

**Bee City USA® and Bee Campus USA**  
**Logo Use Guidelines for Certified Affiliates**  
September 2022

Bee City USA was founded in 2012 by Phyllis Stiles and Bee City USA and Bee Campus USA became initiatives of the Xerces Society in 2018. The Xerces Society is grateful to each certified affiliate for promoting these programs. Use of a logo has proven to be an effective way to do this. We regularly hear from individuals and communities who learned about the initiatives because of seeing the logo on a sign or elsewhere. However, the logo must be used correctly and consistently to achieve greatest benefit. These guidelines are intended to clarify how our logos are to be used to comply with both federal charitable donation guidelines and Xerces Society policies.

There are two categories of Bee City USA and Bee Campus USA logos, the National Logo and the Affiliate Logo.

The Xerces Society, Inc. is the owner of the “Bee City USA” name and the Bee City USA and Bee Campus USA National Logos.

The Affiliate Logo was created to ensure that Affiliates have a unique brand identity for use in fundraising and local efforts. The customizable Affiliate Logo incorporates the name and the initial certification year for the Affiliate. Xerces provides each Affiliate with a three-color version and single-color alternative in black and white. Xerces grants each Affiliate permission to use the Affiliate Logo in strict accordance with the following Logo Use Guidelines, rather than using the National Logo, to prevent any potential confusion that locally raised funds are being raised for the Xerces Society.

Exceptions to these guidelines may be made, at Xerces’ sole discretion, upon written request directed to [beecityusa@xerces.org](mailto:beecityusa@xerces.org).

**STREET SIGN**

Each Bee City USA Affiliate is required to install at least one Bee City street sign in a prominent location in their community. Each Bee Campus USA Affiliate is encouraged to install a street sign at a prominent location, but it is not required. This artwork may only be used for street signs, flags, or street pole banners.

To customize your Affiliate Street Sign:

1. Open image in Adobe Acrobat (Reader is free to download).
2. Add the first year the city/campus was certified (found on the “About” tab of your profile) and full city/campus name in the section at the bottom in all caps. Please use either the full city/campus name or a standardized abbreviation (based on your city or campus official guidelines).
3. Save file.
4. Save as image file: File>Export to>Image>JPEG, or File>Export to>Image>PNG

Dimensions for finished street signs should be:

- One-Line: 24” x 24”
- Two-Line and Three-Line: 24” x 30”

If used on flags or street pole banners, the Street Sign artwork should be printed on a white background. Standard hole (3/8" Diameter centered from left to right) placement is 1.25" from the top and bottom.

## **AFFILIATE LOGO**

An Affiliate should use their customized Affiliate Logo — not the National Logo — for fundraising efforts and for promoting the Affiliate's events, activities, and online presence.

The Affiliate Logo may be re-sized to fit printing requirements but the elements of the graphic, their colors, and their placement within the Affiliate Logo may not be altered. To ensure that the Affiliate Logo remains clearly visible and readable, it is suggested that it be reproduced no smaller than the following sizes:

- Horizontal version: 5/8" (15.9mm) in width. For optimal legibility, it should be used at 3/4" (19.0mm) width or larger when possible.
- Vertical (stacked) version: 3/8" (9.5mm) in width. For optimal legibility, it should be used at 1/2" (12.7mm) width or larger when possible.

The colors used in the Affiliate Logo are white, black, yellow (Pantone FFD800). The font is Raleway. The Affiliate Logo may be printed in this three-color version or in black or white.

The Logo should not be modified. Do not change the colors; move or remove individual pieces of the logo; rotate, stretch, or skew the logo; or add effects such as a drop shadow.

To customize your Affiliate logo:

1. Open image in Adobe Acrobat (Reader is free to download).
2. Add the full city/campus name in the section at the bottom in all caps. Please use either the full city/campus name or a standardized abbreviation (based on your city or campus official guidelines).
3. Save file.
4. Save as image file: File>Export to>Image>JPEG, or File>Export to>Image>PNG

The Affiliate Logo may not be used for:

1. Profit-making commercial enterprises except in conjunction with a fundraiser for the Affiliate.
2. Political campaigns.

## **SEPARATE ELEMENTS**

The bee element and the flower element may be used individually to promote an Affiliate's Bee City USA activities, such as on t-shirts, hats, posters, or bullet points or other decoration in publications.

The individual elements should not be modified. Do not change the colors; rotate, stretch, or skew; or add effects such as a drop shadow.