

# California State Parks Brand Standards Handbook



Where will the hundreds of California State Parks take you today?™

Discover the many states of California.™



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# Introduction

## New branding has been developed for California State Parks.

The California State Park System is one of the most diverse and expansive in the United States. Because of this diversity, consumers don't recognize California's state parks as a single, unified entity. With the help of consumer research, a unique brand identity has been developed to communicate the breadth of the California State Park System in a friendly, exciting way.

## Who should follow these brand guidelines?

Because the brand must be communicated at every point of consumer contact, brand guidelines should be used by all agencies, departments, and individuals involved with designing and producing California State Parks advertising, park entrance signage, web marketing, and printed material. This includes all portions of the Department even though they may not deal with the park units themselves.



When communicated consistently across these consumer points of contact, California State Parks branding will become familiar to consumers and motivate them to cherish, preserve and protect the parks.

*Please note: For questions about this handbook, or if you want to request an exemption from the policies and guidelines in this handbook, contact Partnerships and Consumer Strategies at (916) 653-5682 or [partnerships@parks.ca.gov](mailto:partnerships@parks.ca.gov).*

## Why is branding important?

A brand is the personification of an organization or its products and services. Brands are designed to build relationships and connect emotionally with customers. Brands also promise relevant benefits to consumers.

By presenting a consistent brand look and message, you can help differentiate California State Parks from other parks and recreational facilities, and help promote park advocacy and consumer loyalty.



# Brand Positioning



## California State Parks Brand Positioning

The California State Parks brand positioning is “California State Parks: More ways to be a Californian than you can imagine.” This brand positioning represents what California State Parks stands for and how it differs from other park entities. The brand positioning statement should not be used as an advertising headline or tagline.

The brand positioning addresses three distinct and important aspects of California’s state parks and the benefits consumers enjoy:

1. California’s state parks are both diverse and abundant.
2. California’s state parks make you feel proud to be a Californian.
3. California’s state parks are a great way to escape and refresh.



## Brand Elements



### Communicating the California State Parks Brand

Each of the following brand elements contributes to the overall California State Parks brand:

- Logo
- Headline
- Tagline
- Fonts and Colors
- Photography
- Copy Content, Tone and Messaging Hierarchy
- Background and Border Treatment

Incorporating the California State Parks brand elements correctly and consistently will create a strong, unified style and tone that convey the branding. Copy and design have been developed to bring the California State Parks brand to life. See pages 16-18 for details.

### How to Use the Brand

The information that follows details how to use individual brand elements properly when you're developing consumer materials. By following these guidelines, you can help promote a consistent image for California State Parks.



# Brand Elements

## Logo

The logo is a primary component of the California State Parks brand. The logo has physical and intangible value that requires protection. By consistently controlling the quality of logo treatment and reproduction on all materials, and paying careful attention when using the logo in association with any organization, philosophy, or event, you will help maintain the value of this important and highly visible brand asset.

In general, the California State Parks logo should be displayed wherever practical on all products produced by California State Parks. This will build the strongest possible visibility and recognition for the California State Park System and its resources, services, products and personnel. Specifically, the logo should be used on/in:

- Audio-visual programs
- Business cards
- Letterhead, envelopes and mailing labels
- Newsletters
- Plans
- Press releases
- Publications (paper and electronic)
- State Park passes
- Uniforms
- Vehicle and equipment decals, signs and panels
- Websites
- Other materials that are deemed appropriate

**Please Note:** *The logo can be used on any communications or products that are produced or ordered directly by, and/or copyrighted to, California State Parks. Using the logo in these instances does not require a licensing agreement or, in most instances, approval by headquarters, but must follow the policies detailed in Departmental Notices and this handbook. However, when department offices, or individual employees, are having the logo embroidered or screened onto fabric, a sample must be sent to the Chief of the Interpretation and Education Division for review and approval before production unless the work is being done by a pre-approved vendor (a list of which may be obtained from the Interpretation and Education Division). Unapproved use of the California State Parks logo is a violation of State and Federal laws and is subject to litigation.*

### **Why use the California State Parks logo?**

*Using the California State Parks logo:*

- *Unites all operational units into a single organization.*
- *Quickly and easily conveys the California State Parks brand to the public.*
- *Distinguishes California State Parks from other parks and recreation operators.*
- *Assures consistency in quality and service.*
- *Conveys the complexity and breadth of California State Parks.*
- *Allows each unit and office to benefit from the accomplishments of all other offices and units, unifying California State Parks in the minds of consumers.*



# Brand Elements

## Logo *(continued)*

### Visual Display of the Logo

Unless otherwise authorized by the Chief of the Interpretation and Education Division, use the logo only as represented in this handbook.

### Registration Symbol

- Because the logo is a trademark registered with the U.S. Patent and Trademark Office, the registration symbol ® must be used in connection with each use of the logo, unless it is infeasible from a design or fabrication standpoint (such as for patches or decals).

### Logo Components

- The logo may not be used to create other, new logos.
- Do not alter the logo components or use the components of the logo separately. For instance, the bear cannot be used alone or replaced with another element and/or the lettering cannot be used without the bear or replaced with different words.
- The font used for the text in the logo is Lithos. The text in the logo has been converted so that users do not need to have this font loaded on their computers in order to reproduce the logo.

### Appearance

- The logo must always appear clear and crisp. In order to meet this requirement, it should be printed at a minimum of 300 DPI.
- Do not tilt, skew, or distort the logo.
- In order to maintain clarity, do not use the logo at a size smaller than 5/8" in diameter.
- Reproduce the logo only from camera-ready proofs or electronic printing files. Do not redraw or trace the logo.
- Do not download and print the logo from the Department's website. It is not suitable due to its low resolution.

### Placement

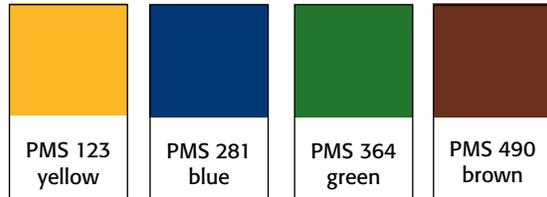
- Do not crop, overprint, screen or superimpose the logo or print it behind art or copy.
- To make sure the logo stands out clearly, it must be placed within an area of unobstructed space. This also applies to the placement of the logo relative to the edge of a page or screen. There are two ways to determine the clear zone around the logo:
  1. The space must be the "l" height of the type in the word "CALIFORNIA" in the logo.
  2. The space must be approximately 1/8 of the diameter of the logo. For example, if the logo is 2 inches in diameter, then the clear zone would measure 1/4 of an inch.

This is a minimum area. A greater amount of space is always recommended.



## Brand Elements

### Logo (continued)



### Colors

- It is best to reproduce the logo using the Pantone (PMS) colors shown above. When reproducing these colors in four-color process inks (CMYK), or on screen (RGB), the screen tints listed below should be used. The following Pantone colors are used in the design of the logo: PMS 123-Yellow, PMS 281-Blue, PMS 364-Green, PMS 490-Brown. The yellow background is a gradation of PMS 123, and the lighter areas of the bear are 60 percent of the brown PMS 490. No other colors may be used in the four-color version of the logo.

#### PMS 123-Yellow

C-0%, M-30%, Y-94%, K-0%  
R-255, G-175, B-13

#### PMS 281-Blue

C-100%, M-72%, Y-0%, K-38%  
R-8, G-28, B-90

#### PMS 364-Green

C-72%, M-0%, Y-100%, K-43%  
R-41, G-96, B-22

#### PMS 490-Brown

C-0%, M-65%, Y-65%, K-69%  
R-79, G-27, B-18



## Brand Elements

### Logo (continued)



### Colors (continued)

- Do not convert the four-color logo to grayscale. Instead use the black-and-white version of the logo.
- Do not copy the four-color logo on a black ink photocopier (except in the case of providing printouts of presentations that use the color logo). Instead the black-and-white version of the logo should be used.
- The logo, in both four-color and black-and-white, may be used on colored paper, fabrics, and backgrounds.
- When printing in one, two, or three colors, only the black-and-white version of the logo may be used. When printing in two or three colors, the logo must be printed in the darkest color available.
- When embroidering the logo or screening it onto fabric, use the four-color version of the logo or reproduce the black-and-white version of the logo in any single color.
- Except in the case of printing, screening, or embroidering the logo in one color as specified above, the logo colors may not be added to, changed, or altered.

Exceptions to the policies above must be approved by the Chief of the Interpretation and Education Division.



# Brand Elements

## Logo *(continued)*

### Logo Use by External Entities

Use of the logo is restricted to Department publications and activities, unless the Department allows otherwise. Use of the logo by external entities must not be allowed unless any association created through use of the logo is consistent with promoting the goodwill of the Department and the Department's goals. For use of the Department logo, all external entities must obtain written permission from the Chief of the Interpretation and Education Division, documented by an appropriate license agreement, unless the license is being granted as part of a contract that includes the Department's standard boilerplate language for logo/trademark use, such as the standard Cooperating Association contract or Concessions contracts. Copies of all trademark licenses and contracts/agreements with language that licenses use of the Department logo must be sent to the Interpretation and Education Division for permanent filing.

When the Department allows the logo to be used by an external entity on material not copyrighted to the Department, the following policies apply:

- A written license agreement must be executed by the Department and the third party entity, confirming the terms and conditions of use. This may be incorporated into an existing written agreement (e.g., a cooperating association contract, concession contract, donor agreement, or memorandum of agreement) or may be crafted as a separate, stand-alone license agreement. Stand-alone license agreements must be approved by the Chief of the Interpretation and Education Division.
- The logo may not be the most prominent design element (unless the license agreement states otherwise, such as when the logo is used on uniforms or merchandise).
- The logo may not be used in a manner that implies editorial content has been authored by or represents the views or opinions of the Department.
- The logo may not be used in any venue that displays adult content, promotes gambling, involves the sale of tobacco or alcohol, or otherwise violates applicable law.



# Brand Elements

## Logo *(continued)*

### Logo Use by External Entities *(continued)*

- The logo may not be used in a manner that is determined by the Department in its sole discretion to be misleading, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable.
- Once an entity has been licensed, advance approval must be obtained before each specific use of the logo. For entities using the logo under a stand-alone license agreement, that approval must come from the Chief of the Interpretation and Education Division, or his or her designee. For entities using the logo under language contained in a valid contract or other written agreement, approval must come from the California State Parks employee responsible for administering that contract or agreement, or his or her designee.

To receive electronic files of the logo, contact the Interpretive Publications Section at [publications@parks.ca.gov](mailto:publications@parks.ca.gov) or (916) 654-2249.

To inquire about licensing of the logo for use by external entities, contact the Interpretation and Education Division at [interp@parks.ca.gov](mailto:interp@parks.ca.gov) or (916) 654-2249.



## Brand Elements

### Headline

#### What is a Headline?

A headline is a statement that encourages consumers to imagine new and different ideas about California State Parks. The headline that will be used is “Where will the hundreds of California State Parks take you today?”<sup>TM</sup>”

#### When to Use the Headline

When conveying the variety of experiences available within California State Parks.

#### How to Use the Headline

The preferred visual depiction of the headline as a design element is in conjunction with the tagline and California State Parks logo.

Because the headline is in the process of being trademarked with the U.S. Patent and Trademark Office, the trademark symbol (™) must be used with each use of the headline as a design element. When used within a block of text, the headline should be followed by the trademark symbol if possible. (The trademark symbol will be replaced by the registration symbol (®) after the headline has been formally registered, and at that time this handbook will be updated to reflect the change.)

When used as a design element, the tagline should use the Formata Regular font and be in PMS 697 for color printing, black ink for black and white printing, or reversed to white/paper if used on a dark background.

Where will the hundreds of California State Parks take you today?<sup>TM</sup>

Discover the many states of California.<sup>TM</sup>



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*Headline, tagline and website—PMS 697*



# Brand Elements

## Headline *(continued)*

### Area of Isolation

It is important that the headline be surrounded by “white space” in order to remain clearly legible and have the desired visibility. A space equal to the height of the upper case letter “W” must be maintained on all sides of the headline. This is a minimum area. A greater amount of space is always recommended.

### Use of Headline by External Entities

Use of the headline is restricted to Department publications and activities, unless the Department allows otherwise. Use of the headline by external entities must not be allowed unless any association created through use of the headline is consistent with promoting the goodwill of the Department and the Department’s goals. For use of the headline, all external entities must obtain written permission from the Chief of the Interpretation and Education Division, documented by an appropriate license agreement, unless the license is being granted as part of a contract that includes the Department’s standard boilerplate language for headline use. To inquire about licensing of the headline for use by external entities, contact the Interpretation and Education Division at [interp@parks.ca.gov](mailto:interp@parks.ca.gov) or (916) 654-2249.



## Brand Elements

### Tagline

#### What is a Tagline?

A tagline serves to summarize the California State Parks experience and services. It is who we are, what we do and what we have to offer. It is as much a part of our corporate identity as the California State Parks logo. The tagline that will be used is “Discover the many states of California.”<sup>TM</sup>

#### When to Use the Tagline

The tagline should be used whenever possible on any and all marketing and communications material, in all mediums, to build and reinforce our identity.

#### How to Use the Tagline

The preferred visual depiction of the tagline is in conjunction with the California State Parks logo.

Because the tagline is in the process of being trademarked with the U.S. Patent and Trademark Office, the trademark symbol (™) must be used with each use of the tagline as a design element. When used within a block of text, the tagline should be followed by the trademark symbol if possible. (The trademark symbol will be replaced by the registration symbol (®) after the tagline has been formally registered, and at that time this handbook will be updated to reflect the change.)

When used as a design element, the tagline should use the Formata Regular font and be in PMS 697 for color printing, black ink for black and white printing, or reversed to white/paper if used on a dark background.

1. Use with State Parks Logo

Discover the many states of California.<sup>TM</sup>



*Tagline and website—PMS 697*

[www.parks.ca.gov](http://www.parks.ca.gov)



## Brand Elements

### Tagline (*continued*)

#### 2. Stand Alone Use

Discover the many states of California.™

*Tagline—PMS 697*

#### 3. Use with Headline and State Parks Logo

Where will the hundreds of California State Parks take you today?™

Discover the many states of California.™

*Headline, tagline and website—PMS 697*



[www.parks.ca.gov](http://www.parks.ca.gov)

### Area of Isolation

It is important that the tagline be surrounded by “white space” in order to remain clearly legible and have the desired visibility. A space equal to the height of the upper case letter “D” must be maintained on all sides of the tagline. This is a minimum area. A greater amount of space is always recommended.

### Use of Tagline by External Entities

Use of the tagline is restricted to Department publications and activities, unless the Department allows otherwise. Use of the tagline by external entities must not be allowed unless any association created through use of the tagline is consistent with promoting the goodwill of the Department and the Department’s goals. For use of the tagline, all external entities must obtain written permission from the Chief of the Interpretation and Education Division, documented by an appropriate license agreement, unless the license is being granted as part of a contract that includes the Department’s standard boilerplate language for tagline use. To inquire about licensing of the tagline for use by external entities, contact the Interpretation and Education Division at [interp@parks.ca.gov](mailto:interp@parks.ca.gov) or (916) 654-2249.



# Brand Elements

## Fonts and Colors

### Why Fonts and Colors are Important

Fonts and colors for California State Parks branding are designed to help convey the warm, down-to-earth, adventurous and approachable nature of the parks themselves. The sample print ads on pages 21 to 23 demonstrate how the colors and fonts work with photography and copy to communicate the complete California State Parks brand positioning.

### Primary Fonts

Formata Regular  
*Formata Italic*  
**Formata Medium**  
***Formata Medium Italic***  
**Formata Bold**  
**Formata Bold Condensed**

### Fonts for Park Brochures

Novarese  
**NOVARESE BOLD (in CAPS)**  
*Minion Italic*

### Fonts for Signs

TRAJAN PRO  
 TRAJAN PRO BOLD

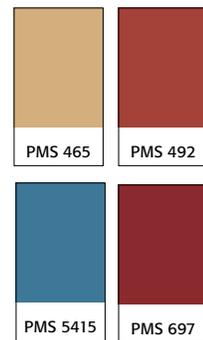
### Base Colors

#### PMS

Tan = 465  
 Red Brown = 492  
 Red = 697  
 Blue = 5415

#### CMYK Breakdown

Tan = C:18.5, M:30.5, Y:56, K:0  
 Red Brown = C:30; M:88; Y:72; K:25  
 Red = C:0, M:83, Y:60, K:51  
 Blue = C:56, M:11.5, Y:0, K:43



### Sign Colors

#### PMS

Brown = 490  
 Blue = 281  
 Yellow = 141  
 Green = 364

#### CMYK Breakdown

Brown = C:0, M:65, Y:65, K:69  
 Blue = C:100, M:72, Y:0, K:38  
 Yellow = C:0, M:11.5, Y:47, K:0  
 Green = C:72, M:0, Y:100, K:43



### When to Use Brand Fonts and Colors

The brand fonts and colors should be used on brochures, websites, promotional material, park passes, park entrance signs, tradeshow booths, advertising, public relations material and product packaging whenever possible.



## Brand Elements

### Photography

Like colors and fonts, photos should help convey the California State Parks brand. Showing people actively involved with the parks provides a visual context for referring to each individual park as “Adventure No. XXX” and the “Discover the many states of California” tagline (see page 18). For images, contact the Photographic Archives at (916) 375-5930 or [photoarc@parks.ca.gov](mailto:photoarc@parks.ca.gov).



### Background and Border Treatment

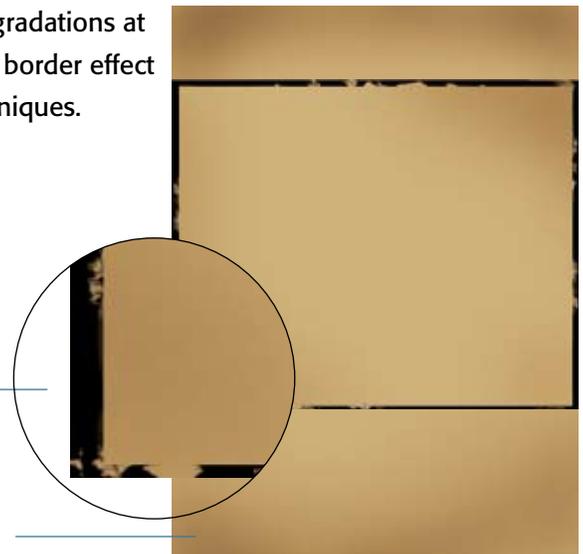
To further convey the sense of adventure and history offered by California State Parks, use a “weathered” background and border, as shown. The background shown here uses PMS 465 and features subtle gradations at the edges to make them look worn. The rugged border effect is created by using a variety of Photoshop® techniques.

### When to Use the Background and Border Treatment

Use the background and border treatment in advertisements, banners, and product packaging.

*Close-up of rugged border*

*Background in shades of PMS 465*



Advertising and marketing materials that are updated on at least an annual basis (such as California Escapes, the Camping Reservation Guide, and bulletin board announcements) should also feature the background and border treatment.

To receive an electronic version of the background and border treatment, contact Partnerships and Consumer Strategies at (916) 653-5682 or [partnerships@parks.ca.gov](mailto:partnerships@parks.ca.gov).



## Brand Elements

### Copy Content, Tone and Messaging Hierarchy

When describing either California State Parks or a specific park, keep in mind the key communication points used to establish the brand positioning—that the parks are abundant and diverse, make you feel proud, and are a great way to escape and refresh. When appropriate, use additional copy to further convey the brand personality. For example, “Like California itself, the parks are bold, adventurous, inspiring—allowing you to stretch your physical, mental and spiritual boundaries.”

The following copy guidelines should be incorporated into all applicable materials:

- When writing copy and designing communications, be sure to use the proper messaging hierarchy. This hierarchy will differ from one type of communication to another. For example, the most prominent copy element for a park sign should be the name of the park; however, the most prominent copy element for an advertisement should be the tagline. Specific messaging hierarchy appears in the Sample Consumer Materials section.
- Individual parks should be identified by their “Adventure No.,” if possible. For a list of all parks’ adventure numbers, contact Partnerships and Consumer Strategies at (916) 653-5682 or [partnerships@parks.ca.gov](mailto:partnerships@parks.ca.gov).
- Use the colloquial name of the park rather than the formal name. (For example, use “Hearst Castle” versus “Hearst San Simeon.”)
- Use the headline “Where will the hundreds of California State Parks take you today?” and copy that encourage visitors to imagine new and different ideas about California’s state parks.
- To see examples of the copy tone for California State Parks, please review the sample print and radio advertising, brochures, and online communications. This same tone should appear in all consumer materials and public relations communications.
- Include the following copyright information: The year should come first after the copyright symbol “©” and then the name California State Parks. Example: © 2005 California State Parks
- All the copy elements should be considered when developing press releases, web content, brochures, event material, advertisements, radio spots and public service announcements.



# Brand Elements

## Copy Content, Tone and Messaging Hierarchy *(continued)*

### Department Name

California State Parks is the approved name of the Department to use in all communications. This name is used in the singular and therefore is grammatically correct with singular verbs (for example, “California State Parks manages a wide array of natural and cultural resources”). This name should not be prefaced with the article “the” (for example, “California State Parks provides educational opportunities for young and old alike” is correct, while “The California State Parks manages a number of grant programs for local park districts” is incorrect). When used to refer to the Department, all words in the name are to be capitalized.

Depending on individual circumstances, the use of the term “the department” or “the Department” may be appropriate (such as in operational documents, plans and reports) and is allowed after the name California State Parks has been introduced in a document. The decision as to whether to use the lowercase “department” versus the uppercase “Department” is at the discretion of the office preparing the document in question, but whichever option is chosen, it must be used consistently throughout the document.

Alternative names should not be used except under the following specific circumstances:

California Department of Parks and Recreation - This is the legal name of the Department, and should be used in situations where the legal name is called for (for example, references in state codes and regulations, legal documents such as contracts, court filings, administrative filings, official documents, etc.).

California State Park System - This name collectively refers to all of the classified and unclassified park properties managed by the Department. It should only be used in circumstances when all parks are being referred to as a collective unit and the use of the name California State Parks is not appropriate (for example, “There are currently 278 units in the California State Park System”). The term “California’s state parks” can be used as an alternative way to refer to the units that make up the California State Park System, and in such an instance, the words “state” and “parks” should not be capitalized.



## Consumer Materials

Consumers are exposed to California State Parks information in a variety of ways, from print, radio and online advertising and park brochures to entrance signage, maps, posters, banners and much more. Please review the sample communications on these pages to see how action-oriented language, warm colors, active photographs and consistent design elements, such as font usage and the California State Parks headline and tagline, combine to create a cohesive branding campaign.

### Accessibility

When designing for accessibility, please be aware of the following:

- Colors must allow for a 60 percent contrast between light and dark.
- Font proportions should be fairly equal in height and width.
- All publications of park visitor information must be reviewed and approved by the Accessibility Section prior to production.
- For more specific information contact the Accessibility Section at (916) 445-8949 or [access@parks.ca.gov](mailto:access@parks.ca.gov).

### Sponsorship Recognition on Consumer Materials

For questions about recognition of sponsors on consumer materials, contact Partnerships and Consumer Strategies at (916) 653-5682 or [partnerships@parks.ca.gov](mailto:partnerships@parks.ca.gov).



# Consumer Materials Advertising

## Print Advertising

The recommended California State Parks branding copy, images, colors and fonts allow for maximum flexibility when creating print advertising—from large four-color magazine ads to small black and white newspaper ads.

### Sponsorship Recognition in Print Advertising

- The sponsorship logo size should not be larger than 75 percent of the California State Parks logo.
- The sponsorship line should be the same size or smaller than the California State Parks website address.

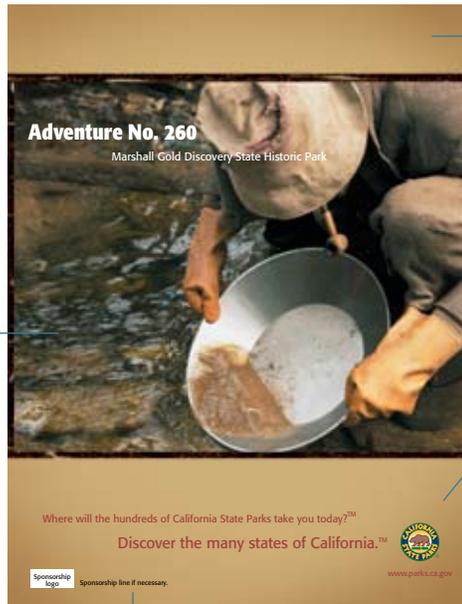
### Sample Four-Color Ad

*Adventure No. and name of park: Formata Bold Condensed*

*On dark backgrounds, use reverse type; on lighter backgrounds, use PMS 492*

*Photography depicts unique park activity*

*Body copy, headline, tagline, web address, sponsorship information: Formata Regular; use PMS 697*



*“Weathered” background*

*Rugged border*

*Logo and tagline should appear together*

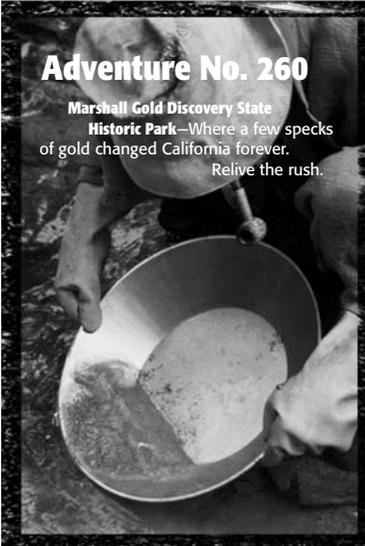
*Sponsorship information should appear in lower left corner*



# Consumer Materials

## Advertising *(continued)*

### Other Sample Print Ads



**Adventure No. 260**  
 Marshall Gold Discovery State  
 Historic Park—Where a few specks  
 of gold changed California forever.  
 Relive the rush.

Paid for by the California State Parks Foundation

Where will the hundreds of  
 California State Parks take you today?™

Discover the  
 many states of  
 California.™



[parks.ca.gov](http://parks.ca.gov)



**Adventure No. 260**  
 Marshall Gold Discovery State Historic Park

Paid for by the California State Parks Foundation

Where will the hundreds of California State Parks take you today?™  
 Discover the many states of California.™



[www.parks.ca.gov](http://www.parks.ca.gov)



**Adventure No. 260**  
 Marshall Gold Discovery State Historic Park

Where will the hundreds of  
 California State Parks take you today?™  
 Discover the many states  
 of California.™



[www.parks.ca.gov](http://www.parks.ca.gov)



# Consumer Materials

## Advertising *(continued)*

### Other Sample Print Ads

**Adventure No. 260**  
Marshall Gold Discovery State Historic Park

**Adventure No. 220**  
Hearst Castle

**Adventure No. 258**  
The California State Railroad Museum

Where will the hundreds of California State Parks take you today?  
Discover the many states of California.

  
www.parks.ca.gov

Billboard

**Adventure No. 197**  
Prairie City State Vehicular Recreation Area—California, start your engines.

Where will the hundreds of California State Parks take you today?  
Discover the many states of California.

  
www.parks.ca.gov

**Adventure No. 258**  
The California State Railroad Museum—Witness our nation's history one rail at a time.

Where will the hundreds of California State Parks take you today?  
Discover the many states of California.

  
www.parks.ca.gov

Transit Shelter Posters



# Consumer Materials

## Advertising *(continued)*

### Radio Advertising

To maintain and extend California State Parks branding when developing radio spots, combine language, music, and sound effects to add life to the brand positioning that there are hundreds of California state parks, that each California state park is an adventure, and that consumers are encouraged to discover the many states of California.

#### Sample 60-Second Ad

“Have you experienced California State Parks Adventure #220? Here’s a hint: It’s a place where you can walk in the footsteps of presidents and classic movie stars like Clark Gable, Greta Garbo and Charlie Chaplin. Where unimaginable wealth meets the unimaginable beauty of the California coastline. Adventure #220 is Hearst Castle<sup>®</sup>. And it’s just one of hundreds of California State Parks waiting for you. Interested in incredible rock formations, wildlife, and snow-capped peaks? Then check out Adventure #187 – Mount Diablo. Or marvel at Adventure #269, the towering sculptures at Watts Towers State Historic Park. Whether you’re into hiking and camping, exploring museums and monuments, or strolling through historic towns and ghost towns, California state parks are exciting adventures right around the corner and all around the state. So where will the hundreds of California state parks take you next? For more information, go to [www.parks.ca.gov](http://www.parks.ca.gov) today. And discover the many states of California.”

#### Sample 15-Second Ad

“[NAME OF RADIO SHOW/EVENT] is brought to you by California State Parks, where hundreds of adventures are waiting for you. To find out how you can discover the many states of California, visit [www.parks.ca.gov](http://www.parks.ca.gov). ”

#### Sample 10-Second Ad

“Where will the hundreds of California state parks take you today? Discover the many states of California on the web at [www.parks.ca.gov](http://www.parks.ca.gov).”

#### Sample 5-Second Ad

“Discover new adventures at California State Parks. Visit [www.parks.ca.gov](http://www.parks.ca.gov).”



# Consumer Materials Publications

A variety of materials can be created using a combination of copy, images, fonts and colors that support the California State Parks brand.

## Annually Updated and Specialty Publications

### Brochures

Brochure title appears in color band at top  
Logo appears under brochure title

Photography of some unique park activity is preferred

Tagline always appears on the cover, over a clean, uncluttered background



Cover

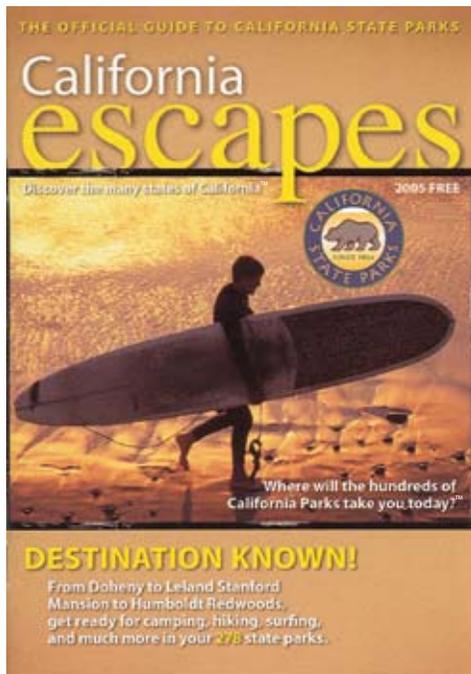
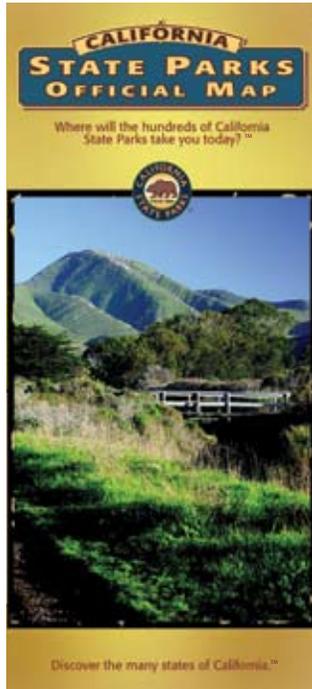


Inside Spread



# Consumer Materials Publications *(continued)*

## *Other Annually Updated Brochures and Specialty Publications*



# Consumer Materials Publications *(continued)*

## Park Brochures

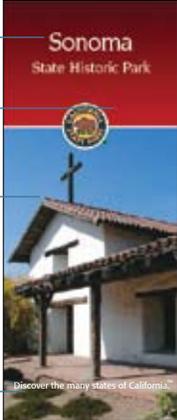
*Adventure No. and park name should be highlighted in the first paragraph, and woven throughout the copy, as possible*

*Park name appears in color band at top*

*Logo appears under park name*

*Photography of some unique aspect or activity of the park is preferred*

*Tagline appears on the cover, over a clean, uncluttered background*



*Cover*



*Inside Spread*

*Last paragraph should summarize park adventure; see sample copy below*

## Sample Park Brochure Copy

Space permitting, include copy to remind visitors that they have many California State Parks adventures to choose from. The following copy is especially effective when it is used as the final paragraph:

“[PARK NAME] is just one of more than 275 California State Parks adventures waiting for you. From hiking, horseback riding, and beachcombing at Adventure #1 (Crystal Cove State Park), to exploring our state’s pioneer past at Adventure #277 (Bidwell Mansion State Historic Park), a world of exciting adventures is right around the corner and all around the state. To plan your next California State Parks adventure, go to [www.parks.ca.gov](http://www.parks.ca.gov) today. And discover the many states of California.”



## Consumer Materials

### Online Communications

Whether you're developing content for the *www.parks.ca.gov* website or creating banner advertising to appear on related sites, you can communicate a simple message about California State Parks that reinforces the brand positioning.

#### Web Banners



# Consumer Materials

## Online Communications *(continued)*

The web has the greatest visibility and therefore should carry the brand message. Not only should the website include color and graphic elements, it will also include an adventure list that contains each state park and its corresponding adventure number.

The screenshot shows the California State Parks website homepage as of Friday, September 2, 2005. The page is organized into several sections:

- Header:** "California Home" and "Friday, September 2, 2005". A search bar is located in the top right.
- Navigation Menu (Left):**
  - State Parks Home
  - Find A Park
  - Reservations & Fees
  - Adventures in Learning
  - About Us
  - Jobs
  - Press / Announcements
  - Publications
  - State Parks Store
  - Contact Us
  - Site Index
- Main Content Area:**
  - Adventure No. 153:** "Monterey de Oro State Park" featuring a photo of people kayaking.
  - Adventure No. 197:** "Prairie City State Vehicular Recreation Area" featuring a photo of a motorcycle.
- Right Sidebar:**
  - GOVERNOR Schwarzenegger:** "Click to Visit His Home Page"
  - SECRETARY Mike Chrisman:** "Click to Visit His Home Page"
  - Find A Park**
  - Reservations**
  - Video Gallery**
  - Event Calendar**
  - Quick Hits:**
    - FAQs
    - Park Passes & Applications
    - Quick Facts
  - Volunteer Opportunities:**
    - Campground and Park Hosts
    - Cooperating Associations
    - Volunteers in Parks
  - Featured Links:**
    - Antelope Valley Indian Museum
    - California Indian Heritage Center
    - California State Capitol
    - Central Valley Events
    - Wild Boars Equestrian Plan

Department Homepage



## Consumer Materials

### Event Banners

Banners are used for special events in California State Parks. The banners notify park visitors of an event before they enter the park and then again after they enter the park.

All event banners should include the headline, tagline, logo, name and date of the event, and park name.

Colors and fonts used for event banners should follow the brand fonts and colors shown on page 16. However, realizing that events may have their own individual “look,” there is room for flexibility. Contact the Partnerships and Consumer Strategies if you are interested in developing an event banner that does not follow the brand fonts and colors.

*Sample Event Banner*

Where will the hundreds of California State Parks take you today?™

# Redwoods Rendezvous

**June 15-18, 2007**

California Redwoods State Park

Discover the many states of California.™



[www.parks.ca.gov](http://www.parks.ca.gov)



# Consumer Materials

## Park Signage

Cohesive signage is one way to create a unified brand. Follow the samples below and on the following page when creating new signs or replacing pre-existing signs, unless the park has been given permission to have a unique sign design by the Deputy Director of Park Operations.

### Messaging Hierarchy

1. Park name
2. A California State Park, with logo
3. Type of park
4. Dedicator's name (if applicable)

### Base Colors

- PMS
- Blue = 281
  - Brown = 490
  - Green = 364
  - Yellow = 141

### CMYK Breakdown

- Blue = C:100, M:72, Y:0, K:38
- Brown = C:0, M:65, Y:65, K:69
- Green = C:72, M:0, Y:100, K:43
- Yellow = C:0, M:11.5, Y:47, K:0

### Fonts

TRAJAN PRO  
TRAJAN PRO BOLD



### Standard Sign Sizes

- 72" x 48"
- 66" x 40"
- 60" x 40"
- 54" x 36"
- 48" x 36"
- 42" x 30"

### Park Entrance Sign



# Consumer Materials

## Park Signage *(continued)*

### Other Signs



### Welcome and Exit Signs



### Directional Signs



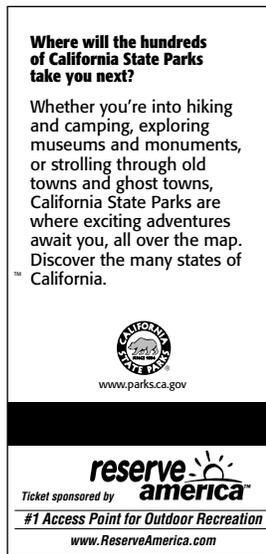
## Consumer Materials

### Ticket Stock

Tickets should be designed with the brand standards in mind. Below is an example of a branded ticket currently in use. All tickets should be ordered through the Department Warehouse.



*Generic Day Use Ticket*



# Business Materials

CALIFORNIA DEPARTMENT OF PARKS AND RECREATION

# News Release



Discover the many states of California.™

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**For Immediate Release**  
Date:

Contact:  
Phone No.:  
Email Address:

*Letterhead*



State of California • The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION • P.O. Box 942896 • Sacramento, CA 94296-0001

Arnold Schwarzenegger, Governor  
Ruth Coleman, Director

For energy efficient recreation –  
California State Parks on the Internet: <<http://www.parks.ca.gov>>

DPR 985 (Rev. 10/2002)(Word 10/24/2002)

*News Release (DPR 985)*



State of California • The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
P.O. Box 942896  
Sacramento, CA 94296-0001

*Envelope*



State of California  
DEPARTMENT OF PARKS AND RECREATION

First Last Name  
Title  
Division

Address  
City State Zip

e-mail address

Phone  
Fax

*Business Card*



# Business Materials

## E-mail

It is permissible to use the Department's official tagline (but not the headline) in email signature blocks. All other phrases, sayings, quotes, etc., are not acceptable and shall not be used as part of email signature blocks. Do not insert the Department logo into email messages as it may not reproduce accurately or at a high quality on all computers. (This policy does not apply to logo files that are attached to email messages for purposes of sending the logo to someone who is authorized to use it.)

## Letterhead

The standardized version of the Department's letterhead, which features the logo, is required for use throughout the Department. An electronic version of the letterhead that uses the black-and-white logo is available on the LAN/WAN and the intranet/extranet and may be printed on individual printers. For questions regarding use of the electronic version of the letterhead, contact the Business and Fiscal Services Section at (916) 653-8494. A color version of the letterhead, in hard copy only, can be ordered from the Department Warehouse. There are two versions of the letterhead available—one with the headquarters address and one with no address for use by field units, who can input their own address on the hard copy or electronic version of the letterhead. If field units prefer to have letterhead professionally printed with their address, an electronic file with a specific district or park unit's address may be requested from the Interpretive Publications Section at (916) 654-2249 or [publications@parks.ca.gov](mailto:publications@parks.ca.gov).

## Envelopes and Mailing Labels

A standardized format for envelopes and mailing labels is required for Departmental use, and no other versions are acceptable. Mailing labels and envelopes can be ordered from the Department Warehouse. The envelope is available in both hard copy and electronic format. There are two versions of the envelope available—one with the headquarters address and one with no address for use by field units, who can input their own address on the hard copy or electronic version of the envelope. If field units prefer to have envelopes or mailing labels professionally printed with their address, electronic files for such items with a specific district or park unit's address may be requested from the Interpretive Publications Section at (916) 654-2249 or [publications@parks.ca.gov](mailto:publications@parks.ca.gov).



# Business Materials

## Fax Coversheets

DPR 802-Facsimile Transmittal is an optional use form, however its use is strongly recommended for all Departmental facsimiles. If units create their own Fax Coversheet, only the black-and-white version of the logo may be used.

## Business Cards

Business cards must use the four-color logo, blue lettering, and be printed on 80-lb. gloss cover paper. They must follow the design standard shown in this handbook and contain the elements indicated. To order business cards, use the DPR 975-Business Card Order Request form. Contact the Business and Fiscal Services Section at (916) 653-8494 for more information.

## Press Releases

All press releases regarding State Parks news, issues, programs, and activities must be distributed using the DPR 985-Press Release form, which features the logo, headline, and tagline.



## Contact Information

Accessibility Standards	Accessibility Section (916) 445-8949 access@parks.ca.gov
Department Forms	Business and Fiscal Services Section (916) 653-8494
License Agreements	Interpretation and Education Division (916) 654-2249 interp@parks.ca.gov
Logo Files	Interpretive Publications Section (916) 654-2249 publications@parks.ca.gov
Photographs	Photographic Archives (916) 375-5930 photoarc@parks.ca.gov
Signs	Sign Program (916) 324-0478
Press Releases and Media	Communications Office (916) 653-8380
Sponsorship Recognition	Partnerships and Consumer Strategies (916) 653-5682 partnerships@parks.ca.gov
Marketing	Partnerships and Consumer Strategies (916) 653-5682 partnerships@parks.ca.gov
State Parks Website	Information Technology Services (916) 653-7019 webmaster@parks.ca.gov
Ticket Stock	Department Warehouse (916) 375-5942

For further information regarding the Brand Standards Handbook and specific use of brand elements, please contact Partnerships and Consumer Strategies at (916) 653-5682 or [partnerships@parks.ca.gov](mailto:partnerships@parks.ca.gov).

