Illinois Department of Natural Resources Coastal Management Program Logo Guidelines for Use
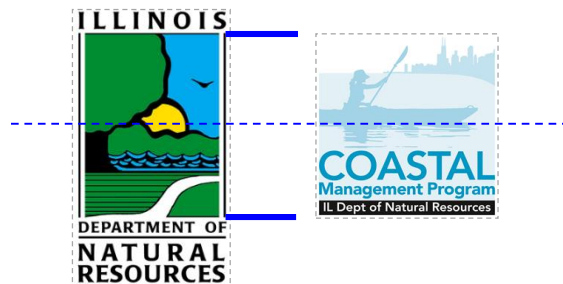
Placement
- The Coastal Management Program (CMP) logo must always be used alongside the Illinois Department of Natural Resources (IDNR) logo.
- The CMP logo should be the right side of the IDNR logo.
- The CMP logo should always be placed on the left side of a document, webpage, etc., with the kayaker is paddling onto the body of the piece (i.e., placed on the left half of page). See example below.

- Please use a white background for the IDNR and CMP logos whenever possible. Other backgrounds are permissible but should be a single, light color or otherwise have minimum depth and texture so as not to compete with the readability of the logo.

Size
- The CMP logo should be the same height as the graphic portion of the IDNR logo, which will align them in the middle. See example below.

- Ideal size for the IDNR and CMP logos is 1.0 inches or more in width. If absolutely necessary, it may be reduced to 0.75 inches in width, but no less than that.
- Always maintain the logo scale (i.e., proportion of height to width). Do not elongate or flatten.

Color
- One-color version
  - Black, gray/partial tone, and white

- Two-color (blue and black) version
  - Blue – Pantone 639; cmyk 99:01:05:05
  - The lighter blues are tint percentages of Pantone 639. (The kayaker is 38%, the Chicago skyline is 25%, and the water is 12%).
  - Do not print the blue logo in single color, black or otherwise. Always use the one-color version of the logo for documents printed in black and white.

File Types
- **png** – For use on documents printed in-house. Logo can easily be adjusted to a smaller size, but the picture may get pixilated when enlarged too much.
- **eps** – For use when sending your document to a professional printer. The eps file can be resized without limits and maintain the integrity of the design without losing resolution (in most cases). Requires specialized software to open, such as Adobe Illustrator – most printers will be able to insert the eps file in place of the png file on your document.