Audubon Nature Institute Logo Usage

Audubon Nature Institute uses different logos for each of its facilities. These logos are the basic visual design elements of Audubon Nature Institute’s identity and should appear on all printed and online materials. Though each logo is unique, it is important to always display them in a consistent and clear manner.

<table>
<thead>
<tr>
<th>Logo</th>
<th>Description</th>
<th>Facility Name</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Audubon Nature Institute Logo" /></td>
<td>Celebrating the Wonders of Nature</td>
<td>Audubon Nature Institute</td>
</tr>
<tr>
<td><img src="image" alt="Audubon Zoo Logo" /></td>
<td>A Facility of Audubon Nature Institute</td>
<td>Audubon Zoo</td>
</tr>
<tr>
<td><img src="image" alt="Audubon Aquarium of the Americas Logo" /></td>
<td>A Facility of Audubon Nature Institute</td>
<td>Audubon Aquarium of the Americas</td>
</tr>
<tr>
<td><img src="image" alt="Audubon Butterfly Garden and Insectarium Logo" /></td>
<td>A Facility of Audubon Nature Institute</td>
<td>Audubon Butterfly Garden and Insectarium</td>
</tr>
<tr>
<td><img src="image" alt="Audubon Louisiana Nature Center Logo" /></td>
<td>A Facility of Audubon Nature Institute</td>
<td>Audubon Louisiana Nature Center</td>
</tr>
<tr>
<td><img src="image" alt="Freeport-McMoRan Audubon Species Survival Center Logo" /></td>
<td>A Facility of Audubon Nature Institute</td>
<td>Freeport-McMoRan Audubon Species Survival Center</td>
</tr>
<tr>
<td><img src="image" alt="Audubon Park Logo" /></td>
<td>A Facility of Audubon Nature Institute</td>
<td>Audubon Park</td>
</tr>
<tr>
<td><img src="image" alt="Golf Club Logo" /></td>
<td>A Facility of Audubon Nature Institute</td>
<td>Audubon Park</td>
</tr>
</tbody>
</table>

12-28-17
Audubon Nature Institute Logo Usage

Minimum Clear Space
Each logo must have adequate clear, open space around it. Avoid placing any elements closer to the logo than the base of the space off of the width of the square in the logo times the .25x.

Unacceptable Usage
- Changing logo colors
- Using b/w logo on color materials
- Using logos on dark backgrounds
- Displaying the logo illustrated elements without the facility name
- Placing logos on “busy” backgrounds
- Altering text or image colors to display on dark backgrounds
- Distorting the logo in any way
- Altering the logo illustrated elements
- Use of graphic only

Audubon Nature Institute
Celebrating the Wonders of Nature

Changing logo colors
B/W logo on color materials
Logo on dark background
Logo without facility name
Logo on “busy” background
Altering logo for dark background
Distorting the logo
Altering the logo
Use of graphic only
Audubon Zoo Logo Usage

Minimum Clear Space
Each logo must have adequate clear, open space around it. Avoid placing any elements closer to the logo than the base of the space off of the width of the square in the logo times the .25x.

Unacceptable Usage
- Changing logo colors
- Using b/w logo on color materials
- Using logos on dark backgrounds
- Displaying the logo illustrated elements without the facility name
- Placing logos on “busy” backgrounds
- Altering text or image colors to display on dark backgrounds
- Distorting the logo in any way
- Altering the logo illustrated elements
- Use of graphic only
Audubon Aquarium of the Americas Logo Usage

Minimum Clear Space
Each logo must have adequate clear, open space around it. Avoid placing any elements closer to the logo than the base of the space off of the width of the square in the logo times the .25x.

Unacceptable Usage
- Changing logo colors
- Using b/w logo on color materials
- Using logos on dark backgrounds
- Displaying the logo illustrated elements without the facility name
- Placing logos on “busy” backgrounds
- Altering text or image colors to display on dark backgrounds
- Distorting the logo in any way
- Altering the logo illustrated elements
- Use of graphic only

Audubon Aquarium of the Americas Logo Usage

Changing logo colors
B/W logo on color materials
Logo on dark background
Logo without facility name
Logo on “busy” background
Altering logo for dark background
Distorting the logo
Altering the logo
Use of graphic only
Minimum Clear Space
Each logo must have adequate clear, open space around it. Avoid placing any elements closer to the logo than the base of the space off of the width of the square in the logo times the .25x.

Unacceptable Usage
- Changing logo colors
- Using b/w logo on color materials
- Using logos on dark backgrounds
- Displaying the logo illustrated elements without the facility name
- Placing logos on “busy” backgrounds
- Altering text or image colors to display on dark backgrounds
- Distorting the logo in any way
- Altering the logo illustrated elements
- Use of graphic only

Audubon Butterfly Garden and Insectarium Logo Usage

- Changing logo colors
- B/W logo on color materials
- Logo on dark background
- Logo without facility name
- Logo on “busy” background
- Altering logo for dark background
- Distorting the logo
- Altering the logo
- Use of graphic only
Audubon Louisiana Nature Center Logo Usage

Minimum Clear Space
Each logo must have adequate clear, open space around it. Avoid placing any elements closer to the logo than the base of the space off of the width of the square in the logo times the .25x.

Unacceptable Usage
- Changing logo colors
- Using b/w logo on color materials
- Using logos on dark backgrounds
- Displaying the logo illustrated elements without the facility name
- Placing logos on “busy” backgrounds
- Altering text or image colors to display on dark backgrounds
- Distorting the logo in any way
- Altering the logo illustrated elements
- Use of graphic only

Changing logo colors  
B/W logo on color materials  
Logo on dark background

Logo without facility name  
Logo on “busy” background  
Altering logo for dark background

Distorting the logo  
Altering the logo  
Use of graphic only
Minimum Clear Space
Each logo must have adequate clear, open space around it. Avoid placing any elements closer to the logo than the base of the space off of the width of the square in the logo times the .25x.

Unacceptable Usage
• Changing logo colors
• Using b/w logo on color materials
• Using logos on dark backgrounds
• Displaying the logo illustrated elements without the facility name
• Placing logos on “busy” backgrounds
• Altering text or image colors to display on dark backgrounds
• Distorting the logo in any way
• Altering the logo illustrated elements
• Use of graphic only

Changing logo colors
B/W logo on color materials
Logo on dark background
Logo without facility name
Logo on “busy” background
Altering logo for dark background
Distorting the logo
Altering the logo
Use of graphic only
Audubon Park Logo Usage

Minimum Clear Space
Each logo must have adequate clear, open space around it. Avoid placing any elements closer to the logo than the base of the space off of the width of the square in the logo times the .25x.

Unacceptable Usage
• Changing logo colors
• Using b/w logo on color materials
• Using logos on dark backgrounds
• Displaying the logo illustrated elements without the facility name
• Placing logos on “busy” backgrounds
• Altering text or image colors to display on dark backgrounds
• Distorting the logo in any way
• Altering the logo illustrated elements
• Use of graphic only

Audubon Park Logo Usage
- Changing logo colors
- B/W logo on color materials
- Logo on dark background
- Logo without facility name
- Logo on “busy” background
- Altering logo for dark background
- Distorting the logo
- Altering the logo
- Use of graphic only