

good for you.
good for all.
PENNSYLVANIA PARKS & RECREATION

BRAND BACKGROUND AND GUIDELINES

THE STORY BEHIND THE BRAND

**Getting down to it,
Parks & Recreation in
Pennsylvania is never
about just one thing.**

**But it is all
about YOU.**

being well





**connecting
with friends**



having fun



**enjoying
some R&R**



**learning
something new**



**exploring
your world**



**having
adventures**

PENNSYLVANIA PARKS & RECREATION

good for you.



helping communities thrive



PENNSYLVANIA PARKS & RECREATION

good for all.

LOGOS, FONTS, COLORS, ETC.

The “good”ness and wholesome nature of local parks and recreation in Pennsylvania is the inspiration behind this happy, upbeat design concept. The slightly retro-inspired font treatment suggests a simpler time before cell phones and over-scheduling when playing outside was king. We combined that with an undeniably upbeat, energetic, contemporary color palette that punches up the “fun”.

The overall look is designed to make people happy - and to connect that happiness with local parks and recreation.

LOGOS

The Good brand has three different logo types: Good For You; Good For All; and Good for You/Good For All. When speaking to consumers/residents, the Good For You logo should be the primary logo used. When speaking to community leaders/policy makers, the Good For All logo should be the primary logo used. For mixed audiences, the Good For You / Good For All logo covers both bases.



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LOGOS

Several logo files have been provided for you. For each logo type (Good for You, Good For All, Good For You/Good For All), there are .ai files (optimized for print use) and .jpeg files (optimized for digital use). Below are some tips and instructions for logo usage to maintain brand consistency.

Note: The “Good for You” logo type has been used to illustrate proper usage, but rules apply to all three types.

SCALING The .ai logo files can be enlarged or shrunk as much as you need - but always be sure to maintain the original proportions.



GOOD



NOT GOOD

COLORING When using the logo on a light or white background color, use the original logo. If you need to place a logo on a darker background color, two “knock out” options for each logo have been provided. Use whichever logo provides the most contrast and visibility for your application, but do NOT re-color the logos in any way.



GOOD



NOT GOOD



FONTS + COLORS

Using a consistent fonts and color palette is an easy way to create consistency throughout your marketing communications.

Ultra is best for big headlines.

INTRO IS BEST FOR MEDIUM CHUNKS OF TEXT.

Gotham is best for body copy, and larger blocks of text. It comes in several weights and styles:

Gotham Thin -- *Gotham Thin Italic*

Gotham Extra Light -- *Gotham Extra Light Italic*

Gotham Light -- *Gotham Light Italic*

Gotham Book* -- *Gotham BookItalic*

Gotham Medium -- *Gotham Medium Italic*

Gotham Bold -- ***Gotham Bold Italic***

Gotham Black -- ***Gotham Black Italic***

Gotham Ultra -- ***Gotham Ultra Italic***

* Gotham Book is the primary weight that should be used.



GOOD ORANGE

CMYK Breakdown: C: 0 M: 59 Y: 100 K: 0

RGC Breakdown: R: 246 G: 132 B: 31

Pantone Match: 144C

Hex Code: #F7833A



GOOD YELLOW

CMYK Breakdown: C: 0 M: 33 Y: 100 K: 0

RGB Breakdown: R: 251 G: 18 B: 22

Pantone Match: PMS 130C

Hex Code: #FBB243

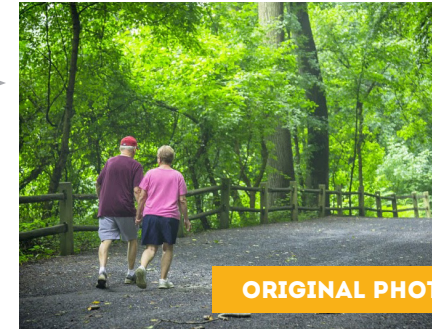
GRAPHIC TREATMENTS

Logos, fonts, and colors provide a foundation for brand consistency, but it's the details and support graphics that add make your brand truly unique and ownable.

PHOTOGRAPHY TREATMENT

The nostalgic, dreamy quality that comes across in the photography can be attributed to these things which can be replicated in your own imagery:

- Candid compositions - Capturing moments as they happen naturally provides a warmer, friendlier feel than stiff, posed shots.
- Warm, bright lighting is optimistic and inviting. A warming filter can be applied in photo editing programs.
- Giving your photography a slightly faded look will also help keep your images "on brand".



ORIGINAL PHOTO



TREATED PHOTO

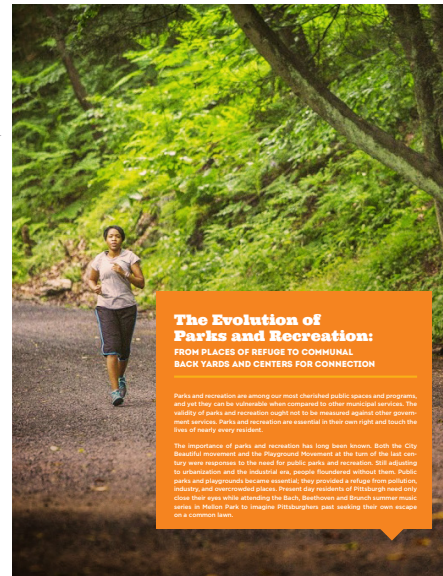
SUPPORT GRAPHICS

Solid blocks of color provide interesting fields for text.

Thick, yellow lines help draw your eye to important content.

THE BENEFITS OF PARKS AND RECREATION
"Never underestimate the benefit of a scraped knee."

- INSTITUTE ON THE ENVIRONMENT



**** "How-To-Use" Guides for the materials in the e-toolkit are included in each specific folder. ****