



STATE PARKS & HISTORIC SITES

**Georgia Department of Natural Resources
State Parks & Historic Sites**

Brand Standards Manual

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The Georgia State Parks & Historic Sites Logo

The Georgia State Parks & Historic Sites (SPHS) logo is the signature of SPHS in visual communications, promotions, collaterals and signage.



The DNR Branded Georgia State Parks & Historic Sites' (SPHS) logo is the central element of its DNR brand identity. It is used for all correspondence, fax covers, business cards and DNR organization-related uses.



**ANY and ALL publications
and documents that are
produced by or for our
Division MUST be branded
with a PRHSD logo.**

Approved Versions

While the preferred logo should be used whenever possible, there is also a black version available to accommodate special graphic situations. Versions for each division with distinct icons and colors are available.



Preferred Logo – Full Color Version



Black Version: For use where black only must be used.

The SPHS logo is available in a horizontal format that can be used in certain graphic situations.



Both the SPHS and DNR branded logos are available for each site location and for golf and lodge operations in color and black versions.

Lodges



Golf



Logo Usage

When either logo is used, the standard position, proportion (aspect ratio) and relative size relationship between the logotype elements must be maintained. This means that no elements of the logo may be larger or smaller in proportion to each other than the example.

- When sizing the logo, in most software applications, you can drag the corner sizing handle when resizing to maintain proportion. This will keep the logo from being stretched out of proportion, becoming either too tall or too wide.
- The elements of the logotype may not be placed closer together or further apart than shown in the example, nor may they be arranged differently from the example.
- The logo should never be tilted or rotated.

Do not stretch, skew or reconfigure the logos in any way as the samples below show:



Logo Size

Minimum Size Requirement

The logo should never be presented smaller than .5”H on any printed material, as demonstrated below.



Logo Color

The primary SPHS colors are



Panatone 385 (green):

- R: 129 | G: 124 | B: 0
- C: 3 | M: 0 | Y: 100 | K: 58

Panatone 160 (rust):

- R: 177 | G: 92 | B: 17
- C: 0 | M: 62 | Y: 100 | K: 32

The primary DNR Brand SPHS color is:



PMS 385 (green):

- R: 129 | G: 124 | B: 0
- C: 3 | M: 0 | Y: 100 | K: 58

Black:

- R: 38 | G: 28 | B: 2
- C: 0 | M: 13 | Y: 49 | K: 98 or 100% K

Logo Typeface

The font used in the DNR branded logo is TRAJAN PRO. This font is available for download from the DNR Public and Governmental Affairs Office. For assistance with installing a new font, please visit <http://office.microsoft.com/word>. Please note, this font only offers caps.

If TRAJAN PRO is unavailable, or for a corresponding font, please use Garamond.

TRAJAN PRO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W Y Z

Garamond

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

The font used in the SPHS branded logo is ITC Highlander Extra Bold and is not available for download.

ITC Highlander Bold:

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W Y X Z

The recommended font families to use with the SPHS branded logo is Arial or Formata.

Arial:

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Formata Bold:

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Letterhead

- The letterhead is available electronically in Microsoft Word so it can easily be inserted into documents and printed as needed.
- The address can be personalized by editing the text in the footer of the Word document.
- While the color option is preferred, a black option is available for those without access to a color printer.
- An electronic version of letterhead is available from the Staff Resources at www.GeorgiaStateParks.org website.
- Distinct versions have been created for each park and site and can be found on Staff Resources.



Preferred Version



Black Version

Fax Cover Sheet

- The fax cover sheet is available electronically in Microsoft Word so it can be edited and printed as needed.
- The address can be personalized by editing the text in the footer of the Word document.
- An electronic version of letterhead is available from the Staff Resources at www.GeorgiaStateParks.org website.
- Distinct versions have been created for each park and site and can be found on Staff Resources.

The image shows a Microsoft Word document template for a fax cover sheet. At the top, there is a logo for "GEORGIA DEPARTMENT OF NATURAL RESOURCES STATE PARKS & HISTORIC SITES". Below the logo, the names "CHRIS CLARK COMMISSIONER" and "BICKY KELLEY DIRECTOR" are listed. The word "Fax" is centered above a table. The table has four rows: "To:", "From:", "Fax:", and "Re:". Under "Fax:", there is a small note: "3 MARTIN LUTHER KING JR. DRIVE, SUITE 1100 | ATLANTA, GEORGIA 30334 404.656.2770 | FAX: 404.651.3671 | WWW.GEORGIASTATEPARKS.ORG". At the bottom of the table, there are four checkboxes: "Urgent", "For Review", "Please Comment", and "Please Reply". Below the table, there is a section labeled "Comments".

Business Card

- Business card options, shown below, include a color option (preferred) and a black option.
- Departmental programs of your choice can be promoted using the back option when 2-sided printing is available.
- Business card can be ordered through the Atlanta Office. Contact Linda Patrick for more information – Linda.Patrick@gadnr.org or 404.657.9854.



Business Card Front



One Color Option