

# Lincoln Park Zoo

| 2010 DESIGN QUICK REFERENCE |

# Signature Colors and Palette

## SIGNATURE COLORS:



## SUPPORT PALETTE:



### **Signature Colors**

Specific PMS colors have been chosen for Lincoln Park Zoo's logo. Accurate color reproduction is important for maintaining integrity and consistent presentation. Due to color variations of inks, computer monitors, paints, vinyls, fabrics, etc., it's best to visually match approved colors when reproducing them.

Color specifications given here are for approximation only. Screen percentages will vary depending on the printer, paper stock, computer monitor, etc.

### **Support Palette**

The support palette is recommended for use on all applications. The colors have been selected because they complement our signature colors.

# Typography

RECOMMENDED FOR STS:

**Bauer Bodoni**

**Times New Roman**

RECOMMENDED SANS SERIF FONTS:

**Helvetica**

**Gotham**

Consistency in the use of typography enhances effective communication, builds familiarity and strengthens our identity. The support typefaces listed below are recommended for use in publications, advertising, marketing and all other promotional applications. All weights and versions are acceptable. Alternate display typefaces are acceptable for special projects.

Typography is a core building block of an effective identity program. A unified and coherent image is not possible without typography that has a unique personality and inherent legibility. Typography must support the positioning strategy and information hierarchy.

*Notes from "Designing Brand Identity" by Alina Wheeler*

# Logotype

## I. PREFERRED COLORS



## II. BLACK



## III. WHITE ON BLACK



### Application

The logotype is printed on all zoo corporate communications. This includes business cards, envelopes, labels, stationery, memorandums and forms. The logotype should be used on the back of all zoo publications, space permitting.

The preferred color application (I.) of the Lincoln Park Zoo logotype is “Lincoln” printed in PMS 417 and “Park Zoo” printed in PMS 130 on a white background. PMS is the Pantone Matching System widely used by printers to designate and identify ink colors.

### One-color Application

When one-color applications are necessary the logotype appears in black on a white or light-colored background (II.). Alternately, the Lincoln Park Zoo logotype may appear in white on a black or dark-colored background (III.). In special cases the logo can appear in one-color, other than black or white.

### Critical Details

The logotype “Lincoln Park Zoo” is in the font Bauer Bodoni. The letterforms “Park Zoo” are intentionally larger in size than “Lincoln” as is the offset configuration. When printed, the serifs on the letters must not be faint or broken.

The logotype should not be re-created from scratch. The logotype is available in EPS, TIFF, or JPEG formats.

### Spacing Guideline

The minimum distance between the logotype and other graphic elements is indicated by the gray area surrounding the logotype as shown in the diagram at left. Its width is equal to the height of the “Z” in “Zoo.” No graphic elements should fall within this area.

### Minimum Print Size

The logotype should not be printed any smaller than 0.5 inches in height.