

# discover pass logo standards



# Introduction



## WHY DO WE NEED LOGO STANDARDS?

Logo standards make sure that all Discovery Pass communications share a consistent identity (sometimes called a 'brand'), and protect the trademark of the Discover Pass logo.

We encourage the use of the standards in this guide.

### **A consistent organizational identity:**

- ▶ Presents a professional image to the public, stakeholders and the Legislature
- ▶ Saves time and money when we produce publications, reports, signs, brochures, etc.
- ▶ Improves the readability and impact of our printed and electronic communications
- ▶ Gives state agencies better value for the money and staff time spent on communications (letters, brochures, website, etc.)
- ▶ Clears up many ambiguities about design ('look and feel') when we plan publications and other materials

### **Protecting the Discover Pass logo is necessary because it:**

- ▶ Assures the logo always appears as intended
- ▶ Prevents others from appropriating or misusing the logo
- ▶ Protects the trademark to the logo

# Introduction



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## Logo Questions?

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## What is Covered in these Standards?

The Discover Pass logo standards guide you in maintaining a consistent 'look' to the public face of the pass. The standards apply to all uses of the Discover Pass logo. They also apply to the design of internal and external correspondence, reports, brochures, signs, flyers, web pages, and other communications.

## Who Developed These Standards?

These standards were completed by the Communications Group, in collaboration between Washington State Parks, Washington State Department of Fish and Wildlife (WDFW) and the Washington State Department of Natural Resources (DNR), and forwarded on to the Discover Pass Implementation Team.

## What Should I Do?

### Please always:

- ▶ Notify the Discover Pass Implementation Team whenever you plan, update or re-order printed materials, exhibits, videos, signs, or other communications materials.
- ▶ Follow these standards as you plan print or electronic communications—we will work with you to keep these standards relevant to what you need to do.
- ▶ Provide a copy of this guide to any outside partners when you plan publications, signs, brochures, etc., with them. Notify the Discover Pass Implementation Team—we can help interpret the use and applicability of these standards to materials co-published with other agencies or organizations.
- ▶ Contact the Discover Pass Implementation Team if you have questions about using the Discover Pass logo or need an alternate version of the logo.
- ▶ Follow the state Department of Printing's mandated ordering and billing process.

# Logo Specifications



## Logo Configurations

The Discover Pass logo is the most visible component of the Discover Pass overall identity.

Variations of the logo include:

- ▶ Full color logo
- ▶ One color logo
- ▶ Black & white logo
- ▶ White logo

**The logo, including the text, should not be altered in any way.**

Always use the logo as supplied and approved by the Discover Pass Implementation Team.

The symbol portion of the logo (tree, bird and hill) are not to be used by themselves.



DISCOVER PASS LOGO

**Following Discover Pass's logo standards helps the state communicate clearly and effectively in both print and electronic media.**

## LOGO VARIATIONS



# Logo Specifications/ Integrity



## The logo proportions should not be altered in any way.

See at right the proper ways to enlarge or reduce the logo size.

## Space Around the Logo

Maintaining clear space on all sides of the logo preserves the logo's integrity and ensures a maximum impact wherever it appears.

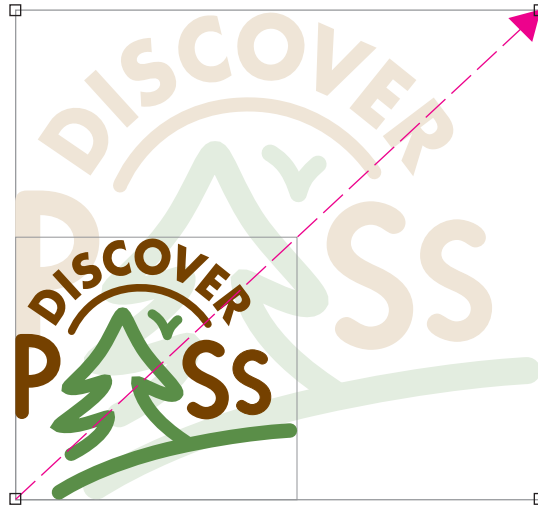
## Minimum Clearance

Spacing on all sides of the logo must allow a minimum of  $1/3$  of X (measurement from left to right edge of the logo).

## Minimum Size

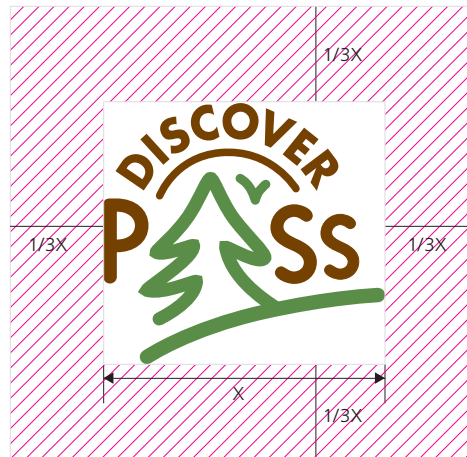
When the logo is reduced, there is a point at which it becomes ineffective. By establishing a minimum size for the logo, the logo will remain prominent and readable. The Discover Pass logo and its variations should never be reproduced smaller than the sizes indicated to the right.

In PowerPoint, on web pages, and in certain other electronic presentations, the display size may be variable. In these uses, consider the logo's size in relation to other elements on the page, such as the text of a PowerPoint presentation. Use your best judgment to determine the appropriate minimum size in these cases—legibility should be the ultimate goal.



When enlarging, or reducing the logo, make sure you constrain the proportion by **holding the Shift key**. This ensures the logo proportion remains intact.

If using a scale tool, make sure the proportions are constrained.



Clear space around the logo



MINIMUM SIZE:  
0.75"



X=1  
LOGO PROPORTIONS

Y=0.9269

# Logo Specifications/ Color Use



## Color Logo

The Discover Pass logo uses two spot colors: brown and green. This full-color version is the preferred use for all printed materials or promotional items. PMS colors are specified here for those purposes. When four-color process offset printing is used for printed materials, the logo may be reproduced in the four-color equivalents of the Pantone colors.

**Note:** For accurate color matching, follow the color formulas specified. Do not attempt to match logo colors just by eye.



FULL COLOR OPTION (PREFERRED)



PANTONE  
161

PANTONE  
364 (80%)

**WHEN PANTONE SPOT COLORS ARE NOT AVAILABLE USE THESE CMYK EQUIVALENTS:**

BROWN	GREEN
C:0	C:58
M:51	M:0
Y:100	Y:80
K:69	K:34

## Monochromatic Logo

When using the two spot colors is not an option on printed materials, you may use four-color process equivalents (see right) or a monochromatic version of the logo (see right): Black with 50 percent black; or all Pantone 364 (80%) green; or all Pantone 161 brown.



50% BLACK  
TREE, BIRD  
AND HILL

ALL BLACK

MONOCHROMATIC OPTIONS

## Logo Typefaces

Futura Bold and P22 Platten Neu are the official typefaces of the logo. Futura Bold is used for the word "Discover" on top, and P22 Platten Neu Demi is used for the word "Pass." **Never replace the typeface in the logo with your own** (see page 8).



PMS 364 (80%) GREEN



PMS 161 BROWN



WHITE (REVERSE) LOGO OPTIONS

# Logo Specifications/ Backgrounds



## Logo Application on Color Background

Although the two-color logo on a white background is the preferred use, there will be instances when the logo must appear on a color background. To maintain the legibility of the logo and brand integrity, there must be sufficient contrast between the logo and the background it appears on.

When placing the logo on a dark color background, it is acceptable to use a reverse (white) logo version for maximum legibility.

When placing the logo on a black background, it is acceptable to use a white reverse logo version for maximum legibility (see the "white (reverse) logo" option on the page, "Logo Specifications/ Color Use."

## Background Control

The Discover Pass logo may be printed on a color, pattern, or photographic background if there is adequate contrast with the logo. Shown here, and in the next page, are examples of acceptable and unacceptable uses of the logo on various backgrounds.

**Note:** These rules also apply to black and white logo use. Always maintain sufficient contrast between the logo and the background it appears on.



BACKGROUND MUST ALWAYS PROVIDE SUFFICIENT CONTRAST WITH THE DEPARTMENT OF NATURAL RESOURCES LOGO COLORS



THE LOGO MUST REVERSE TO WHITE IN DARK COLOR BACKGROUNDS



# Logo Specifications/ Prohibited Uses



## Prohibited Logo Uses

The Discover Pass logo will be registered with the Washington Secretary of State's office as an official trademark as the 'corporate image' of Discover Pass. Allowing deviations of the logo into Discover Pass publications can jeopardize the logo's status as the agency's registered trademark.

The prohibited uses of the Discover Pass logo include:

- ▶ Altering or stretching the proportions of the logo components.
- ▶ Applying or combining with other graphic elements.
- ▶ Applying an outline to the logo, or using an outline-only version of the logo.
- ▶ Replacing the typeface in the logo with your own.
- ▶ Using the symbol part of the logo alone to represent the logo (tree, bird and hill).
- ▶ Using the logo on a busy pattern or background that impairs its legibility.
- ▶ Slanting or rotating the logo in any way.
- ▶ Changing the colors of the logo other than specified earlier.
- ▶ Putting a box around the logo.



NEVER REPLACE THE TYPEFACE IN THE LOGO WITH YOUR OWN.



NEVER USE THE SYMBOL PART OF THE LOGO ALONE.



DO NOT ROTATE THE LOGO AT ANY TIME.



DO NOT STRETCH ANY PART OF THE LOGO AT ANY TIME.



# Logo Specifications/ Software Formats



## **Preferred Format for Printing**

Discover Pass logos are available in an EPS (Adobe Encapsulated Postscript) file format. Use the EPS format whenever possible because it allows for high quality reproduction in printed materials. If unable to use an EPS file, you may use TIFF or JPEG files, which can be suitable for electronic-only publication.

## **Logos in Word**

For staff who need a Discover Pass logo to place on a document, such as a Word or Excel document, logos in MS Word are available upon request.

An example would be a letter to stakeholders or partners in a Discover Pass initiative.

If you need the logo in a different format, please ask the Discover Pass Implementation Team.

**Do not change the logo in any way unless permission is granted by the Discover Pass Implementation Team.**