



**Cleveland
Metroparks®**

Cleveland Metroparks Brand Guidelines

The marks contained in this manual are used by Cleveland Metroparks and help establish and maintain a clear, unified brand identity. This manual serves as a guideline for using the Cleveland Metroparks logo and related logos that are registered trademarks of Cleveland Metroparks.

To obtain a high resolution JPG,
EPS, or PNG, please contact:
Visual Communications Department
440-526-4095



THE LOGO:

The logo consists of the name, Cleveland Metroparks, and the stylized symbol of the "leaf man". It is a consistent, recognizable and trademarked logo that has been carefully designed to identify the Park District.

It should never be modified or altered in any way. The logo must be used in its entirety, (i.e. type and symbol together). Exceptions may apply to the "leaf man" as determined by the Marketing Department.

LOGO RESTRICTIONS:

Orientation:

The logo has been designed to be used in a vertical and horizontal application. The vertical application is the preferred version. The horizontal application can be used if necessary.

Color:

Pantone green 357 or its equivalent is preferred. Other color choices are black or reversed to white out of a dark color.

Font:

Helvetica

Vertical Logo

**Preferred Logo Applications*

Option A



*Color Logo Application:
Reproduced using Pantone 357 Green.

Option B



Black Logo Application:
Reproduce in black when a black and white application is needed.

Option C



White Logo Application:
Reverse to white when used against a dark color or photo background.

Horizontal Logo

Option A



Color Logo Application:
Reproduced using Pantone 357

Option B



Black Logo Application:
Reproduce in black when a black and white application is needed.

Option C



White Logo Application:
Reverse to white when used against a dark color or photo background.

Colors

Green



C: 85 R: 28 PANTONE: HEX:
M: 40 G: 86 357 1c5531
Y: 91 B: 49
K: 39

Fonts

Helvetica, Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

LOGO RESTRICTIONS:

Minimum Size:

.75 inches wide for vertical application
2 inches wide for horizontal application

CLEAR SPACE:

Keep the logo clear of distracting images, patterns and/or colors.

- Never allow typography or other elements to invade the logo clear space.
- Measure clear space by the letter M in Metroparks.
- Never redraw or alter the logo, including the placement and size relationship.

INCORRECT LOGO APPLICATION:

The correct and consistent use of the logo is essential to maintaining brand identity. Always use digital files provided directly by Cleveland Metroparks.

- Do not alter the spatial relationship between the “leaf man” symbol and the organization name.
- Do not use any of the logo elements separately.
- Never show the logo on an angle or on its side.

Minimum Size

.75 inches wide
54 pixels wide



2 inches wide
144 pixels wide



Note: Vertical and horizontal logos are depicted at actual size.

Clear Space



Note: Blue line indicates clear space.

Incorrect Logo Applications

Never rearrange or alter the established configuration of the logo elements. Never skew or distort the logo.



Never use elements of the logo by themselves. Never show the logo on an angle or on its side. Never use unapproved colors and styling on the logo.



Correct Logo Applications



THE LOGO:

The logo consists of the name, Cleveland Metroparks with the stylized “leaf man” in front of a representation of a steamship on water surrounded by a compass, together with a ribbon banner containing the words Merwin’s Wharf. It is a consistent, recognizable and trademarked logo that has been carefully designed to identify a restaurant belonging to the Park District.

It should never be modified or altered in any way. The logo must be used in its entirety, (i.e. type and symbol together). Exceptions may apply to the logo as determined by the Marketing Department.

LOGO RESTRICTIONS:

Orientation:

The logo has been designed to be used in a vertical application.

Color:

Approved colors are tan, light blue, medium blue, dark blue, dark red and brown. Other color choices are black or reversed to white out of a dark color.

Font:

Tender Goliath

Logo Applications

Option A



Full Color Logo Application:
Use on white, a light color background, or a photo.

Option B



One Color Logo Application:
Use on a white background when one color application is needed.

Option C



White Logo Application:
Reverse to white when used against a dark color or photo background.

Colors

Tan

	C: 10	R: 230	PANTONE:	HEX:
	M: 15	G: 209	7401	e5d0a2
	Y: 40	B: 162		
	K: 0			

Light Blue

	C: 25	R: 160	PANTONE:	HEX:
	M: 2	G: 193	5435	a0c1d5
	Y: 0	B: 213		
	K: 16			


Medium Blue

	C: 25	R: 131	PANTONE:	HEX:
	M: 2	G: 159	5425	839eb0
	Y: 0	B: 177		
	K: 35			


Dark Blue

	C: 87	R: 48	PANTONE:	HEX:
	M: 71	G: 69	541	2f445f
	Y: 41	B: 95		
	K: 28			

Dark Red

	C: 0	R: 111	PANTONE:	HEX:
	M: 90	G: 18	202	6f1200
	Y: 100	B: 0		
	K: 66			

Brown

	C: 54	R: 90	PANTONE:	HEX:
	M: 68	G: 68	7603	5a4432
	Y: 75	B: 51		
	K: 41			

Fonts

TENDER GOLIATH, REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

LOGO RESTRICTIONS:

Minimum Size:

1 inch wide for vertical application

CLEAR SPACE:

Keep the logo clear of distracting images, patterns and/or colors.

- Never allow typography or other elements to invade the logo clear space.
- Measure clear space by the smoke stack on the boat.
- Never redraw or alter the logo, including the placement and size relationship.

INCORRECT LOGO APPLICATION:

The correct and consistent use of the logo is essential to maintaining brand identity. Always use digital files provided directly by Cleveland Metroparks.

- Do not alter the spatial relationship between the boat and the restaurant name.
- Do not use any of the logo elements separately.
- Never show the logo on an angle or on its side.

Minimum Size

1 inch wide
72 pixels wide



Note: Logo is depicted at actual size.

Clear Space



Note: Blue line indicates clear space.

Incorrect Logo Applications

Never rearrange or alter the established configuration of the logo elements. Never skew or distort the logo.



Never use elements of the logo by themselves. Never show the logo on an angle or on its side. Never use unapproved colors and styling on the logo.

Correct Logo Applications



THE LOGO:

The logo consists of the Cleveland Metroparks logo above a representation of a city skyline and the words Edgewater forming part of a guitar above the word, Live. It is a consistent, recognizable and trademarked logo that has been carefully designed to identify a summer concert series held at Edgewater Park in Cleveland, as an entertainment service offered by Cleveland Metroparks.

It should never be modified or altered in any way. The logo must be used in its entirety, (i.e. type and symbol together). Exceptions may apply as determined by the Marketing Department.

LOGO RESTRICTIONS:

Orientation:

The logo has been designed to be used in a horizontal application.

Color:

Approved colors are orange, light blue, and dark blue. Other color choices are black or reversed to white out of a dark color.

Font:

Coluna
Plane Crash

Logo Applications

Option A



Full Color Logo Application:
Use on white or light color background.

Option C



One Color Logo Application:
Use on a white background when one color application is needed.

Colors

Orange



Light Blue



Dark Blue



Option B



Full Color Logo Application With White Outline:
Use on dark color or photo background.

Option D



White Logo Application:
Use on a color background when one color application is needed.

Fonts

COLUNA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

PLANE CRASH

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0123456789

LOGO RESTRICTIONS:

Minimum Size:

2 inches wide

CLEAR SPACE:

Keep the logo clear of distracting images, patterns and/or colors.

- Never allow typography or other elements to invade the logo clear space.
- Exceptions may apply to the logo as determined by the Marketing Department.
- Measure clear space by the “leaf man” icon in Cleveland Metroparks logo.
- Never redraw or alter the logo, including the placement and size relationship.

INCORRECT LOGO APPLICATION:

The correct and consistent use of the logo is essential to maintaining brand identity. Always use digital files provided directly by Cleveland Metroparks.

- Do not alter the spatial relationship between the word Edgewater and the organization name.
- Do not use any of the logo elements separately.
- Never show the logo on an angle or on its side.

Minimum Size

2 inches wide
142 pixels wide



Note: Logo is depicted at actual size.

Clear Space



Note: Blue line indicates clear space.

Incorrect Logo Applications

Never rearrange or alter the established configuration of the logo elements. Never skew or distort the logo.



Never use elements of the logo by themselves. Never show the logo on an angle or on its side. Never use unapproved colors and styling on the logo. Never use colored logo on a photo background without white outline.



Correct Logo Applications



THE LOGO:

The logo, consists of the name, Cleveland Metroparks Zoo, and silhouettes of animals against a globe. The tag line, "Securing a Future for Wildlife", should appear under the words, Cleveland Metroparks Zoo whenever possible. It is a consistent, recognizable and trademarked logo that has been carefully designed to identify the Zoo.

The logo must be used in its entirety, (i.e. type and symbol together). It should never be modified or altered in any way. Exceptions must be approved by the Marketing Department.

LOGO RESTRICTIONS:

Orientation:

* The primary vertical application is the preferred version. The horizontal application can be used if necessary.

Color:

Approved colors are light green, light blue, dark blue, and dark green or its equivalent are preferred. Other color choices are black or reversed white out of dark color.

Font:

Helvetica

Vertical Logo

**Preferred Logo*

Option A



**with tagline*



without tagline

Full Color Logo Application:
Use on white or light color background.

Option B



with tagline



without tagline

Reversed Color Logo Application:
Use on dark color or photo background.

Option C



with tagline



without tagline

One Color Logo Application:
Use only when one color application is needed.

Horizontal Logo

Option A



with tagline



without tagline

Full Color Logo Application:
Use on white or light color background.

Option B



with tagline



without tagline

Reversed Color Logo Application:
Use on dark color or photo background.

Option C



with tagline



without tagline

One Color Logo Application:
Use only when one color application is needed.

Colors

Light Green



C: 30 R: 173 PANTONE: HEX:
M: 0 G: 195 382 acc32b
Y: 100 B: 43
K: 10

Light Blue



C: 75 R: 53 PANTONE: HEX:
M: 35 G: 140 279 358ccb
Y: 0 B: 203
K: 0

Dark Blue



C: 100 R: 0 PANTONE: HEX:
M: 72 G: 62 281 003d7d
Y: 0 B: 126
K: 32

Dark Green



C: 85 R: 28 PANTONE: HEX:
M: 40 G: 86 357 1c5531
Y: 91 B: 49
K: 39

Fonts

Helvetica Suite

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

LOGO RESTRICTIONS:

Minimum Size:

- .75 inch wide for vertical application
- 2 inches wide for horizontal application

CLEAR SPACE:

Keep the logo clear of distracting images, patterns and/or colors.

- Never allow typography or other elements to invade the logo clear space.
- Measure clear space by the leafman in the Zoo logo.
- Never redraw or alter the logo, including the placement and size relationship.

INCORRECT LOGO APPLICATION:

The correct and consistent use of the logo is essential to maintaining brand identity. Always use digital files provided directly by Cleveland Metroparks.

- Do not alter the spacial relationship between the “leaf man” symbol and the organization name.
- Do not use any of the logo elements separately.
- Never show the logo on an angle or on its side.

Minimum Size

1 inch wide
71 pixels wide



1.5 inches wide
108 pixels wide



Note: Vertical and horizontal logos are depicted at actual size.

Clear Space



Note: Blue line indicates clear space.

Incorrect Logo Applications

Never rearrange or alter the established configuration of the logo elements. Never skew or distort the logo.



Never use elements of the logo by themselves. Never show the logo on an angle or on its side. Never use unapproved colors and styling.



Correct Logo Applications



EMERALD NECKLACE:

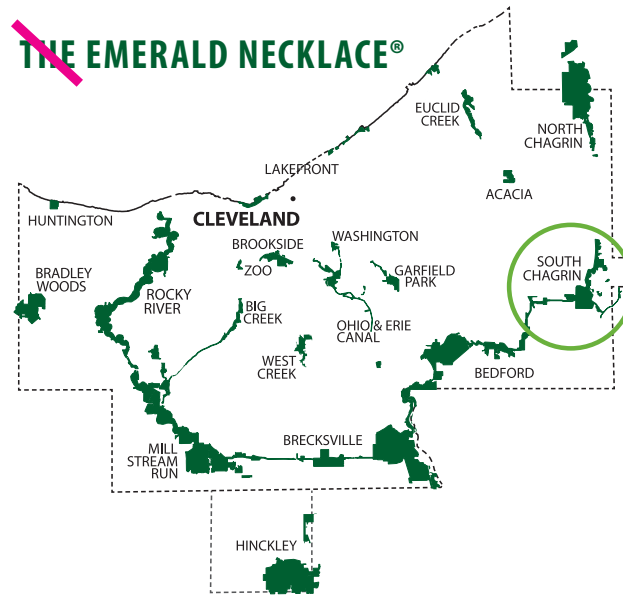
The mark consisting of the name, Emerald Necklace®, is a registered trademark of Cleveland Metroparks. Emerald Necklace refers to an extensive system of park reservations encircling the Greater Cleveland, Ohio area including, but not limited to, walking, bicycle and horse trails, picnic areas, nature education centers, golf courses, restaurants and Cleveland Metroparks Zoo.

RESTRICTIONS:

- There is no particular font style, size or color associated with the mark.
- The registered mark is Emerald Necklace. Do not use The Emerald Necklace when referring to the term.

Emerald Necklace

Incorrect Application



Correct Application

