

EXPLORE *more*
OUTDOORS.ORG

Purpose of Logo Use and Branding Standards

Consistent usage of the logo and accompanying elements, such as typography, color, and layout, is vital to maintaining Explore More Outdoor's image and strengthening the community's positive identification with our work throughout Pennsylvania and the Mid Atlantic Region. When using the *Explore More Outdoor* logo in print or on screen, please follow the logo use standards found on the following pages.

Branding

Explore More Outdoors's logo design was created to show the website address. With the website being the main portal for information, it's imperative that we continuously reinforce its address. Necessary for professional print jobs, Explore More Outdoors's logo usage guides follow. As we build the Explore More Outdoors brand, please use the approved master artwork provided by Explore More Outdoors—never recreate artwork yourself.

Logo

A. FULL COLOR LOGO The preferred logo version.



B. GREYSCALE The standard B&W representation, to be used on light colored backgrounds. This presentation is also useful for one-color printing jobs.



C. REVERSE To be used on dark backgrounds.



Branding

Explore More Outdoors brand color family was carefully selected to represent stability and trustworthiness while still maintaining a playful elementary palette. Necessary for professional print jobs, Explore More Outdoors's RGB and CMYK colors follow. Do not use the Explore More Outdoors logos in unauthorized colors. If a logo must be used in one color or black and white, use the enclosed greyscale version.

Color

Primary



C 90
M 66
Y 52
K 48

R 23
G 55
B 68

#173744



C 0
M 46
Y 69
K 0

R 248
G 157
B 94

#f89d5e

Secondary



C 0
M 78
Y 79
K 0

R 241
G 95
B 66

#f15f42



C 67
M 42
Y 37
K 7

R 94
G 125
B 138

#5e7d8a



C 87
M 54
Y 38
K 15

R 40
G 97
B 121

#286179



C 74
M 19
Y 57
K 2

R 65
G 155
B 131

#419b83

Typography

Headline

The Oldventure (use all capital letters)

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
1 2 3 4 5 6 7 8 9 0

Secondary Headline (minimal use to maintain legibility)

Monostrat Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Text

Monostrat Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Branding

When employing the Explore More Outdoors logo, please follow the minimum size standards below.

Minimum Size Standards



SCREEN
180 pixels
2.5 inches



PRINT
200 pixels
2.788 inches

When using the Explore More Outdoors logo alongside your organizational logo(s) and other partner logo(s), please present all logos as visually equal, when possible.

Logo Protection Area

As often as possible, the Explore More Outdoors logo and surrounding content should each be surrounded by white space to ensure copy, logos, photographs, and illustrative materials can independently capture reader/user focus. Situations may arise where ample white space isn't feasible.



Branding

Many supporting organizations add the Explore More Outdoors logo to their social media pages and website to signify their support. Shown below are representations of our current social media icon standards. With constant updates to size and shape requirements, please contact us for the most up-to-date icons when posting.

Social Media Icons



Always use the Explore More Outdoors logo in scale and with all marks and typography in tact. Do not remove the words or any of the graphic elements in the logo to use on their own unless otherwise specified in this guide. Never attempt to redraw or rescale the elements of the Explore More Outdoors logo or add other graphics or pictures to it.

Unacceptable Usage



Icons

We will use icons across all media tactics to connect our brand



Hiking



Biking



Kayaking



Camping



Races



Lakes & Beaches



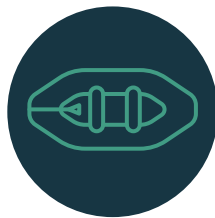
Boating



Backpacking



Rock Climbing



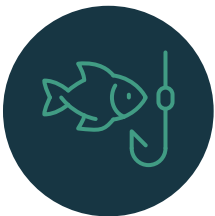
Rafting



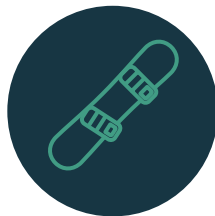
Health/Wellness



Photography



Fishing



Ski/Snowboarding



Snowmobiling



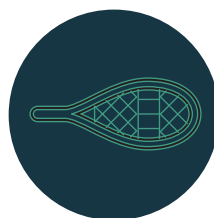
Hunting



Wildlife



Arts & Culture



Snowshoeing



Stargazing



Volunteering

