



LOGO & TAGLINE USE GUIDELINES



Olympic National Park

Public Affairs Office

600 East Park Avenue
Port Angeles, WA 98362
360-565-3005

A Message from Superintendent Karen Gustin:

Thank you for your interest in sharing the story of Elwha River Restoration! We are excited to share the story, and the project logo and tagline with you, and through you, with the general public.

The Elwha River Restoration logo and tagline are part of a multi-faceted program to communicate and promote understanding of this landmark project. The logo creates a recognizable image of the project, and with the tagline identifies the project's brand. The effective use and protection of the brand identity depends on each of us using the logo consistently and accurately at all times.

This style guide is intended to provide a helpful framework for doing this, and is your reference for designing publications, exhibits or products that will communicate about Elwha River Restoration.

Please keep in mind that all uses of the logo must have prior approval by Olympic National Park. Contact the park's public affairs office at 360-565-3005 for more information about obtaining a License Agreement for use of the logo.

If you have suggestions, please let us know. This guide is a living document that will be changed and refined as we use the logo and learn where adjustments or additions are needed.

Thank you for helping communicate the magnitude, value and benefits of Elwha River Restoration.

Sincerely,

Karen Gustin, Olympic National Park Superintendent

Elwha River Restoration is a landmark project that includes:

- ***Removing Elwha and Glines Canyon Dams***

The largest dam removal in U.S. history will free the Elwha River after 100 years. Salmon populations will swell from 3,000 to nearly 400,000 as all five species of Pacific salmon, plus steelhead, sea-run cut-throat and bull trout return to more than 70 miles of river and stream.

- ***Renewing a Culture***

The returning salmon and restored river will renew the culture of the Lower Elwha Klallam Tribe, whose members have lived along the river since time immemorial. Tribal members will regain access to sacred sites now inundated and cultural traditions can be reborn. The NPS and the Tribe are primary partners on this project.

- ***Restoring an Ecosystem***

This project creates a living laboratory where people can watch and learn what happens when salmon return after a century to a still wild and protected ecosystem. Migrating salmon will return to historic spawning grounds in the Elwha and its tributaries, carrying with them marine-derived nutrients and restoring a vital link between sea, river and forest.

- ***Economic Benefits***

Just as the dams played a vital role in the history and development of the area, removing will help create new opportunities for growth and regional vitality.

- ***Restoring the Coast***

Removing the dams will reestablish the natural flow of sediment from the mountains to the coast, rebuilding wetlands, beaches and the estuary at the river's mouth.

Overview

The Elwha River Restoration logo is available in two formats. The larger, primary logo depicts the Elwha River and a returning salmon within the ecosystem. A smaller format showing just the salmon among the river's waves can be used for smaller applications, or in situations where a more horizontal image is needed.

Additionally, each of these formats may be reproduced in either color or black and white. A drop shadow around the letters is the standard format for all logos, but lettering without the drop shadow is also available for applications in which the drop shadow will not reproduce well.



Preserving the Mark's Integrity

The Elwha River Restoration visual identity is the most recognizable image of the project's brand. The effective use and protection of the project's identity requires an accurate and consistent application of the logo by each of us, all the time. Even the smallest variance in the design will dilute its character and power to communicate. Do not redesign, redraw or alter the proportions of the logo or rephrase the tagline in any way. Approved logo files are available upon request in a variety of formats. These are the only files that may be used to reproduce the logos. Do not create new logo files by scanning artwork.

The specific elements of the logos should never be moved or repositioned in relation to each other, nor will other deviations from the original designs be allowed. Refer to the examples of unacceptable logo uses at the end of this document.

Color Requirements

Color is an important factor when using the logo. Consistent use of the Elwha River Restoration palette is essential. The official colors of the logo are listed below in Pantone, RGB, CMYK and Hexadecimal formats.

The official colors of the ODT logo are as follows:

Forest Green:

PMS: #349 • CMYK: 100/10/100/40 • RGB: 0/106/51 • Hex: #006c36

Please use a 35% tint for the lighter value of the tree gradient.

Dark Blue:

PMS: #5463 • CMYK: 100/90/10/0 • RGB: 37/64/143 • Hex: #23408f

Please use 50% and 75% tints for the lighter values of the water.

Brown (outline on title):

PMS: #4485 • CMYK: 25/35/60/35 • RGB: 138/116/83 • Hex: #897453

Red:

PMS: #187 • CMYK: 10/100/80/20 • RGB: 180/23/48 • Hex: #af1c32

Mountain Gradient:

40% Dark Blue (see above) - top

Purple - bottom: PMS: #2613 • CMYK: 80/100/0/0 • RGB: 92/45/145 • Hex: #5c2e91

For one-color purposes, the logo may be reproduced in black and white or in logo blue and white or logo green and white. Other colors are not acceptable. When using the large logo in one color, the mountains should be a 40% screen tint. When using the small logo in one color, the title outlines should be a 50% screen tint. Other uses of screen tints and gradients are not acceptable in any versions of the logo.



Spacing and Placement Requirements

In order to be clearly seen and recognizable, the logo must be surrounded by a clear zone of “white space,” meaning that the area surrounding the logo should be free of other graphic elements or text. At a minimum, the space surrounding the mark should be the width of the letter “E” in “Elwha.”



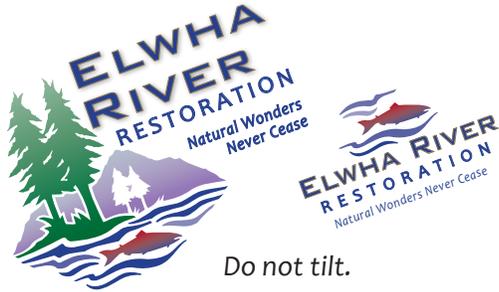
Logo proportions must remain constant in all reproductions. Logo elements should never be moved, altered, repositioned, redrawn, or digitally manipulated.

The logo is designed so that the background becomes part of the logo. The only approved background for the large logo is white or another light, neutral tone. Do not use colors, background patterns, illustrations or photography. These will adversely affect the colors or readability of the logo. Both logos can support a dark background such as navy blue or black when they are reversed out.



Logo Misuses

The integrity and effectiveness of the Elwha River Restoration logos depend on consistency in their appearance. Here are some examples of incorrect uses of the logos. These samples are not intended to represent all possible misuses. Please consult with the public information officer at Olympic National Park Public Affairs Office for further clarification.



Do not tilt.



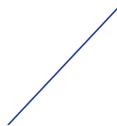
Do not stretch.



Do not squish.



Do not slant.



Logo Size

In order to maintain quality reproduction and legibility of the logo and its elements, the size of the large logo shall not be smaller than 2 inches tall. The small logo shall be no smaller than 0.75 inches tall. Exceptions must be approved by the public information officer at the Olympic National Park Public Affairs Office. There is no limit for enlarging either logo as long as it remains proportionate and undistorted.

When aligning text and/or other graphic elements with the large logo, use the left edge of the mountain/water boundary or the right edge of the tagline. When aligning text and/or other graphic elements with the small logo, use the left or right edge of the largest line of type (“Elwha River”). The small logo may be centered over text.

Font Usage

The title font “Elwha River” is BankGothic Md BT, the “Restoration” font is Candara Regular, and the tagline font is Candara Italic. These should not be altered in any way. Especially do not rearrange their relative positions or change their weights. If this presents a production problem, please contact the public information officer at the Olympic National Park Public Affairs Office for guidance in resolving the issue.