

# Incorrect Uses of the Harford Land Trust Logo

The Harford Land Trust logo is the central element in the organization's visual communications program. Through consistent use in the organization's communications, the logo serves as a visual shorthand that identifies the Trust and symbolically embodies its activities, achievements, and goals. As such, it's important to use the logo correctly. To this end, the examples below are provided to show incorrect uses of the logo, which should be avoided.



**FIGURE 1**

The letterforms in the logo should never be presented in an alternate typeface.



**FIGURE 2**

The logo should never be distorted in any way.



**FIGURE 3**

The logo should never be shown with shadows or other effects applied to its form.



**FIGURE 4**

The logo should never be shown in off-brand colors.



**FIGURE 5**

Use caution with monochromatic styles. Never use off-brand colors.



**FIGURE 6**

The forms in the logo should never be broken by a superimposed pattern.