

FAIRMOUNT PARK

CONSERVANCY

Style Guide

Typefaces, colors, rules and tips for the application of the Fairmount Park Conservancy logo and supporting visual style.

Logo Overview

Logo Color Descriptions

Color: The color logo should be used in all full-color printed & digital pieces. Any color from the approved Fairmount Park Conservancy color palette may be used as a 1 color logo when necessary in marketing collateral (see page 7).

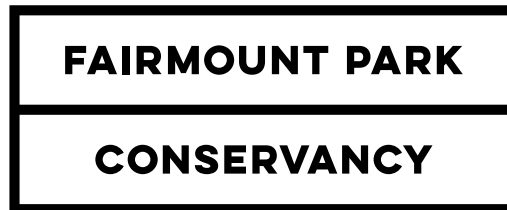
Black: The Black logo should be used for publications that are printed in black & white (ex: black and white ad). This will ensure that the logo will print clearly and is legible.

Knocked Out: In branding, the term “Knocked Out” is used when referring to text/logo reversed out of a dark background. This logo should be used when placing the logo on a dark or colored background.



Color

EPS	FPC_Logo_1c_PMS.eps
	FPC_Logo_1c_CMYK.eps
JPG	FPC_Logo_1c_72.jpg
	FPC_Logo_1c_300.jpg
PNG	FPC_Logo_1c_72.png
	FPC_Logo_1c_300.png



Black

EPS	FPC_Logo_Black.eps
JPG	FPC_Logo_Black_72.jpg
	FPC_Logo_Black_300.jpg
PNG	FPC_Logo_Black_72.png
	FPC_Logo_Black_300.png



Knocked Out

EPS	FPC_Logo_KO.eps
PNG	FPC_Logo_KO_72.png
	FPC_Logo_KO_300.png

Clear Space & Minimum Size

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphic elements or text.

This zone should be no less than the height of the negative space within the logo, as noted to the right.

The recommended minimum clearance is to ensure legal protection and optimal legibility of the Fairmount Park Conservancy logo.

This minimum spacing guideline will help give the logo clarity and presence on various applications and formats.

Alternative sizes

The logo should be reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down in proportion.

Clear Space



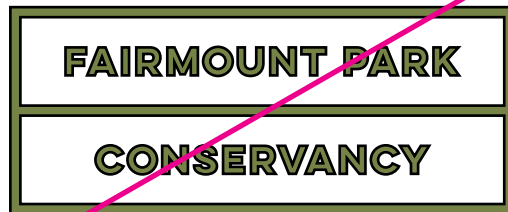
Minimum Height: .3"

Logo Do's and Don'ts

The new logo has been developed to provide flexibility for a variety of designs and media. Always use the approved digital art. The logo should never be recreated or reset.



Do not stretch the logo horizontally or vertically. Always scale the logo proportionately.



Do not add an outline to the logo.



Do not place a colored logo over an image.

Logo Do's and Don'ts



When used by a Fairmount Park Conservancy designer, it is acceptable to change the color logo to another color from the approved palette (see page 7).



The knocked out logo may be used on photography and dark backgrounds, only when the photo allows for enough legibility contrast. A black overlay may be added to photography for logo legibility.



Additional Design Elements

Icons

Four icons have been created to live within the brand of Fairmount Park Conservancy. The icons are for use on printed and digital pieces, and should only be used by a designer at Fairmount Park Conservancy.



We Love Philly Parks

EPS	We_Love_Philly_Parks.eps
JPG	We_Love_Philly_Parks_72.jpg We_Love_Philly_Parks_300.jpg
PNG	We_Love_Philly_Parks_72.png We_Love_Philly_Parks_300.png



I Love Philly Parks

EPS	I_Love_Philly_Parks.eps
JPG	I_Love_Philly_Parks_72.jpg I_Love_Philly_Parks_300.jpg
PNG	I_Love_Philly_Parks_72.png I_Love_Philly_Parks_300.png



Park Champions

EPS	Park_Champions.eps
JPG	Park_Champions_72.jpg Park_Champions_300.jpg
PNG	Park_Champions_72.png Park_Champions_300.png



Park Champion

EPS	Park_Champion.eps
JPG	Park_Champion_72.jpg Park_Champion_300.jpg
PNG	Park_Champion_72.png Park_Champion_300.png

Additional Design Elements

Icons

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We Love Philly Parks

EPS	We_Love_Philly_Parks.eps
JPG	We_Love_Philly_Parks_72.jpg We_Love_Philly_Parks_300.jpg
PNG	We_Love_Philly_Parks_72.png We_Love_Philly_Parks_300.png



I Love Philly Parks

EPS	I_Love_Philly_Parks.eps
JPG	I_Love_Philly_Parks_72.jpg I_Love_Philly_Parks_300.jpg
PNG	I_Love_Philly_Parks_72.png I_Love_Philly_Parks_300.png



Park Champions

EPS	Park_Champions.eps
JPG	Park_Champions_72.jpg Park_Champions_300.jpg
PNG	Park_Champions_72.png Park_Champions_300.png



Park Champion

EPS	Park_Champion.eps
JPG	Park_Champion_72.jpg Park_Champion_300.jpg
PNG	Park_Champion_72.png Park_Champion_300.png

Color Palette

The following selected colors are used to help define and distinguish the brand. The Pantone (PMS), CMYK, RGB and HEX# color references are outlined here.

Color formats

PMS: professionally printed applications (ex: business collateral, marketing materials)

CMYK: in-house printed applications (ex: press releases, one-sheets)

RGB: on-screen applications (ex: powerpoint presentations)

HEX#: online applications (ex: website, social media)

Primary



PMS	7496 U
CMYK	35/5/95/34
RGB	114/130/70
HEX#	728246

Secondary



PMS	397 U
CMYK	16/3/97/13
RGB	169/170/35
HEX#	A9AA23



PMS	326 U
CMYK	68/0/38/0
RGB	0/171/160
HEX#	00ABA0



PMS	179 U
CMYK	1/80/87/2
RGB	222/93/90
HEX#	DE5D5A



PMS	227 U
CMYK	18/88/4/3
RGB	176/69/121
HEX#	B04579



PMS	206 U
CMYK	0/98/51/0
RGB	212/72/106
HEX#	D4486A



PMS	130 U
CMYK	0/34/90/0
RGB	243/155/49
HEX#	F39B31



PMS	2726 U
CMYK	57/46/0/0
RGB	112/119/202
HEX#	7077CA



PMS	Warm Gray 11 U
CMYK	52/48/52/9
RGB	120/112/110
HEX#	78716E

Typography

The following typefaces have been selected to ensure consistent typographic representation of the Fairmount Park Conservancy brand across all media. Fairmount Park Conservancy's sans serif typeface is Proxima Nova, and its serif typeface is Museo Slab. There will be times when it will be necessary to use alternatives to the primary typefaces. For those instances, secondary fonts have been provided within the brand system.

For workstation applications such as Microsoft Word, Excel and PowerPoint, which do not have access to Proxima Nova and Museo Slab, substitute with the secondary fonts Arial and Georgia.

Primary

Aa

Proxima Nova
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Lexia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary

Aa

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Georgia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Readability Best Practices

Designing accessible communications can present a real challenge. Accessible print needs to be visually interesting to draw a reader to it and legible for people with sight problems and learning difficulties. People with sight problems and learning difficulties are often marginalized by design with the production of bland and uninteresting designs.

In reality, it is impossible to design something that is accessible to everyone. However, we must aim to make our communications accessible to as many people as possible, while also being creative and visually stimulating.

Type size

Our recommended minimum size for body copy is 9 point. However, depending on the audience, smaller or larger typefaces are permissible.

Capital letters

Setting text in large amounts of capital letters can be harder to read than lowercase letters.

Italics

These should be treated in a similar way to capital letters. Many partially sight-challenged people can find italics difficult to read so they should be used minimally. Using bold copy or a strong color to add emphasis is a good alternative.

Leading

Leading (or line spacing) is the space between one line of type and the next, measured from baseline to baseline. If leading is too narrow or too wide, the text will be difficult to read. As a basic rule, the leading should be a minimum of 2 point sizes larger than the type size.

Word spacing, letter spacing & horizontal scaling

Changing the spacing between letters or words and altering the proportion of the letters (horizontal scaling) are often used to fit more text on to a line. This should be avoided as too little or too much space can make text illegible.

Alignment

Left aligned text with a 'ragged' right hand margin is the most legible as it is easier to find the start and finish of each line. The spaces between each word are also equal.

Contrast

There should always be high tonal contrast between the text and the background it is printed on. Contrast is greatest when dark colors are combined with very pale colors.

Reversing out copy

Reversed type should be kept to a minimum as it is harder to read. It is best used for headlines or design elements and should be avoided in body copy.

The background color should be as dark as possible. White copy reversed out of a very dark color should only be used with a minimum amount of text. Attention should be paid to type size and very light weights of type to ensure copy is legible.

Copy on images

Setting text on an image can make it difficult to read. The background must always be even in tone with excellent contrast and should be digitally retouched, if necessary.

Design

Accessible design is clean, simple and uncluttered with good visual navigation.