

In partnership with the National Park Service

Graphic Standards & Recommendations

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This document provides standards and recommendations for usage of the graphic identity elements for the Erie Canalway National Heritage Corridor. It is intended to guide the efforts of the Erie Canalway and its partners to overlay a consistent, cohesive visual identity across a diverse range of new and existing resources for promotion, interpretation and orientation.

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Identity Elements

1 Identity Elements

Our New Logo

The Erie Canalway National Heritage Corridor logo is designed with both the past and present in mind. Historic style letter forms are reminiscent of hand-painted messages found along the canal. The color and form of the logo emphasize the National Heritage Corridor's ongoing partnership with the National Park Service.

It is important to always present the name and logo consistently in order to maintain a uniform appearance and message.

In writing

When writing the name itself, use Erie Canalway National Heritage Corridor. There is no need to include the tagline, In partnership with the National Park Service, when written in text.

The first mention in the written text should use the full name: Erie Canalway National Heritage Corridor. Subsequent occurrences can simply use Erie Canalway.



In partnership with the National Park Service

*Why the tagline **In partnership with the National Park Service?***

The National Park Service (NPS) recognizes National Heritage Areas as significant partners in pursuing its stewardship and educational mission, including the identification and protection of nationally significant historic sites. The National Park Service provides technical assistance as well as

financial assistance to National Heritage Areas, including the Erie Canalway National Heritage Corridor. The tagline complements the NPS arrowhead and clarifies and emphasizes the partnership role of the National Park Service.

WRITTEN EXAMPLES

The Erie Canalway National Heritage Corridor partners with a variety of community stakeholders to achieve its mission. These partnerships have enabled the Erie Canalway to achieve a number of key objectives.

Photo compliments of Erie Canalway National Heritage Corridor.

~~The Erie Canal Way National Heritage Corridor partners with a variety of community stakeholders to achieve its mission.~~

~~The Erie Canalway National Heritage Corridor in partnership with the National Park Service partners with a variety of community stakeholders to achieve its mission.~~

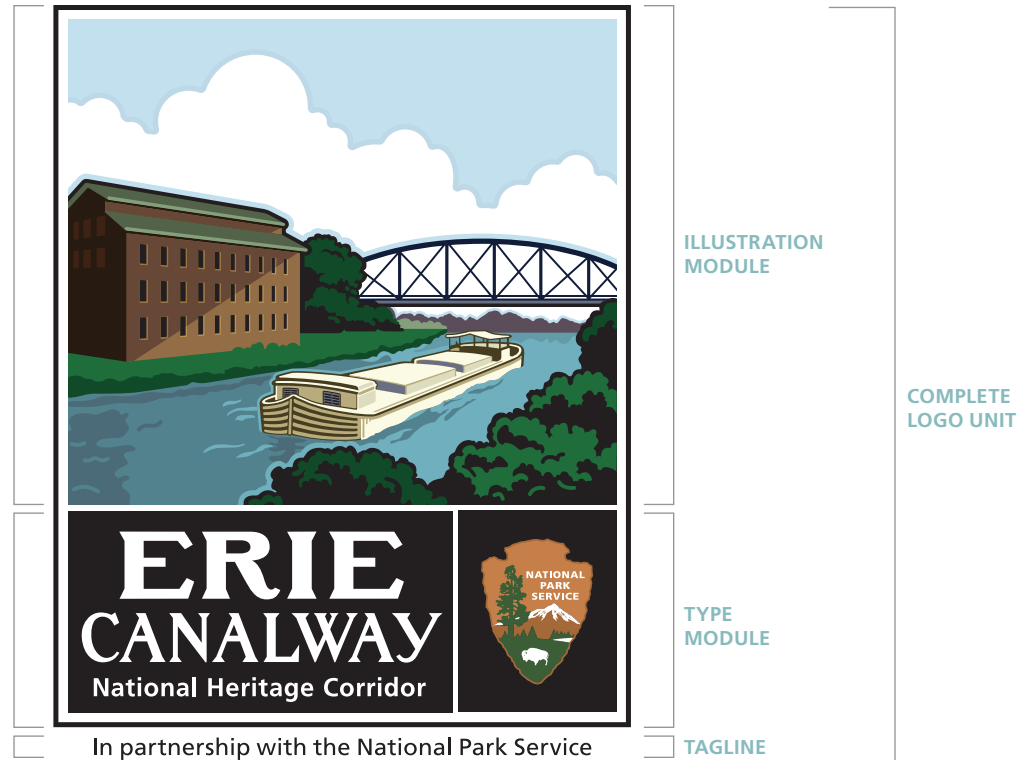
2 Identity Elements

Understanding the Logo System

The Erie Canalway logo is composed of a system of “modules” to allow for variety and flexibility of use. All of these modules work together to create a **complete logo unit**.

The **type module** is the foundation of the logo system. It can be used individually (as seen on the previous page), but is designed to work specifically with the **illustration module** to provide a complete image for the Erie Canalway. More detailed information about the illustration is provided on the next page.

The **tagline** for the logo is also noted as a module. There are also guidelines for usage of the tagline throughout this document. In general the tagline should be used with the type module and the complete logo unit, unless sizing or reproduction quality renders it illegible.



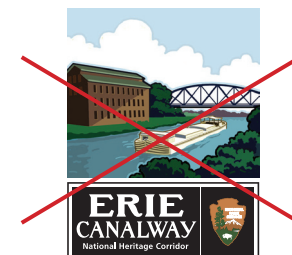
USAGE



Do not change the order of the graphic elements within a module.



Do not disassemble and re-proportion the modules independent of each other.



The complete logo unit must always have the frame around the entire unit.

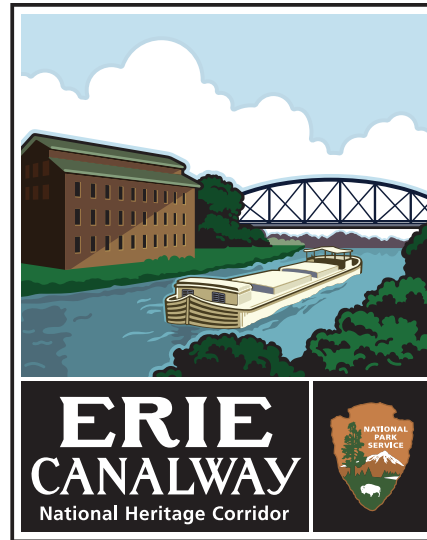
3.1 Identity Elements

Using the System: Illustrations

The logo system includes two options for the illustration module: the canal scene and the community scene. These illustrations are meant to represent the history, the community and the recreational aspect of the Erie Canalway.

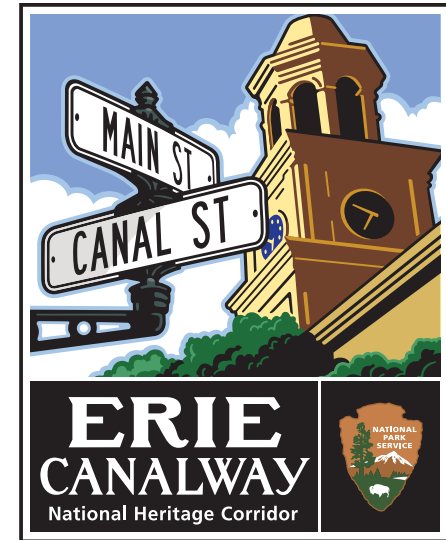
The complete logo unit, including the illustration module, is for use in collateral produced by or for the Erie Canalway National Heritage Corridor specifically. Other partner or sponsor organizations should not use the illustrations in their communications, nor should the illustrations be used on signage. In those instances, only the type module should be used.

CANAL SCENE



In partnership with the National Park Service

COMMUNITY SCENE



In partnership with the National Park Service

USAGE

Which illustration should I use?

Multiple illustrations were developed to highlight the variety of historical and cultural destinations of the Erie Canalway National Heritage Corridor. The illustration of the canal scene is considered the feature illustration. When you are unsure of which illustration to use, it's the best one to select.

A logical distinction between the two illustrations is geographic location. When creating materials for communities or cultural features, use the community scene illustration. For reference to recreation and waterways, use the canal scene.

3.2 Identity Elements

Using the System: Sizing

There are two sizing sets for the logo: the standard logo set and the small logo set. Final production size should determine which logo set to use. If the logo needs to be shown at a small size, use the small logo set.

The line weights in the small set have been modified to ensure quality reproduction for smaller sizes. Use this artwork for logos 1.125" to 2" in width. *The tagline is never used with this version.*

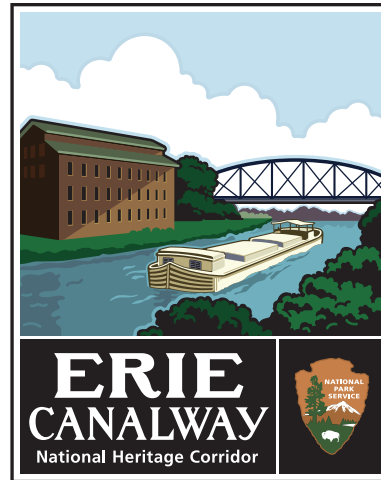
The standard logo set (with the tagline) should never be reproduced smaller than 2" in width.

The tagline "In partnership with the National Park Service" should always be clearly legible and set in Frutiger.

STANDARD LOGO SET



2"

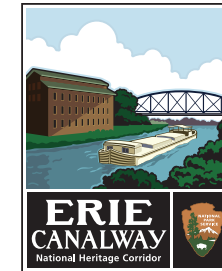


In partnership with the National Park Service

SMALL LOGO SET



1.125"



Line weights have been modified in the small logo set artwork to ensure reproduction quality. No tagline is used with this artwork. Use this artwork set for logo sizes ranging from 1.125"– 2" in width.

It is always preferred to use the standard logo set at the appropriate size (2" or larger).

EXAMPLES



Do not use tagline with logos less than 2" wide.



The logo should never appear smaller than 1.125" wide.



Do not stretch the logo.

3.3 Identity Elements

Using the System: Coloration

It is always preferred to show the Erie Canalway logo in color. The scene illustrations were designed to be used in color applications, so they should not be shown as black and white or other color variations. The complete logo unit must be shown in color.

There may be applications that require a one-color logo. In these instances, black and white artwork is available. Possible applications may include in-house publications or newspaper advertisements.

FULL-COLOR LOGO

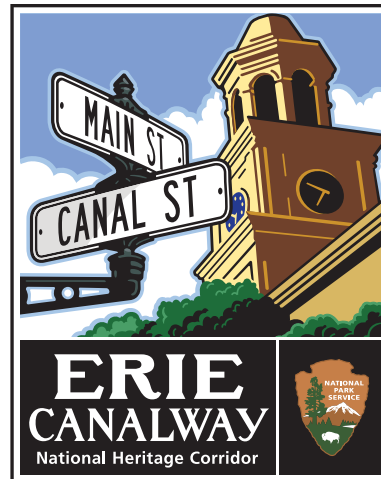


In partnership with the National Park Service

ONE-COLOR LOGO



In partnership with the National Park Service

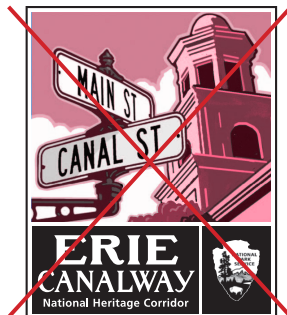


In partnership with the National Park Service

Use the full-color logo artwork for printing—CMYK. Use RGB artwork for web or other electronic media.

Use the one-color logo for black and white applications. If using the one-color logo, the NPS arrowhead should always appear as the simplified etched black and white version.

USAGE



Do not show the illustrations in one-color applications.



Do not use the grayscale version of the NPS logo in the Erie Canalway logo.



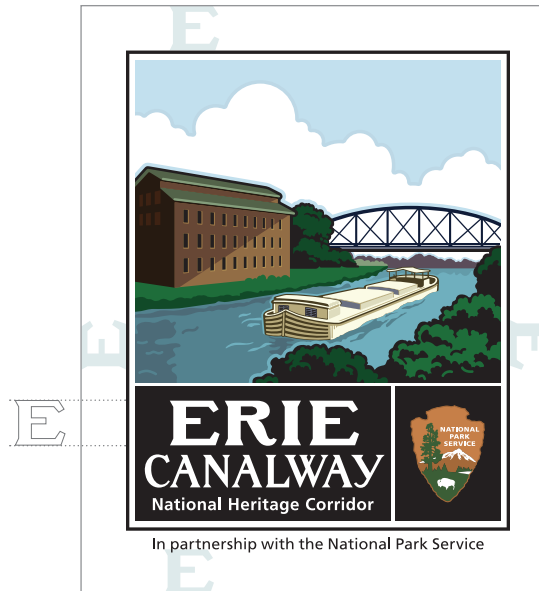
Do not use one-color logos in any color other than black.

3.4 Identity Elements

Using the System: Clear Space

The minimum clear space around the logo should always equal the height of the uppercase E in ERIE.

When positioning the logo, maintain this minimum clear space from other graphic elements, i.e. titles, body text, other images.



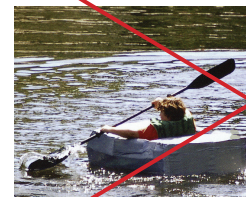
Use the height of the letter E in Erie to determine the clear space distance between the logo unit and other graphic elements.

USAGE



This line is too close to the logo.

Do not set text closer to the logo than allowed in the guidelines.



Boating & Kayaking

Do not place graphics closer to the logo than allowed in the guidelines.

3.5 Identity Elements

Using the System: Backgrounds

If the background of the logo is a photograph or a color other than white, the tagline must still be legible. The background must not be busy, distract from the logo, or render the tagline illegible. If the background is a photograph, the logo should not obstruct the subject of the image.

The tagline “In partnership with the National Park Service” should always be clearly legible. If it is not legible on a background, it should be removed.

SOLID COLOR (DARK)



SOLID COLOR (LIGHT)



PHOTOGRAPHIC TEXTURE



The tagline color can be modified from black to white for legibility on dark backgrounds.

The tagline “In partnership with the National Park Service” may be omitted on backgrounds that render it illegible.

USAGE



Do not keep the tagline black when placing it on a dark background.

Do not place the logo on busy patterns or complex areas of photographs.

3.6 Identity Elements

Using the System: Presenting Partnerships

Because of the collaborative nature of the Erie Canalway's work, there are many situations where its identity is represented with other partners.

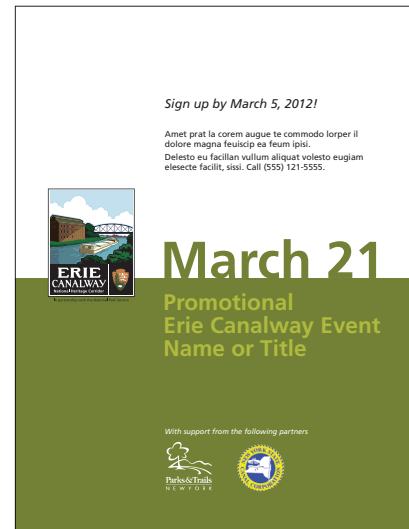
There are three basic situations to represent different levels of partnership involvement:

- 1) where Erie Canalway is the primary presenting presenter;
- 2) where Erie Canalway is an equal partner; and
- 3) where Erie Canalway is a supportive partner to another entity.

In all instances, at a minimum, we recommend that the logo guidelines be followed for legibility and sizing.

All uses of the logo by others will be subject to approval by the Erie Canalway National Heritage Corridor. This may require the submission of the layout and/or a sample to determine the appropriateness of the usage as well as to ensure the quality of the logo reproduction.

PRIMARY PARTNER



EQUAL PARTNER



SUPPORTIVE PARTNER

We recommend that the logo guidelines be followed for legibility and sizing.

NOTES

How should the National Park Service logo be used with the Erie Canalway logo and identity?

The National Park Service (NPS) identity standards takes precedence over that of the Erie Canalway. In media produced by the National Park Service, the Erie Canalway logo should not appear and NPS identity guidelines should apply.

4 Identity Elements

Typography

In order to bridge the National Park Service identity with the new Erie Canalway National Heritage Corridor identity, a common typographic family has been selected for use in stationery, publications, products and signage produced by the Erie Canalway. Use of the Frutiger typeface will reinforce Erie Canalway's visual and organizational partnership with the National Park Service.

There are multiple weights that are part of the type family. It is recommended that only the weights and styles listed here should be used.

The typeface used in the Erie Canalway logo was hand-drawn for that specific use and should not be recreated for any reason. The logo typeface should never be used as text. When in body text, the words "Erie Canalway" should maintain the same type style as the rest of the paragraph.

FRUTIGER LIGHT/LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
abcdefghijklmnopqrstuvwxyz1234567890

FRUTIGER ROMAN/ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
abcdefghijklmnopqrstuvwxyz1234567890

FRUTIGER BOLD/BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
abcdefghijklmnopqrstuvwxyz1234567890

FRUTIGER BLACK/BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
abcdefghijklmnopqrstuvwxyz1234567890

USAGE

~~COME VISIT
ERIE CANALWAY!~~

Do not use the logo typeface as text. The hand-drawn typeface was made specifically for the logo and should not be used in any other instance.

5 Identity Elements

Color Family

The Erie Canalway identity incorporates various color systems. There are the colors of the logo, including the National Park Service arrowhead artwork; the colors of the illustrations; and the extended color family.

The logo colors are black, white, and the colors of the NPS arrowhead. The colors used in the illustrations are specific only to the illustrations and should not be replaced by any other colors. Use the illustrations as provided and do not replace colors.

An extended color family is provided for use in communication materials and signage. The colors were chosen to reflect the saturated, painterly colors used in the historic postcards from the early 1900's.

In some cases, colors in the extended family may be used in tints of 50% or less.

See *Publications & Advertisements* and *Signage Recommendations* for usage examples.

NOTES

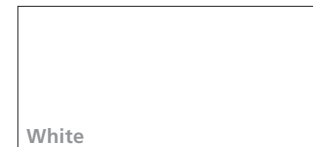
The colors of the National Park Service arrowhead are specific only to that artwork and should only be applied to the National Park Service arrowhead. Color breaks are shown at right for reference.

LOGO COLORS



Black

C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
Web #000000



White

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
Web #FFFFFF

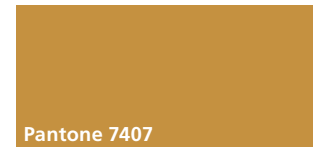
EXTENDED COLOR FAMILY

Primary Colors



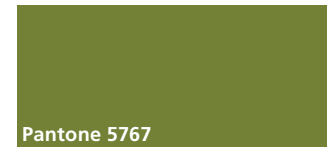
Pantone 551

C: 27 M: 0 Y: 5 K: 13
R: 143 G: 197 B: 205
Web #8FC5CD



Pantone 7407

C: 0 M: 30 Y: 65 K: 20
R: 197 G: 144 B: 65
Web #C59041



Pantone 5767

C: 15 M: 0 Y: 68 K: 39
R: 115 G: 130 B: 54
Web #738236

Secondary Colors



Pantone 7462

C: 100 M: 55 Y: 0 K: 10
R: 27 G: 74 B: 136
Web #1B4A88



Pantone 173

C: 0 M: 80 Y: 95 K: 5
R: 207 G: 79 B: 46
Web #C84F2E



Pantone 583

C: 23 M: 0 Y: 100 K: 17
R: 176 G: 187 B: 63
Web #B0BB3F



Pantone 553 C

C: 59 M: 0 Y: 53 K: 80
R: 17 G: 68 B: 50



Pantone 1615 C

C: 0 M: 56 Y: 100 K: 43
R: 156 G: 87 B: 8



Pantone 1605 C

C: 0 M: 56 Y: 100 K: 30
R: 182 G: 102 B: 18

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Communication Materials

6 Communication Materials

Stationery


The stationery pieces for the Erie Canalway (letterhead, envelopes, business cards, etc.) should be visually and informationally consistent.

It is recommended to use the standard logo on all stationery applications. Because the illustrations are an important part of the identity, they can be used as supportive imagery on the back side of formats. They should be full-bleed imagery and should always be shown in color.


Because of the size requirements of standard stationery items, the logo used will most likely be the small version. The correct small logo artwork without the tagline should be used.

The examples shown are provided as instructional guides for creating future materials and are not meant to be produced as final designs.

LETTERHEAD

Erie Canalway National Heritage Corridor P.O. Box 219 Waterford, New York 12188 518.237.7000 tel 518.237.7640 fax www.eriecanalway.org	
	
Ms. Angela Rossman 987 Main Street New York, NY 10000 March 21, 2009	
Dear Ms. Rossman, Delesto eu facilian vulum aliquat volesto eugiam elesecte faciliit, sissi. Facilit, con-vel-ut-at-dolore-faccum-nim-veliquam-vent-vel-ero-commolore-corem-zziurem-esto-conse- feummodigna feugiat erillan ut loborerici tatie vullaore facinisi ting et vulput eugue commodipisi.	
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Duis et loborting eum dolenit num vel dolore enim zziuristis essiscip eniscidunt aci tet utpatem dolorper aliquisi eum dionse min exerit aciliquisi. Uptat, quis num il ip er iriusto doluptat prat lore conulla alit velenim zziilis atuer se corper sum nonsecte mincil etue eugue consent lorperit nisis, sit deliquate do diamet ut vel utem zziilla feugiat, sequisim dolore consequit la faciliit adipit adipsustrud et, quater cillamcommy nummolortio ea atumsan ut eugiamc onummy nisi dip er aut ipit la commy nonse vent vel dunt iriustrud dolore quamcon vel ut luptatie magna ad tie dolortio eum zziure molorperio exer aliquis amcon vel utatem veraesecte faccum illa consequi ipismodolore esequipit, vel do dui bla cor si bla core volore dignim in ulput dolestrud dolenisi blam, sim endiam vel in vullam quis nonsed minidui bla faccum nullam delemisist exer sustinci eu- giamet nibh ent at. Ectem vel ea faciliquat. Quamet exerat utat, vel ing elendiamet, ver si bla feu faciduis ad te feu feuisi smodit auguer sequis nim delit, sustismolese veliqui smodio dit nismolorem at aliquissent niam ilis at autpat vel iure feuis nullaor	
Orpercidunt velit ad tem dolor adit iliqui et nostio od magna facin eum quat. Feugiam consendre magna coreet, quat, quismodit veliquat. Duis eugue dolore do eniat acin et lum inure volenissid et, vel iriusto consecte et wisl euguerate tat ut lam zziuric inisi eugue feu facilis doluptat dit, velesecte duisim quis- sequis dolore ea facin enim inureratum alissequisim aute mod eniat, sent iniam quat. Tue feuis et, si. Duis exercil iquat. Ut venim zziit ad tatue volutpat. Ut iureet, quis ad tat. Ipit adit nonsed tat-ulla-core-tatur-acil-ullaore-dolobor-peucit-la-alit, consed del ipit non vulput in vent veniam- pt eriuoto od tem ilit vendigna facipsu scipisi il.	

BUSINESS CARD

		Frank Dean Executive Director Frank_Dean@nps.gov
Erie Canalway National Heritage Corridor P.O. Box 219 Waterford, New York 12188 518.237.7000 tel 518.237.7640 fax www.eriecanalway.org		

NO. 10 ENVELOPE



Erie Canalway
 National Heritage Corridor
 P.O. Box 219
 Waterford, New York 12188
 518.237.7000 tel | 518.237.7640 fax
www.eriecanalway.org

All examples are shown at 50% of actual size, but are not meant for final production. The examples here are guidelines for applications.

Instructional grid lines are shown to explain how elements on a page might be structured and aligned. Grid lines should not print in final documents.

7 Communication Materials

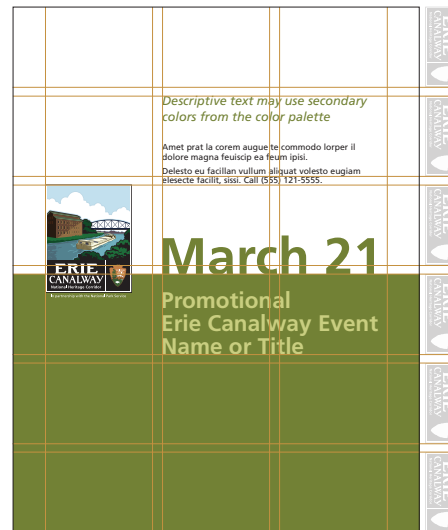
Publications & Advertisements

For any publication or advertisement that is produced by or for the Erie Canalway, all standard identity guidelines should be followed, i.e. guidelines for sizing, spacing, coloration, typography, etc. Both printed and electronically distributed formats are included.

To create a common visual presence for Erie Canalway publications, a solid color field at the bottom of the format is recommended. The logo should overlap this field of color and be positioned so that the base of the word Erie aligns with the top of the color line. Colors from the extended color family should be used. See [Color Family](#) for guidelines.

It is also recommended that an underlying grid (or basic alignment structure) be used to determine the positioning of elements on the format and around the logo unit.

ILLUSTRATION USAGE



The full logo unit (with illustration) can be used on solid backgrounds or when it is the only image.

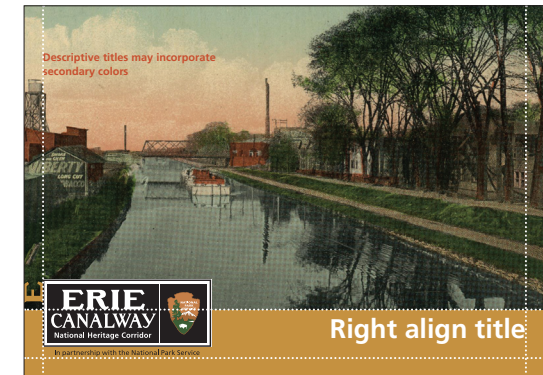
Instructional gridlines are shown to explain how elements on a page might be structured and aligned. Gridlines should not print in final documents.

FULL IMAGE



Left Align
Title on
Three Lines

IMAGE AND BAND



Right align title

Photography-focused publications should use the standard logo and should incorporate a color band; however, it is acceptable to place the logo on a photographic background.

USAGE



Color bars or fields should never cross the logo horizontally. It is recommended that a color bar always go edge to edge on a format.

8 Communication Materials

Products

The Erie Canalway logo and logo system can be applied to various products. The examples shown to the right are meant to provide a few ideas, but by no means should products produced by or for Erie Canalway be limited to these examples.

When the development of the product requires alternate fabrication techniques, such as silkscreen or embroidery, it's important to select the logo module and size that is appropriate to that application. For instance, if the tagline is illegible, it should be removed. If the quality of the illustration would be sacrificed, only the type module should be used on the product. The white type, clouds and module borders should remain white on any application.

All other standard identity guidelines, color, sizing, etc. are applicable.



MUG



T-SHIRT



WATER BOTTLE

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Signage Recommendations

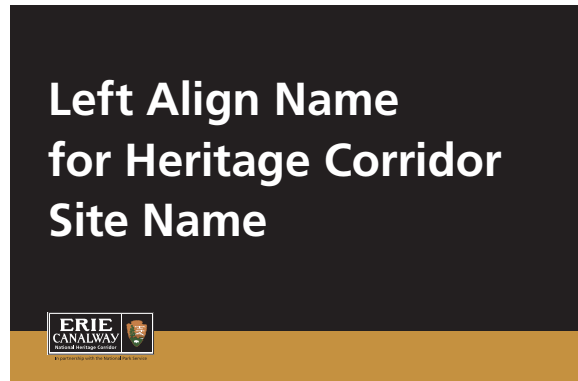
9 Signage Recommendations

General Specifications

An important goal of the Erie Canalway National Heritage Corridor is to implement a unified orientation and interpretive system to clearly identify the corridor as a distinct region, help visitors navigate from highways and gateway locations to destinations, and recognize and reinforce the relationship of the Erie Canalway to individual sites of interest.

Given the sheer size of the corridor and the number of signage opportunities, the wayfinding system will be implemented over an extended period of time. This document establishes the general organizing principles for a variety of potential directional, identification and interpretive signage.

CONSISTENT
TYPEFACE



COMMON
BACKGROUND
COLOR

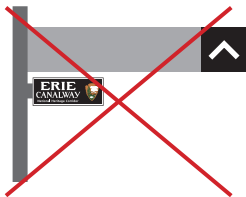
COLOR-CODING

In order to maintain consistency, sign messages should be set in a common typeface, such as Frutiger.

For ease of legibility, title case is recommended for directional and identification signage and for headings on interpretive signage.

It is important to incorporate a common color (such as black) as a background, but the extended color family can be used to indicate key areas of interest or to set areas apart from one another.

USAGE



Do not use the logo as a separate and distinct sign element. Always incorporate into the format of the sign.

10

Signage Recommendations

Directional

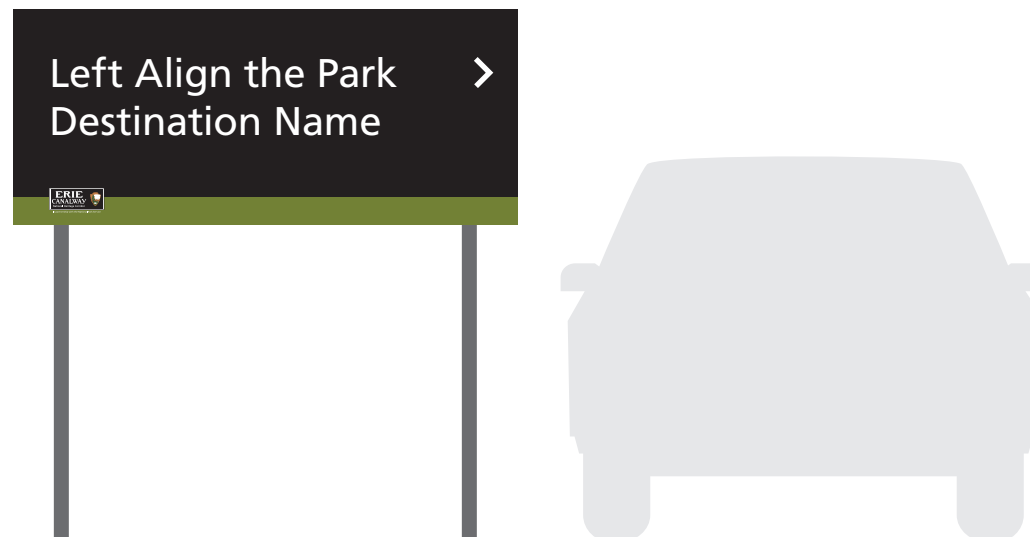
Numerous opportunities exist to improve the orientation of visitors as they arrive at and move through the Erie Canalway National Heritage Corridor. These opportunities include new signage at significant crossroads, within county, town, or city boundaries, within historic districts and along recreational trails.

Erie Canalway directional signs should be clean and informative, displaying only the information necessary to orient the visitor.

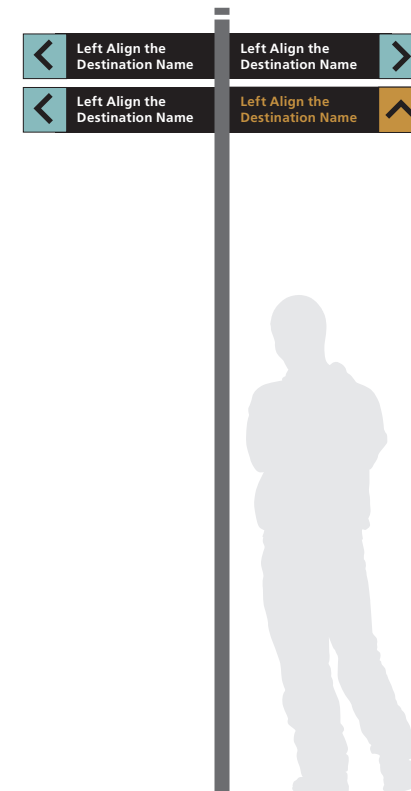
It may not always be appropriate to use the Erie Canalway logo on every directional sign. In particular, use of the logo on the highway and on other roadside signs will be regulated by the New York State Manual on Uniform Traffic Control Devices.

The illustrations on this page are provided to suggest preferred uses of the logo on different kinds of directional signage, but do not require its use.

VEHICULAR DIRECTIONAL



PEDESTRIAN DIRECTIONALS



11

Signage Recommendations

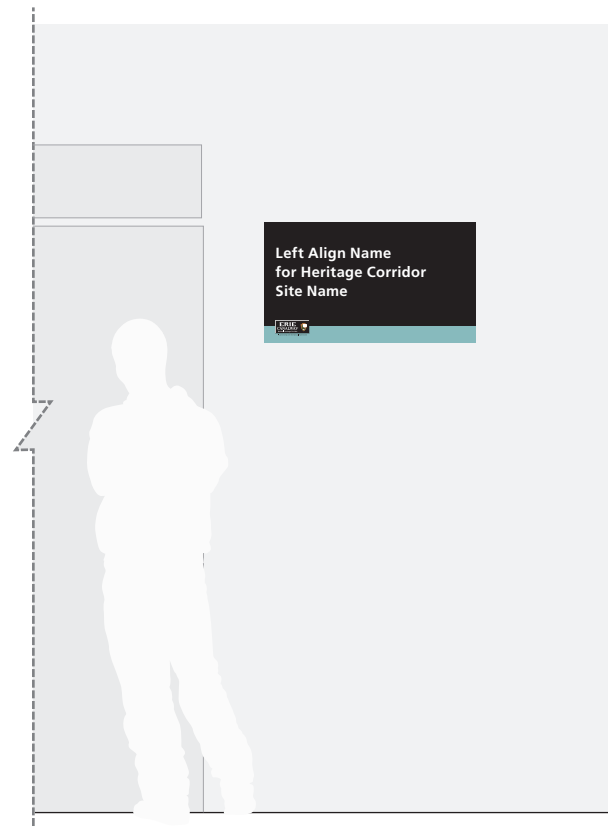
Identification

While the format of directional signs will vary according to state regulations and local wayfinding conditions, identification signs for sites of historical, cultural, natural or recreational significance should have a more uniform appearance.

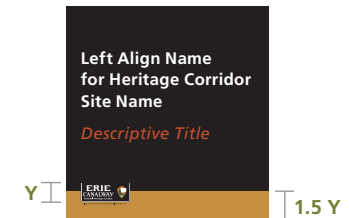
The design guidelines for communication materials and incorporating the Erie Canalway signage should be followed to help to ensure this goal.

The formats illustrated at right are intended support this consistency and help identify every site as a gateway into the Erie Canalway National Heritage Corridor.

BUILDING ID (PLAQUE)



FORMAT EXAMPLES



The height of the color bar should be at least 1.25 times the height of the logo frame. A range of 1.25–1.5 times is acceptable.

A common color could be selected for the color bars to distinguish a particular location or type of environment.

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Signage Recommendations

Interpretive

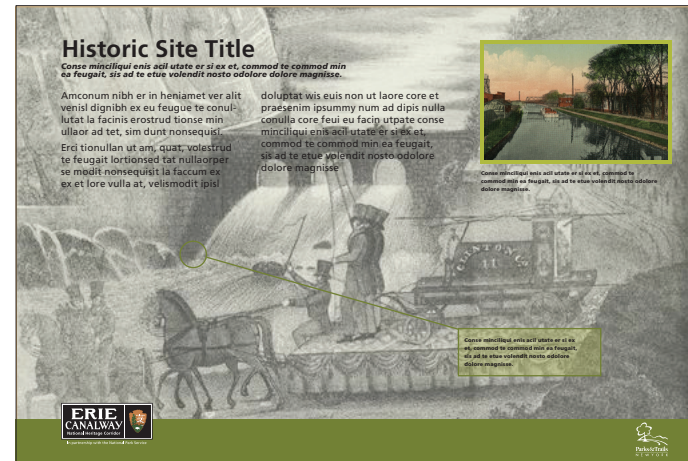
Interpretive signs become important opportunities for the Erie Canalway National Heritage Corridor to highlight historical, cultural, natural or recreational points of interest.

The basic design of these signs should follow the same guidelines as the communication materials.

The Erie Canalway logo should be present in these signs, but should not be the focus. Only the type module (the standard logo format) should be used on interpretive signs. Do not use the illustrations.

All uses of the logo by others will be subject to approval by the Erie Canalway National Heritage Corridor. This may require the submission of the layout and/or a sample to determine the appropriateness of the usage as well as to ensure the quality of the logo reproduction.

POTENTIAL FORMAT



Color bars should relate to other signage elements around the specific site. If no colors are assigned, black should be the default color bar.

If there are partnership opportunities for interpretive signs, partner logos can be incorporated. It is recommended that these logos be placed within the color bar and appear as a single color, either black or white, so as not to visually compete with the Erie Canalway logo.

NOTES

What's the relationship between the National Park Service and the Erie Canalway National Heritage Corridor interpretive signage?

The Erie Canalway National Heritage Corridor is partnering with the National Park Service to provide interpretive signage at some sites within the region. These signs utilize the distinctive, highly recognizable "black band", Frutiger typeface, and arrowhead, which take precedence

over the Erie Canalway logo and identity described in this guide.

The need for interpretive signage within the nearly 5,000-square-mile Erie Canalway region is much greater than can be met by these signs alone. The National Park Service signs can

be complemented with interpretive signage produced by the Erie Canalway and its local partners in order to link the stories of individual sites with the broader themes of the Corridor.