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INTRODUCTION

WELCOME TO THE MILL CREEK METROPARKS **BRAND STANDARDS GUIDE**

This document provides a clear, consistent guideline for how to properly convey the Mill Creek MetroParks brand to the public. Included are rules for using basic identity elements (the logos, typefaces, and color palettes), as well as detailed instructions for official internal and external communications.

While it is preferred that these guidelines be strictly followed, there may be situations that require a customized solution. Contact the Community Engagement Department for advice on how to best apply the brand standard under special circumstances. All deviations from the brand standards must be approved.

QUESTIONS? **CONTACT THE COMMUNITY ENGAGEMENT DEPARTMENT**

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OUR BRAND / PRIMARY LOGO

The Mill Creek MetroParks logo is the foundation of the brand and conveys both warmth and professionalism. Using the logo consistently and properly will only serve to promote our overall mission. Though it's always appropriate to use the primary logo, there are specific circumstances that it *must* be used exclusively, such as official communications and facility signage. The full-color logo should be used whenever possible. Do not ever alter the primary, secondary or supplementary logos or their variations.

FULL-COLOR



1-COLOR



BLACK LOGO



SIGNATURE GRAY LOGO



DARK GREEN LOGO

FULL COLOR / WHITE REVERSE



*EXAMPLES ARE TO BE USED ON DARK OR SOLID COLOR BACKGROUND ONLY.
BOXES BEHIND EXAMPLES ILLUSTRATE HOW THE LOGOS WOULD APPEAR ON A SOLID BACKGROUND.



OUR BRAND / SECONDARY LOGO

The Mill Creek MetroParks secondary logo is not to be used on any official communications or facility signage. It's acceptable to use the secondary on marketing materials or promotional and retail items. Do not ever alter the primary, secondary or supplementary logos or their variations.

FULL-COLOR



1-COLOR



BLACK LOGO



SIGNATURE GRAY LOGO



DARK GREEN LOGO

FULL COLOR / WHITE REVERSE



*EXAMPLES ARE TO BE USED ON DARK OR SOLID COLOR BACKGROUND ONLY.
BOXES BEHIND EXAMPLES ILLUSTRATE HOW THE LOGOS WOULD APPEAR ON A SOLID BACKGROUND.



OUR BRAND / SUPPLEMENTARY LOGOS

MILL CREEK GOLF COURSE

The Mill Creek Golf Course supplementary logos are similar in appearance to the Mill Creek MetroParks logos and are intended to be used separately. These logos are acceptable to use on Mill Creek Golf Course marketing materials or promotional and retail items. Do not ever alter the supplementary logos or their variations.

FULL-COLOR



1-COLOR



BLACK LOGO



SIGNATURE GRAY LOGO

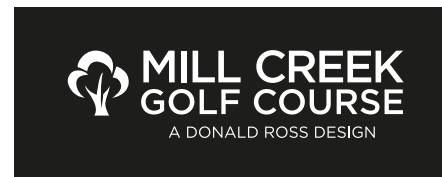


BLACK LOGO



SIGNATURE GRAY LOGO

FULL COLOR / WHITE REVERSE



*EXAMPLES ARE TO BE USED ON DARK OR SOLID COLOR BACKGROUND ONLY.
BOXES BEHIND EXAMPLES ILLUSTRATE HOW THE LOGOS WOULD APPEAR ON A SOLID BACKGROUND.

OUR BRAND / SUPPLEMENTARY LOGOS

WICK RECREATION AREA

The Wick Recreation Area supplementary logo is similar in appearance to the Mill Creek MetroParks logos and is intended to be used separately. The logo is acceptable to use on Wick Recreation Area marketing materials or promotional and retail items. Do not ever alter the supplementary logo or its variations.

FULL-COLOR



1-COLOR



BLACK LOGO



SIGNATURE GRAY LOGO



DARK GREEN LOGO

FULL COLOR / WHITE REVERSE



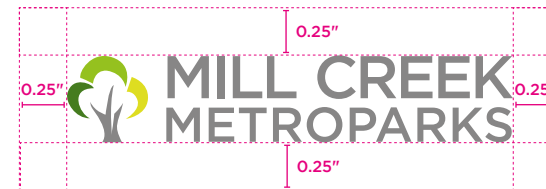
*EXAMPLES ARE TO BE USED ON DARK OR SOLID COLOR BACKGROUND ONLY.
BOXES BEHIND EXAMPLES ILLUSTRATE HOW THE LOGOS WOULD APPEAR ON A SOLID BACKGROUND.



OUR BRAND / LOGO EXCLUSION ZONE & MINIMUM SIZES

THE EXCLUSION ZONE

The minimum amount of space surrounding a logo is called the "Exclusion Zone". This area should be free of imagery, graphics, folds or any other element that may interfere with the clarity of the brand. The minimum "Exclusion Zone" for the Mill Creek MetroParks logo is 0.25". This standard applies to all primary, secondary and supplemental logo variations.



MINIMUM SIZES

Minimum sizes for a logo is designed to ensure the legibility of the brand. The minimum size for the primary, secondary, and supplemental logos and their variations is 1" wide for printed materials or 144 pixels wide for digital or web graphics.

REMINDER: The primary, secondary, and supplemental logos and their variations must be scaled proportionately.



PRINTED MATERIALS: Minimum 1" wide



DIGITAL & WEB GRAPHICS: Minimum 144 px wide



OUR BRAND / MILL CREEK METROPARKS ICON

Under certain circumstances, the icon can be used on its own instead of the full wordmark (logo). In general, the icon can be used alone where the Mill Creek MetroParks brand has already been established or on retail and promotional items and apparel.

While the icon can exist without the wordmark, the wordmark should never exist without the icon.

FULL-COLOR



1-COLOR



BLACK ICON



SIGNATURE GRAY ICON



DARK GREEN ICON

FULL COLOR / WHITE REVERSE



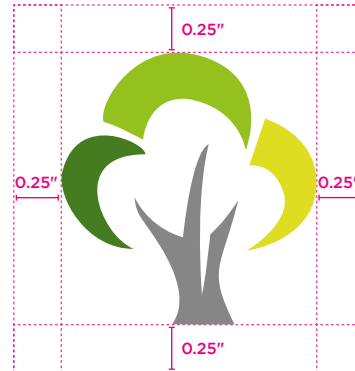
*EXAMPLES ARE TO BE USED ON DARK OR SOLID COLOR BACKGROUND ONLY.
BOXES BEHIND EXAMPLES ILLUSTRATE HOW THE ICON WOULD APPEAR ON A SOLID BACKGROUND.



OUR BRAND / MILL CREEK METROPARKS ICON EXCLUSION ZONE

THE EXCLUSION ZONE

The minimum amount of space surrounding an icon is called the "Exclusion Zone". This area should be free of imagery, graphics, folds or any other element that may interfere with the clarity of the brand. The minimum "Exclusion Zone" for the Mill Creek MetroParks icon is 0.25". This standard applies to all icon variations.



MINIMUM SIZES

Minimum sizes for a logo is designed to ensure the legibility of the brand. The minimum size for the Mill Creek MetroParks icon and its variations is 1" wide for printed materials or 96 pixels wide for digital or web graphics.

REMINDER: The icon and all its variations must be scaled proportionately.



PRINTED MATERIALS: Minimum 1" wide



DIGITAL & WEB GRAPHICS: Minimum 96 px wide



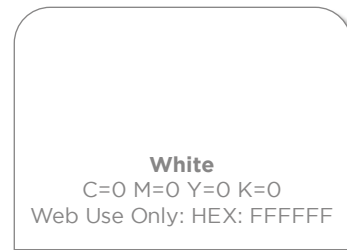
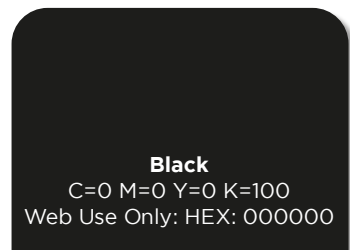
OUR BRAND / COLOR PALETTE

PRIMARY COLOR PALETTE

The primary color palette of the Mill Creek MetroParks brand is to be used consistently on all marketing, promotional, and retail merchandise. These colors must never be changed or altered. Please use the secondary color palette in circumstances where the primary color palette cannot be implemented.



SECONDARY COLOR PALETTE



ACCENT COLORS

Accent colors are permitted as long as they compliment the primary and secondary color palette.

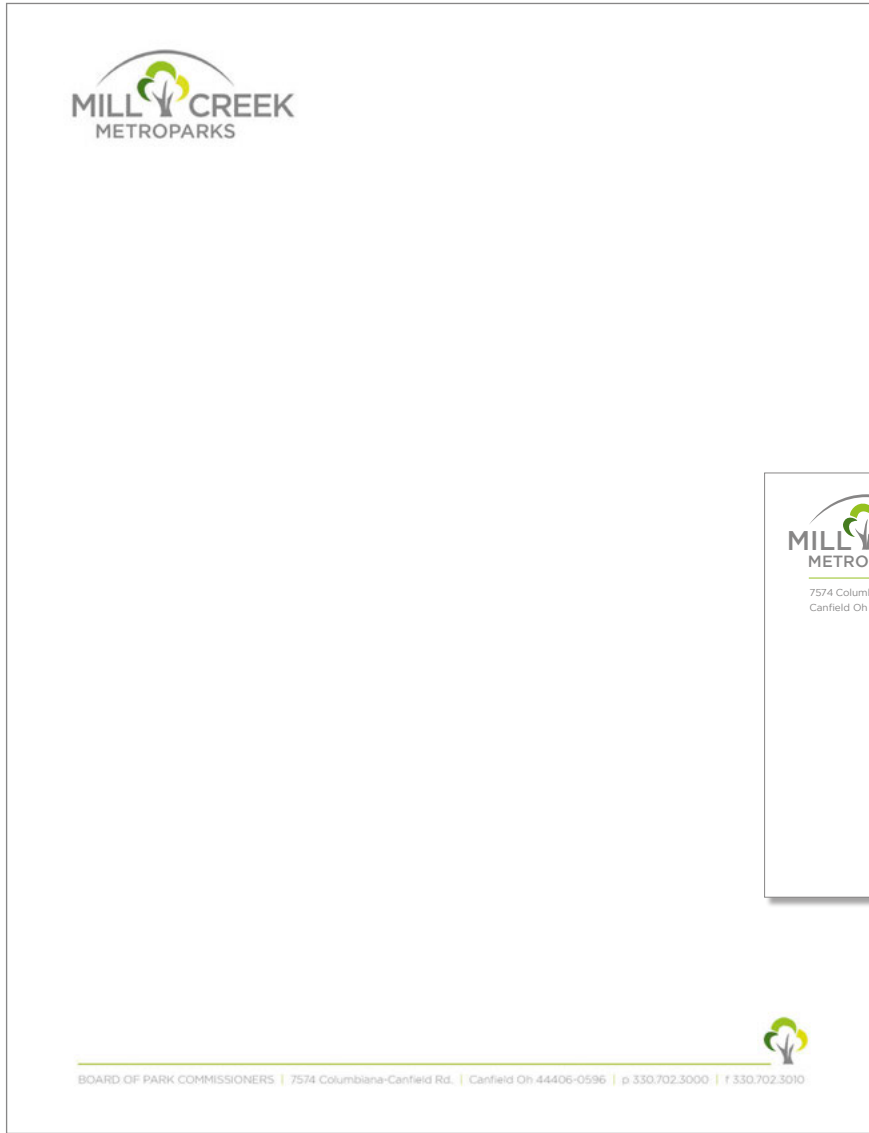
Accent colors should never be used as a majority of any design.

Any desired accent colors must be submitted to and approved by the Community Engagement Department prior to use.

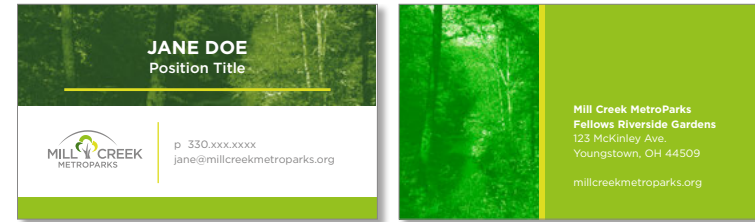


OFFICIAL COMMUNICATIONS / STATIONERY

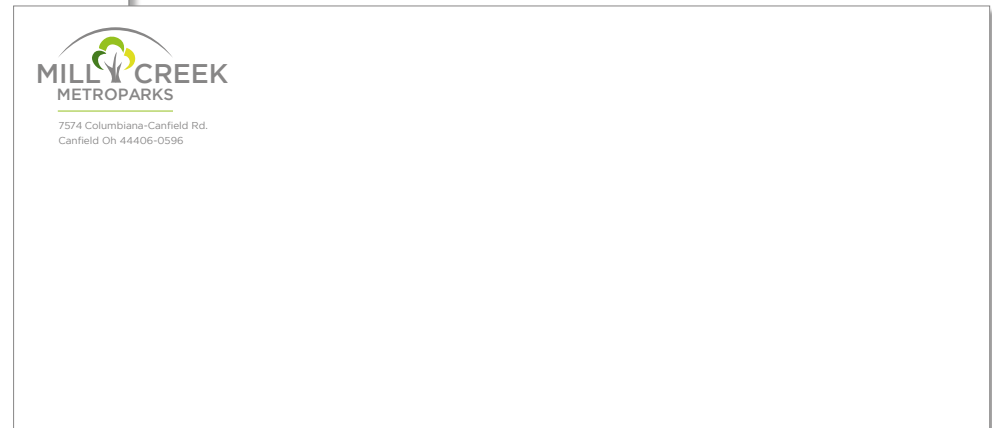
The official Mill Creek MetroParks stationery must be used for external communications in order to present a consistent, professional presence to the public. Official stationery should only be ordered through the Community Engagement Department.



LETTERHEAD EXAMPLE (NOT ACTUAL SIZE)



BUSINESS CARD EXAMPLE (NOT ACTUAL SIZE)



#10R ENVELOPE EXAMPLE (NOT ACTUAL SIZE)



OFFICIAL COMMUNICATIONS / TEMPORARY SIGN TEMPLATE

Under certain circumstances a sign may be needed temporarily to convey an important message or instructions to the public. An 11" w x 8.5" h template is available from the Community Engagement Department or can be found on the ADP website home page. If permanent signage is required, please contact the Community Engagement Department.

**Please keep
trash bags
inside of cabin.**

Thank You



TEMPORARY SIGNAGE EXAMPLE (NOT ACTUAL SIZE)



MESSAGING / PRIMARY TYPE FAMILY

PRIMARY TYPE FAMILY

"Gotham" is the primary type family for the Mill Creek MetroParks brand. This type family is to be used consistently on all communications, marketing, promotional, and retail merchandise.

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+=[]\{|};',./:;<>?

GOTHAM LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&()_+=[]\{|};',./:;<>?*

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+=[]\{|};',./:;<>?

GOTHAM BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&()_+=[]\{|};',./:;<>?*

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+=[]\{|};',./:;<>?

GOTHAM MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&()_+=[]\{|};',./:;<>?*

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+=[]\{|};',./:;<>?

GOTHAM BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+=[]\{|};',./:;<>?

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+=[]\{|};',./:;<>?

GOTHAM BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+=[]\{|};',./:;<>?



MESSAGING / SECONDARY TYPE FAMILY

SECONDARY TYPE FAMILY

"Arial" is the secondary type family for the Mill Creek MetroParks brand and should only be used in internal communications when the primary type family is unavailable.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+=[\]|;'./:;"<>?

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&()_+=[\]|;'./:;"<>?*

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+=[\]|;'./:;"<>?

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+=[\]|;'./:;"<>?



ADDITIONAL TYPEFACE USAGE

Other typefaces are permitted as long as it is complimentary to the primary type family.

Other typefaces should only be used for emphasis and should never be used as a majority of any design.

Never use more than 3 typefaces in any design. Typefaces need to be noticeably different from each other.

Any additional typefaces must be submitted to and approved by the Community Engagement Department prior to use.



MESSAGING / BASIC PRINCIPLES & GUIDELINES

PARAGRAPH STRUCTURE

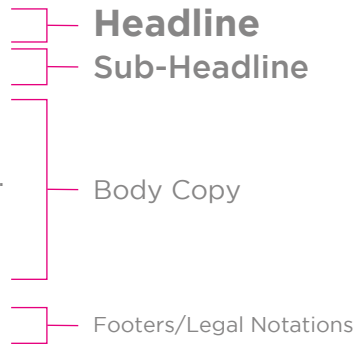
Paragraph structure is extremely important in communicating a message with a consistent and clearly defined hierarchy. The following guidelines should be implemented in all Mill Creek MetroParks internal and external communications.

PARAGRAPH HIERARCHY

Ut Enim Ad Minim Veniam
Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor adipiscing elit.



IMPORTANT NOTES

There should be a 2 pt. or greater size difference between headlines and sub-headlines.

There should be a 2 pt. or greater size difference between sub-headlines and body copy.

Body copy shouldn't be smaller than 10 pt.

Footers/legal notations shouldn't be smaller than 8 pt.



WHAT TO DO

- Use one space after periods.
- Use left alignment for body copy.
- Use consistent leading (the space between lines of text).
- Use consistent paragraph spacing.
- Use italic or bold to emphasize a word or sentence in a paragraph.
- Only hyphenate words when absolutely necessary.



WHAT NOT TO DO

- Do not use two spaces after periods.
- Do not indent the first line of a new paragraph.
- Do not force justify body copy.
- Do not use all caps for body copy.
- Do not use an underline to emphasize a word or sentence in a paragraph.
- Do not increase/decrease kerning (the space between letters in a word or sentence).



MESSAGING / BASIC PRINCIPLES & GUIDELINES

MILL CREEK METROPARKS & FACILITIES

The following guidelines should be implemented for all internal and external communications whenever it is necessary to refer to Mill Creek MetroParks or any Mill Creek MetroParks facility.



WHAT TO DO

- "Mill Creek MetroParks" is the only proper spelling. Always put a space between "Mill" and "Creek". Always capitalize the "P" in "MetroParks".
- Always spell out the name of any Mill Creek MetroParks facility (ex. Wick Recreation Area, Ford Nature Center, or Fellows Riverside Gardens).
- Always format phone numbers with periods "." instead of dashes (ex. 330.740.7114). Extensions should be listed as "ext. 123" (ex. 330.740.7114 ext. 123). The only exception to the extension format rule is for the email signature. Please refer to the email signature section for more information.
- Always format the website as "www.millcreekmetroparks.org" or "www.MillCreekMetroParks.org"
- Always use the official names of trails, historical sites/structures, and roadways (ex. The Suspension Bridge vs. The Cinderella Bridge or The D.D. and Velma Davis Education & Visitor Center vs. The Davis Center).



WHAT NOT TO DO

- Do not misspell Mill Creek MetroParks.
- Never abbreviate Mill Creek MetroParks or the name of any Mill Creek MetroParks facility (ex. WRA, FNC, or FRG).
- Do not format phone numbers with dashes "-". Only use periods between the numbers (ex. 330.740.7114).
- Do not use "x" or "X" to indicate an extension unless otherwise approved by the Community Engagement Department. Always format extensions as "330.740.7114 ext. 123". The only exception to the extension format rule is for the email signature. Please refer to the email signature section for more information.
- Never hyphenate "Mill Creek MetroParks" or any facility name.
- Never abbreviate, shorten, or use unofficial names for trails, historical sites/structures, or roadways (ex. The Davis Center vs. The D.D. and Velma Davis Education & Visitor Center).



MESSAGING / EMAIL SIGNATURE



All Mill Creek MetroParks staff must use the approved email signature below. A template with instructions is available from the Community Engagement Department.

Do not attempt to rebuild or alter the email signature template to include any personalizations, including but not limited to, background textures, colors, quotes, emoticons, animations, etc. Any desired exceptions or additions should be submitted to the Community Engagement Department for approval.

NAME HERE IN ALL CAPS

Title Here in Upper/Lower Case



 7574 Columbiana-Canfield Rd., Canfield, OH 44406
 330.000.0000 x000
 emailaddress@millcreekmetroparks.org
 www.millcreekmetroparks.org

 **STAFF MEMBER NAME / Gotham Bold 12 pt.**
 Staff Member Title / Gotham Book 10 pt.

 Secondary Mill Creek MetroParks Logo / *Full-Color*

 Facility Address / Gotham Book 10 pt.

 Facility Phone & Extension / Gotham Book 10 pt.

 Staff Member Email Address / Gotham Book 10 pt.

 Mill Creek MetroParks Website / Gotham Book 10 pt.



QUESTIONS ABOUT BRAND MESSAGING?

There may be situations that arise that are not covered in the Mill Creek MetroParks Messaging Guidelines section. If you have questions or need assistance please contact the Community Engagement Department.



PROPER LOGO PLACEMENT / MARKETING MATERIALS

The examples below illustrate some ways the Mill Creek MetroParks logo is used properly in marketing materials. Please contact the Community Engagement Department if additional clarification is needed.



MILL CREEK METROPARKS

EDUCATION DEPARTMENT

VIRTUAL PROGRAMS

- **NATURE ROCKS!**: A video series highlighting topics and locations of the MetroParks.
- **WHAT'S IN BLOOM**: A video series that highlights what is blooming at Fellows Riverside Gardens.
- **FROM THE ARCHIVES-STORIES OF MILL CREEK PARK**: A video series of stories about the past of Mill Creek Park as viewed through the local newspaper.
- **GOOD MORNING MILL CREEK PARK**: Series of pictures and short videos highlighting areas of the Park.
- **WHAT'S GOING ON**: An educational PSA dealing with different aspects of the Park.
- **HAPPY TRAILS**: An introduction to the trails of the Park featuring location, length, and difficulty.
- **NATURALIST ADVENTURE GUIDES**: A series highlighting interesting plants and animals found throughout Mill Creek MetroParks.
- **FANTASTIC FUNGI**: A series highlighting the various types of fungi found in Mill Creek MetroParks.

VIRTUAL PROGRAMS CAN BE VIEWED AT:



MillCreekMetroParks.org



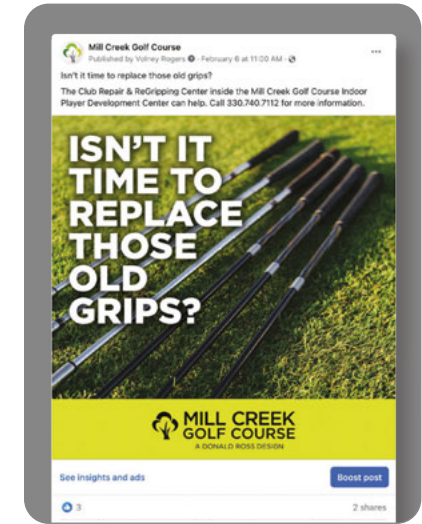
millcreekmetroparks



Mill Creek MetroParks



Mill Creek MetroParks | 7574 Columbiana-Canfield Rd., Canfield, OH 44406
330.702.3000 | www.MillCreekMetroParks.org




Visitors to the MetroParks Farm can enjoy a guided tractor-wagon ride tour; stop by the barnyard to see farm animals; spend time in our playroom equipped with books, puzzles, puppets, and toy tractors; take a leisurely walk or bike ride on the MetroParks Bikeway; hike the Mindy Henning Memorial Trail into the

MetroParks Education Department are aligned with Ohio's Learning Standards and Model Curriculum for Science. Visit our website for a current listing of educational programs.

The animal barns are open April and May from 8:30 am - 3:30 pm with extended hours June - October. Group tours are by appointment only.

Open April through October

MILL CREEK METROPARKS

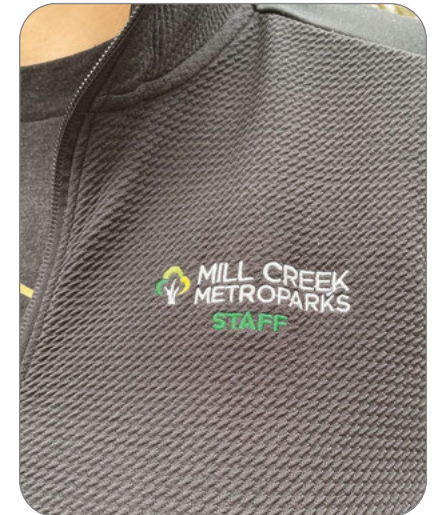
Mill Creek MetroParks Farm
7574 Columbiana-Canfield Rd.
Canfield, OH 44406
330.553.7872

For more information about the MetroParks Farm, visit millcreekmetroparks.org



PROPER LOGO PLACEMENT / OFFICIAL APPAREL

The examples below illustrate some ways the Mill Creek MetroParks logo is properly used on official apparel. Please contact the Community Engagement Department if additional clarification is needed.



PROPER LOGO PLACEMENT / RETAIL MERCHANDISE

The examples below illustrate some ways the Mill Creek MetroParks logo is properly used on retail merchandise. Please contact the Community Engagement Department if additional clarification is needed.



EXAMPLE OF AN APPROVED LOGO DEVIATION FOR RETAIL APPAREL.



SIGNAGE / LEVEL 1 FACILITY SIGNS

Facility signage is an important component of brand recognition and should be consistent and legible from a distance. All Level 1 Facility Signage must use the primary Mill Creek MetroParks logo. The Planning & Operations Department determines the preferred size and materials, as well as the location the signage will be installed at the facility.

LEVEL 1 FACILITY SIGNAGE

HDU MATERIAL: High-Density Urethane (HDU) is a substrate material that can be routed, carved, and/or painted.

1-SIDED OR 2-SIDED: HDU material can't be routed or carved on both sides of the same sheet. A second, separate sheet is necessary for the 2-sided option.

COLOR: Signage should have a white background with a carved wood grain texture, full-color Mill Creek MetroParks primary logo, a dark green border, and dark green text. All colors should match the primary color palette outlined in this Brand Standards Guide.

DIMENSIONS/APPEARANCE: Signage should be 60" x 119", 60" x 60", or 48" x 48" with an arched top.

INSTALLATION: Signage requires (2) 8" x 8" or (2) 6" x 6" posts, stained with the color "black shadow".

SECONDARY SIGN: A secondary sign can be added below the main sign that matches the width of the primary sign.

1-SIDED OR 2-SIDED: HDU material can't be routed or carved on both sides of the same sheet. A second, separate sheet is necessary for the 2-sided option.

COLOR: Signage should have a dark green background with white text and a white border. Colors should match the primary color palette outlined in this Brand Standards Guide.



MAIN ENTRANCE SIGN WITH SECONDARY SIGN



2-SIDED SIGN EXAMPLE



BACKGROUND TEXTURE/LOGO



FACILITY SIGN WITH SECONDARY SIGN



SIGNAGE / LEVEL 2 FACILITY SIGNS

REMINDER: All Level 2 Facility Signage must use the primary Mill Creek MetroParks logo. The Planning & Operations Department determines the preferred size and materials, as well as the location the signage will be installed at the facility.

LEVEL 2 FACILITY SIGNAGE

HDPE MATERIAL (.75" THICK): High-Density Polyethylene (HDPE) is a common recycled plastic substrate that consists of three layers; a colored top layer, a contrasting core color, and a colored bottom layer. Carving through the first color into the core color creates the graphics and lettering of the sign.

1-SIDED OR 2-SIDED: The 2-sided sign can be carved and/or engraved on same sheet of HDPE.

MATERIAL COLOR: Green/White/Green

DIMENSIONS/APPEARANCE: Signage should be 44" x 45" (not including 1.5" tabs) with a rounded top and 1-color logo (white).

INSTALLATION: Signage requires (2) 6" x 6" or (2) 4" x 6" posts stained with the color "black shadow" and with a routed inset for 1.5" tabs.



ABOVE: 44" x 45" WITH 1.5" TABS
LEFT: SHOWN WITH POSTS



1-SIDED SIGN EXAMPLE



1-SIDED SIGN EXAMPLE



SIGNAGE / LEVEL 3 FACILITY SIGNS

REMINDER: The Planning & Operations Department determines the preferred size and materials, as well as the location the signage will be installed at the facility.

LEVEL 3 FACILITY SIGNAGE

HDPE MATERIAL (.75" THICK): High-Density Polyethylene (HDPE) is a common recycled plastic substrate that consists of three layers; a colored top layer, a contrasting core color, and a colored bottom layer. Carving through the first color into the core color creates the graphics and lettering of the sign.

1-SIDED OR 2-SIDED: The 2-sided sign can be carved and/or engraved on same sheet of HDPE.

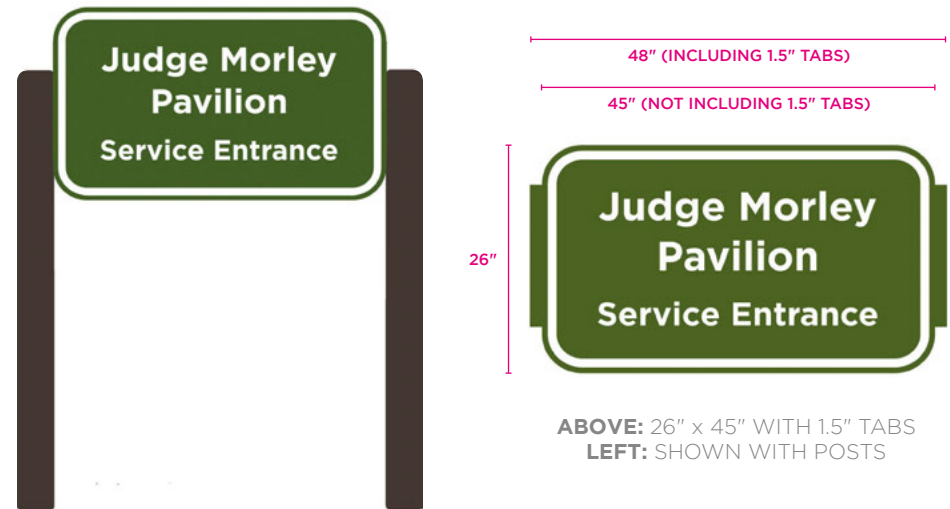
MATERIAL COLOR: Green/White/Green

DIMENSIONS/APPEARANCE: Signage is rectangular with a curved radius on each corner, 26" x 45" or 21" x 36" (not including 1.5" tabs).

The Mill Creek MetroParks logo is not to be included on Level 3 Facility Signs.

INSTALLATION: Signage requires (2) 4" x 4" or (2) 4" x 6" posts stained with the color "black shadow" and with a routed inset for 1.5" tabs.

Level 3 Facility Signs are only used within Mill Creek MetroParks properties.



SIGNAGE / LEVEL 4 FACILITY & MISCELLANEOUS SIGNAGE

REMINDER: The Planning & Operations Department determines the preferred size and materials, as well as the location the signage will be installed at the facility.

LEVEL 4 FACILITY SIGNAGE

MATERIAL: .063 Aluminum with cut vinyl
(Avery 900 Supercast Opaque).

1-SIDED: Level 4 Facility & Miscellaneous signage is 1-sided, with a 0.5" exterior CDX plywood back.

VINYL COLOR: Forest green and white.

DIMENSIONS/APPEARANCE: Signage is rectangular with a curved radius on each corner, 12" x 18" and 18" x 24" (size can vary with project).

The logo is not to be included on Level 4 Facility Signs within Mill Creek MetroParks properties, but should be used on Level 4 Facility Signs at property boundaries.

INSTALLATION: Signage requires (1) 4" x 4" or (1) 4" x 6" stained with the color "black shadow", a chamfered top. Sign bolts are on face of post.



SAMPLE - NO LOGO



SAMPLE - NO LOGO



SAMPLE WITH LOGO



LOGO MISUSE / OVERVIEW

In order to maintain a consistent, recognizable brand, it's extremely important to never alter the Mill Creek MetroParks primary, secondary, or supplemental logos or their variations in any way. The examples below illustrate some, but not all, of the most common ways the logo is misused. Please contact the Community Engagement Department if additional clarification is needed.



DON'T DISTORT THE LOGO TO MAKE IT APPEAR SMALLER, WIDER, OR TALLER.



DON'T USE ANY UNAPPROVED COLORS.



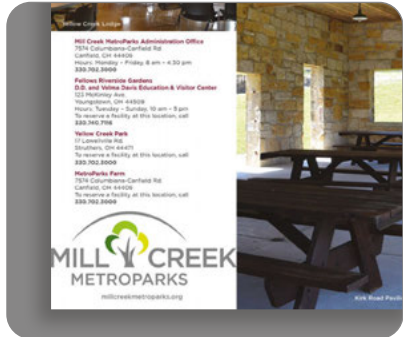
DON'T CHANGE THE SIZE OR SPACING.



LOGO MISUSE / MARKETING MATERIALS, OFFICIAL APPAREL, RETAIL MERCHANDISE, & SIGNAGE



EXAMPLES OF MISUSE: MARKETING



DON'T EVER PRINT THE LOGO EDGE TO EDGE. PLEASE USE THE SPECIFIED EXCLUSION ZONE.



DON'T PRINT THE FULL-COLOR LOGO ON A SOLID COLOR OR PHOTO BACKGROUND.



EXAMPLES OF MISUSE: OFFICIAL APPAREL



DON'T PLACE THE LOGO TOO CLOSE TO ANY TYPE OF SEAM.



DON'T CHANGE APPROVED PALETTE COLORS IN ANY WAY.



EXAMPLES OF MISUSE: RETAIL



DON'T ROTATE, DISTORT, OR REMOVE PARTS OF THE LOGO.



DON'T USE LOGO ON ANY ITEMS THAT CONTAIN VULGARITY OR CONTROVERSIAL VIEWS.



EXAMPLES OF MISUSE: SIGNAGE



DON'T USE THE SECONDARY OR SUPPLEMENTAL LOGOS.



DON'T USE THE FULL-COLOR LOGO ON A SOLID COLOR OR PHOTO BACKGROUND

