



Getting to Zero Affiliation and Logo Use **Adopted 12.5.16**

Getting to Zero SF (GTZ) is a consortium of individual members and organizational members committed to a common goal. When an organization joins GTZ, their organizational logo will be added to the GettingtoZeroSF.org website.

Organizational members of the consortium are permitted to use the GTZ logo on their website or printed materials with the designation they are a member of GTZ. GTZ endorses the collective impact shared vision and does not endorse organizations or groups. Use of the GTZ logo is in no way an endorsement of the organization, programs or policies.

Endorsement of certain policies or specific efforts will be considered by the GTZ Steering Committee on a case-by-case basis. The GTZ logo should not be altered or tailored for specific use as it dilutes the identity of the entire Consortium.

Logo Use

When using the GTZ logo, please do not stretch or squeeze the logo. Logos should be kept to the original aspect ratio (we much prefer you to shrink the logo to fit than to distort it).

Please only use the logos provided by GTZ. These are the official logos. We have them available in different formats for various uses. Please do not change the color of the logo, or remove or use elements of the logo. The logo and all its components are intended only to be used in its original state.

If using the GTZ logo, please be sure to reference your relationship to GTZ with the following note either above or beside the logo - "Member of the Getting to Zero SF Consortium." This is to make clear that you are an autonomous entity. GTZ should never be included as part of your organization's name, either in text or with graphic. GTZ is an independent consortium.

Should you have any questions, please don't hesitate to contact Courtney.Liebi@ucsf.edu.