



Logos and Logo Use Policy

The logos of the Florida Native Plant Society (FNPS) are copyrighted and may only be used by those who follow the rules below or who have received prior written permission from FNPS for a specific use. Permission is typically granted for shared initiatives or special relationships and requires explicit FNPS approval. Any use outside the guidance below requires prior approval and will only be granted for official, society-approved purposes.

Allowable Uses

- The FNPS logo may be used on any FNPS chapter webpage or printed product, including but not limited to newsletters, t-shirts, plant tags, or displays.
- The FNPS logo may be used by FNPS committees in support of their work.
- Non-FNPS entities may use the FNPS logo to represent the organization in a positive manner. Any use of the FNPS logo on a non-FNPS website must include a hyperlink to the FNPS website: <http://www.fnps.org>
- The logo may only be used in alignment with promoting and achieving our mission.

Prohibited Uses

- The FNPS logo may not be used by any third party to imply FNPS endorsement without express written permission.
- The FNPS logo may not be used by any third party to suggest affiliation or connection with FNPS without express written permission.
- The FNPS logo may not be used in any way that defames FNPS, its name, its mission, or its work.

Logo Use Rules

- Use only official logo files downloaded from the FNPS website or provided directly by FNPS. Do not recreate the logo.
- The logo may not be altered, modified, or obscured in any way. Colors may not be changed. It must always appear in the correct proportion and without distortion.
- Background colors or patterns must not show through the interior of the logo.
- The logo must stand alone as a distinct graphic element and remain clearly visible against the background.



- Use the logo version designed for the appropriate application or medium. Select the most suitable size for your project.
- Resize the logo only in its entirety to maintain legibility, clarity, and correct proportions.
- Raster versions of the logo may be reduced in size but not enlarged. Vector versions may be scaled up or down as needed.
- When used online, the logo must include a hyperlink to <http://www.fnps.org>
- Black-and-white or grayscale versions of the logo should be used only when the full-color version is not possible.

Logo Versions

The FNPS logo is available in formats suitable for both web and print. Raster versions are provided in multiple sizes (measured in pixels). These can be used as-is for web applications. For print, divide the pixel dimensions by the print resolution (e.g., 300 dpi) to determine the size in inches. Always use the most appropriate size for your project. Do not enlarge raster logos. If you need a larger raster version, contact FNPS for assistance.

Vector versions are also available but require appropriate software to use.

FNPS Logo Use Request Process

To ensure proper review and approval, all requests for use of the FNPS logo must follow the steps below. Please allow at least **two months** before your intended use date to complete this process.

Step 1 – Submit Request and Preliminary Review

- Submit the form to the FNPS Executive Director at executivedirector@fnps.org.
- FNPS staff review the request for completeness and alignment with the Logo Use Policy.
- If needed, staff will request additional information or clarifications from the applicant.
- Completed requests are forwarded to the FNPS Board of Directors for consideration at the next board meeting if submitted at least 2 weeks before to allow for preliminary review.



Step 2 – Approval and File Delivery

- If approved, FNPS staff provide the appropriate logo files and usage instructions.
- Conditions (if any) are outlined clearly in the approval notice.
- Approved logos must be used exactly as provided and only for the specified purpose.

Step 3 – Follow-Up (Post-Use)

- FNPS may request a sample (e.g., final product, screenshot, or print copy) to confirm compliance.
- Future requests may be expedited if past uses were fully compliant.

Eugene Kelly

President, Florida Native Plant Society, Inc.