

Logo Guidelines



The U.S. Department of the Interior, on behalf of Take Pride in America[®], has registered the slogan “Take Pride in America.” The Take Pride program also asserts proprietary rights for its logo, a stylized United States flag above the phrase “Take Pride in America” or “Take Pride in America – It’s Your Land, Lend a Hand,” and in the slogans “Take Pride” and “It’s Your Land, Lend A Hand,” either used separately or together, but without the stylized flag. All of these marks are termed the “Take Pride service marks.”

General

- The Take Pride in America service marks may be used in direct fundraising, subject to certain limitations. We ask that you contact us at (202) 208-5848 or TakePride@ios.doi.gov with specific questions.
- Upon request, we can electronically send you the logo. Please specify the format.
- Any variation of the Take Pride service marks or combinations of Take Pride service marks in connection with additional logos or designs must have written approval of the Take Pride in America Executive Director or designee.
- The use of “Take Pride” in association with other entities, such as states, parks, counties, regions and so forth, would be an acceptable use of the slogan “Take Pride”. For example, “Take Pride in Atlanta,” “Take Pride in Utah,” or “Take Pride in Yosemite,” as an additional logo or symbol used with (not instead of) the Take Pride in America logo is permitted.

Standards for Symbol Use

- The logo may not be altered in any way.
- The logo may not be superimposed upon or included within another symbol or mark, but may appear with another logo or symbol on an item.
- The logo must bear a ® (Registered Mark).
- The logo may be shown in color or black and white. If colors are used, the following specifications must be met:
 - Thick stripes of stylized flag must be red (PMS-1955)
 - Letters and left corner of stylized flag must be blue (PMS-534)
 - *It's Your Land, Lend A Hand* must be green (PMS-348)
- The logo may be shown in any size, provided the words “Take Pride in America” are legible.

For further information about Take Pride in America, or if commercial use of the logo is planned, please visit www.TakePride.gov or contact our staff at TakePride@ios.doi.gov or (202) 208-5848.