

# The Transition Network Endorsement Marque – Useage Manual

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This document is aimed at the Transition Initiatives, community groups, supporters, campaigners and organisations who wish to reproduce the Transition Network Endorsement Marque on various transition-related materials and websites.

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# 1. Intro

Transition Network supports community-led responses to peak oil and climate change, building resilience and happiness and reducing CO<sub>2</sub> emissions.

Our mission is:

- to inspire
- to encourage
- to network
- to support and
- to train

communities as they establish a Transition Initiative in their locale.

We've created The Transition Network Endorsement Marque with the specific ambition of encouraging the rich visual diversity that's already evident in promotional materials across all the initiatives, while still enabling communities show their connection to the wider network of transitioners.



## 2. About the Marque

As we went through the (occasionally painful) process of creating our branding, we were keen to get a “made by hand” feel, rather than the dominant “designed by robot” look. In the end, the Transition Network logo was literally made by hand – carved from a lino, inked up and rolled onto paper before being digitised.

The endorsement marque that this document refers to is fashioned from these handmade elements, and we’re hoping it conveys the human-scale, “roll up your sleeves and get stuck in” ethos that typifies so much of the transition work.

The marque:

- (a) contains the Transition Network symbol (leaf)
- (b) includes the ‘A part of TransitionNetwork.org’ statement which also acts as a pointer for further information
- (c) closely mimics Transition Network’s main logo



# 3. Who can use the Transition Network Endorsement Marque

We're expecting the following to use the marque: Transition Initiatives, community groups, supporters, campaigners and organisations.

## Transition Initiatives and community groups

If you're a community-wide initiative, taking account of peak oil and climate change and you're striving for resilience and CO<sub>2</sub> reductions in an inclusive manner, it doesn't matter to us whether you're following the transition model slavishly or irreverently, or indeed reinventing it (and sharing your great ideas). In all cases, we invite you to use the marque freely. Incidentally, you don't have to have "transition" in the name of your initiative eg "Low Carbon Exeter" or "Sustaining Dunbar". However, "Zero Resilience Climatedeniersville" may raise a few eyebrows...

And don't wait to get "official" status either – use wantonly right from the get-go.

## Supporters

A somewhat woolly term... If you've given us loads of money, or a venue for a conference, or perhaps a villa in the Maldives and you espouse transition values, you're eligible to use the marque. Please ask us first.

## Campaigners

We're often asked by campaigning organisations for support. We're exceedingly picky about this, owing to our feelings that, while "campaigns against" certain negative things are essential, we're focusing more on "working towards" positive outcomes. That said, given the times we're facing, we feel that some campaigns need all the help they can get. Those ones are eligible to use the marque – please ask us first.

## Organisations

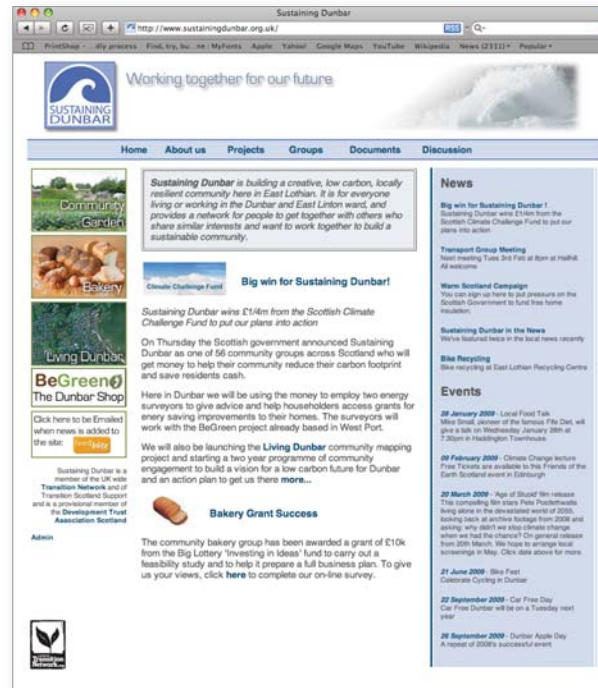
There are some organisations with whom we collaborate extensively, and they feel very much part of the spirit of transition. If you think this applies to your organisation and you haven't heard from us yet, please get in touch with us.

# 4. Guidelines for using the Transition Network Endorsement Marque

The marque is designed only to be reproduced in black. It has a white background and border to enable it to be clearly visible against a coloured ground.

We're hoping that it's universally adopted and used on just about every item of promotional material and website produced by each Transition Initiative. There is no restriction on where the Marque can appear, but make sure it doesn't shrink smaller than 20mm or 55pixels wide (width of black box) and keep a clear space around it as indicated by exclusion zone 'c'. This exclusion zone also prevents the Marque appearing too close to the edge of the page.

Min size  
20mm / 55pix

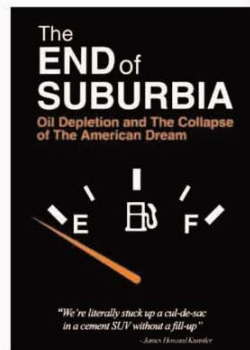






TRANSITION TOWN LEWES  
www.transitiontowns.org/Lewes  
Unleashing 24 April 2007

# Energy Transition Comes to Lewes



## The End of Suburbia

What happens to our society's infrastructure when oil starts to go into decline, as it is expected to do in this decade? Our society is utterly dependent on oil for food, transport, suburban housing and manufacturing. With brutal honesty and a touch of irony, this film sets out the challenge ahead. Followed by discussion facilitated by local author Susannah Waters

**Sunday 11th February 2pm, All Saints Centre £3**  
**In association with Lewes Cinema**

## The Power of Community

A film about Cuba's Special Period, when the country lost half its oil after the collapse of the Soviet Union in 1990. Cuban people speak about how they dramatically managed the transition from a highly industrialised society to a low-fossil fuel, sustainable one. A beautiful story of co-operation and hope. Followed by discussion facilitated by local author Susannah Waters

**Sunday 25th February 2pm, All Saints Centre £3**  
**In association with Lewes Cinema**



## Jeremy Leggett **Director, solarcentury** **Climate Change and Peak Oil – Renaissance or Dislocation?**

Jeremy Leggett has been described by Time Magazine as 'one of the key players in putting the climate issue on the world agenda.' He was an award-winning scientist, oil-industry consultant, and Greenpeace campaigner before setting up solarcentury. His first book *The Carbon War* was described by the Sunday Times as 'the best book yet on the politics of global warming,' and his second book *Half Gone* describes the conflation of peak oil with climate change, while signposting a safe exit opportunity. This is an unmissable chance to hear a fascinating speaker.

**Thursday 29 March 8pm, Pelham House £3**  
**In association with the Pelham Institute**



## Caroline Lucas **Green MEP for the South East** **The Impact of Peak Oil on Food Security**

Caroline Lucas is an authoritative and passionate voice of the environmental movement. She will speak about her recent report to the European Parliament, which highlights our extraordinary over-dependence on oil for food and agriculture, the vulnerabilities associated with the situation, and the urgent need to localise food production. She will also talk about the close relationship between climate change and fossil fuel dependence and explore energy transition as a solution.

**Thursday 12 April 8pm, Pelham House £3**  
**In association with the Pelham Institute**



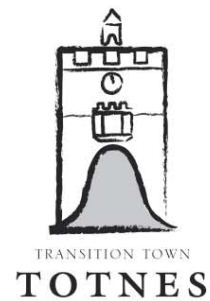
**Transition Town Totnes is delighted to present**

# **“No Work Gardening”**

**An Evening Talk by**

**Bob Flowerdew.**

**... plus the Launch of the  
Transition Town Totnes Food Group.**



**Totnes Civic Hall, High Street, Totnes.**

**Thursday October 26<sup>th</sup>. 7.30 – 9.30pm**

**Doors Open at 6.45pm. Get there early to be sure  
to get a seat. £5 (£3 concessions).**

Star of TV and of Radio 4's Gardeners Question Time, author of 'Bob Flowerdew's Organic Bible' and his new book "The No-Work Garden: Getting the Most Out of Your Garden for the Least Amount of Work". Bob will be in Totnes for one evening only. In his talk he will explain, in his inimitable way, how to garden organically with minimum effort and maximum results. As well as his talk, there will be time for question and answers, and also a chance to hear his thoughts on the role of local food production in a lower energy future. **Rob Hopkins** will briefly introduce Transition Town Totnes, a community initiative acting as a catalyst in the process of moving the town beyond oil dependency towards a more resilient future. The evening is also the launch of the food group of the TTT process, which the project's facilitator **Teresa Anderson** will introduce.

**[www.transitiontowns.org/Totnes](http://www.transitiontowns.org/Totnes)**



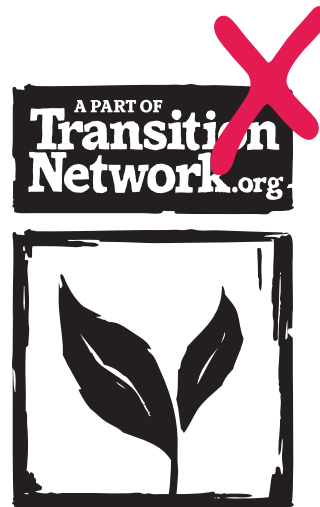
## 4. Guidelines for using the Transition Network Endorsement Marque, continued...

### *Please do*

- Print the whole Marque
- If you resize it, maintain the height/width ratio
- Use the correct colour
- Make sure that the white border is visible on non-white backgrounds
- Use the .eps versions rather than .gif or .jpg if you need to print high quality in a large size

### *Please do not*

- Split the elements
- Go smaller than 20mm / 55pixels in width
- Change or reverse the colour
- Use the Marque as watermark
- Encroach on the white border
- Change the typeface
- Replace the leaf with an alternative image
- Change the statement





## 5. Obtaining the Transition Network Endorsement Marque

The Marque is available from:

- The Transition Network website at [www.transitionnetwork.org](http://www.transitionnetwork.org) – look for the menu item “Branding”
- Ben Brangwyn at the Transition Network office:  
t: 05601 531882  
e: [benbrangwyn@transitionnetwork.org](mailto:benbrangwyn@transitionnetwork.org)

Transition Network Endorsement Marque is available in the following formats:

- JPEG Microsoft Windows compatible
- GIF Microsoft Windows compatible
- PNG Microsoft Windows compatible
- EPS Mac Illustrator compatible

## 6. Transgressors' dire warning!

Just to let you know – the Transition Network brand police have been granted special powers. We can't reveal too much here, but think Ghostbusters meets Kung Fu Panda. You don't wanna go there...