



BRAND IDENTITY KIT

The identity and design of both the Environmental League of Massachusetts and the ELM Action Fund were thoughtfully produced. We welcome our established partners and members of the media to share our logos, missions, and other aspects of our branding. In order to maintain the integrity of our brand, please see the guidelines below.

Questions? Please contact Leigh Chandler (lchandler@environmentalleague.org)

Purpose

To secure the health and wellbeing of the environment and of future generations.

Vision

A world where government fully recognizes the challenges we face and moves swiftly and effectively to address them.



Mission

The Environmental League of Massachusetts advocates for policy that meets the scale and urgency of our environmental challenges.

501(c)(3) designation



Mission

The Environmental League of Massachusetts Action Fund (ELM Action Fund) builds political power that meets the scale and urgency of our environmental challenges.

501(c)(4) designation



It is important to distinguish between ELM and the ELM Action Fund when referring to political endorsements. All candidate and policy endorsements are made by the ELM Action Fund, not ELM. The endorsement logo is shown above.

ELM CORPORATE COUNCIL

ELM launched the ELM Corporate Council in 2010 to build a bridge between the environmental community and leading Massachusetts companies that have demonstrated innovative environmental policies or practices.

The ELM Corporate Council is a deep, working alliance between the private sector and environmental advocates to improve environmental policy and business practice in the Commonwealth. The Council represents a pro-business/pro-environment association. It underscores that we can have both a healthy environment and a vibrant economy — these goals are not at odds, but rather are mutually reinforcing.



[Click here to view the full list of our Corporate Council Members.](#)

BRAND GUIDELINES

Names

To ensure brand identity, when speaking about the Environmental League of Massachusetts, the full name - 'The Environmental League of Massachusetts' - or the abbreviation - 'ELM' should be used. When referring to the ELM Action Fund, the full name - 'The ELM Action Fund' - should be used.

BRAND GUIDELINES

Logos



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There are two options for each logo: a darker version to be used against lighter backgrounds, and a lighter version to be used against darker backgrounds, as exemplified above. The 'ELM' in both logos should change to white on darker backgrounds.

Logo Misuse

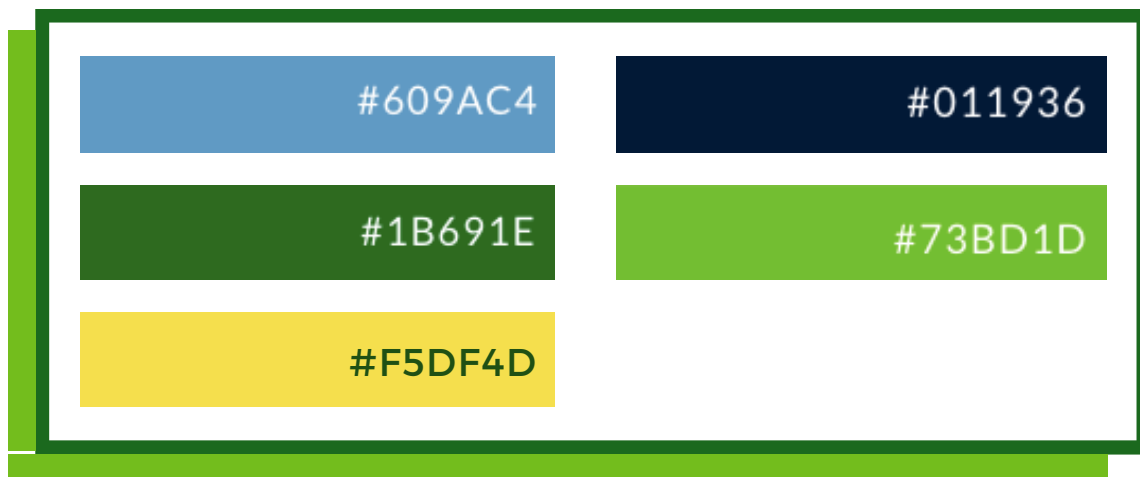
To ensure logo brand identity, you are not allowed to alter the ELM logos in any way. For example:



If you are unsure about how to utilize the logo, default to those shown at the top of the page.

Brand Color Palette

Our official palette includes 5 colors plus the colors black and white.



PHOTOGRAPHIC STYLE



Clean



Family



People-oriented



Bright future



Community



Modern

FOLLOW US ON SOCIAL MEDIA!



SIGN UP FOR UPDATES!



ELM



ELM Action Fund

For questions about permissions and use of ELM logos and branding, email Leigh Chandler (lchandler@environmentalleague.org).