on your company property.

Banners or other promotion material

How should the logo be used

A **generic jpg and PNG version** of the logo can be downloaded from the Confor website [here](#), Gaelic and Welsh versions are available. This format will be suitable for any online uses such as for e-mail signatures or on websites.

For **high quality print jobs**, please get in touch with us to request the logo in a suitable format. We can provide EPS or AI formats to be used in Indesign, Photoshop or Illustrator.

If you would like to display the **logo on a colour background**, please request a PNG version of the logo from us, which will not show the white logo background. When using coloured backgrounds, please make sure the logo is clearly visible at all times. Avoid

- Using the logo on a background of a colour similar to the ones found in the logo
- Using the logo on visually complicated images

Do not

- split the symbol and the letters. Together they form the logo
- use the Confor logo within/as part of your company's logo
- twist or distort the logo's proportions
- crop the logo
- use the logo in ways that would have a negative effect on ICF or its members

Exclusion zone and logo size

The diagram below shows the minimum exclusion zone for the standard Confor logo – the same applies for the Confor member logo. The minimum exclusion zone is calculated by taking the x-height of the word Confor and measuring horizontally and vertically away from the logo with this figure. The outer edges of this frame form the exclusion zone and no text, object or page edge should cross this boundary. This process ensures that the exclusion zone remains directly proportional to the size of the logo being used.



To ensure our logo is consistently applied to communications effectively we have set a minimum size as shown below. There is no maximum size for the logo but when increasing the size, every component must remain proportional.



Logo colours

The colours used in the logo text are

Darkgreen: C:50 M:0 Y:100 K:60 R:77 G:104 B:15 (HEX: 70717e)

Sage green: C:10 M:0 Y:40 K:28 R: 188 G: 189 B: 143 (HEX: bcbd8f)