

Graphic Standards Guidelines

Introduction

PURPOSE

The following pages contain detailed instructions and guidelines for implementing the Pure Catskills identity system in a variety of applications. The purpose of this Graphic Standards Guide is to add consistency to every level of printed communication. This consistency, over time, will provide staff, partners, and the general public with a clear impression of who we are as each piece of communication relies upon and compliments the established image guidelines.

BENEFITS

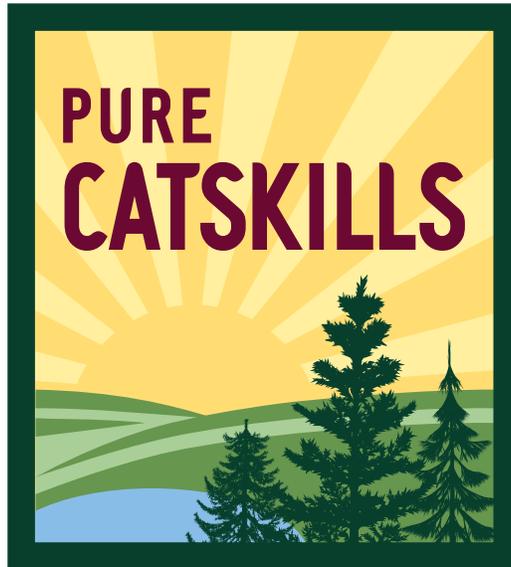
The benefits of adhering to an identity system are far reaching in the marketplace. Consistency in the presentation of the Pure Catskills image will build stability and raise the level of recognition in our constituents as well as the community at large. Therefore, we ask our staff and partners to adhere to the standards in this guide to promote and support the Organization's image. The strength of this system relies upon your consistent implementation. Do not hesitate to ask if there are any areas requiring further explanation.

July 2015

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Logo Identity *Two Alternatives*



proportion ratio
.90:1.00

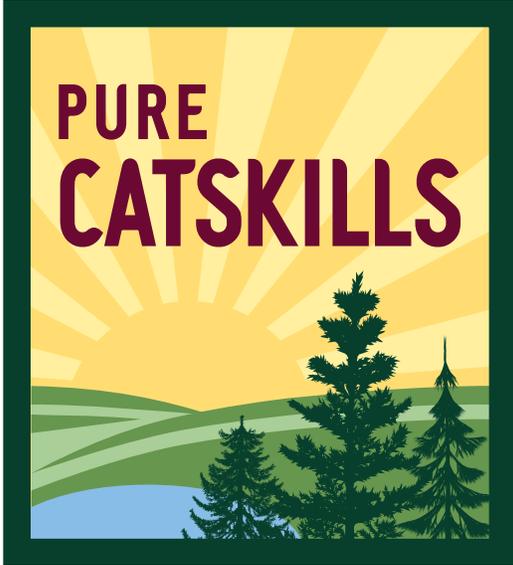


proportion ratio
1:2.5

Proportional Usage

The symbol with logotype shall remain in the prescribed designs as above. The font used in the logotype is Fou Condensed Bold. The proportion of each logo shall not be changed. The "square" version is not a true square and will be used to fit a .90:1 proportion. The horizontal version should maintain essentially a 1:2.5 ratio.

Logo Identity *Preferred Usage*



Preferred Usage

In most cases it is preferred that the square version of the be utilized, in a position that is a signature to the main theme of the marketing piece. The logo shall be positioned within the lower 1/2 of the page, except in cases where it may compete with existing theme graphics.

The horizontal version of the logo, may be used an alternative, at the discretion of the designer, when the space to accommodate the logo would render the square version too small for clear identification, or in very horizontal overall layouts.

(see following pages which detail use in advertising, web applications, and other items)

Logo Identity *Clear Space Buffer*



Clear Space Buffer

The symbol and the logotype shall remain in the prescribed arrangements as above and right. The font used in the logotype is Fou Condensed Bold. Further clarification on color usage and acceptable orientation follow.

When placing the logo in association with other type or graphic elements, please leave the proper clear space around it for proper visibility and contrast. Do not crowd the logo with other graphic or textual elements. As shown above, the (x) space equals the height of the upper case letters in the word PURE. This is the MINIMUM space that should be maintained around all four sides of the symbol and logotype together as a unit. More space is always preferred when possible.

The only exception to this is the funding statement, which must remain in close relation to the logo as follows on the next page.

Logo Identity *Type Only Alternative*

PURE
CATSKILLS

PURE
CATSKILLS

The Pure Catskills Buy Local campaign is an economic initiative of the Watershed Agricultural Council with funding from NYC DEP, U.S.D.A. and other sources. EOE/EOP

Type Only Usage

The type only alternative is typically only used where a true black and white or single color version is required, for basic graphic treatments only. This offers a simplified form, extracted from the arrangement used within the rectangular version of the full color logo, inclusive of the rules.

This version may be used when a single color version is required. It is preferred that the darker original logo colors (PMS 350 or PMS 209) be used for single color variations.

The font remains the same as in the full color logo (Fou Bold Condensed), and in the proportion as prescribed on the previous page.

When used in conjunction with a finding statement, the statement always appears beneath the lower rule, flush left with the logotype above. (See space guidelines for horizontal logo with funding statement on following page.)

Recommended Typefaces

Logotype font and tagline

The logotype is constructed from Fou Condensed Bold. It is recommended that it also be used for type only rendering of the logo. It may be used as a headline font, but if not available, an acceptable headline font would be Myriad Condensed Pro Extra Bold. The funding statement is constructed from Myriad Pro Condensed when under 11 point, otherwise, should be used as Myriad Pro Light Condensed. The Myriad Condensed font family is the preferred family to use for all body copy in publications and general advertising.

Secondary Sans Serif Fonts

Myriad Pro Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Light Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Primary Logo Font

Fou Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Color Palette

Primary Logo Color Palette



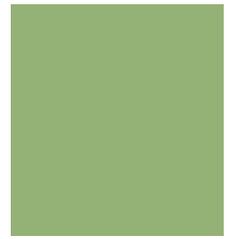
PMS 350
66C, 44M, 64Y, 25K



PMS 278
41C, 18M, 0Y, 0K



PMS 576
55C, 24M, 76Y, 4K



PMS 577
45C, 15M, 66Y, 0K



PMS 209
31C, 91M, 57Y, 37K



PMS 127
1C, 9M, 58Y, 0K



PMS 122
0C, 28M, 83Y, 0K

Secondary Color Palette



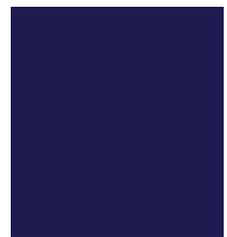
PMS 431
72C, 50M, 43Y, 16K



PMS 5437
90C, 51M, 44Y, 20K



PMS 7617
50C, 60M, 57Y, 26K



PMS 274
100C, 100M, 35Y, 31K



PMS 7554
54C, 64M, 86Y, 64K



PMS 4975
52C, 83M, 62Y, 72K

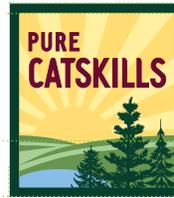


80C, 62M, 100Y, 0K

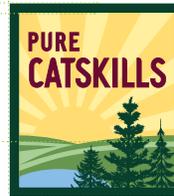


58C, 62M, 92Y, 0K

Logo with Funding Statement



The Pure Catskills Buy Local campaign is an economic initiative of the Watershed Agricultural Council with funding from NYC DEP, U.S.D.A. and other sources. EOE/EOP



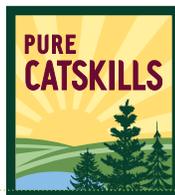
The Pure Catskills Buy Local campaign is an economic initiative of the Watershed Agricultural Council with funding from NYC DEP, U.S.D.A. and other sources. EOE/EOP



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Logo with Funding Statement

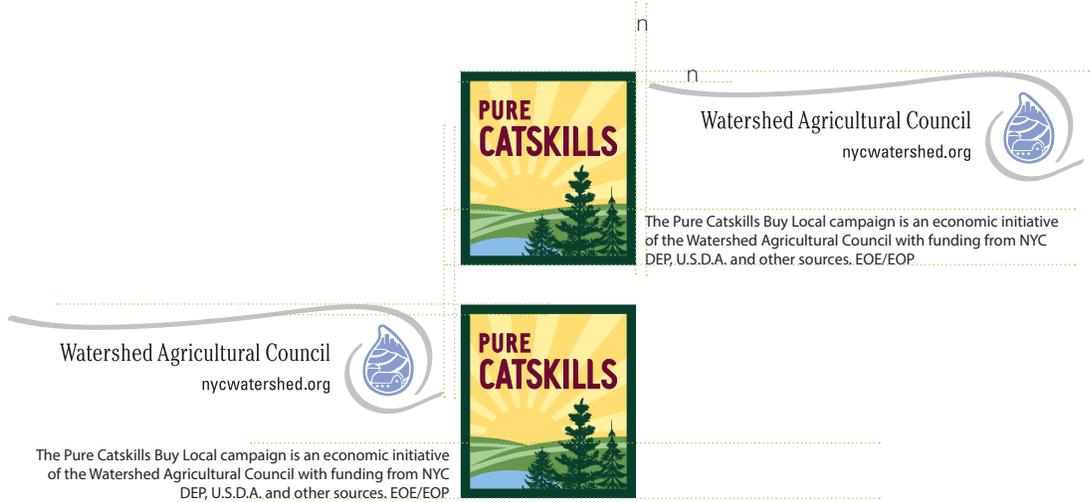
The symbol(s) when used in conjunction with the approved funding statement should be arranged in the proportional layouts as shown above. The symbol(s), will be placed flush left or right accordingly to the overall layout use. When the logo is placed flush right to the page - the arrangement should be used with the statement placed on the left side of the symbol, flush right to the symbol, and visa versa for the left page arrangement. The statement aligns with bottom edge of logo in side arrangements, and should not exceed the height of the smallest tree, in the "square" version as indicated. In the rectangular version, it is not to exceed the height of the word "CATSKILLS" (above).

For centered layouts, the logo shall be placed with the funding statement centered beneath the art, at the proportion as specified (left).

The space guidelines for placement of finding statement allow for a buffer equivalent to the "n" value indicated. For the "square" logo, this value represents the width of the green border. For the horizontal logo, it represents the space between the top edge and the yellow rule.

The funding statement should be a minimum of 5 pt. text.

Pure Catskills Logo with WAC logo and Funding Statement



PC and WAC Logos together with Funding Statement



It is preferred that the square Pure Catskills logo be used when in conjunction with the Watershed Agricultural Council logo and the approved funding statement, they should be arranged in the proportional layouts as shown above. The symbols, will be placed flush left or right accordingly to the overall layout use. When the logo is placed flush right to the page - the arrangement should be used with the statement placed on the left side of the symbol, flush right to the symbol, with the Watershed logo above the statement and flush with the top of the Pure Catskills logo, and visa versa for the left side page arrangement. The statement aligns with bottom edge of logo in side arrangements, and should not exceed the height of the smallest tree, in the “square” version as indicated.

For centered layouts, the Watershed Agricultural Council and Pure Catskills logo shall be placed with the funding statement centered beneath the main theme art, at the proportion as specified (left). The Watershed Agricultural Council logo should appear centered above the Pure Catskills logo as shown.

The space guidelines for placement of funding statement allow for a buffer equivalent to the “n” value indicated. For the “square” logo, this value represents the width of the green border.

The funding statement should be a minimum of 6 pt. text.

Pure Catskills Logo with WAC logo

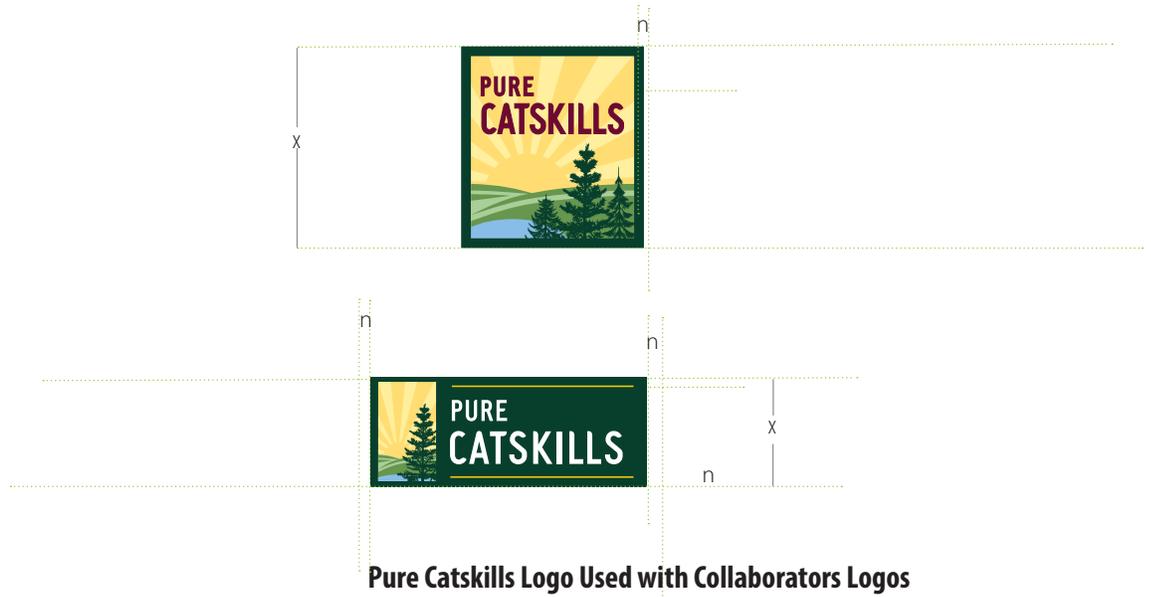


PC and WAC Logos together without Funding Statement

It is preferred that the rectangular Pure Catskills logo be used when in conjunction with the Watershed Agricultural Council logo. They should be arranged in the proportional layouts as shown above. The symbols, will be placed flush left or right accordingly to the overall layout use.

The space guidelines for placement of funding statement allow for a buffer equivalent to the “n” value indicated. This value represents the width of the green border. The two logos should be equal in height, as indicated by the “x” value in the above illustration.

Pure Catskills Logo with Collaborator logos



Pure Catskills Logo Used with Collaborators Logos

Whether the horizontal or vertical logos are used in conjunction with collaborators logos, they should all appear equal in height.

The space guidelines for placement of funding statement allow for a buffer equivalent to the "n" value indicated. This value represents the width of the green border. The two logos should be equal in height, as indicated by the "x" value in the above illustration.

Minimum Size Restrictions

Proportional Use

There are specific minimum sizes that should be adhered to when using the symbol and logo for both print and web use. Legibility should always be the primary concern when sizing and placing logo. Print resolution should be 300 dpi or better. Web resolution should be a minimum of 72 dpi.



.50"

Minimum Size for print and web use



.375"

Acceptable Usage: Logo Alternative #1

The logotype is a full color symbol that primarily should be produced in CMYK processes. The logo should be placed where it has the most amount of contrast and remains readable. Below versions illustrate the mark used on light color background, solid color field, greyscale use and in black and white versions.

Four-Color on light color background



Four-Color on medium color background



Four-Color on white background



Greyscale Version



Black and White Version (for one color use without screens)

NOTE: one color use without screens should be used only in uses that can not support greyscale imagery; i.e. flexographic printing). In these instances a type-only solution would be preferred.

PURE CATSKILLS

Four-Color on dark color background

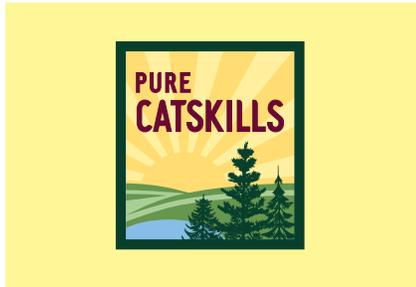
Logo should be used for best contrast. Extreme low contrast instances should be avoided when possible. A this white rule is acceptable around outer edge of border, not to exceed 1/2 width of green border.



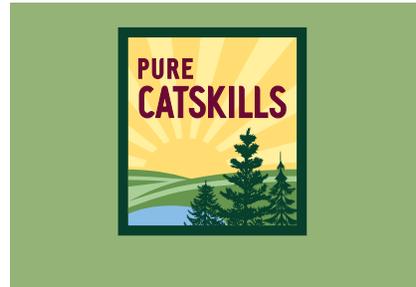
Acceptable Usage: Logo Alternative #2

The logotype is a full color symbol that primarily should be produced in CMYK processes. The logo should be placed where it has the most amount of contrast and remains readable. Below versions illustrate the mark used on light color background, solid color field and in black and white versions, both positive and negative.

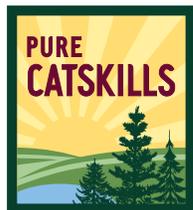
Four-Color on light color background



Four-Color on medium color background



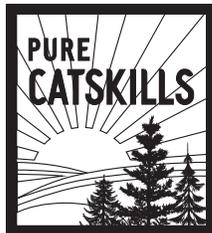
Four-Color on white background



Greyscale Version



Black and White Version (for one color use without screens)

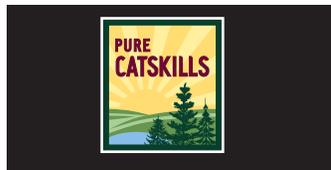
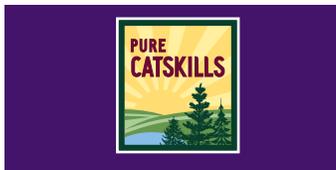


NOTE: one color use without screens should be used only in uses that can not support greyscale imagery; i.e. flexographic printing). In these instances a type-only solution would be preferred.

**PURE
CATSKILLS**

Four-Color on dark color background

Logo should be used for best contrast. Extreme low contrast instances should be avoided when possible. A this white rule is acceptable around outer edge of border, not to exceed 1/2 width of green border.



Incorrect Usage

Adhering to the usage guidelines will help insure consistent image and create the visual impact of the signature in a standard manner. or



DO NOT change color of type within logo



DO NOT change color of logo



DO NOT use the symbol alone



DO NOT use the symbol alone with B&W type only version



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Logo Usage Social Media

The logo needs to be slightly adapted to conform to social media restrictions in size and proportional usage.

FACEBOOK:

Since there is no true “square” version of the logo, it is recommended cropping the “square-style” logo to eliminate the darker border and a section of the lower portion of the logo, while still retaining the main parts of the illustrated background.

TWITTER:

As Twitter requires a “square” version like Facebook, it is recommended, for this application as well, cropping the “square-style” logo to eliminate the darker border and a section of the lower portion of the logo, while still retaining the main parts of the illustrated background.

Facebook Page Usage



Twitter Page Usage



Logo Usage Banner for Events

The logo should be used on all Pure Catskills sponsored event banners. This applies to both horizontal vinyl banners, or pop-up banner stands.

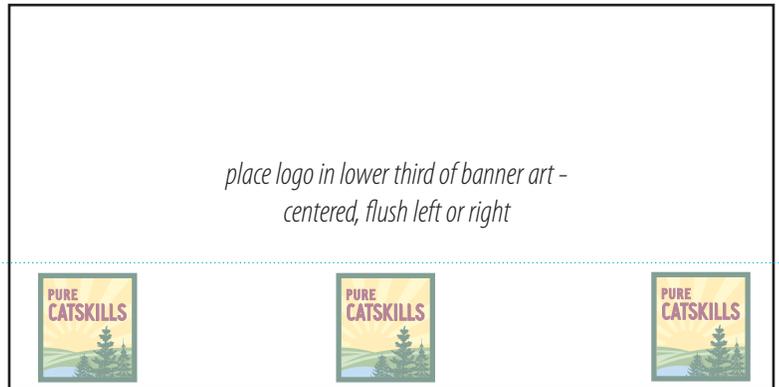
VINYL BANNERS:

Due to the varied nature of graphics on horizontal event-driven banners, the specification is allowing for maximum flexibility, indicating a region of the banner for logo applications.

Logos should either be positioned centered, flush left or flush right to overall messaging, depending on specific design to be used. It is preferred that the “square” logo be used on small horizontal banners, to maximize space for messaging, or accommodate the use of partner logos.

POP-UP BANNERS:

On vertical pop-up banners, it is preferred that the horizontal logo be used as a “header” to the banner, in whatever proportion is necessary for the logo to reach edge-to-edge, as illustrated.



Pure Catskills Campaigns: Fresh From the Catskills - Print Ads

The design style guide for the ads features a large colorful close-up image of seasonal produce or products which are the focus of the theme for the ad. The top photo MUST bleed edge to edge and to the top of the ad. Images should NOT be silhouetted or manipulated or used with white space along edges.

The campaign logo should be used as shown, featuring the word "FRESH" in Myriad Pro Bold Semi-Extended in white, with a 50% white tinted transparent box behind the lettering. The height of this text (n) should not exceed 48% of the photo height in the header area. The text "From the Catskills" in black FG Rebecca Script, overlapping the FRESH as shown below. The header area of the ad (A) should be no more than 35% of the depth of the height of the total ad (x).

The Pure Catskills logotype should be used as a "signature" in Pure Catskills campaigns, along with funding statement, and any other requisite partner logos. Logo should be used flush left when partner logos are utilized with the funding statement centered between the 2 logos. Size of logo should not compete with campaign graphics or body copy of text. The signature area should also include a black bar with www.purecatskills.com in myriad bold centered with the width and height of the bar. The bar (C) should not exceed 7.5% of the total ad height. The signature block area (B) should not exceed 25% of the total ad height.

The advertisement layout is defined by the following dimensions:

- A**: Header area height (containing the produce image and 'FRESH' text)
- n**: Height of the 'FRESH' text
- x**: Total ad height
- B**: Signature block area height (containing the 'From the Catskills' text, main body text, and logos)
- C**: Black bar height at the bottom (containing the website URL)

FRESH
From the Catskills

The Catskills region abounds with fall produce, jams, jellies, maple products, honey and more for your holiday cooking and baking. Turn to PureCatskills.com as your source for finding farm-fresh products and ideas.

Our website is updated weekly with information on **Farmers' Markets - U-pick Farms - Farm Stands Giveaways - Tips on Buying Fresh and Local - Recipes and more!**

PURE CATSKILLS

The Pure Catskills Buy Local campaign is an economic initiative of the Watershed Agricultural Council with funding from NYC DEP, U.S.D.A. and other sources.

PRIDE OF NEW YORK

purecatskills.com

Pure Catskills Campaigns: We Are the Catskills

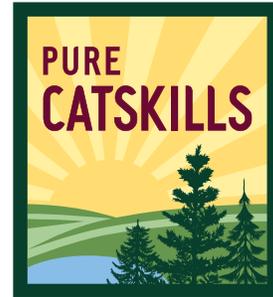
Font
KILROY

Suggested color palette

Logo colors



Suggested accent colors



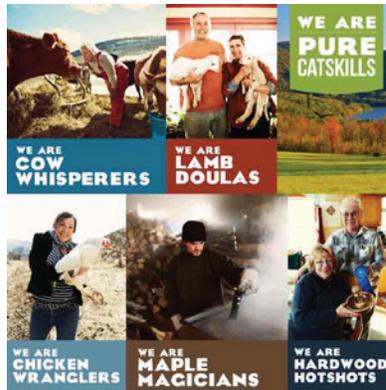
Additional colors may be chosen by using the eyedropper tool in Photoshop on Andy Ryan photos.

Concepts

1. We Are...(Whimsical)

i.e.:

- We Are Cow Whisperers
- We Are Lamb Doulas
- We Are Chicken Wranglers
- We Are Maple Magicians
- We Are Hardwood Hotshots



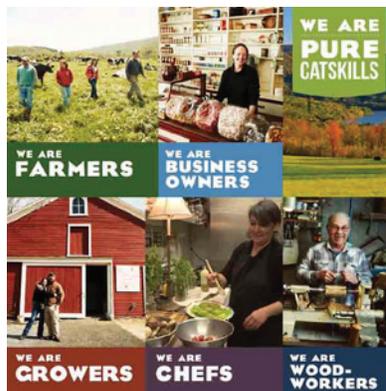
2. We Are...("Adjectives")

- We Are Creative
- We Are Dedicated
- We Are Innovative
- We Are Proud
- We Are Strong



3. We Are...(Trade)

- We Are Farmers
- We Are Business Owners
- We Are Growers
- We Are Chefs
- We Are Wood Workers



Pure Catskills Campaigns: We Are the Catskills

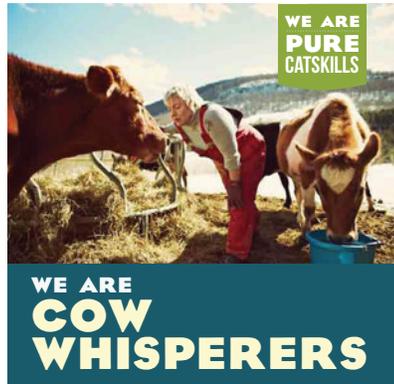
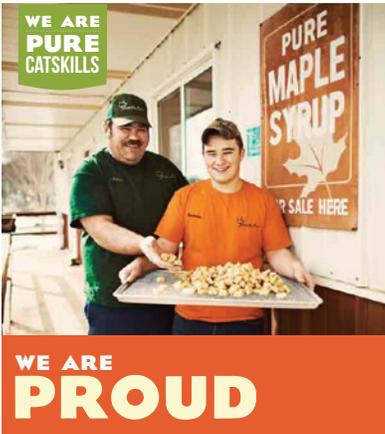
We Are Pure Catskills Banner



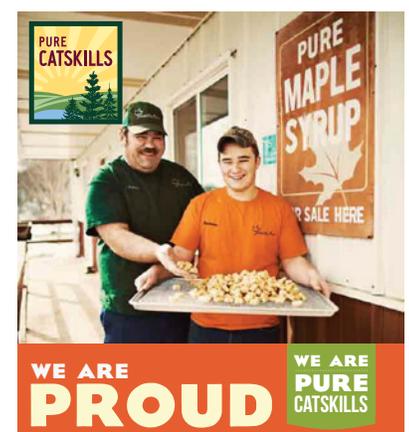
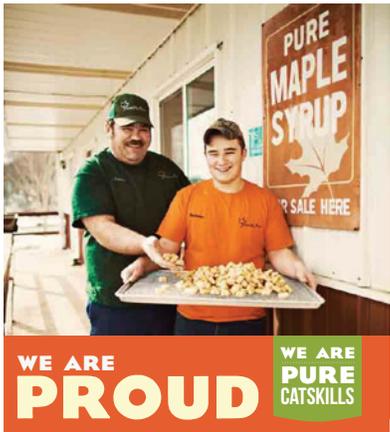
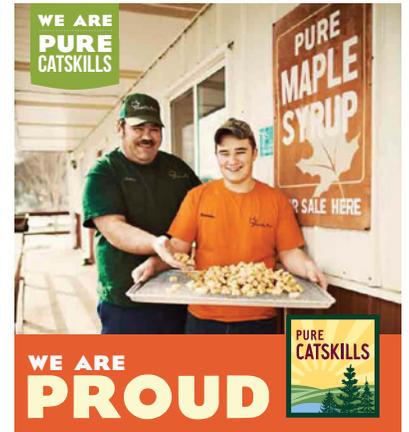
— Kilroy font

— Bebas Neue font

1-up photos with WAPC banner



1-up photos with WAPC banner & logo



Pure Catskills Campaigns: We Are the Catskills

5-up ad, with text, with banner

**WE ARE
PURE
CATSKILLS**

**WE ARE
COW
WHISPERERS**

**WE ARE
LAMB
DOULAS**

**WE ARE
CHICKEN
WRANGLERS**

**WE ARE
MAPLE
MACICIANS**

**WE ARE
HARDWOOD
HOTSHOTS**

Lorem ipsum dolor sit amet

Aenean accumsan tellus eget ante rhoncus malesuada. Vestibulum a convallis magna, ut congue nisl. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Ut feugiat vel dolor nec lacinia. Pellentesque aliquet, libero ac aliquam rhoncus, orci est venenatis justo, non venenatis nunc magna ac velit. Nullam ut tincidunt turpis, eu pellentesque nulla.

**PURE
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purecatskills.com

Watershed Agricultural Council
nycwatershed.org

Membership Drive Campaigns: Print Ads

The design style guide for the ads features a large colorful image a Pure Catskills member, echoing the theme for “We Are the Pure Catskills” campaign. This photo MUST bleed edge to edge and to the top of the ad whether the ad is horizontal or vertical. The photo (A) should not exceed 1/3 of the longest side(x), either vertically or horizontally. The image runs horizontally in a vertically ad, to conserve space for copy, and run vertically in the horizontal ad - with all copy placed to the right of the photo. Images should NOT be silhouetted or manipulated or used with white space along edges.

The main message of “Get in the Guide” is placed in a green bar, adjacent to bottom edge of photo in vertical ad, and in the top section of the horizontal version, intersecting with the We Are Pure Catskills identity. The secondary heading, “Pure Catskills Membership Perks” is placed below this bar in both cases, followed by appropriate copy.

The call-out message for Guide Deadline, will appear in a maroon oval, with white lettering in clear space of the ad, breaking into copy if necessary in the vertical version.

A wide margin (n) is left on the left side of the vertical ad, and right side of the horizontal ad to place any highlighted messages. This space be approximately 24% of the width (y) of the vertical ad. This space be approximately 24% of the width (z) of the copy area on the horizontal ad.

The Pure Catskills logotype should be used as a “signature” in Pure Catskills campaigns. If the funding statement is used the logo will move off the lower green bar and follow brand standards accordingly for accommodating use of statement. Logo should be used flush right. Size of logo should not compete with campaign graphics or body copy of text. The signature area should also include a black bar with www.purecatskills.com in myriad bold centered with the width and height of the bar. The bar (C) should not exceed 7.5% of the total ad height.



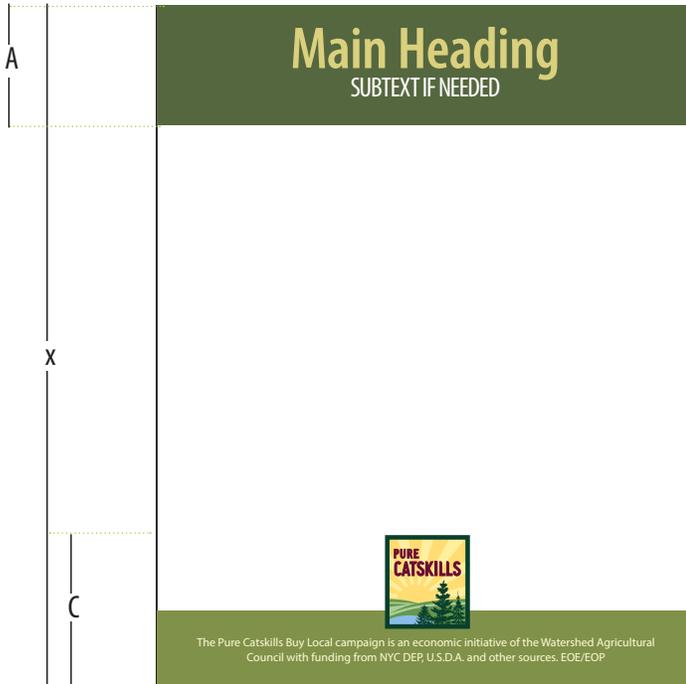
Multi-Member Promotions: *Print Ads*

If multi-member ads do not fall into the “Fresh from the Catskills” category, print ads should be created to accommodate listings which feature various participants.

The style shall echo the style of the multi-member brochure and rack card templates, using a large dark green (C80, M62, Y100, K0) header bar (A), with main heading and subhead text if needed as shown. Heading text is Myriad Semibold Condensed, with subtext as Myriad Light Condensed in a white reverse font.

The footer of the ad will carry the Pure Catskills “square” logo and funding statement. The funding statement will reside in a light green (C58, M34, Y92, K0) bar as shown. The footer of the ad (C) shall not occupy more than 22.5% of the total ad height (x).

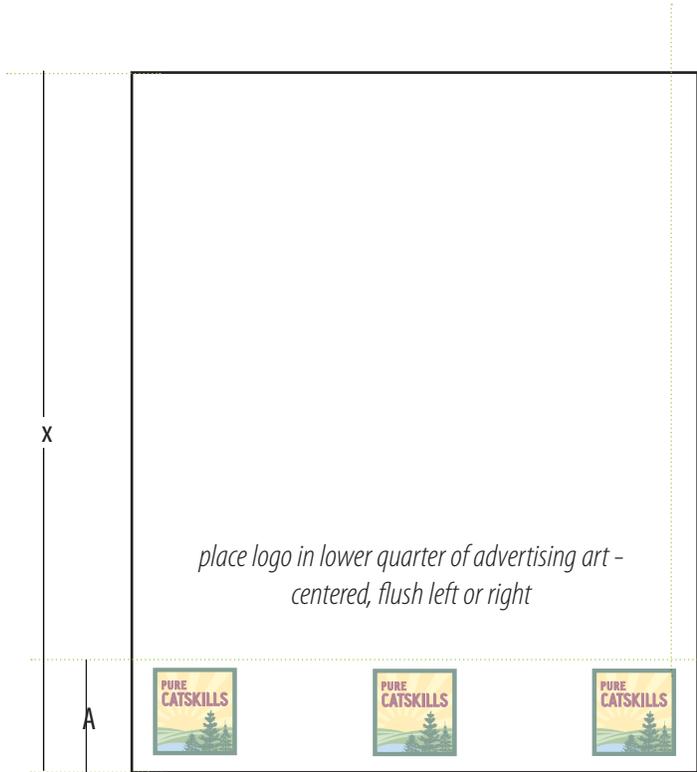
Body copy should follow Pure Catskills standards for font on color applications.

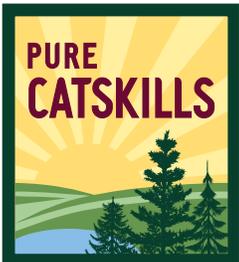


Member Produced: *Print Ads*

Ads produced by Pure Catskills Members should place the Pure Catskills “square” logo in the footer of the ad (A) which shall not occupy more than 22.5% of the total ad height (x).

Logo should be no less than .5 inches in height, conforming to minimum size standards.





44 West Street
Walton, NY 13856
Phone: (607) 865 7090 • Fax: (607) 865 5535
purecatskills.com