
NATIONAL WILDFIRE COORDINATING GROUP

NWCG Logo

Date: 20 July 2015

All publications will be identified as National Wildfire Coordinating Group publications with the NWCG logo. Only NWCG logos may be used on an NWCG publication. "National Wildfire Coordinating Group", "NWCG", and the NWCG logo are trademarks of the National Wildfire Coordinating Group and should be identified as such whenever used.

NWCG Logo Standards

- Must portray positive image of NWCG.
- Annotated with the "TM" symbol outside the lower right portion of the logo. Contact the NWCG Staff for official NWCG logos.
- Sole logo used on NWCG Executive Board correspondence.
- No individual NWCG member agency logo will be used with the NWCG logo.
- If an NWCG product is produced in cooperation and collaboration with another country, the logo and identification of the other country may also be used.
- The NWCG logo will be the dominant logo on memoranda and subgroup web pages.
- Individual agency-endorsed products or documents will not display the NWCG logo.

NWCG Subgroup Logo Standards

- NWCG subgroups may create and use their own logo.
- NWCG Staff will approve all subgroup logos.
- Must meet standards for web and print use (explain)
- 72 dpi, maximum
- Section 508 compliant, including alternate text describing the logo
- RGB colors
- Should include a black-and-white or greyscale version
- .jpg file type
- .png or .gif acceptable if transparent background is required
- 640 x 640 pixels dimension

NWCG Subgroup Logo Standards if logo is photo based:

- Must have full permission to use the photo
- Animated logos are acceptable to use if they meet all other standards
- Meets standards for web and print use (explain)
- Examples of print use include posters, publications, brochures, letterhead, mugs, etc.
- 300 dpi, maximum
- CMYK colors
- Should include a black-and-white or greyscale version
- file type: .tiff
- Scalable