



Mohonk Preserve Brand Identity Guidelines

September 2015



3 The Mohonk Preserve Brand

The Mohonk Preserve Visual Identity:

- 4 Mohonk Preserve Logo
 - 5 The Mohonk Preserve Logo Components
 - 6 The Mohonk Preserve Logo: Minimum Size
 - 7 The Mohonk Preserve Logo: Single Color Printing
 - 8 Using the Logo on Dark-colored Backgrounds
 - 9 Using the Logo on Light-colored Backgrounds
 - 10 Using the Logo on Photographic Backgrounds
 - 11 Incorrect Use of the Logo
 - 12 Mohonk Preserve Brand Colors
 - 13 Mohonk Preserve Brand Colors for Specialty Logo Reproduction Situations
 - 14 Mohonk Preserve Brand Color Equivalents
 - 15 Mohonk Preserve Brand Typefaces
 - 16 Mohonk Preserve Ridge Frame
 - 17 Imagery
-

18 Mohonk Preserve Brand Applications

- 19 Stationery
- 20 Publications
- 24 Website
- 25 Electronic Communications
- 26 Advertising
- 27 PowerPoint Presentations
- 28 Merchandising
- 29 Contact Information

Mohonk Preserve is New York's largest member–and visitor–supported nature preserve in New York State. Our mission is to protect the Shawangunk Mountains region and to inspire people to care for, enjoy and explore their natural world.

For half a century, we have been leaders in conservation science, environmental education, land protection and stewardship, providing opportunities for world-class recreation, restoration, and reflection on over 8,000 acres of cliffs, forests, fields, streams and ponds.

Brand identity refers to the visible elements that together identify and distinguish the Mohonk Preserve brand. These visual elements are used to represent the Mohonk Preserve brand and it is essential that they are applied correctly and consistently

to help support and strengthen our reputation. This includes consistent use of the logos and Mohonk Preserve corporate colors, the quality and style of imagery we use, and the style of design of our communications. Our Brand Identity Guidelines set out our visual elements and the principles of their use in internal and external communications – from business cards and ads to eblasts and signage – to ensure that the Mohonk Preserve brand supports and strengthens our mission and organization.



The Mohonk Preserve Logo

4



The Mohonk Preserve logo is the most valuable, tangible symbol of our brand, so it is critical to make sure everyone understands exactly how it is to be used.

The Preserve's logo depicts the majestic Shawangunk Ridge, treasured for its expansive vistas, diverse habitat, and internationally famous rock-climbing cliffs. The logo colors – Forest Green, Grass Green and Sky Blue, represent the Preserve's natural habitat.

The Preserve's tagline is "Saving the land for life" – a goal we take seriously. Our mixed-use, community approach to conservation balances protection of the flora and fauna in our care with experiences in nature for people of all ages and abilities.

As indicated in our logo, the name "Mohonk Preserve®" is a registered trademark of Mohonk Preserve, Inc.

The Mohonk Preserve Logo Components

5



The Mohonk Preserve logo comprises three unique visual components:

1: Mohonk Preserve Symbol

The symbol is a proprietary graphic interpretation of the Shawangunk Ridge.

2: Mohonk Preserve Logotype

This is a customized sans serif typeface specially drawn for our logo.

3: The Tag Line

Using the logo

The Mohonk Preserve logo should only be reproduced from master electronic art available from our Marketing & Communications team.

Contact information can be found on page 29 of these guidelines.

The configuration shown here should be used whenever possible, although there may be exceptions which dictate the use of the other configurations of the logo as discussed and shown on the following pages.

The Mohonk Preserve logo should never be altered or redrawn in any way.

Mohonk Preserve Logo: Minimum Size



Logo with tagline

The Mohonk Preserve logo, when used with the tagline, should not be reproduced any smaller than 0.75" so that legibility of the tagline maybe maintained.



If the Mohonk Preserve logo needs to be reproduced smaller than 0.75" across its width, the specially drawn logo without the tagline must be used. The smallest size this version can used is 0.5" across it's width.

This version of the logo can be obtained from the Mohonk Preserve Marketing & Communications team. Please see contact information on page 29.



Mohonk Preserve Logo: Single Color Printing



If only single color printing is available then the specially drawn line art version of the logo must be used. It may appear in either solid black or Mohonk Preserve Forest Green.

For color equivalents please refer to page 14.



For legibility reasons, the logo must not be printed using Mohonk Preserve Leaf Green.

Using the Logo on Dark-colored Backgrounds

Using the logo on dark-colored backgrounds

A specially drawn version of the logo has been created in order to allow the logo to be used on both colored and photographic backgrounds.

Care must always be taken to ensure that there is sufficient contrast between the logo and its background so that the logo is clearly legible.



Using the Logo on Light-colored Backgrounds

9

Using the logo on light-colored backgrounds

A specially drawn version of the logo has been created in order to allow the logo to be light-colored backgrounds.

Care must always be taken to ensure that there is sufficient contrast between the logo and its background so that the logo is clearly legible.



Using the Logo on Photographic Backgrounds

Using the logo on photographic backgrounds

The line art version of the logo can be used on photographic backgrounds

Care must be taken to ensure that the logo is placed on an area of the image that isn't too visually 'busy,' thus impeding the legibility and presence of the logo.

The examples below show the correct and incorrect placement of the logo on a photographic background.



Correct



Incorrect



Incorrect Use of the Logo

Correct and consistent reproduction of our logo is key to building a strong and proprietary brand. Therefore, the integrity of our logo must be maintained and protected at all times.

Below are examples of some of the ways the logo could be used incorrectly and must be avoided.



Do not: Change the logo colors or introduce different colors.



Do not: Change the size relationship between the symbol and logotype.



Do not: Distort the logo.



Do not: Flip the logo.



Do not: Change the font of the logotype.



1 & 2 - Do not: Use the logo on backgrounds that do not provide sufficient contrast thus impeding the logo's impact and legibility.



Do not: Do not reproduce the logo in any colors other than the approved Mohonk Preserve colors. See page 12 for the approved colors.

Mohonk Preserve Brand Colors

Mohonk Preserve Primary Color Palette

The Mohonk Preserve primary color palette comprises three proprietary colors plus black and white. These three colors are used in the logo and should be used on all of our brand communications.



Mohonk Preserve Forest Green

Mohonk Preserve Grass Green

Mohonk Preserve Sky Blue

Black

White



Logo Colors

The Mohonk Preserve logo comprises these colors:

- 1: Mohonk Preserve Forest Green
- 2: Mohonk Preserve Sky Blue
- 3: Mohonk Preserve Grass Green
- 4: 65% Mohonk Preserve Grass Green

Mohonk Preserve Brand Colors for Specialty Logo Reproduction Situations

In certain reproduction situations, it may not be possible to reproduce the 65% tint Grass Green in the logo. This could include items such as embroidery on fabrics, vinyl cut graphics for signs, or silk screening onto mugs and t-shirts.

In these cases, please match as closely as possible to Mohonk Preserve Leaf Green, the Pantone equivalent for which is **PMS 577**.

Special artwork is available for both vertical and horizontal versions of the logo. Please contact the Preserve's Marketing & Communications team (please see page 29 for contact details).



Mohonk Preserve Forest Green



Mohonk Preserve Grass Green



Mohonk Preserve Leaf Green



Mohonk Preserve Sky Blue



Logo Colors

The Mohonk Preserve logo comprises these colors:

- 1: Mohonk Preserve Forest Green
- 2: Mohonk Preserve Sky Blue
- 3: Mohonk Preserve Grass Green
- 4: Mohonk Preserve Leaf Green

Mohonk Preserve Brand Color Equivalents

Primary Color Palette Color Equivalents

The chart below shows the color formula equivalents for the Mohonk Preserve brand colors.



Mohonk Preserve Forest Green	Mohonk Preserve Grass Green	Mohonk Preserve Sky Blue	Black	White
Pantone	Pantone	Pantone		
Pantone 357	Pantone 370	Pantone 299		
Process CMYK	Process CMYK	Process CMYK	Process CMYK	
C: 85%	C: 65%	C: 80%	C: 0%	
M: 40%	M: 26%	M: 18%	M: 0%	
Y: 91%	Y: 100%	Y: 0%	Y: 0%	
K: 39%	K: 9%	K: 0%	K: 100%	
RGB	RGB	RGB	RGB	RGB
R: 29	R: 100	R: 0	R: 0	R: 255
G: 86	G: 140	G: 160	G: 0	G: 255
B: 50	B: 60	B: 221	B: 0	B: 255
Hex# (web)	Hex# (web)	Hex# (web)	Hex# (web)	Hex# (web)
# 1D5632	# 648C3C	# 00A0DD	# 000000	# FFFFFFFF

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Primary Typeface

Avenir is a contemporary sans serif typeface and must be used on all of our communications. It comes in a variety of weights and styles.

35 Avenir Light
35 Avenir Light Italic
55 Avenir Regular
55 Avenir Italic
85 Avenir Heavy
85 Avenir Heavy Italic

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Substitute Typeface

If you are using certain software, such as Microsoft Word®, or for web-based communications where Avenir is not available, please use Arial as the substitute typeface.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Mohonk Preserve Ridge Frame

The Mohonk Preserve Ridge Frame is a proprietary graphic device that integrates with the Mohonk Preserve logo and colors. It can be used to contain messaging and / or imagery when used on our communications. Examples of how it can be used will be found in the design applications section of these guidelines.



Lorem Dolor Sit
 Dolor Sit Amet Elarus Sed Etur Sitaero Volu



Lorem Dolor Sit
 Dolor Sit Amet Elarus Sed Etur Sitaero Volu



Lorem Dolor Sit
 Dolor Sit Amet Elarus Sed Etur Sitaero Volu



Sed Etur Sitaero Volu

Photography/Videography

17



We are fortunate to have a very active group of volunteers, the Mohonk Preserve Volunteer Photographers, who document the Preserve's lands, flora, fauna, visitors, programs, and events. These photographs, along with others submitted by Preserve staff, are included in the Preserve's Digital Image Archive, which now contains over 10,000 images. This archive is indexed by subject and photographer and may be accessed by Preserve staff.

The Digital Image Archive photos are to be used only for Preserve mission-related purposes including newsletters, fundraising materials, brochures, news articles, advertising, and social media. The copyrights for all volunteer photographs remain

with the photographers, with photo releases on file.

All photographs used must include proper photo credit.

For assistance in accessing the Digital Image Archive, or any questions about proper image use, please contact Marketing & Communications staff (see the next page for contact details).

The Preserve also maintains a YouTube channel featuring video from staff, volunteers, and commissioned videographers. The channel may be accessed at <https://www.youtube.com/user/MohonkPreserve>.

Adhering to these guidelines is important so we can continue to build a strong, clear and consistent brand.

If you have any questions or need to acquire master logo artwork or any of our other visual assets please contact:

Gretchen Reed

Director of Marketing & Communications
greed@mohonkpreserve.org
845-255-0919, ext. 1243

Designed and produced by
Gerald Berliner in association with the
Mohonk Preserve Marketing & Communications team