


NC Division of Parks and Recreation

October 25, 2013

STAFF DIRECTIVE 13 - 4

TO: Administrative Staff
Section Chiefs
District Superintendents
Park Superintendents

FROM: Lewis R. Ledford, Director 

SUBJECT: Division Logo and Wordmark Usage

This staff directive, effective immediately provides standardization of the use of division logos and wordmarks, which are identifiers of the North Carolina state parks system.

The division logo appears on items such as park vehicles, park signage, retail items and clothing. The division's wordmark is a typographical arrangement using the North Carolina State Parks font, and adds the identifying phrase "Naturally Wonderful."

The logo and wordmark guidelines are to ensure graphic continuity and consistent division identity.

Attachments: DPR Logo and Wordmark Usage Guidelines
DPR Letterhead