

GRAPHICS STANDARDS
OCTOBER 2008



WHAT IS A BRAND?

A brand is more than a logo or a singular marketing message. A brand is a promise and a set of principles evident to those who come in contact with it. It is also a collection of perceptions in the mind of consumers. Examples of ways that visitors might develop perceptions about FFNHA extend beyond graphics to things like how they're greeted at an attraction, whether the site under or over-delivers on their promise, whether the site was easy to find, etc. All of those experiences come together with the visual representation of the brand to create a perception.

The FFNHA logo is the primary visual component of the overall brand and for that reason it is imperative that the logo be handled consistently to help maintain the brand's equity.

Why graphics standards?

As the Freedom's Frontier National Heritage Area logo is more widely-introduced it is critical to ensure that its visual integrity – its colors and graphics – remain consistent. In order to achieve this, graphics standards have been developed for the FFNHA logo and text. All communications and applications of the logo should remain within this umbrella.

Occasionally there may be special circumstances not covered in this document. When this occurs, you should contact the Freedom's Frontier Brand Manager. Guidelines and recommendations presented here should be followed for all FFNHA-related marketing and communications materials.

How to gain approval for use?

In order to gain access to FFNHA logo files, users must first receive permission from the FFNHA office and files will be made available for download from the Freedom's Frontier website, www.freedomfrontier.org.

VISUAL SIGNIFICANCE

The Freedom's Frontier National Heritage Area Brand

With the development of the Freedom's Frontier National Heritage Area, the organization has an opportunity to build and grow an entity with positive brand image and equity. Proper communication of the FFNHA brand will serve to both create and sustain a clear, unifying identity for the area.

The FFNHA logo was designed to represent the trails that have been blazed, both literally and figuratively, throughout the region and how the past intersects with the present. The star used in the logo is a six-point star, symbolizing the North Star, used in the Underground Railroad as a guide.

LOGO USAGE

The FFNHA logo contains a specially designed logotype as well as graphic elements. To ensure uniform usage, it is imperative that the FFNHA logo appear ONLY in graphic standard approved versions. The FFNHA logo should not be rebuilt for any execution.

Quiet Zone

It is important to create white space around the FFNHA logo to ensure that it is clearly visible in its surroundings. A "quiet zone" around the logo is recommended. No other type or graphics should be placed within this area. Likewise, the FFNHA logo should never be placed over other graphics or type. See below for suggested specifications.



Logo Format

The FFNHA logo contains text as well as a graphic element. To maintain the integrity of the logo it is important not to separate the logotype from the graphic element. The logotype and the graphic element should also not be rearranged in anyway. The logo should always appear as it was created, with the logotype to the left of the graphic.



UNACCEPTABLE FORMATS

FONT USAGE

Consistency with Type

The FFNHA logo is created with specific fonts, that have been customized for the logotype. In order to coordinate with those type faces, it is suggested that specific fonts be used in documents that will contain the FFNHA logo, whenever possible.

Calisto

Calisto is the preferred font to accompany the Freedom's Frontier logo and is the first choice to be used in correspondence. This serif font is readable at large and small sizes, but distinguishable from other serif fonts. If Calisto is not available, Times New Roman or Sabon should be substituted.

Frutiger

The Frutiger family is a preferred sans-serif font. It is a clean, readable font that can be used in headlines, subheadlines and for emphasis within body copy.

COLOR USAGE

Color Palette

The color palette for FFNHA is very simple, which will be a key to its success as a part of the brand's visual component. Consistent use of color is one of the most effective ways to build and maintain a brand's visual image. The FFNHA logo utilizes PMS 548 (blue), PMS 7526 (brown), as well as black and white. The FFNHA logo may only be displayed in these colors. Shades/tints of these colors can be used as needed.

Using the FFNHA logo in black is also acceptable. In this circumstance the logo should be produced in all black, with no screens.

It is not advisable to produce any two-color materials that do not include these graphic standard approved colors. In full-color applications it is recommended to use the color FFNHA logo, not black.

Logo Color Usage

The FFNHA logo should only appear in the two-color version, using the specified colors, or in black. The star in the logo graphic should be white in all applications.

TWO-COLOR BLUE/BROWN (preferred)



BLACK & WHITE (preferred if the two-color blue/brown is not an option)



COLOR USAGE

FFNHA Logo on Colored Backgrounds

Whenever possible it is recommended to reproduce the FFNHA logo on a white or neutral light-colored background. The full-color version remains the preferred option on white or neutral light-colored backgrounds. It is not recommended that the logo be reproduced on dark backgrounds. However, if this unavoidable, the logotype and path and star should be white in both the full-color and black and white versions. See below.

2-COLOR LOGO ON WHITE



2-COLOR LOGO ON NEUTRAL BACKGROUND
(note that star and path are same color as background)



2-COLOR LOGO ON LIGHT - not neutral - BKGRD



BLACK LOGO ON WHITE BACKGROUND



2-COLOR LOGO ON DARK BACKGROUND



BLACK LOGO ON NEUTRAL BACKGROUND
(note that star and path are same color as background)



BLACK LOGO ON BLACK BACKGROUND
(note that logo has white keyline around it)



COLOR USAGE

FFNHA Logo Over Photographs or Illustrations

It is acceptable to print the logo over a neutral area of a photograph or illustration. Use best judgment for color selection of logo printed over a photo or illustration.

The logotype may need to be rendered in white over darker areas of a photo if the logo is being used in full-color. Adaptations may be made using best judgment as long as the logo graphic is rendered in the appropriate Pantone colors and the logotype is rendered in either black or white.

2-COLOR LOGO OVER COLOR PHOTOGRAPH



2-COLOR LOGO OVER COLOR PHOTOGRAPH



BLACK & WHITE LOGO OVER BLACK & WHITE PHOTO



COLOR USAGE

FFNHA Logo - What Not To Do!

It is crucial that the FFNHA logo not be compromised with inappropriate or unacceptable uses. If the graphic standards are followed closely this will not be an issue. Below are examples of unacceptable uses of the logo to provide guidance in decision making. Do not:



Reproduce the logotype in a color other than black or white



Reproduce the logotype in a color other than black or white



Reproduce the graphic in one color other than black



Reproduce the logo in a white or colored block over another colored background.



Reproduce the logo on a solid color that competes with the approved colors in the logo graphic. If this is unavoidable, the logo should be reproduced in black and white.

OTHER GENERAL DOs & DONTs

Color

The integrity of the FFNHA logo will be best maintained when any document or website of which it's a part, utilizes graphic standards colors. There will be instances when it's necessary to add additional colors to the palette but that should be done thoughtfully so that the selected colors are complementary to the graphics standard colors.

Proportion

The integrity of the FFNHA logo will be best maintained when any document or website of which it's a part, utilizes graphic standards colors. There will be instances when it's necessary to add additional colors to the palette but that should be done thoughtfully so that the selected colors are complementary to the graphics standard colors.



Stretching the proportions of the logo horizontally or vertically is not acceptable.
The logo should be resized using the original proportions.

IDENTITY MATERIALS

Letterhead and Margins

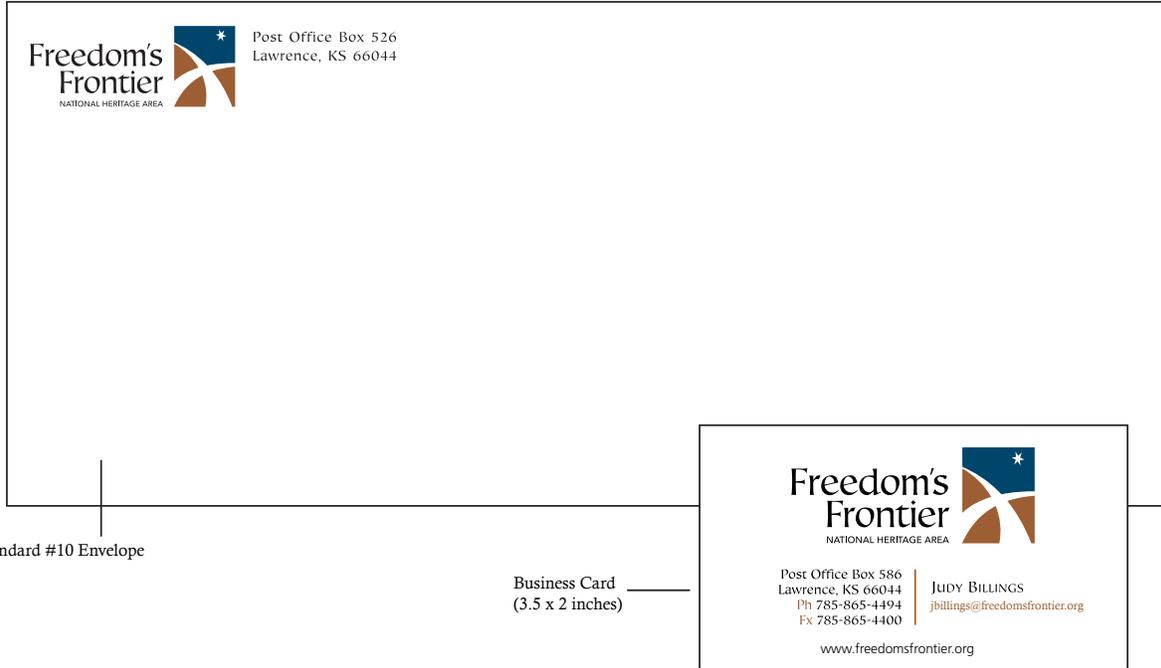
Suggested letterhead margins have been specified below. These margins should be applied to any document being produced on letterhead.



IDENTITY MATERIALS

Envelopes and Business Cards

Suggested layouts for envelopes and business cards have been specified below.



Standard #10 Envelope

Business Card
(3.5 x 2 inches)

WEBSITE CONSIDERATIONS

Visual Branding on the Web

www.freedomsfrontier.org

All graphics standards guidelines should be followed in web applications. As with all marketing and communications executions, a clean, clear and uncluttered design strategy should be used.

It is highly recommended that the brand palette colors should be used as the primary design colors of any new web execution including a website or any e-news publications. It is highly recommended that the “web look” of the FFNHA website and any related sites feel like the identity package. There should be a good deal of open space and the color palette should be left simple. Secondary colors may be used as a complement to the brand look and feel.

E-News

All graphics standards guidelines should be followed in e-news publications sent either to internal or external audiences. An approved template should be used for any e-mail communication that incorporates the FFNHA logo.

Other E-Mail Use

The FFNHA logo can be incorporated directly into an e-mail message only if it accompanies language that aims to inform constituents about the FFNHA organization. It may not be incorporated into an e-mail message that is designed to promote a specific attraction or exhibition as a partner to the FFNHA unless the attraction or site has met the criteria for use that is outlined on page 00 of the Management Plan. Once that has occurred, all the graphics standards apply to use.