

Parks & Trails New York's

**I LOVE MY PARK** *days*



## Logo Style Guide



[www.ptny.org/ilovemypark](http://www.ptny.org/ilovemypark)

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**Parks & Trails New York** is the leading statewide organization working to preserve and enhance a network of parks, greenways and trails for all New Yorkers for generations to come.

**For more information:**  
29 Elk Street  
Albany, NY 12207  
518.434.1583  
ptny@ptny.org

[www.ptny.org/ilovemypark](http://www.ptny.org/ilovemypark)

## Introduction

Thank you for participating in I Love My Park Day! Parks & Trails New York is happy to provide use of its I Love My Park Day logo to parks and friends groups located in New York State that are coordinating events as part of I Love My Park Day. Widespread use of the logo will help create strong recognition for the event and help unify all the events happening across New York State. By following the guidelines on the following pages, you will help ensure that the use of the I Love My Park Day logo is consistent across all events, further strengthening and unifying I Love My Park Day. If you have any questions about using the logo, please contact Parks & Trails New York.

## Who Can Use the Logo

The I Love My Park Day logo may only be used by parks and park or historic site friends groups hosting an event as part of the annual I Love My Park Day at a park located in New York State. If you are unsure if your organization qualifies, contact Parks & Trails New York.

## Obtaining the Logo

Copies of the logo may be downloaded at <http://www.ptny.org/ilovemypark/resources.shtml>. Right-click and select "Save as" to save the image to your local computer or server. On the website you'll find images for both print and electronic use. Additional versions may be obtained by emailing [ptny@ptny.org](mailto:ptny@ptny.org).

## Versions

There are two versions of the logo, a three-line version and a one-line version. Either version may be used to promote an I Love My Park Day event at your park or historic site.



## Guidelines for Use

### Where to use the logo

The logo may be used in electronic and print communications promoting an I Love My Park Day event, such as websites, email newsletters, printed newsletters, flyers, postcards, banners, etc. It may also be used on promotional items or giveaways such as t-shirts, tote bags, caps, etc.

If using in electronic communications, we ask that you link the image back to the main I Love My Park Day website. Use the following code (be sure to enter the location of the image stored on your computer):

```
<a href="http://www.ptny.org/ilovemypark" target="_blank" alt="I Love My Park Day">img  
src="LOCATION"></a>
```

## Color

The logo should be used in its original brown and green colors. It should always be in these colors when used on the web or in electronic communications. For print materials, we understand it may be costly to print in color. In those cases, the logo may be printed in black. The logo should also appear at full strength; that is, do not tint or screen the logo.

If printing in color, the CMYK values are:

Brown: C=40%, M=70%, Y=100%, K=50%

Green: C=85%, M=10%, Y=100%, K=10%

For web use, the RGB values are:

Brown: R=96, G=57, B=19

Green: R=0, G=148, B=68

### *Examples of Proper Use*



### *Examples of Improper Use*



## Size

Be sure to keep the logo at a reasonable size so that it is clearly legible. The logo should not be made smaller than 1 inch wide (measured from the left of the M to the right of the K).

### *Examples of Proper Use*



## Examples of Improper Use



## Space

Leave some white space around the logo so that it is clearly legible. Avoid placing the logo within a box or odd shape.

## Examples of Proper Use



## Examples of Improper Use



## Other examples of improper use

- Do not stretch the logo. Make sure when resizing the logo, the correct size proportions are maintained.



- Avoid placing the logo on top of busy backgrounds that make it hard to read the logo.



- Do not rearrange or cut off the elements of the logo.



*If you have any questions about using the logo, please contact Parks & Trails New York.*