



**LOGO STANDARDS  
& GUIDELINES**



### **Visual Identity Program Overview**

Blue Ridge Parkway 75, Inc. (BRP 75) intends for the 75th anniversary logos to be accessible for the many groups participating in this important project. To that end, it is imperative that a “standard of quality” be an integral part of this project. The design and execution of materials in connection with this commemoration are a direct reflection on the Blue Ridge Parkway and the BRP 75, Inc. board appointed to promote this event.

Systematic use of these guidelines will promote the Parkway region in local, state, national and international contexts, enhance public perception of the region and provide opportunities for multiple participants to collaborate under a unified identity system in the interest of commemorating and promoting the Parkway.

To that end, BRP 75 administers use of the logos and monitors the quality and appropriateness of products, promotions and advertising for which the logos are used. Only BRP 75 authorizes any use of the Parkway 75th logos. Any individual, group, agency, organization or entity wishing to use the Parkway 75 logo for any purpose must request and receive permission to use the anniversary logo.

Please note that the Parkway 75 logo program may not be used to promote partisan positions or matters of political concern.

### **Logo Use Permissions and Questions:**

Leesa Brandon

199 Hemphill Knob Road

Asheville, NC 28803

828.271.4779 x 224

[lbrandon@nccommerce.com](mailto:lbrandon@nccommerce.com)

## **BACKGROUND**

A new non-profit organization, Blue Ridge Parkway 75, Inc., was established to plan and implement the Parkway's 75th anniversary celebration. As the anniversary is commemorated in 2010, Blue Ridge Parkway 75 will oversee efforts to promote the Parkway experience through special events, a national PR campaign, marketing and merchandising program, and strategic partnerships with communities in the Blue Ridge Parkway region.

## **LOGO OVERVIEW**

The logo for BRP 75 has a nostalgic feel, referencing WPA graphics from the 1920's and 30's. The color palette is updated using a deep blue-purple and a sage green. against a cream background.

The Blue Ridge Parkway 75 logo should be used for all appropriate communications. To retain graphic integrity and achieve consistent visual branding, the logo should be used in the ways shown on the following pages. The proportion and style of any of the logo elements should not be manipulated in any way.

ALWAYS USE A DIGITAL ORIGINAL FOR THE LOGO.

Whenever logo art is needed, request a digital file from Leesa Brandon, Executive Director, BRP 75, at 828.271.4479 extension 224, or [lbrandon@nccommerce.com](mailto:lbrandon@nccommerce.com)

Illustrator, eps vector files and jpegs are available. Jpeg files can be scaled smaller as needed but should not be enlarged without loss of quality. Use an Illustrator or eps file if larger scaling is required. Do not attempt to recreate the logo by scanning, redrawing or tracing.

## PROPER LOGO USAGE

Below are acceptable configurations of the BRP 75 logo for print materials. Do not alter the proportions or placement of graphic or typographic elements. Always scale logos proportionally – do not stretch or squeeze logo to fit.



Three color logo



Two color logo



One color logo



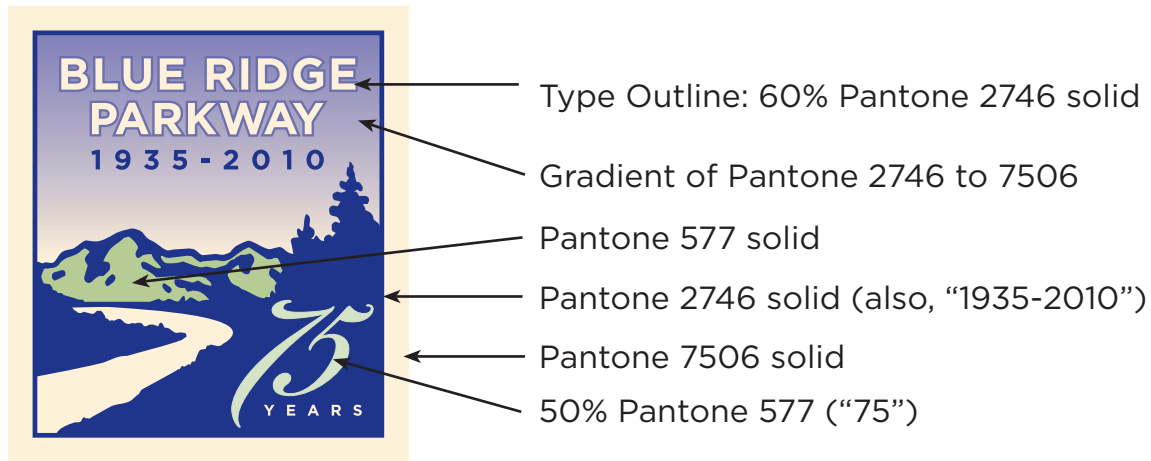
One color logo, round – for special applications as needed.



Typographic logo

## LOGO COLOR USAGE

Below are acceptable color configurations of the BRP 75 logo for print materials.



BRP 75 logo: three colors



BRP 75 logo: two colors

All colors and values same as above, except no 7506 (cream)



BRP 75 logo all black

## IMPROPER LOGO USAGE

ALWAYS use an original digital file. Never attempt to recreate the logo. Do not stretch or squeeze the logo file. Do not alter the colors in the logo.



**BLUE RIDGE PARKWAY**  
1935-2010



## COLOR PALETTE

The color swatches shown are intended for on-screen viewing only. Always refer to the Pantone Matching System reference chart or the CMYK four-color process formula when producing commercially printed materials.

### Logo Colors



Pantone 2746  
Four color process build: 100C, 92M, 0Y, 10K



Pantone 577  
Four color process build: 24C, 0M, 46Y, 10K



Pantone 7506  
Four color process build: 0C, 5M, 15Y, 0K

## PAPER CHOICE

In keeping with the nature-inspired look of the logo, it is preferable to print the logo on cream colored paper rather than stark white. When using the two-color logo this eliminates the need for printing the cream color. A recommended, economical and environmentally friendly sheet is Weyerhaeuser Cougar Natural.

## TYPOGRAPHIC OVERVIEW

The type used in the logo for “Blue Ridge Parkway” is Gotham Bold. The “75” was customized for BRP 75. Do not attempt to replicate it with a substitute font. The dates “1935 - 2010” are set in Priori Sans Bold.

Arial or Helvetica are the preferred complimentary fonts for text and body copy used with the logo.

Gotham  
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ**

**abcdefghijklmnopqrstuvwxy**

**1234567890**

**!@#\$%^&\*()[]{}:“”<>?**

**Gotham Bold**

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

!@#\$%^&\*()[]{}:“”<>?

Arial Black

Arial  
Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ**

**abcdefghijklmnopqrstuvwxy**

**1234567890**

**!@#\$%^&\*()[]{}:“”<>?**

**Arial Black**

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890

!@#\$%^&\*()[]{}:“”<>?

Helvetica