



Graphic Standards Manual

Introduction

This manual has been created to provide guidelines for visual and brand communications relating to the Bainbridge Island Metro Park & Recreation District. Consistency and integrity in all communication materials is a priority as they impact the Park District's image and reputation. Any deviations from what is in this manual must be approved by the Marketing Department. The Marketing Department has final say on decisions regarding community relations.

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Name

OFFICIAL NAME

Bainbridge Island Metropolitan Park & Recreation District is the official name of the Park District.

Please note that the ampersand (&) symbol must be used in the official name and not “and.”

Other approved ways to refer to the Park District:

Bainbridge Island Metro Park & Recreation District (may be used as alternate form of official name)

Park District (following first use of official name in text or via logo appearance)

BIMPRD (following the first use of the official name in text or via logo appearance)



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Brand Messaging

PARK DISTRICT MISSION STATEMENT

The mission of the Bainbridge Island Metropolitan Park & Recreation District is to build a healthy community through effective, sustainable stewardship of the District's parks and open space, and through the development and delivery of innovative cultural and recreation opportunities.

TAGLINE

The tagline mentions three major pillars of the Park District: people and what they interact with, from parks to recreation (play). It is optional to include the tagline in marketing materials.

People • Parks • Play

MESSAGING OVERVIEW - TONE

Positive – The Park District makes an effort to share a positive attitude.

Informative — The Park District communicates information clearly and concisely.

Inclusive – The Park District is inclusive for all members of the community.

BOILERPLATE

Use the following text as needed on your communications pieces and publications. This boilerplate serves as the official Bainbridge Island Metropolitan Park & Recreation District.

“For 50 years the Bainbridge Island Metro Park & Recreation District has served the community through its stewardship of parks, and by providing recreational and cultural programs to Islanders of all ages. Many of the recent Open Space purchases have been transferred to the Park District, increasing the Island's park inventory to over 1500 acres, over 90% of which is protected open space.

The District is committed to providing a wide variety of leisure programs for all ages and interest groups including senior citizens and persons with disabilities. The recreation program is supported in a major way by user fees with your class fees being subsidized by tax dollars.

The Park District works in partnership with non-profit agencies such as the Bainbridge Island Land Trust and the Bainbridge Island Parks Foundation.”



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Logo Use

The Park District logo is the visual identity of the Park District and must appear on all marketing materials. Correct use of the logo is an important way to convey a sense of pride in the organization and what it represents.

LOGO CONFIGURATIONS

The vertical configuration is preferred. When that is not reasonable, the horizontal use is permitted. It is expected that the logo will appear clear and crisp, and blank space will be left around the logo so it does not become visually crowded. The logo must never be distorted or modified in any way. No elements may be removed, and it must maintain the original proportions.

Vertical:



Horizontal:



Use of the Aquatic Center logo will be permitted as long as it is in existence and it will appear side by side and not in larger proportion than the Park District logo. No new additional logos will be permitted.







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Logo Colors

The full color version of the logo is preferred. When a color logo is not practical the black and white versions are permitted.

PARK DISTRICT LOGO COLOR FORMATS:

 Pantone: 574
RGB: 65/88/35
CMYK: 66/36/100/45

 Pantone: 463
RGB: 109/80/32
CMYK: 45/60/100/36





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Color Palette

This color palette has been designed to allow the public to quickly identify communication pieces as from the Park District.

PRIMARY COLORS:

The primary colors that represent the Park District are those from the full color logo.



PARK SERVICES SIGN & MAP COLORS:

Sign Green

Sign Tan

Map Background

Map Park Boundary



Pantone:560
c99
m23
y70
k80

Pantone: 468
c1
m4
y22
k0

c18
m0
y39
k0

c43
m5
y50
k0

AQUATIC CENTER SIGN COLORS:

Use of the Aquatic Center colors in signage inside the building will be permitted as long as the Aquatic Center logo is in existence. No new additional facility signage colors will be permitted.



c100
m0
y0
k0

c0
m0
y86
k0



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Fonts

Font is a central element to the visual aesthetic of the Park District.

Park District Regular Communications: Gill Sans

Tagline: Candara

Web Font: Arial

Park Services Warning Signs: **Franklin Gothic Demi**

Park Services Map Text Font: Arial



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Visuals

Visuals used to represent the Park District activities and locations are of utmost importance.

PHOTOGRAPHY AND VIDEOGRAPHY

Photography and videography are preferred to be of actual participants and locations. When that is not possible, it is OK to use stock photography that is either copyright free or purchased by the Park District. Photography and videography must be of correct resolution, high quality, and not appear grainy. Photography and videography must represent the Park District in an appropriate and realistic manner.

Waivers or photo releases must be signed by individuals that will be pictured in Park District marketing materials. If photos or video are taken from a far distance in a public setting, a waiver or photo release is not required. When taking/using photos and video from Park District activities, be sure all participants have signed a District waiver or photo release. If this is not possible, fade/blur out those who do not want to be pictured. If this is not possible visually, a different photo should be used.

ARTWORK

Original artwork is preferred. When that is not possible, it is OK to use artwork that is copyright free or purchased by the Park District. Artwork must be of correct resolution, high quality, and not appear grainy. Artwork must represent the Park District in an appropriate and realistic manner. Clip art is not permitted.



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Marketing Materials

The logo must always appear in all marketing materials. Advertisements (including posters, handouts, sliders, brochures, banners, yard signs, clothing, signs, etc) will be designed by the Marketing Department or his/her designee. If marketing materials are designed by contractors they must be approved by the Marketing Department.

EMAIL CAMPAIGNS

A white background is required other than in text blocks used to highlight specific information. All email campaigns must be proofed and approved by the Marketing Department before they are sent to the public. Arial is the preferred Park District web font.

PRESS RELEASES

All press releases will be distributed to media by the Marketing Department and will include a logo.

ENVELOPES

Envelopes will have the full color logo without the font in the upper left corner. Next to the logo will be the full name of the Park District and the address.

STATIONARY

Stationary will include the logo in the top right corner.

BUSINESS CARDS

Will include the full color logo in top left corner and use Gill Sans font. Example below.





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NAME TAGS

Name tags will include the full color logo on the left side and the first and last name with the title below in Gill Sans font on the right side.

STAFF CLOTHING

All staff clothing will have the Park District logo on the upper left chest. Clothing logos may read, "Bainbridge Island Metro Park & Rec District" due to embroidery technical constraints. Department designs may be allowed on the back if approved by the Marketing Department.

Hats will carry the logo in the front with the font below reading only, "Bainbridge Island" and on the back, "Metro Park & Rec District," due to embroidery technical constraints.

NON-EMPLOYEE CLOTHING

Non-employee (volunteer, commissioner, participant) clothing will have the Park District logo on the upper left chest. Non-employee clothing will have wording and or imagery to indicate that the wearer is not staff.

EMAIL SIGNATURES

Email from a "biparks.org" address is considered official Park District correspondence. Personal quotes, script fonts, or icons are not permitted in email signatures. Email signatures may include event banners, if they are approved and sent out by the Marketing Department, but must be removed after the event is over.

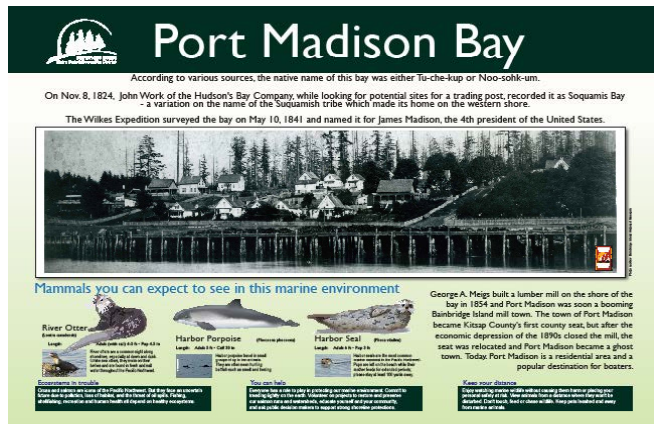
Full Name | Position
Bainbridge Island Metro Park & Recreation District
Office Address | Bainbridge Island, WA 98110
Phone: xxx.xxx.xxxx | Mobile: xxx.xxx.xxxx | email@biparks.org

People. Parks. Play. | Website address (biparks.org or biaquatics.org)

(Optional event banner)

INTERPRETIVE SIGNS

Interpretive signs will have the sign green color bar at the top with the white logo on the top left side.



INFORMATIONAL SIGNS

Informational signs will have the sign green color bar at the top and use Franklin Gothic Demi font with the full color logo centered at the bottom.



VEHICLES

All vehicles will have the logo on the left and right front door panels. Additional design elements/language such as the web address may be adhered to vehicles, location and approval to be determined by the Marketing Department or his/her designee.

RECREATION TRAILERS

All recreation equipment trailers will carry the logo in a location to be determined by the Marketing Department or his/her designee. Additional language such as the web address may be adhered to vehicles, location and approval to be determined by the Marketing Department or his/her designee.