

Estes Park Centennial Celebration 2017

Logo Guidelines - Brand Standards



Slogan:

Estes Park at 100: Celebrate the Vision

The Estes Park Centennial Celebration Logo and Slogan is not to be reproduced in any form without express written consent from the Estes Park Centennial Celebration Team.

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I. Logo Guidelines

The Estes Park Centennial Logo Guidelines are intended for the use of the Centennial Celebration Logo (hereafter referred to as the “Logo”) on items for sale or promotion of Centennial Celebration Events or Programs. The logo and slogan may only be used with the approval of the Centennial Celebration.

II. Estes Park Centennial Celebration Slogan

Estes Park at 100: Celebrate the Vision

III. Goals and Objectives for Centennial Logo and Slogan Use for Products and Events

Goal: Public awareness of Estes Park’s Centennial is increased

- Objective 1: Create a line of commemorative Centennial products and events that speak to the past, present and future of Estes Park.

Goal: Engage all audiences in the Estes Park’s Centennial

- Objective 1: Work with wholesalers, distributors and manufacturers to provide as many products as possible using recycled and or renewable resources.
- Objective 2: Work with wholesalers, distributors and manufacturers to provide as many USA-made products as possible
- Objective 3: Work with event planners to create a calendar of Centennial events that engage all types of audiences.

Goal: Fiscal responsibility and accountability achieved

- Objective 1: The Centennial will adhere to the highest standards of fiscal responsibility.
- Objective 2: Through the sale of products, raise funds to support the legacy project for park improvements and rededication of the Knoll-Willows Open Space downtown as Centennial Open Space at the Knoll-Willows, which will have a lasting impact on Estes Park. Other legacy projects may also be supported as approved by the Centennial Celebration Team depending on available funding.

IV. Logo and Slogan Use Standards

The Estes Park Centennial Logo and Slogan is designed to communicate the spirit and significance of Estes Park’s Centennial in 2017. It is the responsibility of employees, designers, agencies and suppliers to follow the guidelines presented here and reproduce the identity only

as described and illustrated. The logo and slogan can only be used for products, events, publications and messaging that are approved by the Centennial Celebration Team.

The Logo

The Estes Park Centennial Celebration Logo is composed of the tree ring logo with an evergreen tree and includes the words “Estes Park,” “1917 – 2017,” “100 Yrs,” and “Colorado.”

The logo must be enlarged or reduced proportionately using hard copy or electronic reproduction art. It is important not to change the logo in any way. Do not screen back the logo or reproduce the logo on an angle.

Clear space

Leave a minimum clear space around the Centennial Celebration Logo to ensure that other graphic elements do not crowd the logo or weaken its impact.

Minimum size

The minimum width of the logo is 1 inch. For web applications, the minimum width is 72 pixels. Mobile and social designs may be exceptions.

Always

- Use hard copy or electronic reproduction art to reproduce the logo.
- Keep all elements together. The slogan may be used dependent on the product and size of the reproduction.
- Enlarge or reduce the logo proportionately.
- Position the logo within a clear area free from other text and graphics.

Color Palette

A set of three colors make up the logo. Using these colors for all applications will help express the Centennial look and tone and will enhance recognition of the visual identity.

The colors are

Rust

RGB	CYMK	Spot color/PMS
85	42	161
45	73	
20	91	
552D14	58	

Green

RGB	CYMK	Spot color/PMS
63	73	574
91	42	
43	99	
3F5B2B	37	

Gold

RGB	CYMK	Spot color/PMS
173	32	7754
138	42	
57	92	
AD8A39	8	

These colors make up the official color version of the Centennial logo. They can also be used for backgrounds, accents, illustrations and text.

Always

- Reproduce the logo only in the colors illustrated and specified.
- Use the Pantone colors indicated for accurate color matching.
- Select color photographs to complement the colors of the palette.
- Use colors from the palette to create illustrations.



V. Logo and Slogan Use Request and Approval

To request the use of the Centennial logo and slogan for a retail item, please complete a Centennial Celebration Product Application, submit application and await the Centennial Celebration Team's response.

To request the use of the logo and slogan to promote a Centennial Celebration Event to be included in the Centennial Events calendar, please complete a Centennial Event Application, submit application and await the Centennial Team's response.

All products and event promotion using the Centennial Celebration logo and slogan must be approved by the Centennial Celebration Team before use.

Individuals and organizations serving on the Centennial Celebration Team may utilize the logo and slogan for purposes of promoting the Centennial Celebration. All uses by the team will be reported to and tracked by the team chairpersons.