

GUIDELINES for  
**Tight Lines for Troops Logo Use**



**LOGO POSITIONING**

- Clear space around the Tight Lines for Troops logo helps to protect the integrity of the logo. See the samples below to understand the proper proportions for the assembly and presentation of the logo.
- The minimum clear space around the main logo is equal to the distance between the head of the fish and the “TIGHT”.
- Proportionality is key.
- The logo cannot be stretched and must remain proportionally intact.
- In **Full Color version** – the logo must be shown in RED WHITE and BLUE with gold /yellow detail lines – text should optimally be in black.  
In **Single Color version** – the logo must be completely in a single color – two colors is not acceptable
- **AT NO TIME** can the fish icon be used without the FORMAL name, TIGHT LINES FOR TROOPS alongside it.

**NAME USAGE:**

- **TIGHT LINES FOR TROOPS** is not to be abbreviated in any way, and all four words in the logo are upper case.
- **Note** – Where narrative use applies (use referring to the 501c3 Organization, Tight Lines for Troops) the “for” is **NOT** capitalized whereas Tight, Lines, and Troops are capitalized.