



ESI Program Logo

Environmental Stewardship Initiative

Logo Use Criteria

For Program Level Logos

Stewards and Rising Stewards in the North Carolina Environmental Stewardship Initiative Program may use the logo designed for the highest level of the program the site has achieved. Examples of the program level logos are at the end of this paragraph. These logos vary slightly from the overall ESI program logo (above). The official program logo use is reserved for the ESI (DENR) staff only. Members at the partner level may not use any ESI logo at this time.



ESI Rising Steward Logo



ESI Steward Logo

Organizations reaching the Steward or Rising Steward level agree to adhere to the following guidance on proper use of these logos.

The ESI Environmental Steward or Rising Steward logo:

- 1) May only be used by the organization or part of the organization recognized as Steward or Rising Steward. When using the logo, an Environmental Steward or Rising Steward must make clear in its use of the logo what portion of an organization's operations (specific site or sites) are considered an Environmental Steward or Rising Steward.
- 2) May be used on internal and external printed and electronic media. Examples of where the ESI Environmental Steward or Rising Steward logo may be used include:
 - Organization letterhead
 - Organization business cards
 - Organization signs and flags
 - Organization advertisements and newsletters
 - Organization Web site
- 3) May not be used by an organization terminated from the program.
- 4) May not be used by an organization to imply that it is certified by DENR, that it is a "green" company, or that its operations do not have impacts on the environment.
- 5) May not be used by external parties such as vendors, customers/clients, boards or contractors.

Recognition of an organization as an Environmental Steward or Rising Steward by DENR does not imply that the organization is a “green” company or that its operations do not impact the environment. This recognition instead distinguishes an organization as having a commitment to exemplary environmental performance and going beyond what is currently required by law. Misleading statements in the marketplace or to the general public should be avoided.

Participating organizations should distribute these guidelines to the appropriate members of their organization who will be responsible for marketing and promotion. Following the use guidelines is the responsibility of the participating organization and is essential to maintaining program credibility.

If an organization’s participation as an Environmental Steward or Rising Steward in the ESI is terminated for any reason, use of the program logo must cease immediately and all related benefits are withdrawn. DENR will periodically monitor use of the logo. Continued inappropriate use of the logo by participating organizations may result in revocation of logo use privileges or in termination of program participation.