



# logo guidelines

## BRAND AND IDENTITY

Three Rivers Park District is a special park system located in the suburban Minneapolis/St. Paul metro area of Minnesota and serves millions of people each year. The logo symbolizes our brand and our dedication to protecting the natural environment while providing safe, fun outdoor-recreational and educational opportunities for the public. With nearly 27,000 acres of individual park reserves, regional parks, regional trails and special-use facilities, our logo serves to unify the system and builds recognition for the wide variety of services Three Rivers Park District provides.

Our logo represents our brand and what we stand for. It is important that the Three Rivers Park District logo be placed correctly, consistently and without distortion of any kind.

- Logos must always be reproduced from approved files provided.
- Alterations or re-creations of the logos are strictly forbidden.

This guide was developed to aid anyone using the Three Rivers Park District logo. If you have questions, need logos, or would like Three Rivers' design staff to review your document for appropriate use of the logo, please contact graphics staff person Jen Peters at 763.559.6743 or JPeters@threeriversparkdistrict.org.

## COLOR

Always print the logo in the approved Three Rivers Park District colors (shown below). The colors should always be used at 100%.



## NON-COLOR AND REVERSED

A solid black logo may be used for non-color applications, or where ever the logo cannot be printed in its intended full color.

You may also reverse the logo to white when placing on a dark background. Be sure the background offers enough contrast for legibility. Never use a reversed identity on a light-colored background.



CONTRAST

Placing the Three Rivers Park District logo onto a white background is preferred. However, if placing the logo onto a colored background, make sure the logo has enough contrast to be readable.

MINIMUM SIZE

For readability the minimum size the logo should ever be reproduced at is 0.625" in width.



MINIMUM CLEAR ZONE

Whenever the logo is used, a minimum clear zone must surround it to ensure its visibility and impact. The size of the clear zone (indicated as "x") is determined by the height of the Three Rivers Park District logotype, as shown. No graphic elements of any kind should invade the clear zone.

X = height of lowercase "s" of "ThreeRivers"



INCORRECT USAGE EXAMPLES

