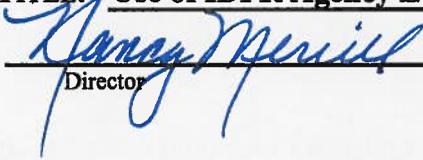


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**IDAHO DEPARTMENT OF PARKS AND RECREATION
POLICY AND PROCEDURES MANUAL**

PROCEDURE TITLE: Use of IDPR Agency Logo

APPROVAL:


Director

PUBLIC INFORMATION OFFICER
Policy Owner

I. PURPOSE

A. To establish standards for the use of the IDPR Logos

1. The "IDPR" Brand

- a. The reinvented "IDPR" – Idaho Department of Parks and Recreation logo was adopted by the Idaho Department of Parks and Recreation (IDPR) in January of 2012 to serve as the brand and identity of the agency, representing an agency embracing changing economic times, new business and operational practices. IDPR is truly an agency reinvented.
- b. The new agency logo will be used to brand events, projects, informational and educational materials associated with the agency as a whole. Guidelines on use of the new logo and how the change impacts uniforms, business cards, IDPR is truly an agency reinvented.
- c. The new agency logo will be used to brand events, projects, informational and educational materials associated with the agency as a whole.
- d. Guidelines on use of the new logo and how the change impacts uniforms, business cards, stickers and stationary are outlined within the policy. Information on how to best utilize new park and program logos is also included. For questions of specific uses on the IDPR logo, please contact the Communications Manager.

2. Obtaining Electronic Files

- a. Agency logos are available on the H drive H:admin/agency logo in a variety of types and sizes, to assist with agency-related projects and goals.

3. Electronic Artwork for Print and Online Use

- a. Consistent use of the IDPR logo is important in projecting a coherent image of the agency.
- b. The logo is designed to be used as one unit, not as separate letterforms or

elements that can be manipulated individually. The type and image cannot be altered in any way.

- c. The logo must be used as a stand-alone design element. To preserve quality, the logo should always be reproduced from approved electronic files.
- d. Always remember to maintain the original height and width proportions of the logos when resizing them.
 - i. This is usually accomplished by holding down the shift key while dragging a corner of a logo to resize it. Holding the shift key will constrain the height and width and scale the logo proportionally.
 - ii. Never resize a logo by dragging the top, bottom, or side, as this will distort it.
- e. Appropriate Logo Use Examples:
 - On brochures
 - On banners
 - Within newsletters
 - On vehicles
 - On uniforms
 - On stationary

4. EPS Files

- a. The eps (Encapsulated PostScript) format is the preferred format for using the IDPR logo since it is vector-based.
 - b. The logos are scalable for both enlargement and reduction without loss of quality.
 - c. Black and white, 1-color, and CMYK versions are available in the eps format.
 - i. The eps files can be opened with Adobe Illustrator, Macromedia Freehand, Adobe Photoshop or any other program supporting the Illustrator eps format.
5. If you do not have access to these software programs, an eps can still be an attachment in an email. Appropriate uses for eps files: billboards, embroidery, stickers, and printing.

6. Size

- a. Never scale an IDPR logo down smaller than ¾ inch by ¾ inch.

7. JPG Files

- a. All versions of the IDPR logo are available in JPG format. Color versions in the JPG format are available, however, when these color JPGs are used in Microsoft Word and Publisher documents, they will print to office printers but are not suitable for professional printing since proper colors cannot be specified in JPG files.
- b. Never enlarge the JPG versions of the logo. The image will lose quality if enlarged. (Use the eps version if you need a larger size. Contact IDPR Communication Manager for assistance.)
- c. It is safe to reduce the JPG logos as needed.

8. Parks and Program Logos

- a. Park and Program logos should be used for all park and program specific informational materials and alongside the IDPR logo whenever possible.
- b. Logos are available internally on H drive H:adm\agency logos
- c. For questions on specific use, contact Communications Manager

9. Color vs. Black

- a. The color version of all logos should be used in most cases. The exception may be when a monochromatic version of the logo is needed for imprint on promotional items. A black version of all logos is available for that purpose. A blue version of the IDPR agency logo is also available for use on business cards.
- b. The Pantone color for the agency logo is: PMS 539.

10. General Logo Use Guidelines

- a. The IDPR logo should be used in the following ways:
 1. On all materials representing the agency sometimes exclusively or alongside park or program logos
 2. In agency newsletters
 3. On the IDPR website
 4. In educational materials
 5. On agency vehicles
 6. In advertisements or public service announcements
 7. On stationary (letterhead, business cards)
 8. In media/news releases

9. On uniforms

- b. Park and Program logos should be used in the following ways:
 1. Alongside the IDPR logo in most cases
 2. As an educational component or an affiliation recognition
 3. On the agency website, park and program pages
 4. In educational materials
 5. In articles or media releases, alongside the agency logo
 6. On retail merchandise
 7. On program-specific uniforms

11. Logo Use Requirements

- a. As mentioned above, the logo is provided in various sizes on the H: drive to preserve the integrity and consistency of the image.
- b. The logo should never be sized smaller than one inch in diameter, unless otherwise authorized.
- c. The logo must be used as illustrated and may not be modified. Where possible, the logo should be accompanied with a link to the agency website.
- d. The IDPR Communications Manager, by policy, must review printed materials prior to production. This includes but is not limited to park and program brochures, websites and merchandise.
- e. Questions regarding logo use can also be directed to the Communications Manager.