

MIGRATORY BIRD TREATY CENTENNIAL MARK



This style guide describes the use guidelines for the Migratory Bird Treaty Centennial mark. The Centennial mark was designed as part of the overall Centennial Brand Campaign (a separate document). The expression of the Centennial Brand is intentionally urban and gritty, made to engage Millennials from urban and diverse communities. The graphic identity can be promoted on multiple campaign products, regardless of whether it is used by USFWS or our partners. The graphic elements are purposely designed so that USFWS and partners can develop products specific to each effort.

CENTENNIAL MARK COLOR



PANTONE 7455 C
C 84.65 M 69.61 Y 0 K 0

The option to adjust or change the color of the mark to suit your application is permitted. An example is a one or two color printed product. Make sure that the color selected is of dark enough value so that the reversed (white) text is legible.

CENTENNIAL MARK BLACK & WHITE



MONOCHROME

This form of the mark must only be used against background colors light enough to hold enough contrast to maintain legibility. This form of the mark must never be colorized. If using color, please use splatter version.



WHITE OUT

This form of the mark must only be used against background colors strong and dark enough to hold enough contrast to maintain legibility.

EXCLUSION ZONE

The 'exclusion zone' refers to the area around the mark which must remain free from other copy to ensure that the mark is not obscured.



PAIRING CENTENNIAL MARK WITH PARTNER LOGOS

EQUAL
DISTANCE



Size the mark so that it occupies the same relative space of its partner logo. In some instances this will require the mark to be taller than the actual height of the partner logo.

When pairing with the USFWS shield, the shield is always placed to the left of the mark.

When pairing with the full color USFWS shield, always use the color mark. The mark is purposely larger than the USFWS shield and centered vertically.



When pairing with the black and white USFWS shield, the box portion of the mark is the same height as the shield.

FONTS

AVENIR NEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

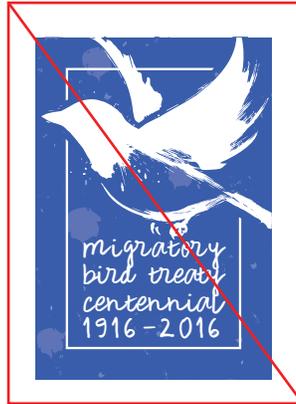
AVENIR NEXT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

INCORRECT USES



DO NOT change the relative sizes of the mark elements



DO NOT change the fonts of the mark



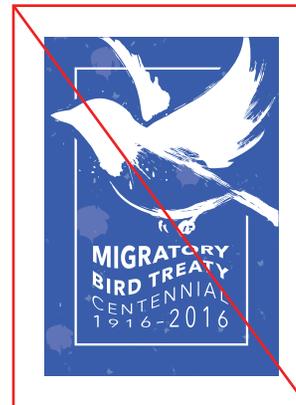
DO NOT add a secondary color



DO NOT place the mark on an angle



DO NOT place a white mark on a pale background



DO NOT warp any mark elements



DO NOT use without splatter background