

DIVISION OF PARKS AND RECREATION

July 29, 1997

STAFF DIRECTIVE 97-15

TO: Administrative Staff
 Section Chiefs
 District Superintendents
 Park Superintendents

FROM: Philip K. McKnelly

SUBJECT: Division of Parks and Recreation Logo

When appropriate to use a Division identifier, the approved "Naturally Wonderful" logo (see attached example) will be used to identify the Division on any publications, signs, or displays.

Where the use of the typographic mark "North Carolina Parks and Recreation" is more appropriate, the attached example should be followed.

This Directive replaces Staff Directive 89-28.

PKM/GSR

Attachment

Division Logo



Division Typographic Mark

North Carolina **Parks & Recreation**

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 times 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.