

# Snohomish County PUD Registered Trade Ally

## Logo Usage Guidelines

The Snohomish County PUD Registered Trade Ally Logo is available for use by any commercial entity that has submitted the appropriate documentation to Snohomish County PUD and been approved as a Registered Trade Ally. Upon notification of this status, the Registered Trade Ally can request an electronic version of the logo shown below. Approval for location and use of the logo is required for each instance. To obtain approval for the Registered Trade Ally logo, please contact Cathy Anderson at [cjanderson@snopud.com](mailto:cjanderson@snopud.com) or by calling 425-783-1798.

Snohomish County PUD's logo contains the organization's entire name (Snohomish County Public Utility District No. 1) separated by the letters "PUD" (all caps).

The Snohomish County PUD Registered Trade Ally logo must always:

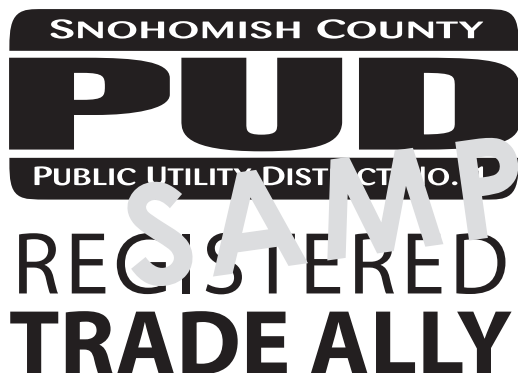
- ▶ Appear horizontally with no rotation
- ▶ Be generated from high-resolution (300 dpi) artwork supplied by Snohomish County PUD in printed publications
- ▶ Be freestanding on the background and never framed by an outline box
- ▶ Appear without distortion of the original aspect ratio (i.e., don't stretch the logo to fit a specific space; if resizing, make certain the width and height are scaled proportionally)
- ▶ Appear unaltered (i.e., don't substitute fonts, redraw/redesign the logo or add taglines/text)
- ▶ Appear with space around it, uncluttered by other text, graphics, symbols, photos, etc., and should not be used as a background
- ▶ Be smaller than the Registered Trade Ally's own business logo

When used in print, the Snohomish County PUD Registered Trade Ally logo can be printed in one-color (all black with the "PUD" in grayscale) or two-colors (black, Pantone® 340). The preferred background is white or a light color with no pattern. The logo can also be reversed to print on dark backgrounds.

When used on websites or other electronic media (e.g., Flash, PowerPoint, Keynote, etc.), the Snohomish County PUD Registered Trade Ally logo should be the two-color version.

For high-resolution artwork or website versions of the Snohomish County PUD Registered Trade Ally logo, contact Cathy Anderson at 425-783-1798. Snohomish County PUD can also create versions that are sized specifically for your needs.

**Black logo:**



**Color logo:**



This logo cannot be used by any commercial entity without specific authorization from Snohomish County PUD.