



★ ★ EVERY ★ ★
KID IN A PARK

VISUAL IDENTITY GUIDELINES



★ ★ EVERY ★ ★
KID IN A PARK



The Every Kid in a Park initiative provides an opportunity for US fourth grade students across the country to experience their federal lands and waters in person.

FREE access to all of the federal lands and waters across the US for **a full year**

4th graders can get their pass at

WWW.EVERYKIDINAPARK.GOV

Each fourth grader or age equivalent free-choice learner will be able to receive an Every Kid in a Park pass that will give them free access to all of the federal lands and waters across the US for a full year. Fourth graders will be able to learn about their heritage, connect with nature, and ignite a passion for history and culture. With access to millions of acres of federal lands and waters, this can spark a lifelong commitment to enjoying and saving places that matter.

Fourth graders can visit the “Get Your Pass” section of www.everykidinapark.gov, complete an online activity, and download a personalized voucher for print and unlimited use at federal lands and waters locations for one year. The paper voucher can also be exchanged for a more durable, Interagency Annual 4th Grade Pass at certain federal lands or waters sites. The Every Kid in a Park website offers information on how to obtain a voucher and pass, tips for trip planning, and how parents and educators can get involved.

The Every Kid in a Park logo and brand are viable only when used correctly.

These guidelines are intended to help maintain consistent use and application. The rules are mandatory. The guidelines give the general information needed for the majority of uses of the logo.

It is important that all federal lands and waters staff and partners use the Every Kid in a Park name logo properly and consistently. Uniformity in presentation will maximize awareness of the initiative while protecting our logo. Refer to these guidelines whenever using any element of the Every Kid in a Park name or logo.

The following pages will:

Illustrate and explain the correct ways to use the Every Kid in a Park name and logo.

Provide guidelines on using the key graphic elements of that identity — the Every Kid in a Park logo, colors, and preferred typefaces.

Every Kid in a Park is an official name. When referring to the program in writing always use proper capitalization. Do not create an acronym out of the name when addressing the public.

Every Kid in a Park

Follow the instructions in this guide. If you have questions, you can contact your Every Kid in a Park agency lead.

AGENCY SPONSORS



**US Army Corps
of Engineers®**



The initiative is an administration-wide effort among the National Park Service, Forest Service, Army Corps of Engineers, Bureau of Land Management, Fish and Wildlife Service, Bureau of Reclamation, and National Oceanic and Atmospheric Administration.

LOGO COLORS



Pantone 478
CMYK 35/75/83/39
RGB 105/64/46



Pantone 350
CMYK 80/43/84/42
RGB 60/82/57



Pantone 134
CMYK 0/18/67/0
RGB 243/208/114



Pantone 7459
CMYK 73/27/21/1
RGB 100/149/177

PMS colors may be substituted for CMYK formulas listed above in offset printing or other output that requires color separations. RGB colors for web and onscreen presentations.



Bitter Bold

ABCDEFGHabcde

Franchise Bold

ABCDEFGHABCDEFGH

The fonts have been converted to graphic outlines. Access to the digital fonts is not required to use the logo.



25% additional clearance around logo for proper distance with other primary graphic elements



1 inch minimum size

Minimum size to ensure logo remains recognizable

ONE-COLOR LOGOS



Pantone 350

CMYK 80/43/84/42

RGB 60/82/57



100% Black





Pantone 134

CMYK 0/18/67/0

RGB 243/208/114



100% White





www.everykidinapark.gov

20pt Bitter Bold

ABCDEFGHabcdfg



Due to the number of agencies participating in this program, this guide does not specify how to connect the Every Kid in a Park logo with your site, agency, or partner logo.

Please refer to the graphic identity guidelines for your agency or organization regarding program or affiliated logos.



It is advisable to display the Every Kid in a Park logo in a separate location from an agency or organization logo as Every Kid in a Park is not a group, but a program connected to multiple organizations.

Above is a sample promotional piece combining brands of the NPS and Every Kid in a Park. The NPS logo is not paired with the Every Kid in a Park logo, but shown as supporting identification.

LOGO WITH AGENCY SPONSORS



4 inch
minimum size



NATIONAL PARK SERVICE • FOREST SERVICE
ARMY CORPS OF ENGINEERS • BUREAU OF LAND MANAGEMENT
FISH AND WILDLIFE SERVICE • BUREAU OF RECLAMATION
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

2.75 inch
minimum size

Options with agency names

LOGO DON'TS



DO NOT rotate logo



DO NOT alter logo



DO NOT stretch in any direction



DO NOT separate graphic elements

**EVERY
KID IN A PARK**



DO NOT adjust or combine color



The Every Kid in a Park logo will be available to participating agencies and their site locations through the agency's Every Kid in a Park intranet site.

Local sites will be able to obtain and download the appropriate files for logo use on marketing, advertising, and branding materials with the intent of promoting the program. Sites can also provide these files to their partners for their own marketing/branding, advertising, and sales with the intent of promoting the program.

Partners must be a locally based or in some cases national organization in a partnership agreement with the federal land or water agency. Partners help leverage the work of site employees through donated labor, funds, and mutual marketing/ advertising of programs and activities.

The partnership agreement between the agency and partner will serve as the primary agreement with the addition of these guidelines specifically addressing the terms of the display and use of the Every Kid in a Park logo. Products bearing the logo must be pre-approved by the site leadership, and the revenue generated from the sale of products must only cover the cost of the product.

Please contact your site partner or the Every Kid in a Park agency lead for further information.

For more information, advice, or assistance with the guidelines,
please contact your local site partner or the Every Kid in a Park agency lead.

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These guidelines maybe updated during the life of the program.
Always check your agency's Every Kid in a Park intranet site for the latest version.