



# Yosemite Brand Identity

Sophia Spitulnik  
RISD 2017  
Doug Scott Type 3

YO  
SEM  
ITE

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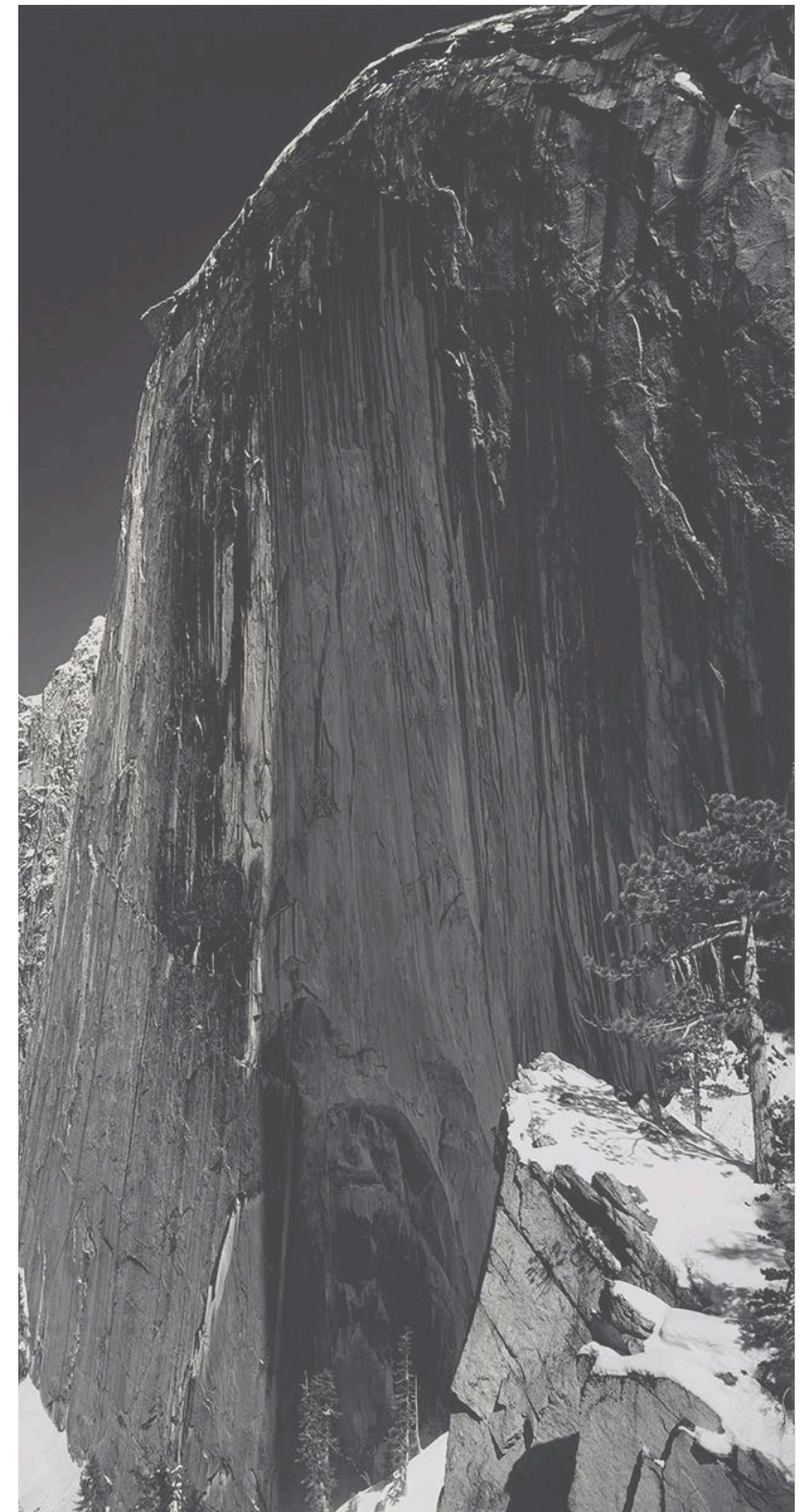
## LOGO



I used the general shape of a prominent Yosemite landform, Half Dome, to create the shape of the logo. I fit the name of the site, Yosemite, into the shape of the mountain and created stencil type, an element often found in trail markers and outdoors gear branding.

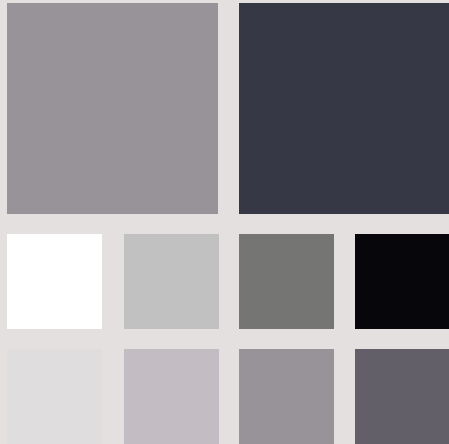


The logo can be used in dark purple on a light background, light brown on a dark background or light brown on a dark background but not dark purple on a dark background.



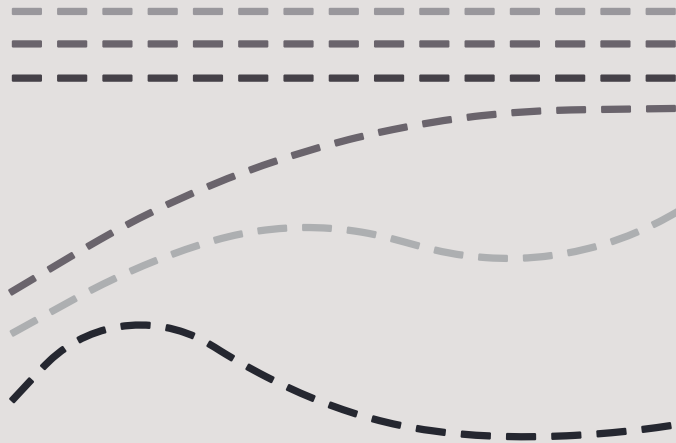


## COLOR



The color scheme is muted purples, grays and browns. Other colors similar to these may be used. Only black and white images may be used.

## THIRD ELEMENT



The third element can be used in any of the brand colors. It can be used in a straight line or curved in various ways. It is reflective of the way a hiking trail might be represented on a map and could also be seen as the cut out slits from the stencil lettering in the logo.

## TYPOGRAPHY

**Brandon Grotesque 18 points black**  
**The quick brown fox jumps over the lazy log**

Brandon Grotesque 18 points regular  
The quick brown fox jumps over the lazy log

**Brandon Grotesque 14 points black**  
**The quick brown fox jumps over the lazy log**

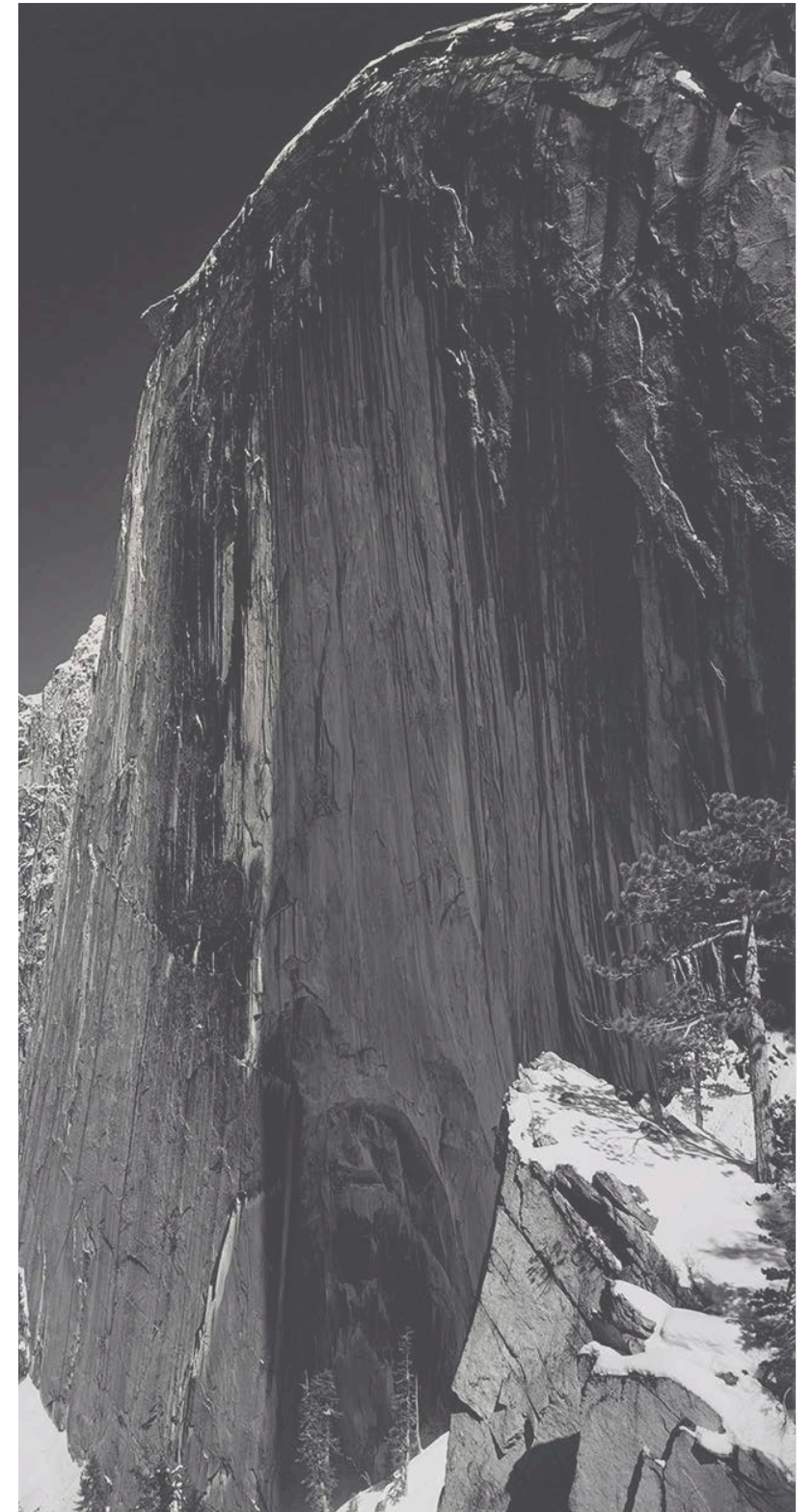
Brandon Grotesque 14 points regular  
The quick brown fox jumps over the lazy log

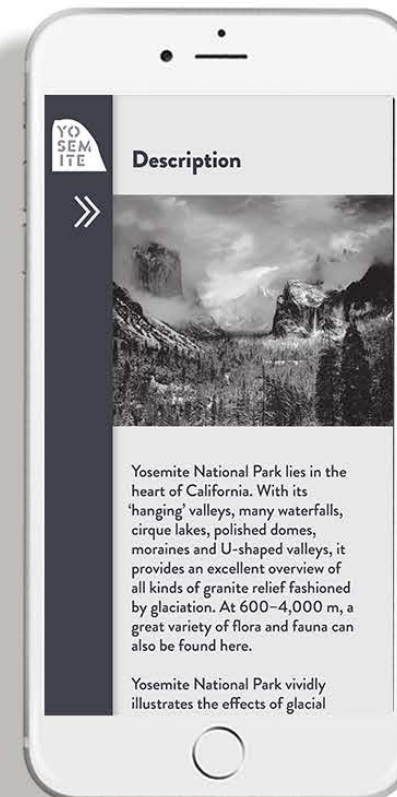
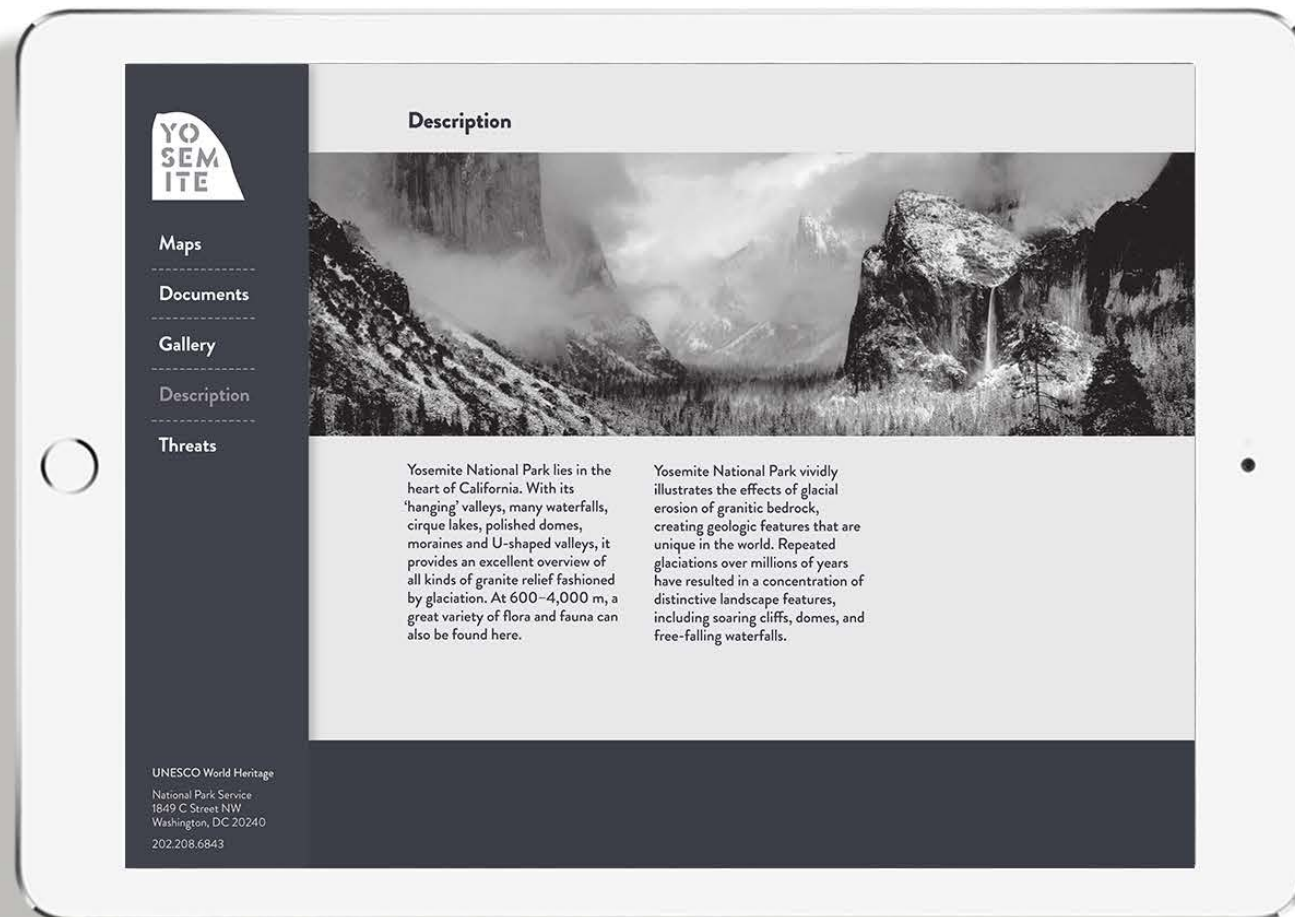
**Brandon Grotesque 12 points black**  
**The quick brown fox jumps over the lazy log**

Brandon Grotesque 12 points regular  
The quick brown fox jumps over the lazy log

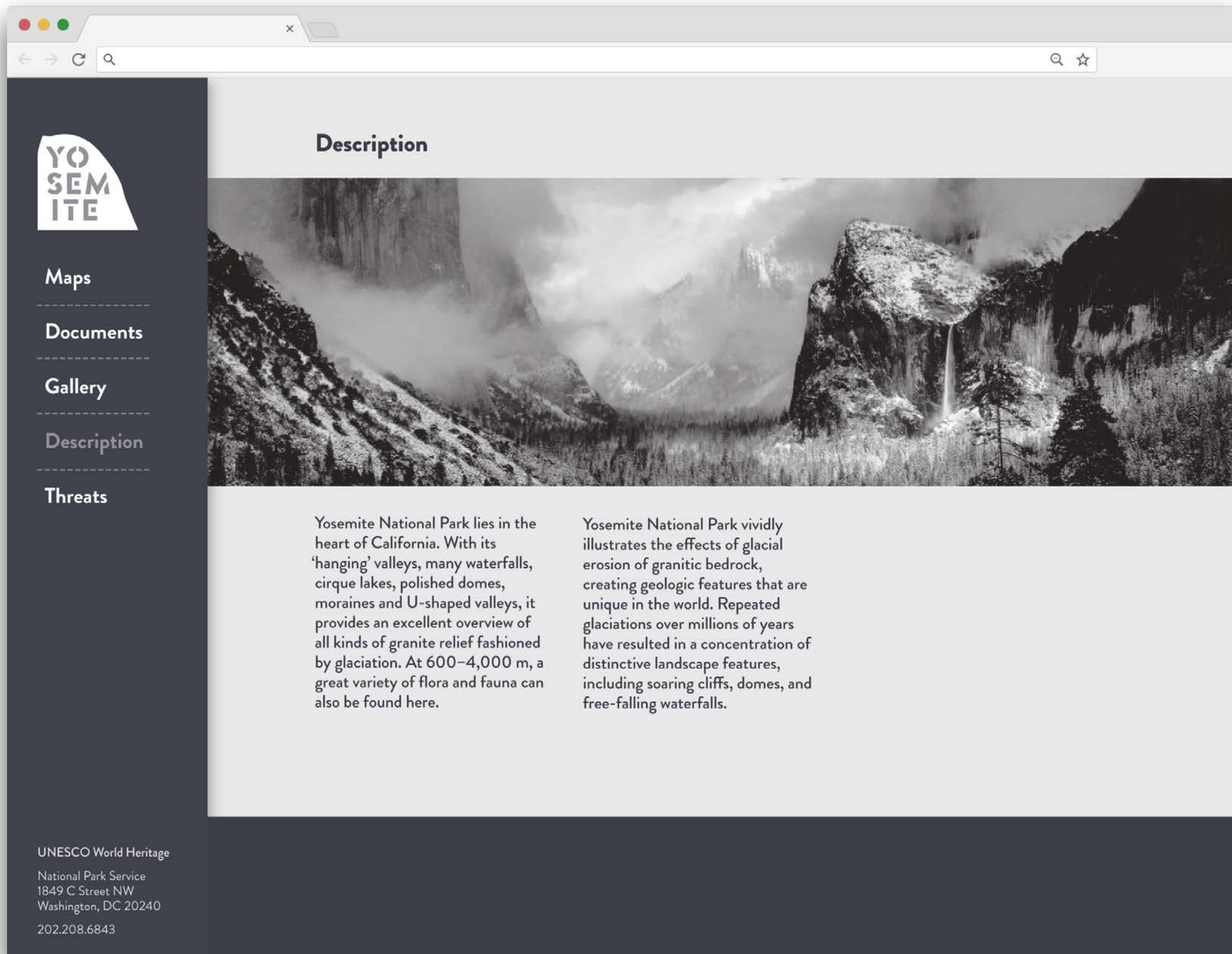
**Brandon Grotesque 10 points black**  
**The quick brown fox jumps over the lazy log**

Brandon Grotesque 10 points regular  
The quick brown fox jumps over the lazy log









## Description



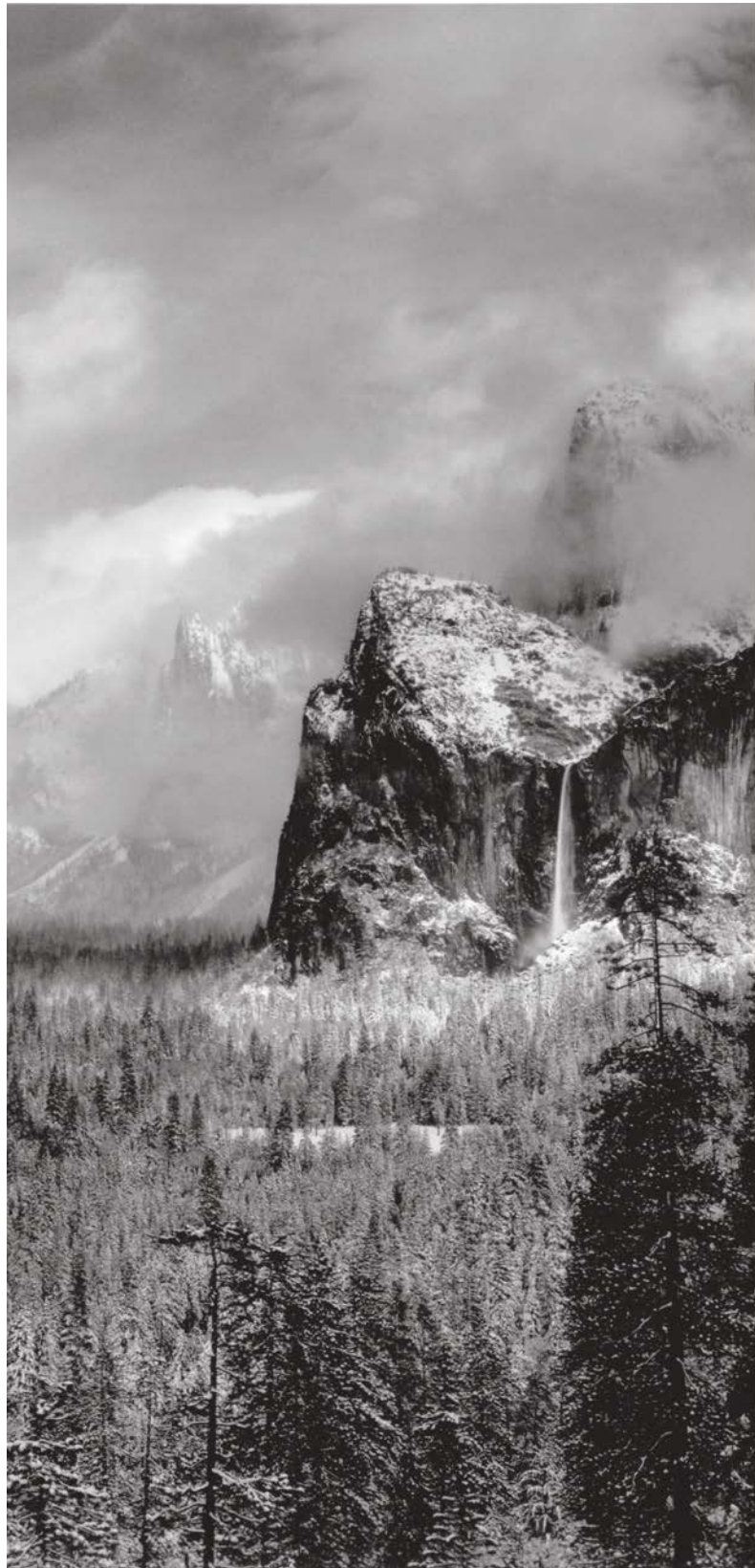
Yosemite National Park lies in the heart of California. With its 'hanging' valleys, many waterfalls, cirque lakes, polished domes, moraines and U-shaped valleys, it provides an excellent overview of all kinds of granite relief fashioned by glaciation. At 600–4,000 m, a great variety of flora and fauna can also be found here.

Yosemite National Park vividly illustrates the effects of glacial erosion of granitic bedrock, creating geologic features that are unique in the world. Repeated glaciations over millions of years have resulted in a concentration of distinctive landscape features, including soaring cliffs, domes, and free-falling waterfalls.

UNESCO World Heritage  
National Park Service  
1849 C Street NW  
Washington, DC 20240  
202.208.6843



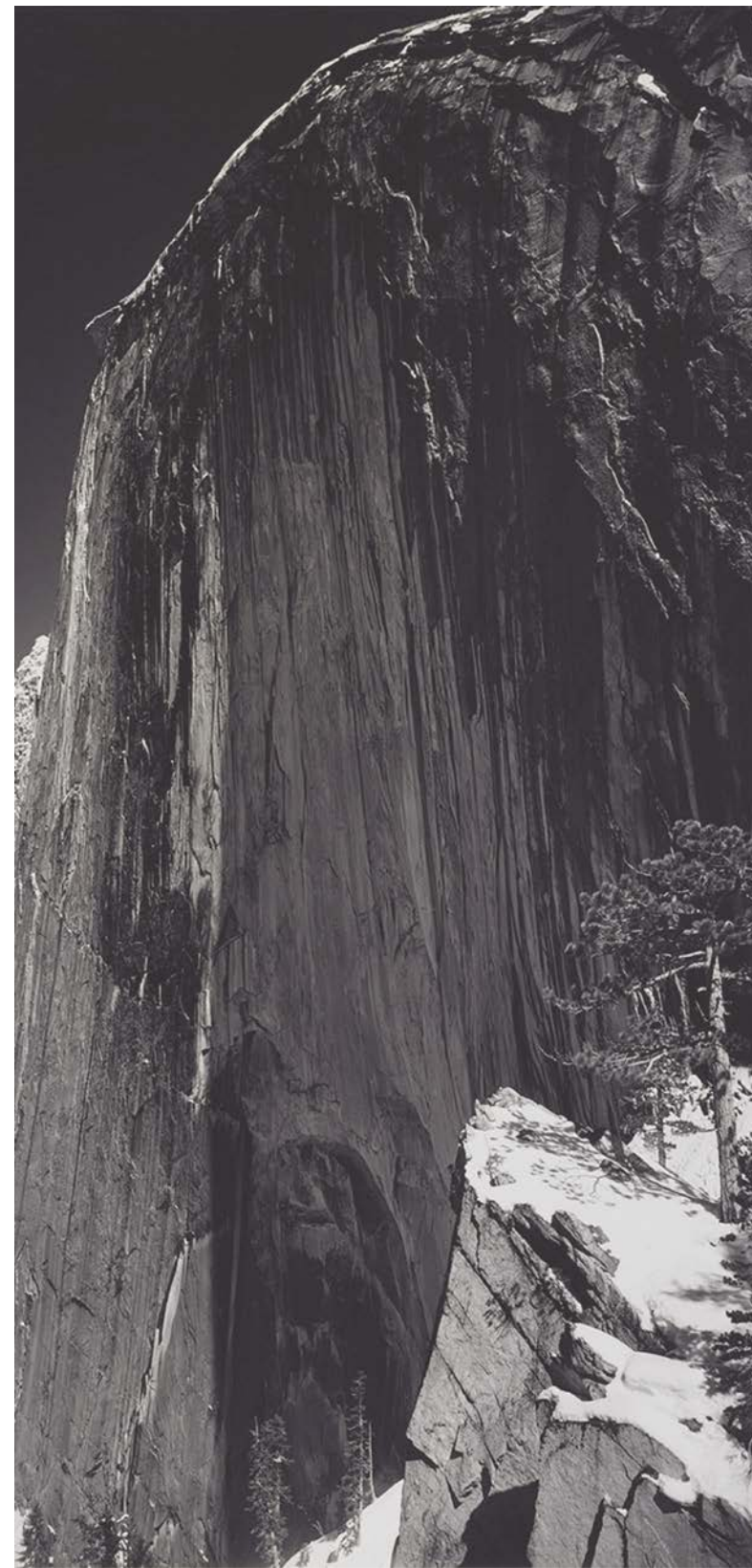




## Exhibition of Photographs and Artifacts

Museum of The Rhode  
Island School of Design

Providence, RI  
May 1 — July 15, 2018  
[risdmuseum.org](http://risdmuseum.org)



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Douglass Scott  
2 College St.  
Providence, RI  
02903

12/8/2017

Salutations Mr. Scott,

On behalf of all of our employees, visitors and wildlife, we would like to thank you for showing your commitment to our planet's natural beauty by making a donation to Yosemite National Park. None of our work could be done without our amazing supporters, and we are especially grateful for repeat donors like you. None of our work would be possible without the generosity of benefactors like you.

Your donation will go towards wildlife preservation in the park as well as help to insure a pollution free environment for the many visitors and inhabitants of the park. Projects such as The Clean Yosemite's Rivers Initiative would not be possible without the donations of our sponsors. The future of our national parks rely on supports like you. Thank you for your contribution.

Sincerely,

Sophia Spitulnik  
Managing Director

National Park Service  
1849 C Street NW  
Washington, DC 20240

202.208.6843

<https://www.nps.gov/yose/index.htm>