



Branding Standards
Updated May 2015

Purpose for Guide:

The purpose of following a particular "style" when writing and producing marketing materials is simple: consistency. A consistent voice and grammatical style throughout the array of marketing materials we produce is a big step toward Plainfield Park District appearing organized, authoritative and efficient.

For the most part, Plainfield Park District marketing materials follow the Associated Press (AP) style guidelines. This is the style used most frequently by newspapers and magazines, and following it we make it much simpler for reporters to take our news and information and use it as needed.

Plainfield Park District Branding:

Branding is an important tool and something every member of the Plainfield Park District community is responsible for maintaining. It is imperative everyone makes themselves aware of the basics, uses official graphic elements and follows established design guidelines to maintain the Park District's brand.

The following are some guidelines to follow Plainfield Park District branding rules:

- Only **one Park District logo** should be used **per page or per promotional item (such as shirts, bags, etc.)**.

Plainfield Park District Wordmark:

In order to present a consistent, unified, and effective graphic image, Plainfield Park District must consistently coordinate the appearance of its visual communication. To do so, the Park District has developed the following graphic standards for the use of the wordmark. This document also contains instruction on Plainfield Park District colors and fonts.

The wordmark cannot be accurately replicated by just typing in the letters. The wordmark must not be rekeyed, redrawn, repositioned or modified in any form. It is the Plainfield Park District's official signature and must be reproduced from original artwork.

Plainfield Park District wordmark in PMS 540, PMS 390 and PMS 357



Plainfield Park District wordmark in Black



Plainfield Park District wordmark in reversed, white logo, black background



Wordmark size

The wordmark should be used in a size large enough to ensure legibility. The measurements listed below represent the minimum length of the wordmark for various publication sizes:

Size of publication and Minimum length

Larger than 8 1/2 x 11 inches - 2 inches

Smaller than 8 1/2 x 11 inches - 1 1/4 inches

Wordmark & Department/Program Name

When the Department or Program name appears with the wordmark, the size of the name should be approximately one-half (50%) the size of the “logo” in the wordmark. The name should be in Mistral font, and right justified under the wordmark, maintaining appropriate buffer spacing around the wordmark.



Wordmark for Normantown Equestrian Center

Please note the Normantown Equestrian Center Plainfield Park District logo is the ONLY exception to the Park District logo standards. NTEC logo may only be in black ink when being printed and may not be crossed with the Plainfield Park District workmarks.



Plainfield Park District Colors

The Park District's official colors are navy blue, forest green and lime green but for purposes of graphic identity navy blue, forest green and lime green are used.



PMS 390
C24 M0 Y98 K8
HTML B6BF00



PMS 540
C100 M57 Y12 K61
HTML 003359



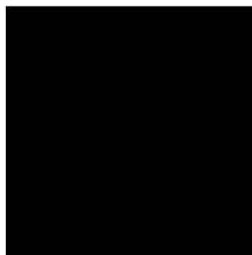
PMS 357
C80 M0 Y100 K56
HTML 006325

Plainfield Park District Secondary Colors

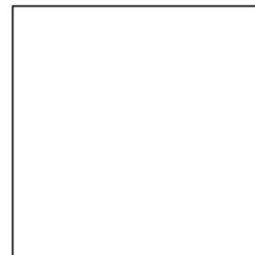
The Park District's secondary are for the purposes of having consistent variety of color options to choose from that complement the primary Plainfield Park District colors.



PMS 123
C0 M21 Y88 K0
HTML FDC82F



Black
C0 M0 Y0 K100
HTML 1E1E1E



White
C0 M0 Y0 K0
HTML FFFFFFFF



PMS 1595
C0 M72 Y100 K3
HTML D55C19



PMS 299
C86 M8 Y0 K0
HTML 00A1DE



PMS 4525
C6 M9 Y39 K16
HTML C6BC89



PMS 526
C76 M99 Y0 K0
HTML 652D86



PMS 228
C15 M100 Y11 K41
HTML 830051



PMS 200
C3 M100 Y66 K12
HTML CB2229

Plainfield Park District Official Fonts

Plainfield Park District official fonts include a serif typeface, Adobe Garamond Pro, and a sans-serif typeface, Avenir.

Adobe Garamond Pro	<i>Adobe Garamond Pro</i>	Adobe Garamond Pro	Adobe Garamond Pro
Avenir	Avenir	Avenir	Avenir

Secondary fonts that are commonly used in Park District publications may include Arial, Times New Roman, Hobo, Franklin Gothic and Mail Ray Stuff.

Arial	Arial	<i>Arial</i>	Arial Rounded
Times New Roman	Times New Roman	<i>Times New Roman</i>	

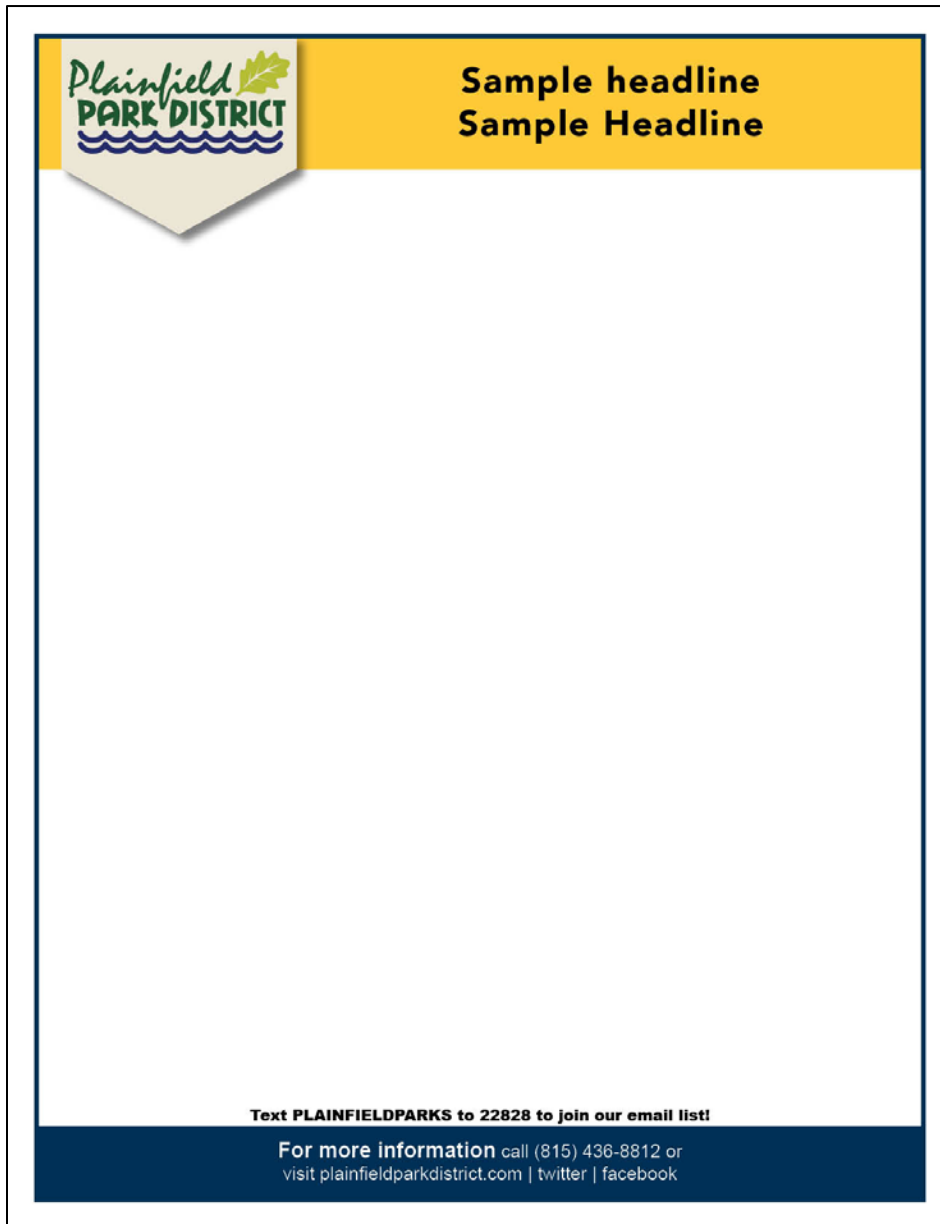
Hobo

Franklin Gothic	Franklin Gothic	Franklin Gothic	Franklin Gothic
MAIL RAY STUFF			

Plainfield Park District Marketing & Publications

The quality of any organization is communicated through or reflected in the quality of its communications in all formats. Each year the Park District produces hundreds of brochures, invitations, manuals, guides, and other printed materials, in addition to a number of newsletters, webpages, online communities and videos. Each is an "ambassador" of the Park District. It is important that everyone appears to be part of the same family by sharing certain graphic elements.

Print: Proper identification of Plainfield Park District, using the wordmark, must be placed on the top, left, front of all Park District publications unless otherwise approved by the Marketing and Communications office. Contact information must be placed at the bottom of the flyer in a dark color bar. Park District publications are those brochures, booklets, catalogs, bulletins, announcements, flyers, programs, invitations, posters, and like items that use the Park District name and are distributed on and off site. Word templates can be obtained from the Marketing and Communication office to help with department flyers.



PowerPoint and slide presentations: The Plainfield Park District wordmark should be used to open and close Plainfield Park District produced presentations to all external audiences. Color and contrast guidelines stated previously should be followed.

Official Web Sites: The Plainfield Park District website includes official templates that automatically adhere to the graphic identity standards for the web. The Plainfield Park District uses internal staff in the Marketing and Communication office and an outside vendor (Visionary Webworks) to maintain the Plainfield Park District website.

Stationery

Stationery is the primary means of communicating Plainfield Park District image at the personnel level. Letterhead, envelopes, business cards, and related items should be consistent for all Plainfield Park District units. Stationery can be order from Off the Press, 23360 W. Lincoln Highway, Plainfield, IL 60544, (815) 436-9612, paul@offthepressprinting.com.

Business Cards: Plainfield Park District business cards are the only stationery item that you may personalize. Your Plainfield Park District business card is to include Park District business information only. Name, title or department, street address, city, state, zip code and office telephone number need to be on all business cards. Additional information including fax number, 800-number, cellular phone number, pager, or home phone number may be included if it has direct application to Plainfield Park District business and if it fits within the maximum number of lines of information allowed.



How to Order You can obtain stationery, envelopes and business cards through Off the Press, 23360 W. Lincoln Highway, Plainfield, IL 60544, (815) 436-9612, paul@offthepressprinting.com.

Email Signatures:

In a review of Park District marketing standards, the Marketing and Communications Department is asking all PPD employees that have an email account to adhere to one basic email signature to help streamline emails that are shared outside the Park District. **Please change all email signatures by 5/15/15.**

See below for an email shell and how to set-up your signature

Use Arial 11 pt font

First and Last Name, (professional accreditation)

Title

Plainfield Park District

23729 W. Ottawa St. | Plainfield, IL 60544

(815) 436-8812 x(your extension number) | www.plfdparks.org



← Use main PPD logo, should be no bigger than example seen here.

Logo must be in color, for ease you may copy and paste this electronic version into your email signature.

Help us protect the environment. Only print this e-mail if necessary. The contents of this message, its attachments and subsequent additions are strictly confidential and proprietary and intended solely for the addressee(s) hereof. If you are not the named addressee or this message has been addressed to you in error, you are directed not to read, disclose, reproduce, distribute, disseminate or otherwise use this transmission. Delivery of this message to any other person other than the intended recipient(s) is not intended in any way to waive privilege or confidentiality. If you have received this transmission in error, please alert the sender. We also request that you immediately destroy this message and its attachments, if any.

(No quotes of personal taglines)

Plainfield Park District Writing Standards:

Park District Buildings and/or proper abbreviations:

Recreations Administration Center or Rec/Admin Center

Streams Recreation Center or Streams Rec Center

Heritage Professional Center or HPC

Normantown Equestrian Center or NTEC

Maintenance

Ottawa Street Pool or OSP

Times:

Acceptable: 6p

Not Acceptable: 6:00 p.m.

Acceptable: Noon

Not Acceptable: 12:00 p.m.

Nonresident:

Acceptable: Nonresident

Not Acceptable: Non-resident

Telephone Numbers:

Use figures in the following form: (630) 390-2772

If extension numbers are given: Ext. 4 or x4

Tech Terms

Please use the spelling (and spacing) below for the following terms:

cyberspace

World Wide Web

dot-com

database

email

DSL

hyperlink

home page

Internet (Note: capitalization)

hypertext

iPad

intranet

login

logoff

logon

online

shareware

Website (Note: the capital "W")

webcast

webmaster

A

abbreviations It is not necessary to spell out the most common abbreviations on first reference.

abbreviated titles before a name: Dr., Gov., Lt. Gov., Mr., Mrs., Rep., the Rev., Sen., Fr., Jr., Br.

accept, except Accept means to receive. Except means to exclude.

acronyms/initials Spell out on the first use (Master of Public Health program), use initials thereafter (M.P.H.). **HOWEVER**, in text you should indicate the initial/acronym immediately following first use, so as not to confuse the reader i.e., The Master of Public Health (M.P.H.) program offers comprehensive education in the area of managed care. Students enrolled in the M.P.H. program may opt to take a concentration of coursework in this area.

affect, effect Affect, as a verb, means to influence: The game will affect the standings.

Affect, as a noun, is best avoided.

Effect, as a verb, means to cause: He will effect many changes in the company.

Effect, as a noun, means result: The effect was overwhelming. He miscalculated the effect of his actions.

after No hyphen after this prefix when it is used to form a noun: aftereffect, afterthought follow with a hyphen if used to form compound modifiers after-dinner drink, after-theater snack.

afterward Not afterwards.

ages Always use figures. The girl is 12 years old. The law is 8 years old. Use hyphens when expressed as adjectives before a noun. See AP Stylebook for more information.

All-American Always capitalized and hyphenated

all-conference, all conference Hyphenate when used as an adjective, he played in the all-conference tournament, do not when used as a noun, he played all conference.

among, between Between introduces two items, among introduces more than two in most cases.

and vs. & ALWAYS Use the spelled out word and unless it is an official part of a company's name. Use the ampersand when it is part of a company's formal name or composition title: House & Garden, Procter & Gamble, Wheeling & Lake Erie Railway. The ampersand should not otherwise be used in place of and, except for some accepted abbreviations: B&B, R&B.

annual never say "First Annual." You can't say you have an annual event if you've never had it before. Also, lowercase first, second or third annual event in text. Note: In a headline or graphic design project, this could change.

B

backward Not backwards.

C

Capitol Capitalize U.S. Capitol and the Capitol when referring to the building in Washington

composition titles For names of books, computer games, movies, plays, poems, album and song titles, radio and television programs, lectures, speeches and works of art:

Capitalize the principal words of four or more letters. Capitalize an article – the, a, an, or words of fewer than four letters if it is the first or last word in a title.

Put quotation marks around the names of all such works except the Bible and books that are primarily catalogs of reference material.

D

dates November 13, 2002

daylight saving time Not “savings” time.

Department Capitalize all department names when speaking of them in specifics. For example, the Department of Business and Finance.

Directions and Regions Lowercase north, south, northeast, northern, etc., when they indicate compass direction. If area is widely known, capitalize: the South Side of Chicago, the Lower East Side of New York.

Doctor or **Dr.** Should not be used in professional titles. Use Ph.D. to describe the title of someone who earned a doctorate degree. Use **M.D.** after the name of an individual who holds a doctor of dental surgery, doctor of medicine, doctor of optometry, doctor of osteopathic medicine, or doctor of podiatric medicine degree.

E

email One word.

entitled, titled Use entitled to mean a right to do or have something. “She was entitled to the promotion.” Use titled when you are introducing the title of a book, poem, play, song.

F

Facebook

farther, further Farther refers to a physical distance. He walked farther into the woods. Further refers to an extension of time or degree: She will look further in the mystery.

fax numbers Fax (630) 829-6194

fewer, less Generally, use fewer for individual items, less for bulk or quantity.

first-team all conference Always hyphenate first-team.

flier, flyer Flier is the preferred term for an aviator or a advertisement material. Flyer is the proper name of some trains and buses: The Western Flyer.

forward Not forwards.

G

giveaway, give-a-way Hyphenate only when the word is being used as an

I

Illinois On publications and on address labels = IL

In case “in case” is two words, not one.

Internet A decentralized, worldwide network of computers that can communicate with each other. The World Wide Web, like email, is a subset of the Internet. Do not use interchangeably.

items in a series Do not use commas before the words "and" and "or" in a series (i.e., Please complete sections one, two and three of the financial aid application.) Unless there is an “and” in the final item. Example: “This program was sponsored by the College of Business, Office of Admissions, and Adult and Professional Studies.

ipad, iphone, ipod Use IPod, iPhone or IPod when the word starts a sentence.

it’s, its It’s is a contraction for it is or it has: It’s up to you. It’s been a long time. Its is the possessive form of the neuter pronoun: The company lost its assets.

its vs. their Use **their** as a pronoun in place of people; **its** as a pronoun in place of things, organizations, teams.

J

Jr. Never set off with two commas, only one after Jr. not before. Tom Smith Jr.,

Junior, Senior Abbreviate as Jr., and Sr., only with full names of persons or animals. Do not precede by a comma.

L

legislative titles In first reference form use Rep., Reps., Sen. and Sens. as formal titles before names. Add U.S. or state before title to avoid confusion.

U.S. Senator Dick Durbin (D-Ill.)

locations Always provide full location information:

N

No. Use as the abbreviation for number in conjunction with a figure to indicate position or rank: No. 1 man, No. 3 choice.

nonprofit

noon Either use noon or 12p. Do not use both.

numbers/percentage Always spelled out as percent. Spell out numbers less than 10; 10 and up, use digits. Never use 00 after a decimal point to indicate dollar amount. It is \$68, not \$68.00. Only use figures after a decimal point if it is greater than zero, as in \$68.01. If the number is large, like 1 to 9 million or billion – do not spell out the number – use the numeral.

P

phone numbers Use parentheses for the area code, followed by a space and then the number:
(815) 436-8812.

R

RSVP The abbreviation for the French repondez s'il vous plait, it means please reply. No periods between letters.

S

seasons: Lowercase

fall, spring, summer or winter.

(Special Circumstances):

If the season is referring to an academic program or a catalog of courses, only capitalize the season if the year is included in the formal title, i.e. "Spring 2012 Course Guide" or "Business 100 will be offered online during the Spring 2012 Quarter. Note: make sure to capitalize Semester and Quarter if used in full title: 2013 Spring Semester, 2014 Winter Quarter, etc. Lowercase: spring semester, fall semester.

T

Thank you, thank-you

In context where someone said the word: John Smith says "**Thank you**" to the University put the word in quotations and capitalize the "T" in Thank. If used as a compound-modifier, use: Smith wrote the University a **thank-you** letter

their, there, they're Their is a possessive pronoun They went to their house. There is an adverb indicating direction: We went there for dinner. There also is used with the force of a pronoun for impersonal constructions in which the real subject follows the verb: There is no food on the table. They're is a contraction for they are.

T-shirt

TV

24/7

Twitter

U

United States Always spelled out as a noun, abbreviate as an adjective as in U.S. Army. Abbreviated with periods except in a title, headline.

W

Web Short form of **World Wide Web**, it is a service, or set of standards, that enables the publishing of multimedia documents on the Internet. The Web is not the same as the Internet, but is a subset; other applications, such as email, exist on the Internet.

Web-based program, treat as compound-modifier.

Web page Use website in most cases, when referring to most sites that contain other web links within it. If referencing a single page with no links, use **Web page**.

website One word.

western suburbs Do not capitalize.

who's, whose Who's is a contraction for who is, not a possessive: Who's there?

Whose is the possessive: I do not know whose coat it is.

Who, whom Who is the pronoun used for references to human beings and to animals with a name. It is grammatically the subject (never the object) of a sentence, clause or phrase: The woman who rented the room left the window open. Who is there?

Whom is used when someone is the object of a verb or preposition: The woman to whom the room was rented left the window open. Whom do you wish to see?

winter Lowercased when referring to the season, uppercase when referring to a specific academic term – Winter 2012 Quarter, Winter 2014 Quarter. See Seasons entry for more information.

Wi-Fi For wireless networking standards.