

EXPLORE
THE
ERIE
CANALWAY

National Heritage Corridor

The Erie Canalway Marketing Toolkit GUIDELINES FOR MARKETING GRAPHICS





The Erie Canalway Marketing Toolkit

GUIDELINES FOR MARKETING GRAPHICS

The Erie Canalway Marketing Toolkit is designed for municipalities, organizations, and sites throughout the 524-mile New York State Canal System. It includes graphic marks for the Erie, Champlain, Cayuga-Seneca, and Oswego canals, along with pole banners, outdoor signs, and social media samples.

By incorporating canal colors and welcoming language, these marks visually connect to the New York State Canal System and make it easier to link activities and events across more than 500 miles. Together, they help create a recognizable brand that reinforces and unifies the canal experience for the public.

These graphic marks are not intended to replace your organization's logo. Rather, they provide flexible options to help promote your community's canal connection and showcase pride in this extraordinary place.



The Erie Canalway Bicentennial Marketing Toolkit
GUIDELINES FOR MARKETING GRAPHICS

LARGE CANAL FLAG

The Large Canal Flag utilizes “Erie Canalway National Heritage Corridor” as one line and is intended for use on large format materials and should never be reproduced smaller than 3” wide.

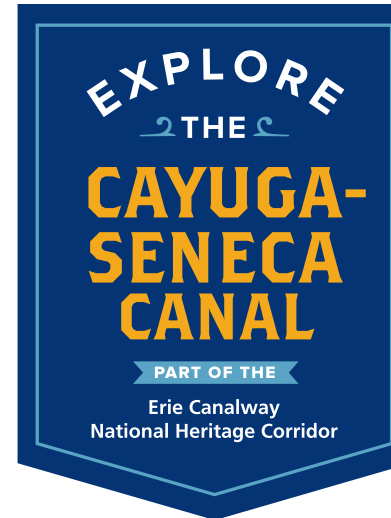
2



NOTE: Only use artwork as supplied. Do not crop, compress, or stretch the graphic to fit your design, or alter the colors in any way.

SMALL CANAL FLAG

The Small Canal Flag utilizes “Erie Canalway National Heritage Corridor” as two lines and is intended for use in smaller format materials. It should be used at sizes from 2.5” to 1” wide. It should never be used smaller than 1”.



NOTE: Only use artwork as supplied. Do not crop, compress, or stretch the graphic to fit your design, or alter the colors in any way.

ERIE CANALWAY NATIONAL HERITAGE CORRIDOR FLAG

There is only one version of the “Erie Canalway National Heritage Corridor” Flag and it may not be reproduced smaller than 1” wide.

Use this mark when you want to make a connection to the entire Canalway Corridor or for events that take place along multiple canals.



NOTE: Only use artwork as supplied. Do not crop, compress, or stretch the graphic to fit your design, or alter the colors in any way.

The marks are intended to provide options for you to promote the New York State Canals in a variety of media from flyers and banners to ads and social media.

Any of the marks may be positioned over an image or colored background as long as the blue banner visually stands out from whatever background is used.

These marks may not be used on products for sale, without permission and approval from Erie Canalway National Heritage Corridor.

FILE FORMATS:

PNG file should be used for all web, email, and electronic communications. May also be used in Microsoft Word documents. (RGB color format)

EPS file should be used for all materials printed by commercial printers. (CMYK color format)

PRIMARY COLOR PALETTE



CMYK: 100 / 80 / 6 / 32
RGB: 0 / 45 / 114
HEX: #002D72

SECONDARY COLOR PALETTE



CMYK: 50 / 4 / 0 / 23
RGB: 92 / 162 / 195
HEX: #5CA1C3



CMYK: 0 / 32 / 100 / 0
RGB: 242 / 169 / 0
HEX: #F2A900

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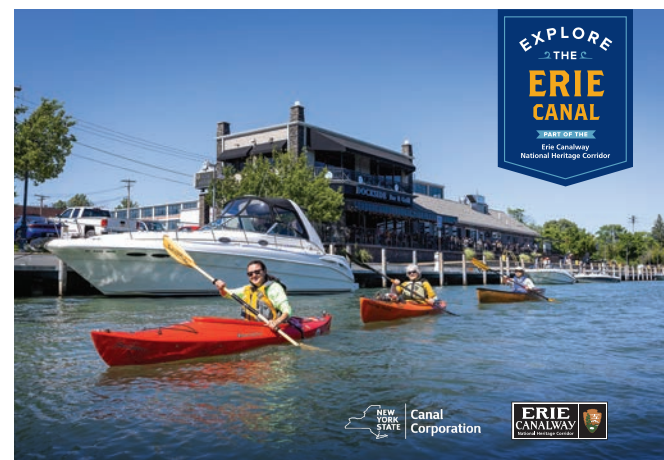
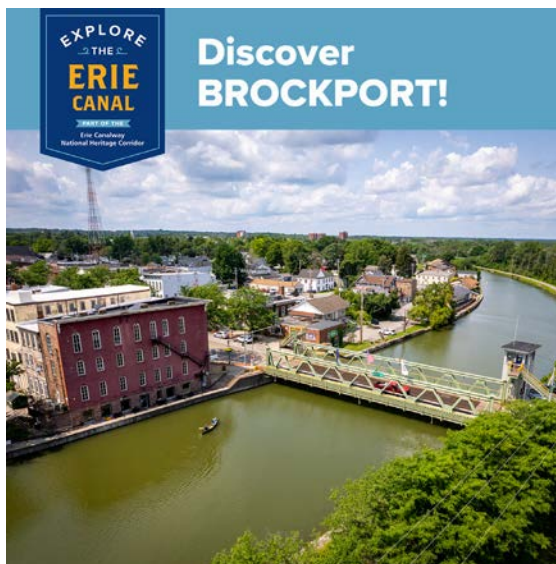
USAGE: SMALL CANAL FLAG

The mark may be aligned with the top edge of an image in conjunction with a headline or standing alone. It can be placed directly over the image or over a medium blue bar.

The mark may also be positioned elsewhere over an image.

Whatever the background, there must always be adequate color contrast so the mark is clearly visible.

When additional logos are used, they should be positioned apart from the Canal Flag, on a white background or over the image as long as they are clearly visible.



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USAGE: LARGE CANAL FLAG

HORIZONTAL
PHOTOGRAPHIC BANNER
6' X 3'



VERTICAL
COMMUNITY BANNER
2' X 4'



Community name on one line



Community name on two lines

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QUESTIONS?

If you have any questions about these standards,
please contact:

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