



AMERICATHEBEAUTIFUL™

THE NATIONAL PARKS AND FEDERAL RECREATIONAL LANDS PASS

Branding Guide

Updated on August 12, 2015



INTRODUCTION

An America the Beautiful™—the National Parks and Federal Recreational Lands Pass is a convenient way for visitors to access more than 2,000 sites of incomparable wonder, from Mount St. Helens and the Grand Canyon to Okefenokee National Wildlife Refuge and Red Rocks National Conservation Area.

This guide is to be used by participating Federal agencies and approved third party pass resellers in conjunction with the sale and marketing of the America the Beautiful™—the National Parks and Federal Recreational Lands Pass.

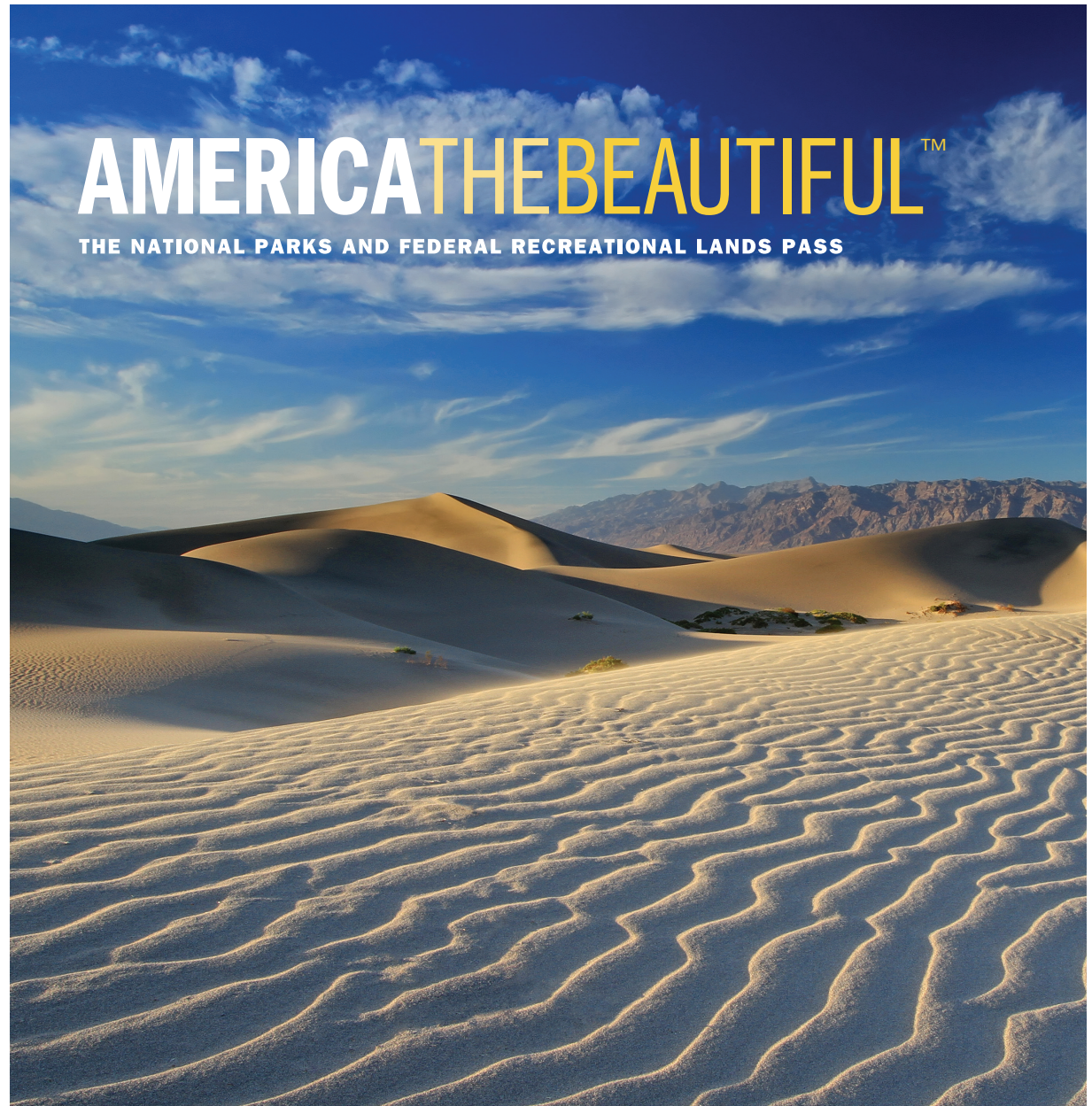
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The photos used in this guide were submitted by the public as part of the annual Share the Experience Photo Contest. More information can be found at www.sharetheexperience.org.

THE LOGO

The “America the Beautiful™—The National Parks and Federal Recreational Lands Pass” logo was designed to consistently identify the pass program on all agency and third party print and digital content. Five color options are available for selection and can be used on appropriate photography or backgrounds. When using a semi-reversed option (as shown to the right), photos/backgrounds must be dark enough to clearly display the logo. It is very important that the logo is always displayed correctly and in its entirety to maintain the pass program’s consistent brand.



COLOR

The use of color is an important aspect of the America the Beautiful™—The National Parks and Federal Recreational Lands Pass logo. Colors were selected with consideration of images associated with the participating agencies lands and waters. You are encouraged to use one of these color options. However, if you wish to use additional colors, approval must be obtained from the Interagency Pass Program Manager.

- ▶ Use PMS or CMYK for printed products.
- ▶ Use RGB for web and other digital products.

FONT

“America the Beautiful™” is set in both ITC Franklin Gothic Std demi condensed and book condensed versions. The tagline uses the heavy version of the same font.

PMS: 367 | CMYK: 40-0-81-0 | RGB: 163-213-95

PMS: 129 | CMYK: 4-16-87-0 | RGB: 24-207-63

PMS: 270 | CMYK: 28-26-0-0 | RGB: 181-180-224

PMS: 715 | CMYK: 0-54-93-0 | RGB: 249-142-43

PMS: 297 | CMYK: 52-4-2-0 | RGB: 108-197-233

CORRECT PLACEMENT

These examples demonstrate correct placement of the logo. Backgrounds are darker and provide strong contrast, which increases the legibility of the logo.



INCORRECT PLACEMENT

Backgrounds should never compete with the logo and must always provide high contrast. These examples demonstrate incorrect usage.



PLACEMENT ON WHITE

Full color versions are available for placement on white backgrounds. These versions do not incorporate reversed type and also introduce a neutral color applied to the tagline.

PMS: 7529

CMYK: 30-30-38-0

RGB: 183-169-154



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SIZE

The logo should never appear smaller than 2 1/2".

SAFETY

Appropriate space surrounding the logo will ensure its visibility and impact. Please apply at least a 1/2" (3p0 / 36 px) safety area around the entire logo (including the tagline). This safety zone applies to the logo and other graphics as well as the edges of print materials.

2 1/2"

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INCORRECT USAGE

- ▶ Do not distort the logo.
- ▶ Do not eliminate any portion of the logo.
- ▶ Do not screen back (fade) the logo.



FORMATS

The following logo versions are available in full color as well as semi-reversed formats:

- ▶ **Vector EPS: Encapsulated Postscript**
The vector-based format is not subject to resolution and will maintain sharpness when enlarged. It is the only format that will adhere to spot PMS colors and maintain a transparent background. This is the best version to use in print when possible.
- ▶ **JPG: Joint Photographic Experts Group**
This format is raster-based and subject to resolution considerations when scaling. JPGs will contain a white bounding box when placed in publications. Best used for web or PowerPoint presentations.
- ▶ **TIF: Tagged Image File**
This format is raster-based and subject to resolution considerations when scaling.
- ▶ **GIF: Graphics Interchange Format**
Raster-based, a standard format for logos and other non-photographic art in web/multimedia layouts because of its support among a broad range of browsers. Can be placed with a transparent background.
- ▶ **PNG: Portable Network Graphic**
Raster-based, can be placed with a transparent background. It is used in most web/multimedia applications as well as Microsoft Office programs.
- ▶ **PSD: Photoshop Document**
Raster-based, this file can be placed in a page layout application such as InDesign with a transparent background.

