



Graphic Standards Guide

May 2022

Logo Size and Space

Clear Space

For maximum impact and clarity, an area of breathing room must be maintained around the logo. This area should be kept free of graphics, text and other marks. It also defines the minimum distance from the logo to the edge of a printed piece.

Although some applications may call for more, always maintain a clear space of at least the height of the “Healthy Lands” text (x)

Minimum Size

To maintain the integrity of the logo, it must not be used less than 1” wide.



Minimum size is 1"



Preferred Applications

The Healthy Lands Week logo is the heart of the visual identity and represents the initiative as a whole. Consistent presentation maintains the landmark as distinctive and enhances recognition. Whenever and wherever it appears, it should always be clear and visible. The background on which it appears should be carefully chosen in order to optimize legibility.



Correct Color application



Correct Black & White application



Correct Grayscale application



Correct Reversed Out application (must be used on a solid color or simple or abstract area of image)

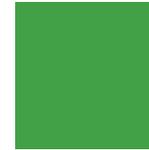
Color Specifications

A consistent image is vital to building brand identity. To maintain consistency across print and web applications, the logo should only be reproduced in these colors.



Print

PMS 307
C: 100
M: 50
Y: 19
K: 3



PMS 7738
C: 76
M: 13
Y: 100
K: 1



PMS 638
C: 82
M: 7
Y: 9
K: 0



PMS 7409
C: 3
M: 32
Y: 98
K: 0

Web

R: 0
G: 109
B: 158

R: 68
G: 161
B: 71

R: 0
G: 172
B: 215

R: 243
G: 177
B: 32

One Color Printing

A black logo on a white background or reverse with a white logo on a black background is only used for exceptional cases where one color application is the only option. A grayscale logo on a white background can also be used in certain applications where one color is necessary but color screens are permitted. Black 90%, 75%, 50%, and 30% must be used in these cases to maintain visual fidelity.

Inappropriate Logo Use

Do not change colors of the logo under any circumstances.

Do not alter or remove graphics of the logo.

Do not distort by stretching, skewing or otherwise altering the shape.

Do not rotate, invert or angle the logo. It should remain horizontal at all times.

Do not add effects like shadows, dimensions, and gradients to the logo.

Do not place the logo inside of a graphic element or add anything to the logo.

Do not add words or graphics to the logo.

Do not use the logo with opacity for any reason. Must be used as white when placed over image on a simple or abstract area of photo.



Type Fonts

Consistent use of preferred type families unifies the appearance of Print and Web materials.

Kohinoor Devanagari Bold may be used for headlines. Do not use this font for body text.

Proxima Nova is to be used for body text, subheads or headlines. All weights of the font are acceptable.

Note: In instances when Proxima Nova is unavailable (Web for example), Arial may be substituted.

Headlines

Kohinoor Devanagari Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Body Text, Subheads or Headlines

Proxima Nova Thin and *Thin Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Proxima Nova Light and *Light Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Proxima Nova Regular and *Regular Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Proxima Nova Semibold and *Semibold Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Proxima Nova Bold and *Bold Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Proxima Nova Extrabold and *Extrabold Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Proxima Nova Black and *Black Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Design Example

This layout is shown as an example for various print work and publications. The design showcases numerous options with call-outs, photography usage, logo application, and complimentary fonts.

Large, powerful images should be used as much as possible to highlight the initiative's purpose to help raise awareness of stewardship in public lands.

Font and color for typography overlapping images are selected to ensure legibility.



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Keep PA Beautiful

When the lake calms and recedes each spring, many of Erie's remote coastlines are far from the pristine pictures you see on postcards. Instead, the beaches are peppered with plastic bottles, bags, cans, lighters, cups, straws, buoys, ropes, fishing lines, flip-flops and other reminders of human civilization that have washed ashore.



Volunteers removed more than 5,000 pounds of garbage from Pennsylvania's parks.

