

NORTH CAROLINA
FRIENDS of
STATE PARKS

BRAND GUIDELINES



North Carolina Friends of State Parks (NCFSP) Brand and Style Guidelines

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NCFSP Logo Guidelines

The NCFSP Turtle and Shield logo symbolizes the mission to protect and care for North Carolina State Parks. Always treat the logo with respect. It consists of two parts; the logo type and the logo mark. The logotype is grouped into the two primary brand colors; Nature Green and Earthy Orange, while the mark uses Nature Green and Light Pine. The logo should never appear without the logo mark. This logo is used for both print and digital materials.



3 color, standard logo

The NCFSP main logo has 3 variations that can be used but only when applicable. The 3 color logo should always be used unless doing so compromises the integrity of the brand. Use the knocked out version against dark backgrounds and the 1 color against light backgrounds or when color print is not an option.



Knocked out, standard logo



1 color, standard logo

NCFSP Logo Sizing and Clearspace

The NCFSP logo should never be used smaller than 1.75” horizontally in print or 125 pixels width in digital. The logo should always be used with adequate clearspace around it. Use the height of the logo type to ensure adequate clearspace.



NCFSP Logo Usage

Respect the NCFSP logo mark and refrain from misuse. Examples of what not to do:



1. Don't change the color of the logo to anything other than the brand specifications.



2. Don't use the logo without the logo mark.



3. Don't rotate the logo.



4. Don't place the logo on a background that will make it disappear.

Additional NCFSP Logo Types

The NCFSP logo is also available in a horizontal format, in 3 color, PMS, 1 color and knocked-out. Additionally the mark can be used as an icon, however it should never be used in place of the full logo.



Icon



3 color, vertical logo



Knocked-out, vertical logo



1 color, vertical logo

Partner and Chapter Lockups

The NCFSP logo has partnership logo lockups available for use. Follow standard logo guidelines for usage guidelines.



CHAPTER OF
NORTH CAROLINA
FRIENDS of
STATE PARKS



PROUD PARTNER OF
NORTH CAROLINA
FRIENDS of
STATE PARKS



PROJECT FUNDED BY
NORTH CAROLINA
FRIENDS of
STATE PARKS

To download NCFSP logos, visit us here...
www.ncfsp.org/logos

NCFSP Fonts

There are two fonts that should be used when possible, Pragmatica and Henderson Slab. For print applications Henderson Slab can be used for headlines, subheadings, callouts, etc. while Pragmatica can be used for body copy. In digital applications Pragmatica should be used. For desktop applications, you may use Helvetica as a substitute in all instances. Brand colors can be used for highlights of small copy blocks or a few words at a time. Avoid large areas of color type.

Print Examples:

HEADLINE USING HENDERSON SLAB BOLD

Subheading using Henderson Slab SemiBold

Subheading using Pragmatica Bold

Body copy using Pragmatica Book

Callout using Henderson Slab Light

Digital Examples:

HEADLINE USING PRAGMATICA BOLD

Subheading using Pragmatica Bold

Body copy using Pragmatica Book

Callout using Pragmatica Extra Light

Desktop Application Examples:

Headline using Helvetica Bold

Body Copy using Helvetica Regular

NCFSP Colors

There are 2 main brand colors, a secondary brand color and supporting color options. 4-color process (CMYK) colors should be used for print unless spot color (Pantone) is required for exact match. 3 color (RGB or HEX) should be used for digital applications.



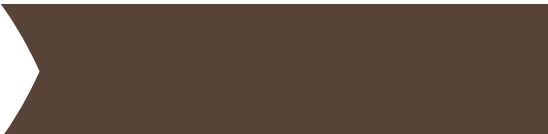
Nature Green
Pantone: 575 C
CMYK: 55, 9, 95, 45
RGB: 103, 130, 58
HEX: 67823A



Earthy Orange
Pantone: 159 C
CMYK: 1, 72, 100, 7
RGB: 203, 96, 21
HEX: CB6015



Light Pine
PMS: 2273 C | CMYK: 84, 0, 100, 39
RGB: 37, 114, 38 | HEX: 257226



Grounded Gray
Pantone 4625 U | CMYK: 50, 62, 67, 46
RGB: 89, 67, 58 | HEX: 594339



Sunrise Yellow
Pantone 122 U | CMYK: 0, 38, 99, 0
RGB: 250, 168, 27 | HEX: FAA81B



Seashore Blue
Pantone 632 U | CMYK: 80, 34, 37, 0
RGB: 51, 137, 152 | HEX: 338998

NCFSP Mission, Vision and Values

Mission Statement

NCFSP and its local chapters protect and care for North Carolina state parks through advocacy, support and education.

Purpose

To serve the mission and needs of the North Carolina state park system as an independent, nonprofit advocate, provide support at a local level through NCFSP chapters, and act as a source of park information and environmental education to the general public.

Vision

A beautiful, healthy and accessible North Carolina state park system for the enjoyment and appreciation of all.

Our Values

Passion: Commit to the stewardship of NC's scenic landscapes and natural resources.

Education: Inform and inspire to encourage public engagement.

Advocacy: Act as a voice for state parks at the state and local levels.

Community: Welcome all to be a part of our community and mission.

Transparency: Communicate clearly about our actions and desired goals.

How do we accomplish our mission?

- Communicating with the NC State Parks & Recreation division, park rangers, state legislators, local chapters and the general public about concerns, needs and issues affecting state parks.
- Leveraging independent, nonprofit capabilities to address needs in areas where government action may be restricted.
- Raising money to complement government funding for park improvements and education initiatives.
- Providing financial, legal and outreach resources to local Friends chapters and bringing chapters together for membership meetings.
- Engaging local communities by maintaining membership and sponsorship programs focused on supporting our state parks and projects.
- Coordinating volunteer efforts to support programs, events and other park initiatives.
- Providing a means to request and manage legacy gifts and other investment opportunities.
- Building active relationships with other environmental organizations that affect state parks, especially the affiliate park friends groups, in order to maximize the advocacy and support opportunities.
- Promoting healthy, outdoor recreational opportunities at NC state parks.
- Encouraging youth involvement in parks through environmental education programs.
- Developing initiatives to increase the diversity and inclusiveness of state park use.

HOW: Advocate | (Local) Support | Education/Community



NCFSP Branding Elements

Photo backgrounds provide a style option for branding support. Knocked-out logos or callouts may be used on top of photography as long as proper negative space is available. Layout should take care to maximize white space around all elements.

Do not place type or marks over any busy photography as it will be difficult to read.

CALLOUT USING
HENDERSON
SLAB LIGHT



NCFSP Imagery & Photography

Phototography selection should follow these guidelines:

- Attempt to include people in photos, preferably in NC parks or outdoors, and select photos with diversity of race, gender and age (see image on previous page)
- Avoid showing people looking in the camera
- Photography should be bright, light and airy (no dark or heavy images)
- Additionally, wildlife imagery is a good way for people to connect with our mission, native NC wildlife should be shown.



NORTH CAROLINA
FRIENDS of
STATE PARKS

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