



LOGO GUIDELINES

CONTACT:

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HELLO!

Thank you for your interest in using the Mountains to Sound Greenway National Heritage Area logo. Partnership and collaboration are central to the Greenway's mission, and we are happy to begin, or continue, the conversation about how we can work together.

If you have not already done so, please submit the logo request form, which is available at mtsgreenway.org/logo. A member of our communications team will be in touch shortly to let you know the status of your request and provide the logo files if the use is approved.

When using our logo, we ask that you please abide by all of the guidelines outlined in this document. Failure to adhere to these guidelines will result in your permission for use being revoked.

Questions? Please do not hesitate to reach out to Katie Egresi at katie.egresi@mtsgreenway.org or Eliza Foster at eliza.foster@mtsgreenway.org.



LOGO USAGE

PRIMARY LOGOS

The primary Mountains to Sound Greenway National Heritage Area logos should be used whenever possible. The logo exists in both vertical and horizontal versions that may be used depending on space requirements. The logo does not have a border.

CLEAR SPACE

The clear space around the logo must be maintained at all times. These areas must never be invaded by other graphics, borders, or photographic elements. The distance defined by the height of the "G" is the minimum clear space required between the outer-most elements of the logo and the definable outer edge of a field or the nearest edge of another graphic or visual element.

MINIMUM SIZE

The logo shall never be reproduced smaller than 1" in width (vertical) or 2" in width (horizontal) to maintain readability of the "National Heritage Area" text. If you must use the logo at a smaller size, use the alternative version without "National Heritage Area" at the bottom to maintain full readability. The alternative logo should never be reproduced smaller than .7" in width (vertical) or 1.25" (horizontal).



1"



2"



.7"



1.25"

Use the version without "National Heritage Area" only if logo must be used at a very small size. Size should still never be less than .7" width (vertical) or 1.25" (horizontal).

LOGO USAGE

COLORS

Whenever possible, use the two-color logo. An all-black version and all-white version exist for situations where one-color artwork is required.

PROHIBITED USE

Whenever possible, the logo should be applied over uninterrupted white space and isolated away from complicated or competing elements. If applied over an image, maintain a high level of contrast between the background and logo.

The logo should be used accurately and consistently. The following examples illustrate how misuse of the logo will diminish its impact and reflect unfavorably on the Mountains to Sound Greenway National Heritage Area brand.



Never change the colors from what has been approved in this document.



Never reorganize elements of the logo.



The entire logo is a single element and should not be cropped.



Never obstruct the logo with a graphic, text, or object.



Never squeeze, stretch, or distort the logo.



Never slant or skew the logo.



Never use the logo in a sentence.

LOGO USAGE

CONTAINER OPTIONS

The container version of the logo should be used sparingly, but in instances when the logo needs more definition, such as within a “logo soup” with many partner logos appearing all together.

All previously-mentioned guidance regarding clear space, minimum size, colors, and prohibited use also apply to this alternative version of the logo.

