

DIVISION OF PARKS AND RECREATION

December 14, 1989

STAFF DIRECTIVE 89-28

TO: Administrative Staff
 District Superintendents
 Park Superintendents

FROM: Philip K. McKnelly, Director(~~__
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SUBJECT: Recision of Division Logo

Effective immediately the Division logo, will no longer be recognized as an official logo of the Division of Parks and Recreation. It will not be used as this agency's identifier on any new publications, signs, patches, uniform items, or in other official capacities.

When appropriate to use a Division identifier the approved typographic mark "North Carolina Parks and Recreation" will be used in the appropriate type faces "Times" and "Helvetica Bold", see attachment. The Visitor Services Unit is able to provide print quality typographic marks in any size needed for displays, publications and correspondence requirements.

PKM/EBR/cmh

Typographic Mark

The typographic mark for the North Carolina Division of Parks and Recreation is composed of the two distinct type families: Times and Helvetica Bold.

Times' serif face evokes traditional aspects of North Carolina's heritage where as Helvetica exemplifies neutrality and timelessness. The lines ampersand aids in creating a concise visual impression through its placement and textural contrast. Letter and word spacing are aligned to allow comfortable legibility at various sizes and viewing distances.

North Carolina Parks & Recreation