NC DPR Logo and Wordmark Usage Guidelines

1.0 INTRODUCTION

The division's logo and wordmark are the most common ways to identify North Carolina State Parks. The logo is the officially-recognized graphic symbol for the North Carolina State Parks system that includes the phrase "North Carolina State Parks" and the phrase "Naturally Wonderful." The logo appears on many state parks items from our website and park publications to the sides of park vehicles and signage. It appears on mugs and on clothing. Because the logo is the graphic identity that represents our division, it plays a significant role in defining our public image.

The division's wordmark is a typographical arrangement that builds on the proprietary North Carolina State Parks font and adds the identifying phrase "Naturally Wonderful."

Because the logo and wordmark are used in a diverse situations and on a variety of materials, the symbols need to maintain graphic continuity and to achieve consistent division identity. These guidelines are to ensure that the logo and wordmark can be used in many applications while maintaining a consistent brand image.

2.0 POLICY STATEMENT

2.1 There are a variety of logo versions that are designed for specific uses. In most cases ,the full- size, full-color logo can be used. A single-color logo is provided for uses that do not require full color, or that will be cut with a computer-controlled sign machine. The wordmark is provided for applications where the logo would be too busy or intrusive.

2.2 Use either the appropriately-sized full-color logo with all colors, or use the single-color logo. Do not adjust the full-color logo to gray-scale. For example, if you are printing a letterhead on a black-and-white laser printer, use the single-color logo or wordmark.

Standard logo for applications 2½ inches and larger.

Wordmark for applications where a logo would be too busy or too small to be legible.

Logo and wordmark for single-color applications and machine cut sign usage.

2.3 Any one color can be substituted for black in the single color logo and wordmark. For instance, if you are printing brochures using brown ink, then substituted brown ink for the black areas in the single color logo.

2.4 Always maintain the proportions of the logo and wordmark. Do not squeeze, stretch or distort to fit a layout. DO NOT change the color of the full color logo or wordmark. In black and white applications, do not change the color logo to gray-scale.

2.5 Use the single color logo or the wordmark for applications smaller 1 inch.

2.6 There are two colors used in the full-color logo: blue, and green. The wordmark uses the same blue and green. Refer to the chart below for color specifications.

Tiny applications 1- 2¼ inch reproduction sizes.

	RGB	CMYK	Pantone Coated	Pantone Uncoated
Blue	0/47/135	100/87/20/10	287C	287U
Green	73/117/40	73/33/100/19	364C	364U

2.7 To download the correct versions of these logos, visit http://www.ncparks.gov/internal/index.php. The logos and wordmark are saved here in a variety of formats and are available for you to download.

2.8 Specific files are provided for direct use in PowerPoint™, Microsoft Word™, and on the Web.

2.9 Letterhead templates for MS Word™ are also available for download from the website http://www.ncparks.gov/internal/index.php .

Logo for fabric embroidery and applications between 2¼ and 2½ inches.