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Standards of Usage
Color Palettes

Mono Color Palette

Secondary Color Palette to correspond to Programs

Standards of Usage
Color Palette | The Mono Palette

On some occasions, a 1-color logo may be preferable or required. Example applications are a 1-color newsletter that would be printed, vinyl outdoor banners, 25% version on clear decal material or silk screened on glass.
Font Usage | Logos
Fonts used in all logos are:

ITC Cheltenham Light
Univers 57 Condensed
Font Usage | Headlines | Serif

Below is a list of preferred serif headline and subhead font options.

Examples are shown in 28pts, however, size depends on length of headline or subhead as well as usage.

ITC Cheltenham Light

ITC Cheltenham Book

ITC Cheltenham Bold

*ITC Cheltenham Light Italic*

*ITC Cheltenham Book Italic*

*ITC Cheltenham Bold Italic*
There does come a time when the recommended font is not available. For example, some people who share PowerPoint documents often do not have the same fonts loaded. In those cases it is acceptable to replace ITC Cheltenham with a system version of Times. Below is a list of alternate serif headline and subhead font options.

Examples are shown in 28pts, however, size depends on length of headline or subhead as well as usage.

Times

Times

Times

Times
Font Usage | Headlines | San Serif
Below is a list of preferred sans serif headline and subhead font options.

Examples are shown in 28pts, however, size depends on length of headline or subhead as well as usage.

Univers 47 Light Condensed

Univers 57 Condensed

Univers 67 Bold Condensed

Univers 47 Light Condensed

Univers 57 Book Condensed Oblique

Univers 67 Bold Condensed Oblique
Font Usage | Headlines | San Serif Alternate

There does come a time when the recommended font is not available. For example, some people who share Powerpoint documents often do not have the same fonts loaded. In those cases it is acceptable to replace Univers Condensed with a system font version of Arial Narrow.

Below is a list of preferred sans serif headline and subhead font options.

Examples are shown in 28pts, however, size depends on length of headline or subhead as well as usage.

Arial Narrow

Arial Narrow Italic

Arial Bold

Arial Narrow Bold Italic
Font Usage | Body Copy | Serif

Example body text shown is 11pt/17pt, Flush left. This is only one example. Leading would be based on project requirements (i.e. job size, usage, amount of copy, etc.).

ITC Cheltenham Light
Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionse expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui

ITC Cheltenham Light Italic
Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionse expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quint

ITC Cheltenham Book
Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionse expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota

ITC Cheltenham Book Italic
Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionse expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero

ITC Cheltenham Bold
Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionse expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui

ITC Cheltenham Bold Italic
Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionse expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harci-
Font Usage | Body Copy | Serif Alternate

There does come a time when the recommended font is not available. In those cases it is acceptable to replace ITC Cheltenham with a system version of Times.

Example body text shown is 11pt/17pt, Flush left. This is only one example. Leading would be based on project requirements (i.e. job size, usage, amount of copy, etc.).

Times (System Font)
Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero

Times Bold (System Font)
Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero

Times Italic (System Font)
Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt

Times Bold Italic (System Font)
Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt
Font Usage | Body Copy | San Serif Cond.

Example body text shown is 12pt/17pt, Flush left. This is only one example. Leading would be based on project requirements (i.e. job size, usage, amount of copy, etc.).

**Univers 47 Light Condensed**

Sولوجي quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem ectionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt voluptae-

**Univers 47 Light Condensed Oblique**

Sولوجيquatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem ectionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt

**Univers 57 Condensed**

Sولوجيquatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem ectionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt

**Univers 57 Condensed Oblique**

Sولوجيquatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem ectionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero

**Univers 67 Bold Condensed**

Sولوجيquatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem ectionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt

**Univers 67 Bold Condensed Oblique**

Sولوجيquatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem ectionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt
Font Usage | Body Copy | San Serif Alternate

There does come a time when the recommended font is not available. In those cases it is acceptable to replace ITC Cheltenham with a system version of Times.

Example body text shown is 11pt/17pt, Flush left. This is only one example. Leading would be based on project requirements (i.e. job size, usage, amount of copy, etc.).

**Arial Narrow**

Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem ectionse expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt voluptae-

**Arial Narrow Bold**

Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem ectionse expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum

**Arial Narrow Italic**

Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem ectionse expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt voluptae-

**Arial Narrow Bold Italic**

Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem ectionse expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum
The Logo Mark

The Logo Mark consists of a water drop containing a landscape, and two curved lines.

The Logo Mark - Color

Logo Mark can be made up of 4 colors OR 2 color (PMS and Black) OR 3 colors (For Web usage)

The Logo Mark - in Grey (30% Black)

Logo Mark can be printed in all black ink or all grey ink, but no other colors

The Logo Mark - in Black

The Logo Mark - in White

When Logo Mark appears in white the Water Drop should always be transparent

Standards of Usage
The Logo | with Logotype

The relationship between the Logotype and Logo Mark is illustrated below:

The Logo - in its 4/C and 2 Color PMS version

Watershed Agricultural Council

Logo Mark can be made up of 4 colors OR 2 color (PMS and Black) OR 3 colors (For Web usage)

The Logo - in Grey

Watershed Agricultural Council

Logo Mark can be printed in all black ink or all grey ink, but no other colors

The Logo - in Black

Watershed Agricultural Council

The Logo - in White

Watershed Agricultural Council

When Logo Mark appears in white the Water Drop should always be transparent
The Logo | with Logotype and URL
Preferred

When used in conjunction with the website, the Logotype should be moved up (text flush right):

Watershed Agricultural Council
www.nycwatershed.org
The Abridged Logo

When used in a square or circular space, the Logo may be modified as follows:

- **4/C Abridged Logo**
- **Grey Abridged Logo**
- **Black Abridged Logo**
- **White Abridged Logo**

*Only use “Transparent Drop” Version when dropped out of a dark back background*
The Two Types | Solid / Transparent

The water drop may have a white or transparent background. Use the white background on busy images or where contrast to the background is needed.

Opaque Water Drop

Transparent Water Drop

Use of abridged logo is permitted in certain circumstances; use sparingly.
The Logo | Programs

When used in conjunction with the website and program, the three lines of type should be spaced as illustrated below:

Watershed Agricultural Council
Forestry Program
www.nycwatershed.org

Watershed Agricultural Council
Agricultural Program
www.nycwatershed.org

Watershed Agricultural Council
Conservation Easements Program
www.nycwatershed.org

Watershed Agricultural Council
Economic Viability Program
www.nycwatershed.org
The Logo | Programs with Secondary Color Palette

Program-specific colors may be used with the individual programs:

- **Watershed Agricultural Council**
  - **Forestry Program**
  - www.nycwatershed.org
  - **PMS 349**
    - C93, M33, Y92, K25
    - #056839

- **Watershed Agricultural Council**
  - **Agricultural Program**
  - www.nycwatershed.org
  - **PMS 662**
    - C100, M91, Y22, K20
    - #041b72

- **Watershed Agricultural Council**
  - **Conservation Easements Program**
  - www.nycwatershed.org
  - **PMS 137**
    - C0, M50, Y100, K0
    - #f7941e

- **Watershed Agricultural Council**
  - **Economic Viability Program**
  - www.nycwatershed.org
  - **PMS 209**
    - C31, M91, Y57, K37
    - #860038
Usage | Proportions

Aspect ratio = 1.38” high x 5” wide

**DO NOT** squish the water drop or alter image proportions of logo in any way.

Watershed Agricultural Council

Watershed Agricultural Council

Watershed Agricultural Council
Usage | Opaque vs. Transparent

Opaque Water Drop vs. Transparent

Usage really depends on application. What works for one does not necessarily work for another.

Opaque Water Drop

The opaque water drop is most commonly used on dark solid colors or saturated photographic backgrounds

Transparent Water Drop
DO NOT use the water drop alone.

DO NOT wrap text around water drop.

DO NOT alter the colors.
The Watershed Agricultural Council is funded by the New York City Department of Environmental Protection, the United States Department of Agriculture, the United States Forest Service, and other federal, foundation, and private sources. The Watershed Agricultural Council is an Equal Opportunity Employer and Provider. © MARCH 2015.
WAC Funding Statement  |  Abbreviated

Abbreviated statement: example a

The Council is funded by the NYC DEP, USDA, U.S. Forest Service and other sources. EOE/EOP © MAR 2015.

Abbreviated statement: example b

The Council is funded by the NYC DEP, USDA, U.S. Forest Service and other sources. EOE/EOP © MAR 2015.

Abbreviated statement: example c

The Council is funded by the NYC DEP, USDA, U.S. Forest Service and other sources. EOE/EOP © MARCH 2015.
Minimum Size Usage

.5” High is the minimum the Logo should be reproduced
When to Use the Participant Logo?

- The Council no longer uses this image.

- However, existing on-farm signage provided by WAC to enrolled farm and forest landowners may still be in use.

- Never used in print.

- Consult the Outreach Communications Department prior to using this logo in outreach materials.

Example of actual usage

Standards of Usage
Treatment of WAC Logo with Pure Catskills Logo and Other/Partner Logos

Partner logos may be treated similarly.
When all programs are listed, as in the letterhead scenario above, Univers Ultra Condensed may be used.
WAC Logo with Address

Watershed Agricultural Council
44 West Street, Suite 1, Walton, New York 13856

For postcards, etc.