

PA PARKS & REC
good
for you.

STYLE GUIDE

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IT'S YOURS FOR GOOD.

PA Parks and Recreation Facilities
are here with more GOOD for YOU.

In fact, we're all about you.

Your fun. Your health.

Your family. Your escape.

Your relaxation. Your community.

Be a part of it and take part in it.

Enjoy it and advocate for it.

Share it and spread the word about it.

Don't just take it all for granted.

Take advantage of it all.



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LOGO:

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The logo is set in two fonts:

All caps for “Parks & Rec” in

“CALDER”

and all lowercase for “good for you.” in “VENEER”

Use the Green and Orange on white or light backgrounds and reverse out on all dark-colored backgrounds and dark areas of color photos.

TAGLINE:

IT'S YOURS FOR GOOD. *IT'S YOURS FOR GOOD.*



OTHER LOGOS
AND STICKERS:



COLORS:



GOLD

C=0 M=33 Y=100 K=0
R=252 G=177 B=22
HEX #fcb215



ORANGE

C=0 M=59 Y=100 K=0
R=245 G=135 B=31
HEX #f5831f



GREEN

C=100 M=78 Y=100 K=0
R=38 G=81 B=63
HEX #25513e



BLUE

C=48 M=17 Y=0 K=0
R=127 G=181 B=226
HEX #7eb4e1



GREY

C=0 M=0 Y=0 K=60
R=128 G=130 B=133
HEX #808284

TYPOGRAPHY:

For headlines and short CTAs:

“VENEER”

Regular, Two Regular, Three Regular with italics.

Each has slight differentiation in texture and darkness.

*** GO
PARK
AND REC
YOURSELF.**

***THERE'S A PA PARK AND
REC WAITING FOR YOU.***

**TAKE PART
IN THE GOOD
ROAD TRIP!**

** Keep the leading tight and tasty!*

**BE ONE
WITH
NATURE.**

For body copy:

“CALDER”

LC, Dark and Script

With all the good stuff you'll find at your local PA parks and recreation, why are you not there? Stop taking it for granted and start taking advantage of the good right nearby.

PA PARKS & REC
IT'S YOURS FOR GOOD.

goodforpa.com

IMAGERY:

Utilizing many of the purchased stock images in the GOOD library.
Simple, real-situation moments. Diversity. Good-natured fun.



VOICE & TONE:

MESSAGING

This campaign places attention on what's "Good for You" for users—focusing more on the individuals and featuring the benefits rather than the features.

Our message is this: There is so much good happening in the parks and rec all over the state, including the one that's not far from you—and it's all to help you thrive. Because we believe that a thriving community begins with thriving individuals.

PERSONALITY

Fun; healthy, accepting, familiar, environmentally conscious, binge-worthy.

tone of voice

Our voice is one of familiarity and invitation. We know how much parks and recreation can mean to people, and we want to share those benefits with everyone in a friendly, congenial, fun tone.

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DESIGN ELEMENTS:



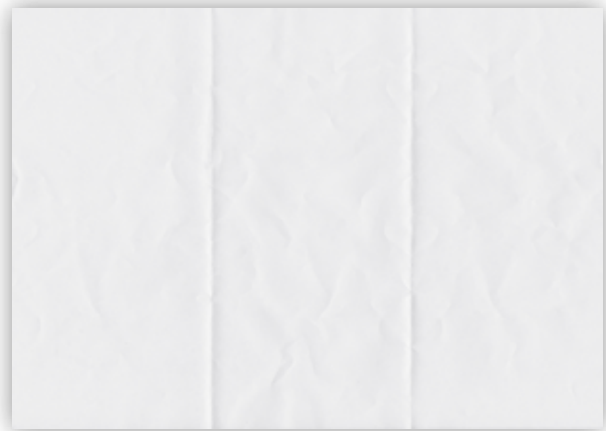
Background Folded Paper.

A tangible element that headlines can live on to add texture and an ownable look. Used behind all-cap headlines, or for breaks in color or to isolate a headline over a photo. The folded paper can be rotated, cropped, drop-shadowed or made translucent over photos.



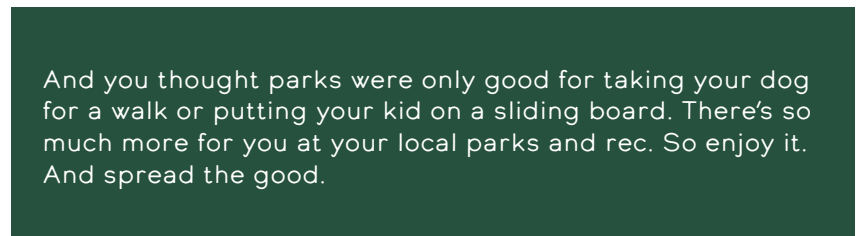
Snapshot Border.

Using a 3-5pt rule in an off-white color (C=11, M=1, Y=44, K=0) with a soft grey drop shadow.



Color Blocks.

Used as backgrounds to organize areas of copy. Always reverse out copy on dark colors (Gold, Orange, Green and Grey).



* When using either font on the paper background within InDesign, select "multiply" in "transparency" and adjust percentage to your liking. This allows the "fold" to show through the font.

LAYOUT & COMPOSITION:

Bold and Beautiful.

All-cap headlines on folded paper backgrounds alongside real-moment photography with color blocks of compartmental copy information encapsulate a memorable and ownable campaign look.

FIND YOUR GOOD.

You'll find more good than you thought when you visit a local park and recreation in PA. Everything from fresh air to fresh thinking, hiking trails to nature strolls, pickleball to programs that keep you and the community healthy and thriving. Discover good things for your family, your friends, even your dog. You may even discover yourself. There's a park near you and for you. Our Park Finder will guide you to all the parks and recreation throughout the state.

goodforpa.com/park-finder

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12 COURTS ARE WAITING FOR YOUR KILLER BACKHAND.

Your local parks and recreation are ready for you. Whether you're looking to connect with the community or find some alone time, it's here, waiting for you. GOODFORPA.COM

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GO PARK AND REC YOURSELF.

THERE'S A PA PARK AND REC WAITING FOR YOU.

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THERE'S A GOOD NEW PATH FOR PARK & REC USERS TO VISIT.

Our amped up message to everyone is simple: There's so much good happening in local parks and recreation all over the state, it's time to take advantage of it all. And we want to make sure everyone is aware of the important role local parks and rec play in the community and the state. Our new site and revived approach to Good for You awaits your check in, along with a user-friendly and expanded Park Finder. GOODFORPA.COM

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A NEW PATH FOR PARK VISITORS IS READY AND WAITING.

What's good right now? Our amped up message to everyone is simple: There's so much good happening in local parks and rec all over the state, don't wait to take advantage of it all. Our new site and revived approach to Good for You awaits your check in.

Check it out at goodforpa.com

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CONTACT INFORMATION:



Emily Schnellbaugh
Director of Communications

2131 Sandy Drive | State College, PA 16803

O: 814-234-4272 | eschnellbaugh@prps.org | prps.org



Developed by PINE Philly | pinephilly.com

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