



NPS and its Partners: Graphic Identity Framework

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1.0 Partnerships and the National Park Service

The Department of the Interior and the National Park Service (NPS) define “partnerships” as a mutually beneficial collaborative relationship between two or more groups, agencies or organizations. Partnerships are built on the contribution of each party, and formed to achieve or to assist in moving toward a common goal. Partners bring resources to the relationship that allow the partners to accomplish objectives that, individually, neither party could achieve. Partnership may involve one partner tapping into another’s unique abilities, equipment or services, or it may be a sharing of resources (money, time, knowledge, equipment, etc.) to accomplish short- or long-term objectives agreed upon by all the participating partners.

The National Park Service has a wide range of partnerships with individuals; organizations; tribal, state, and local governments; and other federal agencies. These partnerships help us fulfill the mission, and through these partnerships, we have received valuable assistance in the form of educational programs, visitor services, living history demonstrations, search-and-rescue operations, fund-raising campaigns, habitat restoration, scientific and scholarly research, ecosystem management, and a host of other activities. These partnerships, both formal and informal, have produced countless benefits for the Service and for the national park system and America.

The NPS also has relationships with private companies that provide visitor services in parks through concession contracts. These concessioners fill a vital role in helping the NPS carry out its mission by providing highly specialized visitor services that are necessary and appropriate to the park, but not provided directly by the government.

In addition to partnerships, the NPS appreciates private and public sector contributions, grants, and in-kind support that aid in the accomplishment of its mission. It is NPS policy to thank these contributors in an appropriate fashion as described in [Director’s Order 21: Donations and Fundraising](#). Where the contribution of an individual, group, organization or agency is considered a donation, it would be recognized through a credit line as described in [Director’s Order 21](#).

2.0 About this document

This publication provides guidance for how partnerships may be graphically recognized through a wide range of media, such as publications, signs, websites and exhibits. It is meant to be used as a guide to make decisions on how to visually represent the official NPS Arrowhead symbol (Arrowhead), and other NPS graphic identity elements alongside the marks and identity elements of those with whom we've partnered in a way that appropriately represents the level of participation by both parties. It is also intended to support [Director's Orders 21](#) and the [Director's Order 52 series](#).

The reader is first introduced to the standards for representing a partnership on NPS materials. The publication then introduces NPS graphic identity elements and illustrates how the NPS may authorize their use on partner materials.

The manual also provides graphic identify requirements for concessioners. Additional information on the application of graphic identity requirements for concessioners can also be found in Director's Orders 48 and other [Commercial Services Policy and Concession Contract terms](#).

Remember our audience!

Regardless of whether material is produced by the NPS or by a partner, who produced it and who is responsible for its message should be made clear to the public. The role of the NPS in any partner-produced material should always be made clear to the public either *editorially* (e.g. "The Essex National Heritage Area receives technical, planning and financial assistance from the National Park Service.") or *graphically* (i.e. correct use of the Arrowhead) or both.

Partners are encouraged to use their own graphic identities separate from the National Park Service. However, there may be occasions when an item is produced by a partner for the NPS and intended to look like an official NPS communication. On these occasions—always agreed upon in advance by the NPS and the partner—materials are to strictly adhere to the NPS graphic identity standards (www.graphics.nps.gov).

Section 2: About this document

NPS employees who produce NPS communications materials are expected to follow the guidelines in Section 4, all appropriate Director's Orders, and documents found on graphics.nps.gov, and are strongly encouraged to consult with Harpers Ferry Design Center on ways to properly represent the NPS brand.

Partners who wish to include the NPS Arrowhead symbol must read and understand Section 3 and must follow the guidelines found in Section 5, Section 6, Section 7, as well as any requirements of their agreements with NPS.

Note about illustrations and examples:

The framework examples in Section 4 and Section 5 indicate required elements and their relative visual relationships.

They do **not** necessarily indicate design/layout or specific sizes of logos.

Throughout this document "logo" is used as shorthand for any partner logo, logotype, symbol, wordmark or other partner graphic identifier.

3.0 NPS Graphic Identity

Throughout its history, the National Park Service has consistently provided high-quality information to the public. However, the graphic look and feel of that information has not been consistent, which has diminished opportunities to strengthen the public's understanding of what the NPS is and what it does. With the adoption of [Director's Order 52A](#) in 2001, the NPS began an effort to address this issue by adopting graphic identity standards that make our communications media consistently more distinctive and memorable.

These standards prescribe the use of a series of graphic elements that, together, compose our public identity. When these elements—most of which have been in use for many years—are applied consistently, they strengthen our message and create an immediate expectation of quality and credibility. Most NPS employees are familiar with these elements, but they must also understand how to use them together when designing communications media. Chief among the graphic elements is the NPS Arrowhead logo. Since it was introduced in 1952, the Arrowhead has symbolized the agency's commitment to preserve the nation's natural and cultural heritage. Because it is well-recognized and highly-regarded, and because it is protected as a trademark, the Arrowhead is the most potent component of NPS identity. Assuring its graphic consistency and protecting it from unauthorized use are essential to maintaining a public image that is distinctive and strong.

The "overbar," which typically appears in black, was first used in NPS UniGrid publications in the late 1970s, and is another well-recognized element of NPS identity. When carefully used—and not overused—the bar provides a graphically compelling way to present the Arrowhead in publications, websites, and certain types of signs. Even though it is used by other organizations, many people have come to associate the "black band" with the National Park Service, and this association helps to certify the materials as official NPS communications.

Although more subtle, typography nevertheless plays an essential role in defining the NPS look. The font "Rawlinson" was designed especially for the National Park Service and "Frutiger" was selected as a modern counterpoint to the more traditional Rawlinson, largely because it can be easily read at small sizes and at greater distances. Both work well in a wide range of applications, either in headline sizes and weights, or in narrative text.

Section 3: NPS Graphic Identity

With the possible exception of the Arrowhead, no other element of its identity is more easily recognized by the public than the green and gray of the NPS uniform. Indeed, the uniform—and its “flat hat”—are the visual essence of a park ranger; the presence of green and gray leave little doubt that the wearer represents the National Park Service. These two colors (in concert with two shades of brown drawn from the Arrowhead) provide a good background for the other elements of NPS identity and provide an effective way to further visually connect people to the NPS mission.

The public has come to associate these four visual elements—the Arrowhead logo, the graphic overbar, distinctive typography, and specific colors—with the National Park Service. The National Park Service protects the meaning inherent in these graphic elements by protecting them from inappropriate or unauthorized use—just as it cares for the places and programs entrusted to it by the American people.

3.1 Intellectual Property

When working with anyone to develop content for any media it is critical to ensure that the intellectual property rights to the material are clearly delineated and understood by all parties. NPS typically requests the following:

All materials must bear appropriate copyright and trademark notices as prescribed by the partner if their content or branding is included; and NPS shall own all right, title, and interest in data and materials produced under an agreement (unless provided for otherwise in the agreement), including without limitation, b-roll, rough & fine cuts, final products, and derivative works.

Intellectual property provisions can be found in the NPS Friends Group and Fundraising Agreements as well as in contracts and other agreements used to govern the development of media.

3.2 NPS Graphic Identity elements

The NPS Arrowhead Symbol (Arrowhead)

The Arrowhead is registered with the U.S. Patent and Trademark Office. Its use is controlled through law and through regulations and policies issued by the Director. The symbol appears on all official NPS media intended for the public, including publications, signs, business cards and other materials or media. Other entities are not allowed to use the Arrowhead symbol unless permission has been explicitly granted by the National Park Service. The Service grants that permission only under appropriate circumstances and only when there is sufficient assurance that the proposed use will embody the high standards that the public has come to associate with the Arrowhead symbol. There are many partnership activities that the NPS is proud to engage in, and where it is appropriate to use the Arrowhead symbol. These guidelines help both the Service and its partners determine the best way to graphically represent their relationship in those activities.

Typographic identification

“National Park Service” and “U.S. Department of the Interior” are other essential components of the NPS Graphic Identity. Whenever possible and graphically appropriate, the Arrowhead should be accompanied by these two phrases as shown below and in Section 7.2.

Partners should see Section 7 for additional information on acceptable Arrowhead use. NPS staff should visit graphics.nps.gov



National Park Service
U.S. Department of the Interior

Full-color



National Park Service
U.S. Department of the Interior

Grayscale



National Park Service
U.S. Department of the Interior

One-color

Section 3: NPS Graphic Identity**3.2 NPS Graphic Identity elements, continued**

To avoid confusing the public, partners should not use NPS graphic identity elements such as the black overbar and common NPS typefaces in their materials. NPS encourages partners to develop their own distinct graphic identity separate from that of the NPS.

Overbar

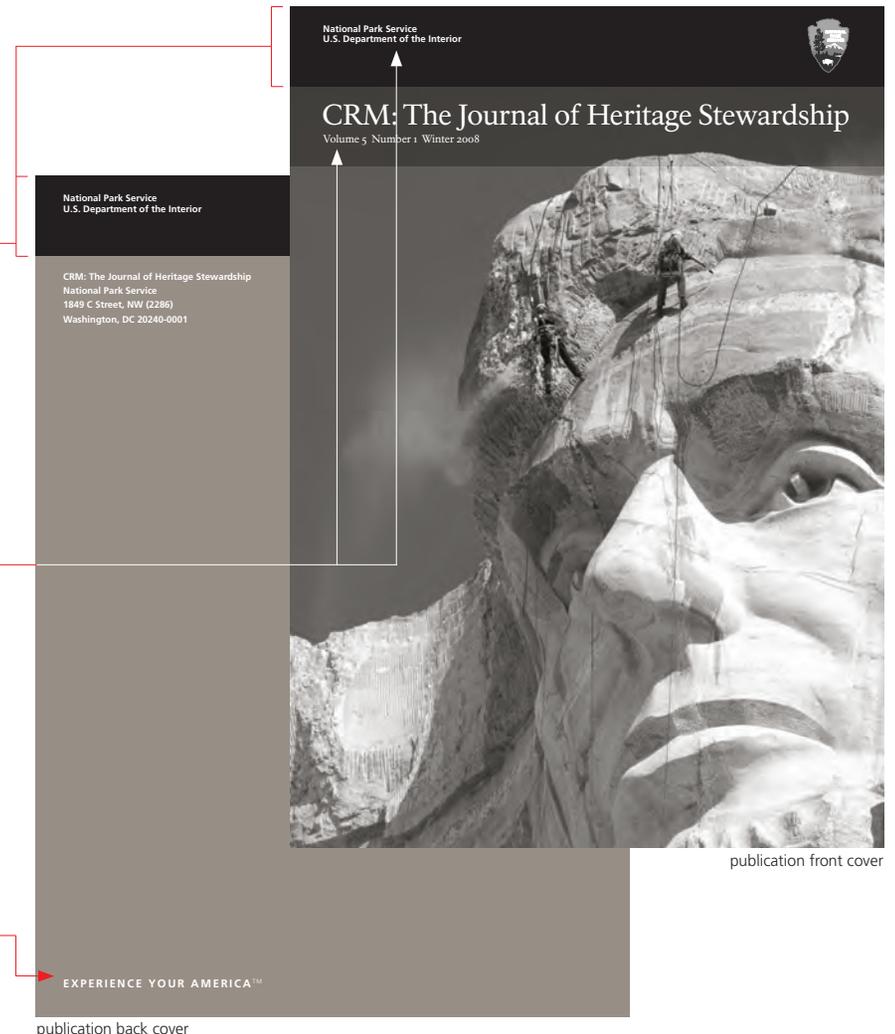
The black overbar is one of the common graphic identity elements used by the NPS and is widely associated with NPS publications and other communications materials. It provides a prominent place to present the Arrowhead, text identifying a park or program, and the agency and department names.

Typefaces and typography

Typography is an important component of any graphic identity system. NPS graphic identity standards specify two typefaces: NPS Rawlinson and Frutiger. With the exception of NPS text identification which appears with the Arrowhead (see previous page), partners should avoid using NPS typographic conventions in their materials.

NPS tagline: Experience Your America

The NPS tagline is protected as a mark of the National Park Service under U.S. trademark laws and to be used on NPS materials only. Partners are not allowed to use the NPS tagline.



publication front cover

publication back cover

4.0 Partner identity on NPS materials

The following pages outline partner attribution on materials presented to the public as official NPS publications or products. Partnership attribution is governed by this Framework and by Director's Order 21 (Donations and Fundraising) and 52B (Graphic Design Standards). The NPS Office of Policy has responsibility for coordinating Washington level review and approval of the use of the NPS Arrowhead symbol. However, superintendents and other NPS managers may approve uses that clearly fit within this Graphic Identity Framework and are otherwise consistent with NPS policy. The Office of Policy, the Office of Partnerships and Philanthropic Stewardship, the Office of Communications, and Harpers Ferry Center are available for consultation when there is uncertainty about how the Framework should be applied, or when the situation is not covered by the Framework.

The NPS-partner relationship must be clearly indicated to the public. Before developing any materials, the partner and the NPS must have a clear and mutually-agreed-to understanding of the nature of their relationship. Whatever understanding is reached regarding the nature of that relationship must be appropriately reflected in the materials. Most written materials will provide an opportunity to explain the partnership relationship in some depth; but there are many situations where it will need to be done in the form of a simple graphical representation, using the NPS and partner identifiers. It is those situations that create the communications challenge that this publication is intended to address. Beyond that, there will be other challenges that this publication does not address. For example exterior park roadway signs or conference banners, where reading lengthy explanatory text is inappropriate; or on a book cover or on the face of an admission ticket where space is at a premium. In those cases, other appropriate locations or opportunities to describe the NPS-partner relationship must be identified and agreed upon.

When the NPS works in partnership to develop graphic materials, a decision on how to credit each entity without compromising either entity's graphic identity must be made. This Section 4 introduces the thought process for coming to that decision. A key factor is the role that each party plays. The role—or involvement—may consist of, for example, management responsibility, coordination responsibility, or financial support. Do the NPS and its partner play equal roles, or is one role more prominent than the other? And if one plays a more prominent role than the other, to what degree is that the case? As shown on the following pages, the answers to these questions will influence the placement and prominence of the graphic identifiers.

4.1 Framework for partner attribution on NPS-produced materials

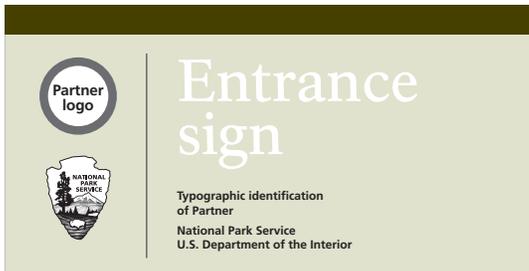
On pages 12 through 30, framework diagrams illustrate the relationship of the Arrowhead to the partner logo based on the level of partner involvement, or the prominence of the role played by the NPS and the partner. In some cases a partner may play a very prominent role; in other cases their role may be minor.

The framework diagrams on the following pages illustrate conceptually how the nature of the relationship will determine the relative stature of NPS and partner representation.

The diagrams indicate required elements, not necessarily suggested design.

4.2 Overview of partner identity on NPS materials. In general, if partner(s) role or participation is:

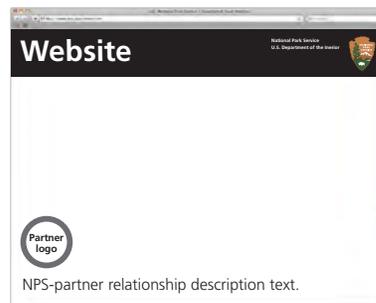
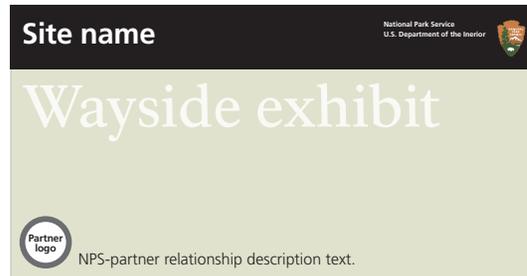
Equal



The partner's logo and the Arrowhead can appear outside the overbar. If there are multiple partners who have equal involvement then they, including the NPS, can appear as text-only in the overbar as shown. In rare, NPS-approved circumstances the partner's logo may appear in the overbar.

NPS-partner relationship description text appears in an appropriate location such as a credits page or panel or within the publication or back cover.

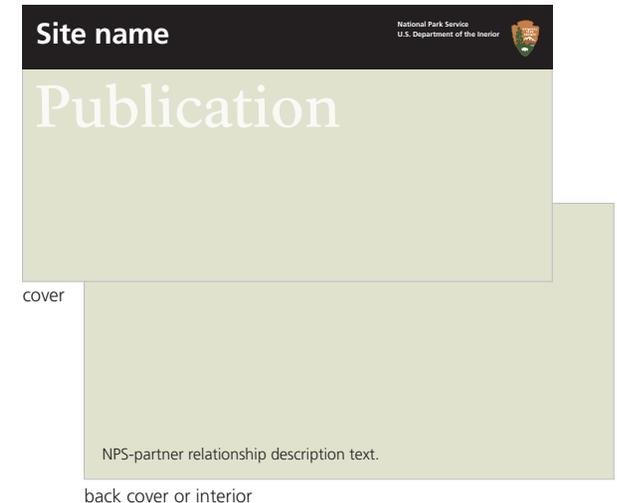
Significant but less than equal



The partner's logo appears outside the black band in an appropriate location. For example on the face of the wayside exhibit, or within a publication or on the credits page or panel of an exhibit or sign.

NPS-partner relationship description text appears with the partner's logo at an appropriate location such as a credits page or panel, within the publication or back cover.

Minor



A partner receives a text-only acknowledgement when they had only minor involvement.

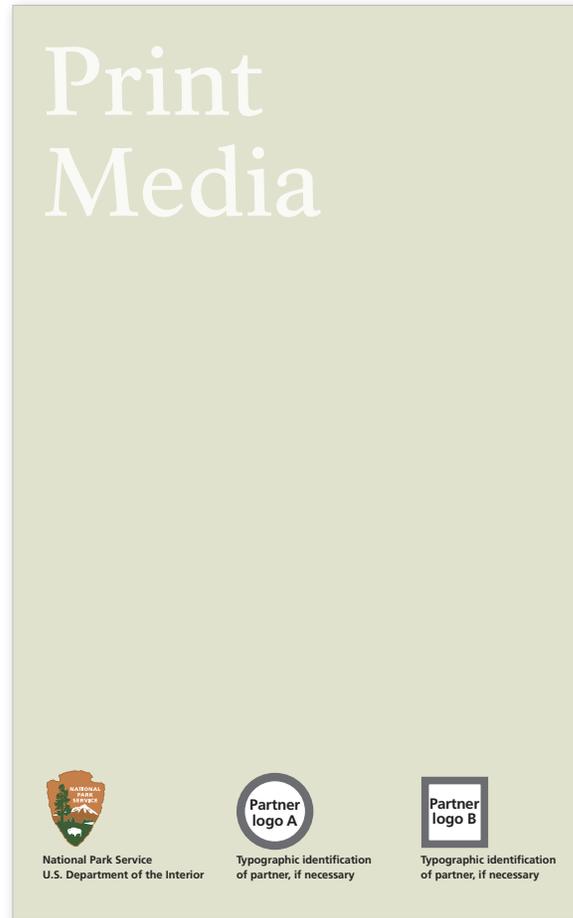
The partner's name and NPS-partner relationship description text appear with at an appropriate location such as a credits page or panel, within the publication or back cover.

4.3.1 Print media: books, reports and non-Unigrid brochures

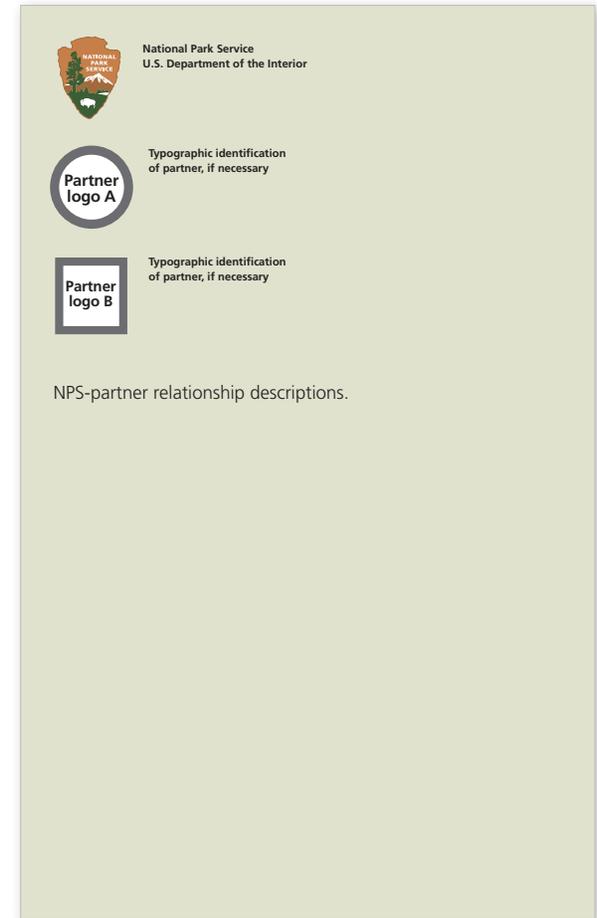
Equal involvement by partner(s)

One or two partners are acknowledged by logos and/or identified typographically. NPS and its partners receive equal visual and textual treatment. Logos can appear on the cover.

If the partnership involves more than two partners, it is strongly recommended that logos do not appear on the cover. This is usually necessary to avoid a cluttered appearance.



front cover



copyright, credits or other appropriate page

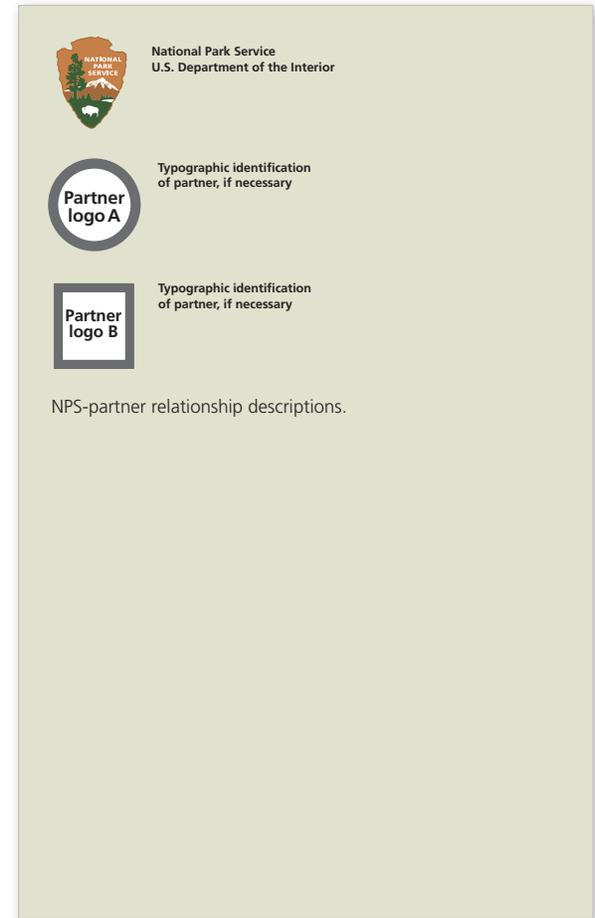
4.3.2 Print media: books, reports and non-Unigrid brochures

Equal involvement by partner(s)

Two or more partners may be acknowledged in the black overbar. Logos and/or typographic identification appears within the publication or on back cover.



front cover



copyright, credits or other appropriate page

Section 4: Partner identity on NPS materials

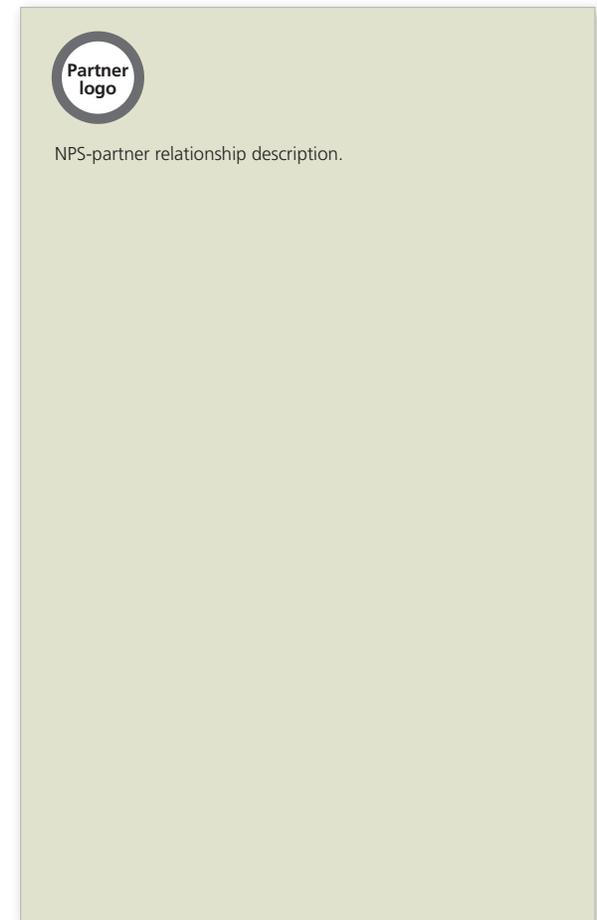
4.3.3 Print media: books, reports and non-Unigrid brochures

Significant but less than equal involvement by partner(s)

Single or multiple partners are acknowledged by logos and/or identified typographically within the publication or on the back cover.



front cover



copyright, credits or other appropriate page

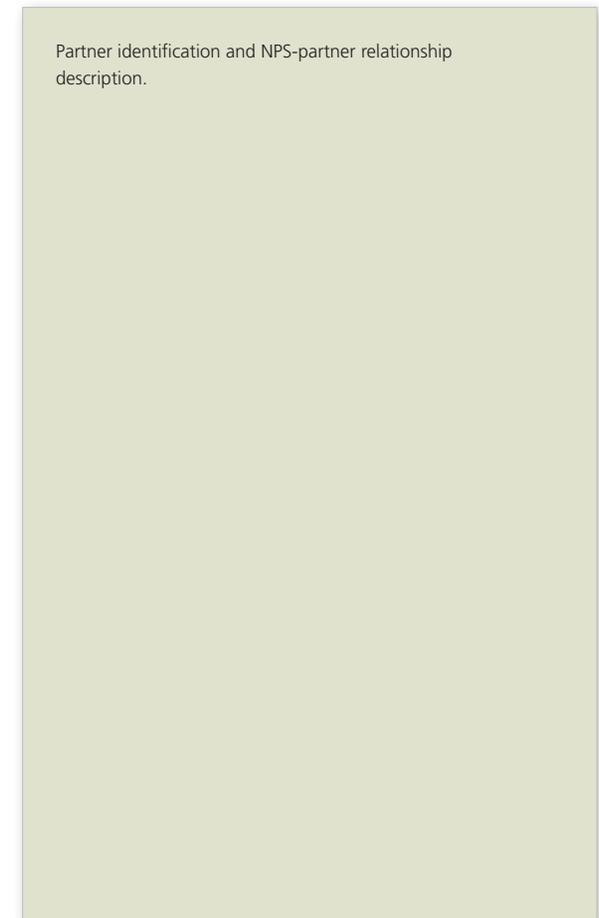
4.3.4 Print media: books, reports and non-Unigrid brochures

Minor involvement by partner(s)

Single or multiple partners are acknowledged typographically within the publication or on the back cover.



front cover



copyright, credits or other
appropriate page

4.3.5 Print media: books, reports and non-Unigridd brochures

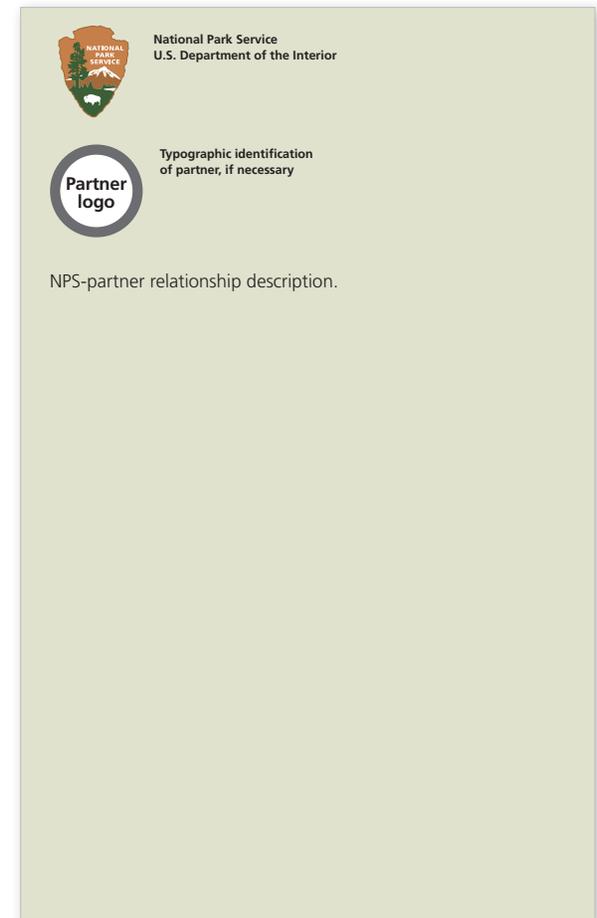
Special Case: Equal involvement by partner(s)

On rare occasions there may be a partner whose logo may appear in the overbar. These instances must be approved by the Office of Communications (in consultation with other offices, as appropriate).

No more than one partner logo should appear in the overbar. If there is more than one partner see pages 13–14.



front cover



copyright, credits or other appropriate page

4.4.1 Unigrid-type brochures

Equal involvement by partner(s)

Single or multiple partners are acknowledged by logos and/or identified typographically outside the overbar on the face or back of the brochure.

Contact Harpers Ferry Center for further guidance.



4.4.2 Unigrid-type brochures

Significant but less than equal involvement by partner(s)

Single or multiple partners are acknowledged by logos and/or identified typographically outside the overbar on the face or back of the brochure.

Contact Harpers Ferry Center for further guidance.



4.4.3 Unigrid-type brochures

Minor involvement by partner(s)

Single or multiple partners are identified typographically outside the overbar on the face or back of the brochure..

Contact Harpers Ferry Center for further guidance.



4.5.1 Wayside exhibits

Equal involvement by partner(s)



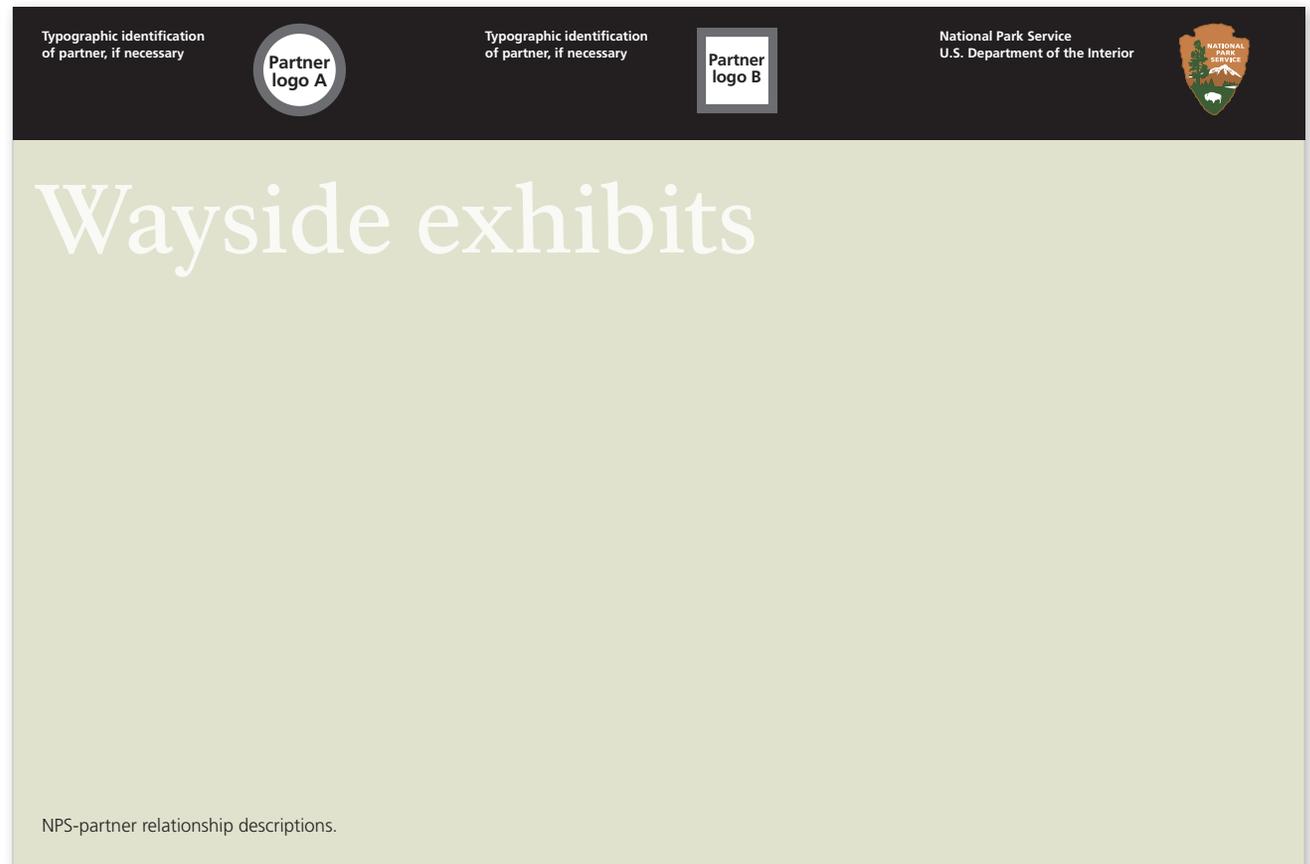
4.5.2 Wayside exhibits

Equal involvement by partner(s)

Given their common use in areas co-managed with other agencies or organizations, it is appropriate to place partner logos in the overbar. The large size of wayside exhibits, unlike publications, allows this to be feasible.

The partner and the NPS need to agree in advance on location and frequency of occurrence of logos and NPS-partner relationship descriptions.

Contact Harpers Ferry Center for further guidance.



Section 4: Partner identity on NPS materials**4.5.3 Wayside exhibits****Significant but less than equal involvement by partner(s)**

Single or multiple partners may be acknowledged by logos and/or identified typographically.

The partner and the NPS need to agree in advance on location and frequency of occurrence of logos and NPS-partner relationship descriptions.

Contact Harpers Ferry Center for further guidance.



4.5.4 Wayside exhibits

Minor involvement by partner(s)

Single or multiple partners are acknowledged in text only.

Contact Harpers Ferry Center for further guidance.



4.6.1 Signs, banners and exhibits

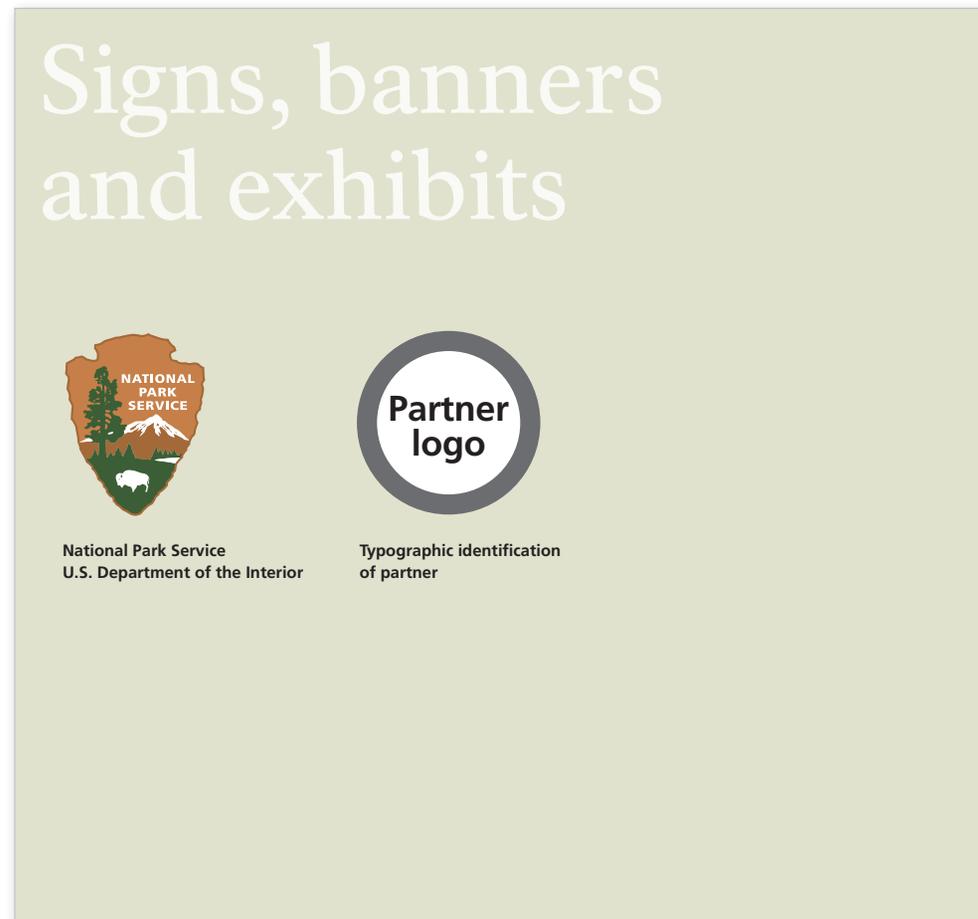
Equal involvement by partner(s)

Single or multiple partners can be acknowledged outside of the overbar or the overbar does not have to be used.

The partner and the NPS need to agree in advance on location and frequency of occurrence of logos and NPS-partner relationship descriptions.

For example, NPS-partner relationship description text would *not* be appropriate on a park entry sign or on every exhibit panel or conference banner. In the case of an exhibit, the description text would be placed on a credits panel; in the case of a conference, the text would be placed on the conference brochure.

Contact Harpers Ferry Center for further guidance.



4.6.2 Signs, banners and exhibits

Significant but less-than-equal involvement by partner(s)

Single or multiple partners can be acknowledged with their logo accompanied by a description of the NPS-partner relationship.

The partner and the NPS need to agree in advance on location and frequency of occurrence of logos and NPS-partner relationship descriptions.

For example, NPS-partner relationship description text would *not* be appropriate on a park entry sign or on every exhibit panel or conference banner. In the case of an exhibit, the description text would be placed on a credits panel; in the case of a conference, the text could be placed on the conference brochure.

Contact Harpers Ferry Center for further guidance.



4.6.3 Signs, banners and exhibits

Minor involvement by partner(s)

Single or multiple partners are acknowledged in text only.

The partner and the NPS need to agree in advance on location and frequency of occurrence of logos and NPS-partner relationship descriptions.

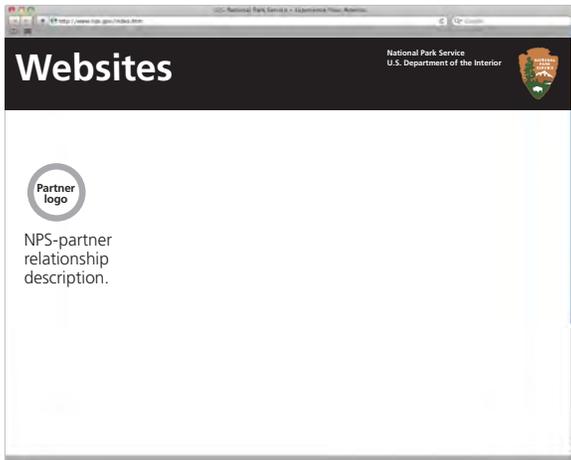
For example, NPS-partner relationship description text would *not* be appropriate on a park entry sign or on every exhibit panel or conference banner. In the case of an exhibit, the description text would be placed on a credits panel; in the case of a conference, the text could be placed on the conference brochure.

Contact Harpers Ferry Center for further guidance.



4.7.1 Websites

Equal involvement by partner(s)

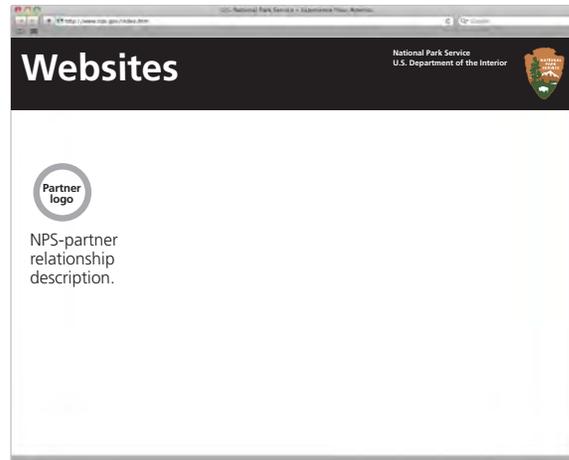


Partner's logo may appear on the project's home page.

Description of the NPS-partner relationship appears with the partner's logo on the home page.

For a large number of partners use a partner identification page.

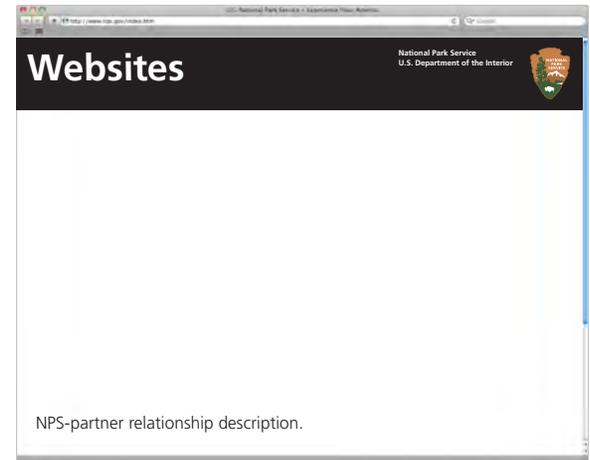
Significant but less than equal involvement by partner(s)



Single or multiple partner logos can appear on the project home page accompanied by the NPS-partner relationship descriptions.

For a large number of partners use a partner recognition page.

Minor involvement by partner(s)



Partners receive a text-only acknowledgement accompanied by the NPS-partner relationship description. These may appear on the project home page or a credits page.

For a large number of partners use a partner recognition page.

See section 5.5.1 for use of Arrowhead on partner website.

4.8.1 Broadcast: Television, film and other audio/visual

Equal involvement by partner(s)



"Xyz was co-produced by Partner A and the National Park Service." Followed by NPS-partner relationship description.

The Arrowhead is equal in size to partner's logo and appears with partner's logo.

Audio and/or on screen description of the NPS-partner relationship.

Significant but less than equal involvement by partner(s)



"Xyz was produced by the National Park Service with

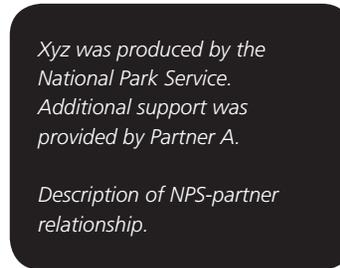


support from... the Partner A." Followed by relationship description.

The partner's logo can be separate from and smaller than the Arrowhead and appear with other contributing partner logos.

Audio and/or on screen description of the NPS-partner relationship.

Minor involvement by partner(s)



Partner receives text-only acknowledgement.

Description of NPS-Partner relationship can appear on-screen and as audio.

4.8.2 Broadcast: audio

Equal involvement by partner(s)

"Xyz was produced under a partnership arrangement between the NPS and (partner name)."

Audio description of the NPS-partner relationship and partner contribution.

Significant but less than equal involvement by partner(s)

"Xyz was produced by the National Park Service with contributions from (partner name)."

Audio description of the NPS-partner relationship and partner contribution.

Minor involvement by partner(s)

"Xyz was produced by the National Park Service. Additional technical support was provided by (partner name)."

Audio description of the NPS-partner relationship and partner contribution.

5.0 NPS identity on partner materials

Partnership attribution is governed by this Framework and by Director's Orders 21 (Donations and Fundraising) and 52B (Graphic Design Standards). The following pages outline NPS attribution on materials presented to the public on publications and products produced and distributed by partners.

The NPS Office of Policy has responsibility for coordinating Washington level review and approval of the use of the NPS Arrowhead symbol. However, superintendents and other NPS managers may approve uses that clearly fit within this Graphic Identity Framework and are otherwise consistent with NPS policy. The Office of Policy, the Office of Partnerships and Philanthropic Stewardship, the Office of Communications, and Harpers Ferry Center are available for consultation when there is uncertainty about how the Framework should be applied, or when the situation is not covered by the Framework.

The Partner-NPS relationship must be clearly understood and not graphically misrepresented to the public. Before developing any materials, the partner and the NPS must have a clear and mutually-agreed-to understanding of the nature of their relationship. Whatever understanding is reached must be appropriately reflected in the materials. Most written materials will provide an opportunity to explain the partnership relationship in some depth; but there are many situations where it will need to be done in the form of a simple graphical representation, using the partner and NPS identifiers. It is those situations that create the communications challenge that this publication is intended to address.

The use of logos and other graphic identifiers sends a strong signal to those who view them, and it is important to both the partner and the NPS that the "signal" is an appropriate one. One factor that the NPS is required to consider under Federal ethics standards is whether the graphical representation may imply an "endorsement." In most situations, the NPS is not permitted to imply an endorsement of a product, service, or enterprise—including a partner enterprise.

Section 5: NPS identity on partner materials

When the NPS works in partnership to develop graphic materials, a decision on how to credit each entity without compromising either entity's graphic identity must be made. This Section 5 introduces the thought process for coming to that decision. A key factor is the role that each party plays. The role—or involvement—may consist of, for example, co-sponsorship of an event, financial support, or editorial assistance. For partner-produced materials, the general expectation is that the partner's role will be more prominent, and the NPS representation will be clearly subordinate to the partner's. In some cases, the NPS's role may be so minor as to not warrant use of the Arrowhead symbol. As shown on the following pages, the role or level of involvement of each party will influence the placement and prominence of the graphic identifiers.

Note: In situations where a partner produces materials on the NPS's behalf, and the materials are meant to be perceived and presented as an NPS product, the guidance in Section 4 governing NPS materials should be followed, rather than this section.

5.1 Guiding principles for partners

If you plan to use the NPS Arrowhead, it is always a good idea to discuss your ideas and intentions with the NPS early in the design process.

When planning your design:

Do describe the relationship you have with the NPS.

Do use the correct Arrowhead artwork.

Do clearly separate the Arrowhead from other partner logos and symbols.

Do include “National Park Service” and the “U.S. Department of the Interior.”

Do respect the NPS graphic identity and follow this framework.

Do understand your role and the NPS’s role as described in Director’s Orders 21 and 52.

Do include the registration mark with the Arrowhead when necessary to emphasize the Arrowhead’s trademarked status.

Do not use the Arrowhead unless authorized by the NPS.

Do not use the Arrowhead to imply endorsement of a commercial product. Concessioners see section 6.

Do not mimic NPS graphic identity elements and design, unless authorized to do so.

Do not alter the Arrowhead or combine the Arrowhead with another logo, wordmark or symbol.

Do not use the NPS tagline “Experience your America.™”

Do not incorporate the Arrowhead into partner uniforms or other clothing.

5.2 Framework for partner's use of the NPS Arrowhead symbol and other graphic identity elements.

On pages xx through xx framework diagrams illustrate the relationship of the Arrowhead to the partner logo based on the level of NPS involvement.

The framework diagrams indicate required elements, **not** necessarily suggested design.

5.3 Overview of NPS identity on partner materials. If NPS involvement is:

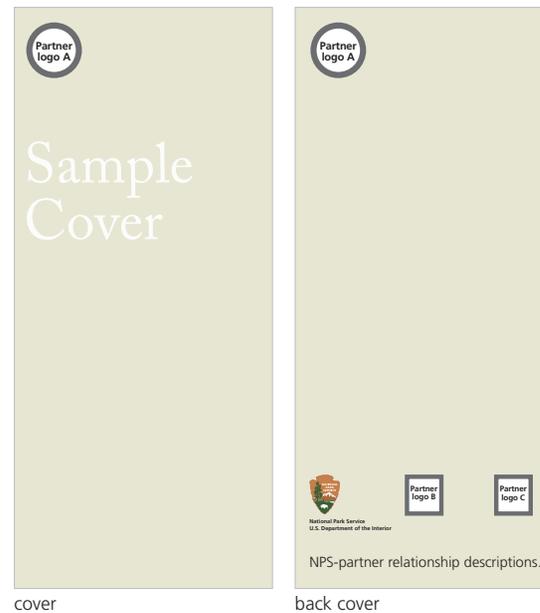
Equal, NPS requires equal visual credit.



The Arrowhead is equal in size to the partner's logo and appears with the partner's logo.

NPS-partner relationship description text appears with the Arrowhead at an appropriate location such as a credits page or, as in this example, the back cover.

Significant, but less than equal, NPS requires visual credit.



As illustrated above, the Arrowhead can be smaller and separate from the partner's logo and appear with other partner logos.

NPS-partner relationship description text appears with the Arrowhead at an appropriate location such as a credits page or, as in this example, the back cover.

Minor, then the NPS may allow or require text-only acknowledgement.



A text-only acknowledgement may be allowed or required by the NPS when the NPS only permitted the activity or had only cursory involvement.

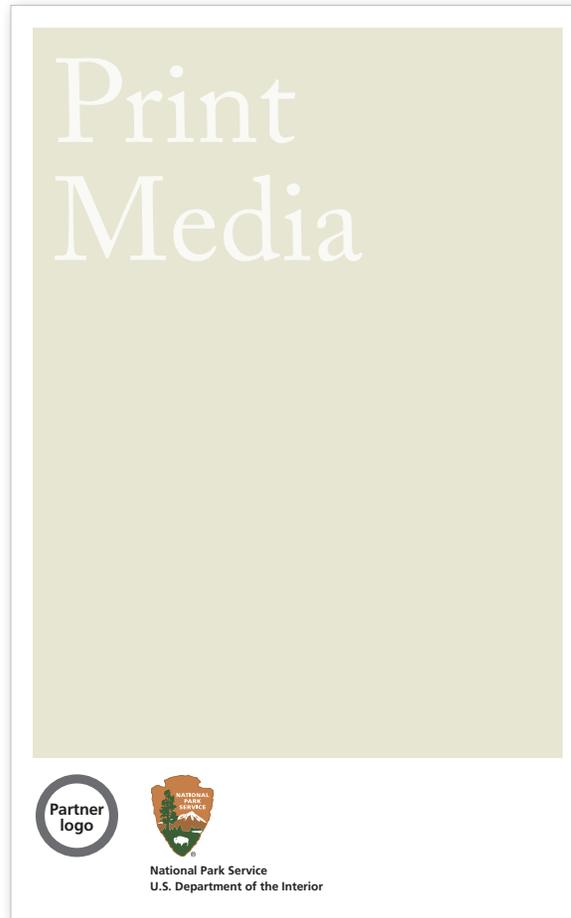
NPS-partner relationship description text appears at an appropriate location such as a credits page or, as in this example, the back cover.

5.4.1 Print media: books, brochures and reports

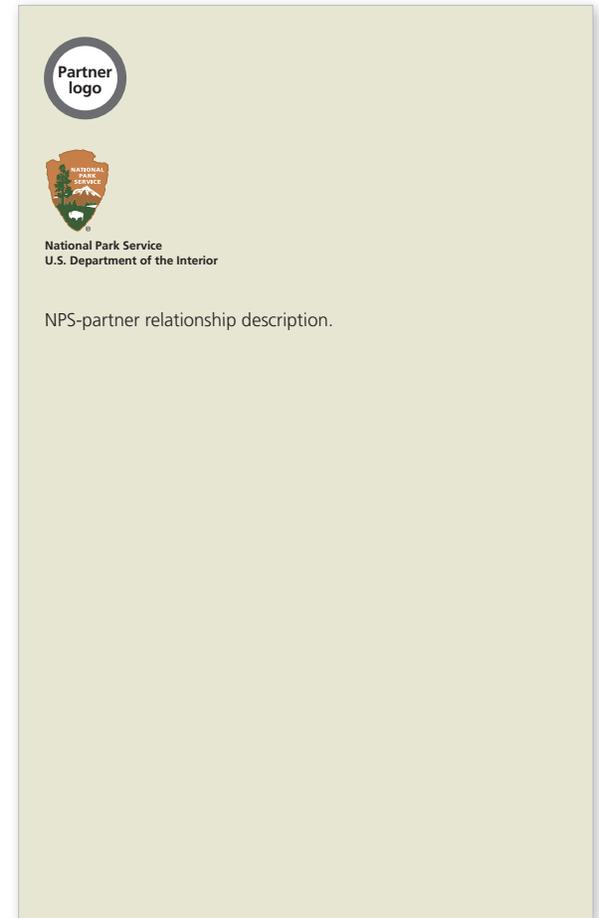
Equal involvement by NPS

The Arrowhead is equal in size to the partner's logo and appears with the partner's logo.

NPS-partner relationship description text appears with the Arrowhead on credits page or back cover or other appropriate location.



front or back cover



copyright, credits or other appropriate page

5.4.2 Print media: books, brochures and reports

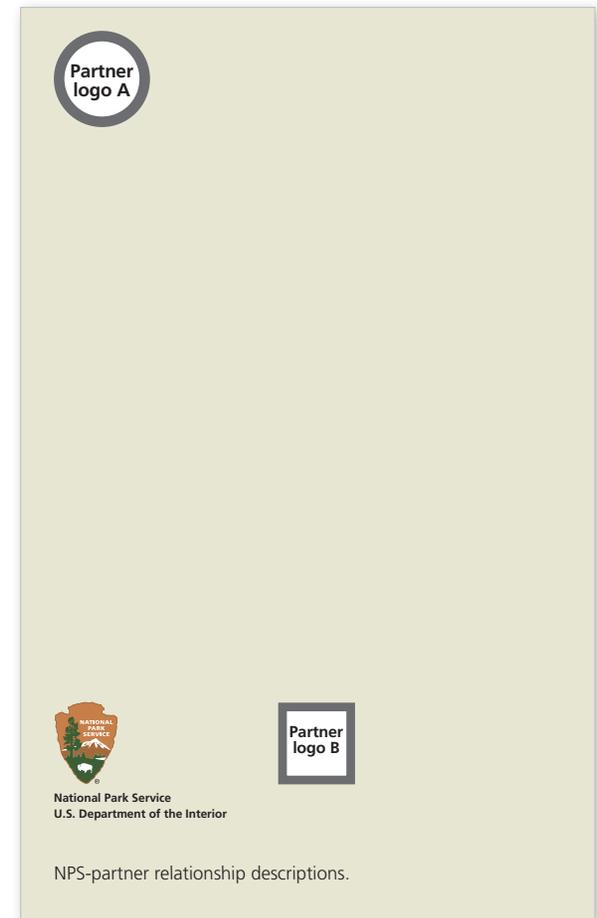
Significant but less than equal involvement by NPS

As illustrated, the Arrowhead can be smaller and separate from the partner's logo and appear with other partner logos.

NPS-partner relationship description text appears with the Arrowhead on credits page or back cover or other appropriate location.



front or back cover



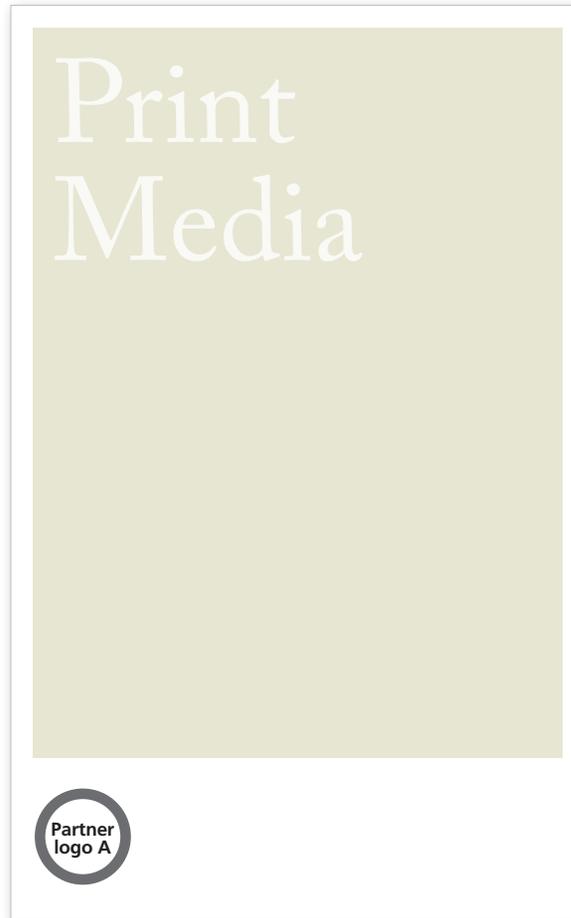
copyright, credits or other appropriate page

5.4.3 Print media: books, brochures and reports

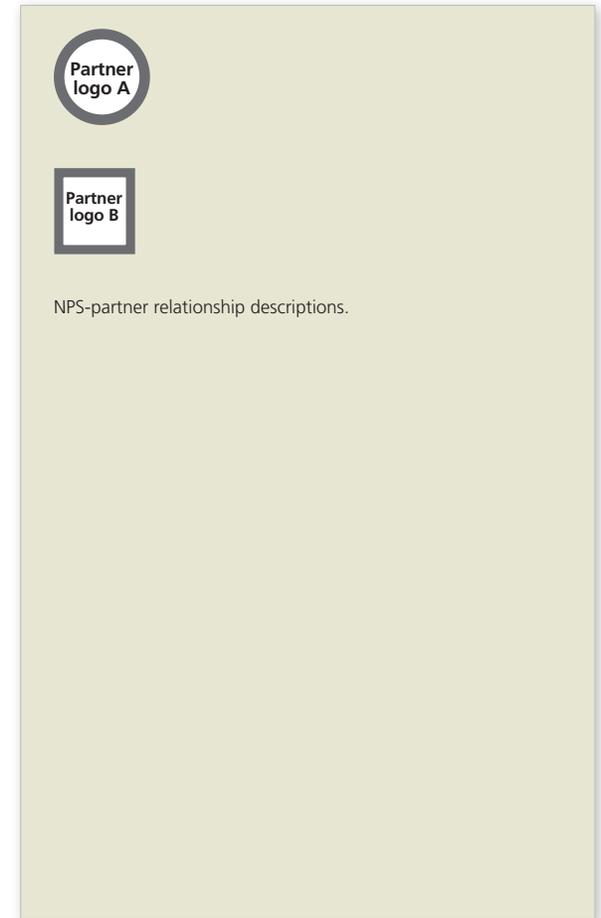
Minor involvement by NPS

A text-only acknowledgement may be allowed or required when the NPS had only cursory involvement.

NPS-partner relationship description text appears on credits page or back cover or other appropriate location.



front or back cover



copyright, credits or other
appropriate page

5.5.1 Advertising

Equal involvement by NPS

The Arrowhead is equal in size to the partner's logo and appears with the partner's logo.

NPS-partner relationship description text appears with the Arrowhead.



5.5.2 Advertising

Significant but less than equal involvement by NPS

The Arrowhead can be separate from and smaller than the partner's logo and appear with other contributing partner logos.

NPS-partner relationship description text appears with the Arrowhead.

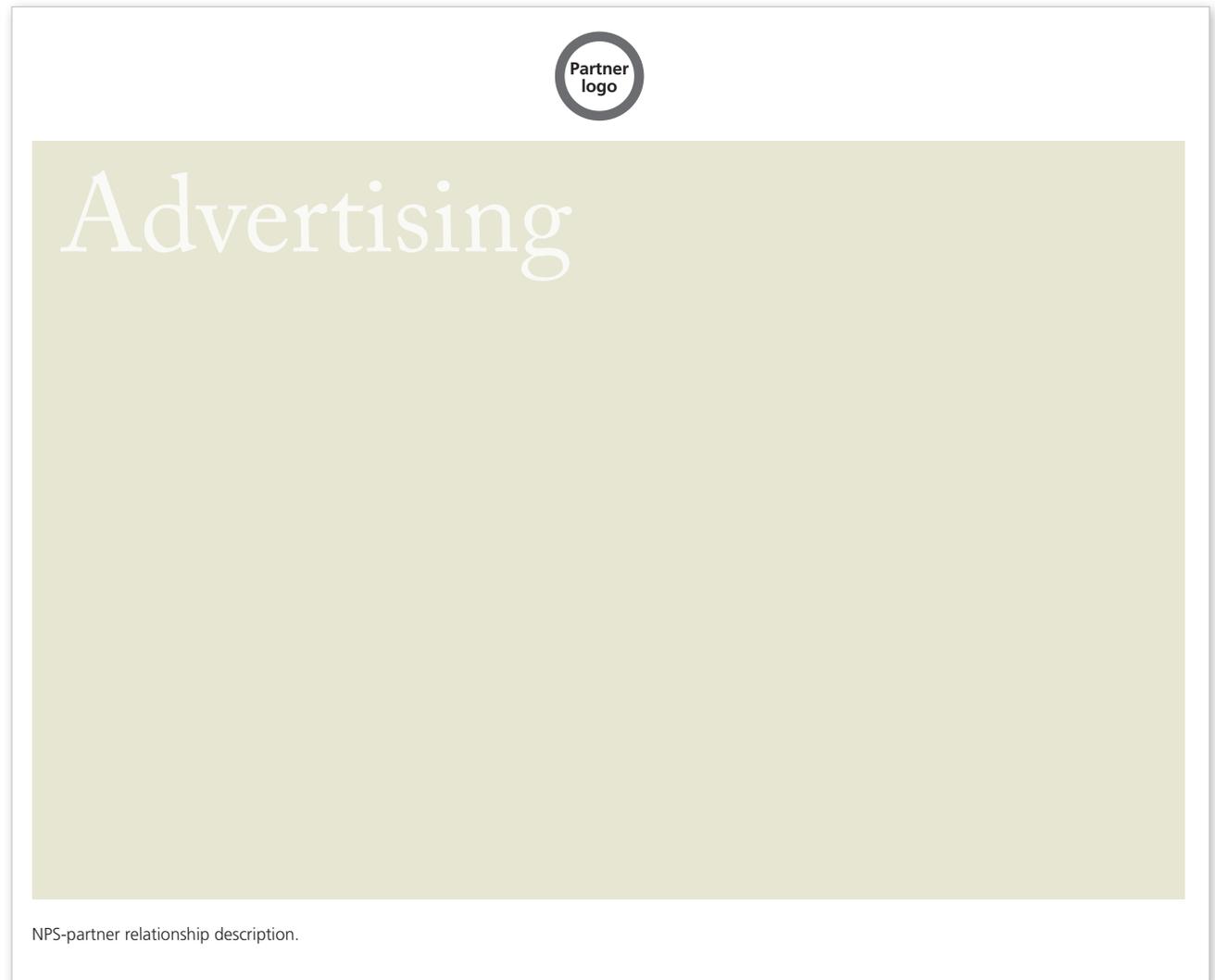


5.5.3 Advertising

Minor involvement by NPS

A text-only acknowledgement may be allowed or required when the NPS had only cursory involvement.

Text description of the NPS-partner relationship appears on the advertisement. For special events, include the following text: "This special event has been authorized by the Superintendent of..."



5.6.1 Signs, banners and interpretive media

Equal involvement by NPS

The Arrowhead is equal in size to the partner's logo and appears with the partner's logo.

The partner and the NPS need to agree in advance on location and frequency of occurrence of the NPS-partner relationship description.

For example, NPS-partner relationship description text would *not* be appropriate on a park entry sign or on every exhibit panel or conference banner. In the case of an exhibit, the description text would be placed on a credits panel; in the case of a conference, the text would be placed on the conference brochure.



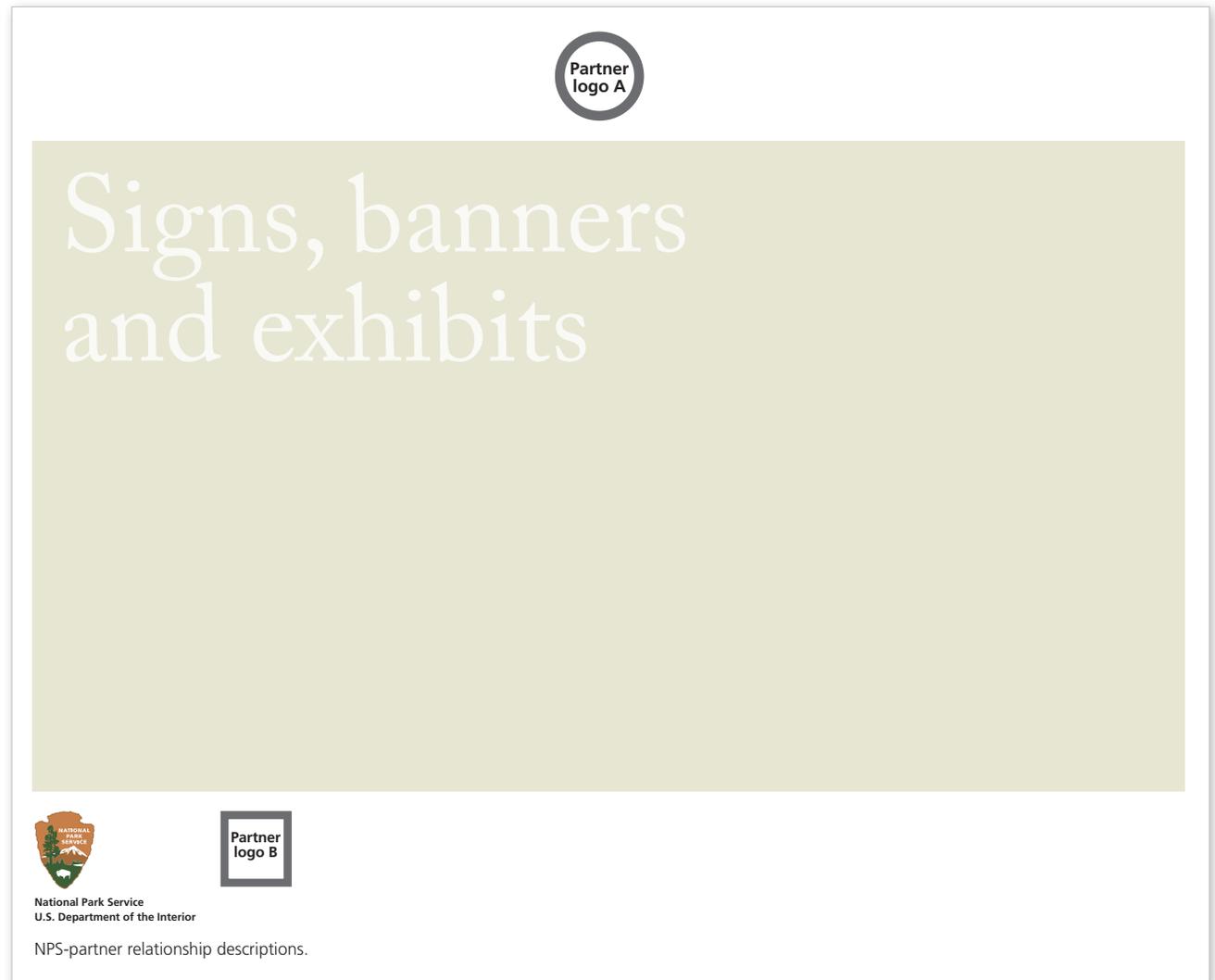
5.6.2 Signs, banners and interpretive media

Significant but less than equal involvement by NPS

The Arrowhead can be separate from and smaller than the partner's logo and appear with other partner logos.

The partner and the NPS need to agree in advance on location and frequency of occurrence of the NPS-partner relationship description.

For example, NPS-partner relationship description text would *not* be appropriate on a park entry sign or on every exhibit panel or conference banner. In the case of an exhibit, the description text would be placed on a credits panel; in the case of a conference, the text would be placed on the conference brochure.



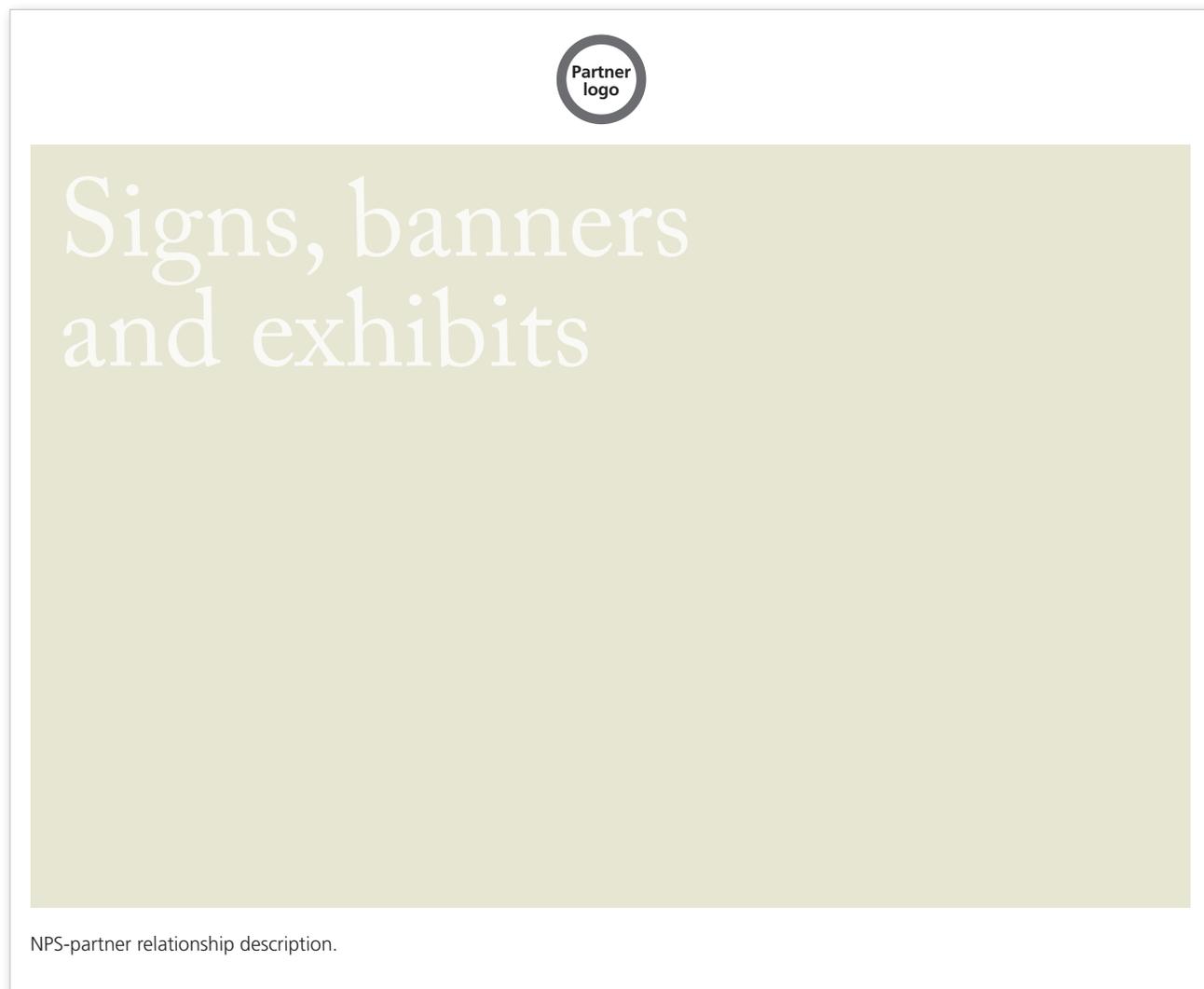
5.6.3 Signs, banners and interpretive media

Minor involvement by NPS

A text-only acknowledgement may be allowed or required when the NPS had only cursory involvement.

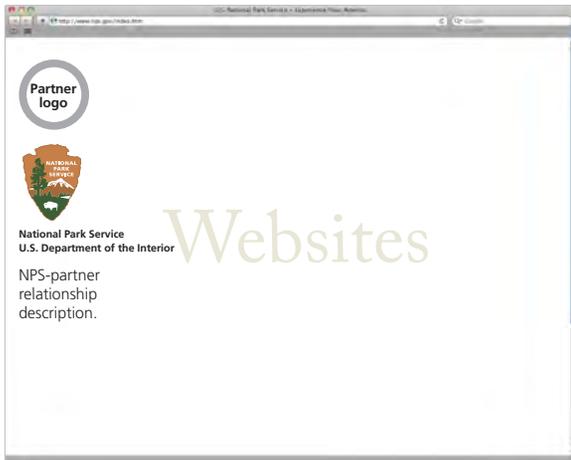
The partner and the NPS need to agree in advance on location and frequency of occurrence of the NPS-partner relationship description.

For example, NPS-partner relationship description text would *not* be appropriate on a park entry sign or on every exhibit panel or conference banner. In the case of an exhibit, the description text would be placed on a credits panel; in the case of a conference, the text would be placed on the conference brochure.



5.7.1 Websites

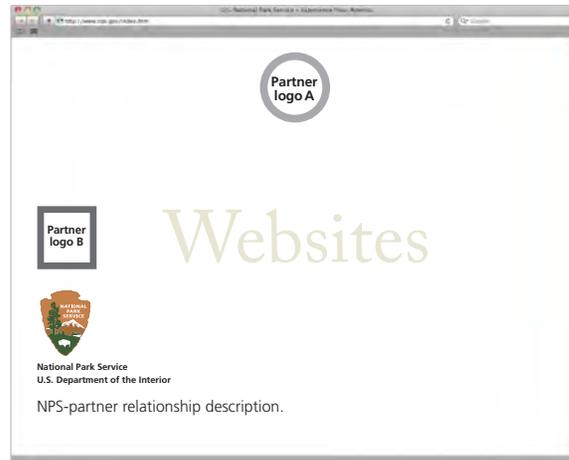
Equal involvement by NPS



The Arrowhead is equal in size to partner's logo and always appears with partner's logo.

Description of the NPS-partner relationship appears with the Arrowhead on the home page or credits page. The Arrowhead should link to www.nps.gov or specific page on nps.gov relating to the program.

Significant but less than equal involvement by NPS

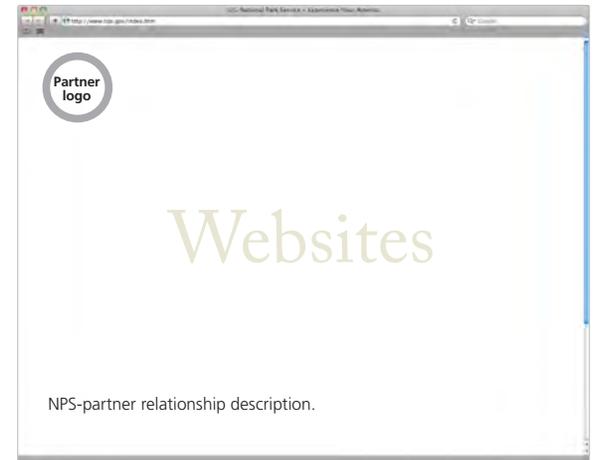


The Arrowhead can be smaller than and separate from the partner's logo and appear with other partner logos.

The Arrowhead does not have to appear on the home page. If it does not, then it should appear on the credits page.

NPS-partner relationship description text appears with the Arrowhead. The Arrowhead should link to www.nps.gov or specific page on nps.gov relating to the program.

Minor involvement by NPS



A text-only acknowledgement may be allowed or required when the NPS had only cursory involvement.

NPS-partner relationship description text appears on home page or credits page and should include link to www.nps.gov or specific page on nps.gov relating to the program.

5.8.1 Broadcast: Television, film and other audio/visual

Equal involvement by partner(s) and NPS



"Xyz was co-produced by Partner A and the National Park Service."

The Arrowhead is equal in size to partner's logo and appears with partner's logo.

Audio and/or on screen description of the NPS-partner relationship.

Significant but less than equal involvement by NPS



"Xyz was produced by Partner A with support from..."

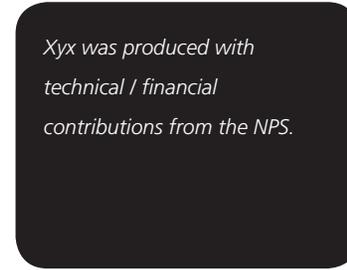


the National Park Service."

The Arrowhead can be separate from and smaller than the partner's logo and appear with other contributing partner logos.

Audio and/or on screen description of the NPS-partner relationship.

Minor involvement by NPS



A text-only acknowledgement may be allowed or required when the NPS had only cursory involvement.

Include non-endorsement disclaimer.

Section 5: NPS identity on partner materials

5.8.2 Broadcast: audio

Equal involvement by partner(s) and NPS

"Xyz was co-produced by Partner A and the National Park Service."

Significant but less than equal involvement by NPS

"Xyz was produced by Partner A with technical/financial contributions from the National Park Service."

Minor involvement by NPS

"Xyz was produced by Partner A. Additional technical/financial support was provided by the National Park Service."

6.0 NPS identity and concessioners

Concessioners are authorized to use the NPS Arrowhead to differentiate their concession activity as an authorized service of the NPS in accordance with the following use and graphic identity requirements. Additional requirements regarding use are contained in Director's Order 48 and other NPS Commercial Services Commercial Services Policy and Concession Contract terms.

The NPS Arrowhead may only be used in association with the specific authorized concession operations. Concessions having other businesses that operate outside a national park may not use the Arrowhead on general advertising or other materials that are not directly associated with an authorized park(s) operation(s).

Use of the Arrowhead on materials that are specifically for the authorized services is preferred. Some concessioners operate businesses outside the park and may want to provide information on both authorized and no-authorized businesses in the same materials for marketing or economic reasons. Use of the Arrowhead on materials that may identify other non-authorized businesses must clearly associate the NPS identify *only* with those services which are NPS authorized both graphically and in the material's written description. Any use of the Arrowhead by a concessioner is subject to review and approval by the park superintendent.

Authorized uses are for:

| | | |
|--|--|--|
| Publications; | Signs—designed, constructed, or commissioned | Interpretive materials; and, |
| Written advertising; | for official concessioner functions or purposes; | Broadcasts—television, film or other audio/visual. |
| Brochures associated with the required services; | Web-based information; | |

Concessioners may **not** use the Arrowhead on merchandise, souvenirs and clothing presented for sale to the public, concessioner uniforms and clothing or concessioner equipment and vehicles.

6.1 Concessioners must:

Use the associated description of the concessioner contractual relationship with the Arrowhead (see page 50).

Use the correct Arrowhead artwork (see page 53).

Follow additional requirements regarding use contained in Director's Order 48 and other NPS Commercial Services Policy and Concession Contract terms.

Not use the Arrowhead unless authorized.

Not mimic NPS graphic identity elements and design, unless authorized to do so.

Not alter the Arrowhead or combine the Arrowhead with another logo, wordmark or symbol.

Not use the NPS tagline "Experience your America™"

Not use the Arrowhead on merchandise or souvenirs presented for sale to the public.

Not incorporate the Arrowhead into employee uniforms or other clothing.

6.2 Graphic Identity Elements for Concessioners

Elements of the graphic identity are the NPS Arrowhead symbol and an associated description of the concessioner contractual relationship with the National Park Service, which reads as follows:

Concessioner Contract Name (or dba Park Operational Name, if different from Concessioner Contract Name)
is an authorized concessioner of the National Park Service.*

Arrangement



AUTHORIZED

Jane Doe Company is an authorized concessioner of the [NPS site name].

Alternative arrangement



AUTHORIZED

Jane Doe Company is an authorized concessioner of the [NPS site name].

Files

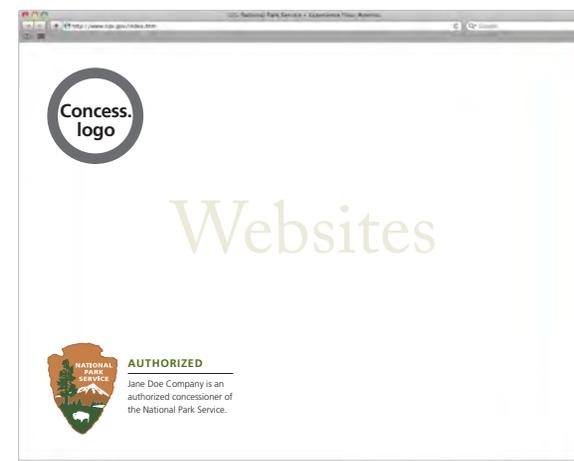
Files for these graphic identity elements are available at: [?]

*doing business as

6.3 Application of graphic Identity elements

Samples

These samples indicate required elements, not size or layout. Note however, that the Arrowhead should be separated from the concessioner company logo or other logo, wordmark or symbols.



7. Arrowhead digital files for partners

7.1 Reproducing the National Park Service Arrowhead symbol

The NPS Arrowhead symbol may be produced only from authorized master electronic files. Files are available to NPS employees at graphics.nps.gov. The site is not accessible to others, so partners must obtain appropriate Arrowhead files from their NPS counterparts. These files may not be altered. The correct version of the Arrowhead depends on type of media, the final reproduction size, reproduction quality and number of colors. Use of the shaded versions of the Arrowhead () is further limited to the NPS, unless permission is granted by the NPS Office of Communications. The NPS may require that the Arrowhead symbol be accompanied by a registration symbol (®) so as to prevent any impression that the Arrowhead is in the public domain.

| | Full-color | Grayscale | One-color |
|--|--|---|---|
| Large Arrowhead artwork Size: no less than 1.5 inches in height |  |  |  |
| | Use for: full-color print media signs and banners websites and audiovisual multimedia promotion/advertising | Use for: grayscale print media signs and banners | Use for: signs and banners |
| Small Arrowhead artwork Recommended size: 0.5–1.5 inches in height Never reproduce less than 0.5 inches in height |  |  |  |
| | Use for: full-color print media websites and audiovisual multimedia promotion/advertising | Use for: grayscale print media, signs and banners | Use for: lower quality printing (such as newspapers and low-resolution desktop printers) facsimile and photocopying |

7.2 Reproducing the National Park Service typographic identification

NPS typographic identification consists of “National Park Service” and “U.S. Department of the Interior.” Below are the two basic arrangements that partners should use (i.e. typographic identification to the right of the Arrowhead or below the Arrowhead). In NPS-produced materials the position of the typographic identification in relation to the Arrowhead symbol may be different.

Top row shows Large Arrowhead artwork;
 bottom row shows Small Arrowhead artwork
 (see page 53).

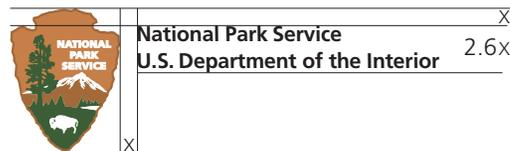
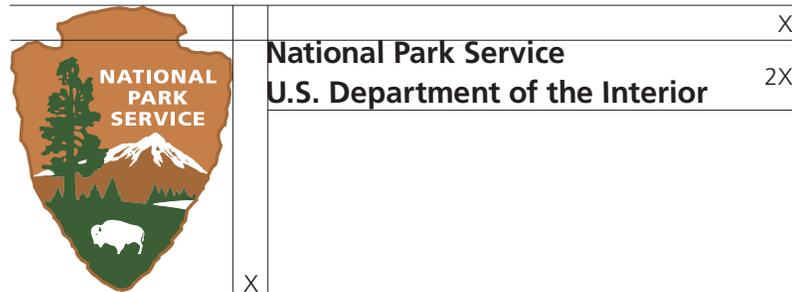
Typeface: Frutiger 65 bold.

Setting: Upper- and lowercase and flush left,
 ragged right. Do not center the type. Do not
 set the type in all capitals.

Size: Based on size of the Arrowhead but
 never less than 8 points with 2 points of
 leading (i.e. line spacing) as shown in the
 bottom row.

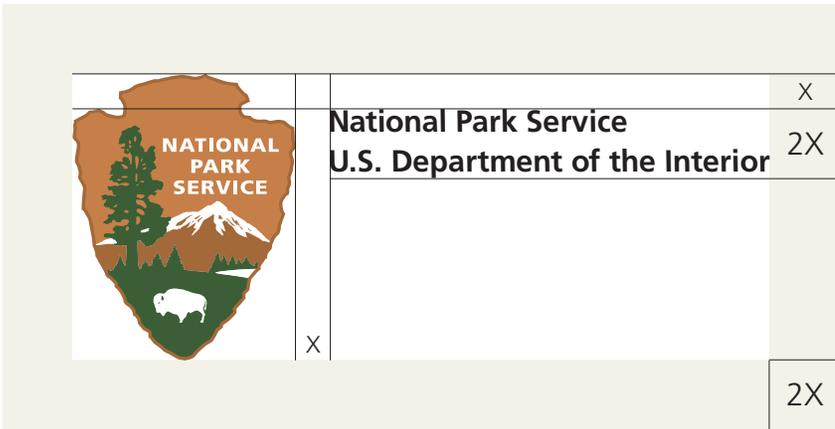
X = distance from the top of the Arrowhead
 to the top of the left “shoulder.”

Why are the proportions different? To keep
 the typographic identification legible at
 smaller sizes.



7.3 National Park Service Arrowhead symbol clear space

The NPS Arrowhead symbol and text identification should have a “clear space” around them—an area free of other any other elements (e.g. text or logos) that may interfere with the clarity of the the NPS Arrowhead symbol and its accompanying text identification. Use the height of the text identification (2x in the graphic below) to determine the clear space.



7.4 Incorrect use of the National Park Service Arrowhead symbol

Do not alter the type elements

The typographic elements were carefully designed as a part of the master artwork. Do not alter them in any way. Do not reset the type in another type face. Do not place the type elements outside the Arrowhead. Do not replace the type with any other full or abbreviated text.

Do not alter the visual elements

Exact consistency in the form of the artwork is important. Do not alter the overall shape of the Arrowhead. Do not alter the art by adding additional elements. Do not change or remove any of the elements in the Arrowhead.

Do not alter the digital file formats

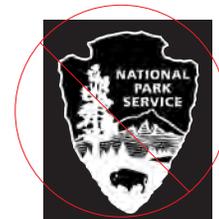
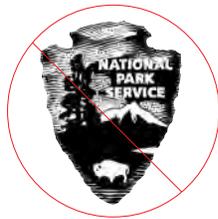
Reproduction quality of the mark can be severely diminished if you alter the file formats. Do not convert color files into grayscale formats. Do not convert grayscale files into B&W formats. Always use the original files. Do not photocopy or scan from copies of the original artwork.

Do not apply special effects

Avoid the temptation to alter the digital artwork by applying the various special effects filters of photo-editing software. For example, do not add drop shadows, emboss, texturize, recolor, or apply gradations to the artwork.

Do not reverse, distort, or mis-align

Use the artwork as intended. Do not alter or add an additional outline. Do not reverse the digital files or distort the proportions of the artwork. Use only the proper horizontal and vertical alignment of the Arrowhead.



NATIONAL
PARK
SERVICE



8.0 Appendix: Background and reference documents

Director's Order 21 (Donations and Fundraising)

Director's Orders 48 (Concessions) (Pending)

Director's Order 52A (Communicating the NPS Mission)

Director's Order 52B (Graphic Design Standards)

Director's Order 52C (Park Signs)

Director's Order 52D (Use of the Arrowhead Symbol)

Commercial Services Policy and Concession Contract terms