



BRAND - OWNER'S - MANUAL

Model No. HP-1964



USING THIS OWNER'S MANUAL

Before branding or using the Heritage Park logo, please read this manual carefully.

To increase recognition, and extend the service life of the Heritage Park brand, follow the instructions in this manual. It contains information on proper use, care and maintenance of Heritage Park logos, colours and fonts.

Keep this manual in your glove box (or desk drawer) for future reference.

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LOGO VARIATIONS



There are several models of the Heritage Park logo, each with unique standard features. Be sure to select the proper logo based on branding conditions.



Wooden Sign Logo

High performance model

This logo is suited for use on 300 dpi, professionally printed materials (brochures, posters, newsletters, magazines, etc.) as well as onscreen applications (TV supers, online, etc).



Colour Vector Logo



B&W Vector Logo

Compact model

This logo is suited for low-resolution applications at sizes smaller than two inches (newspaper advertisements, internal communications, vector only applications).

Utility model

This logo is suited for use in black and white, low-resolution applications at sizes smaller than two inches (newspaper advertisements, internal communications, vector only applications).



Clear Space Around Logo

Do not place text or graphic elements too close to the logo. Create a clear space equal to the height of the logo's 'H' to ensure proper logo use.



Corporate Use Only

This logo is intended only for corporate materials such as letterhead, email signatures, memo's, etc.

This logo should never appear on branded communications materials.



LOGO USE



Thanks to Heritage Park's advanced logo design, each logo model can be applied to a range of layouts, including over solid colours, and simple images and textures.

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Because of the logo's strong symmetry, centered use of the logo is preferred but not mandatory. Off-centre use can be used when balanced with other graphic, photographic, or typographic elements.



*Logo bridging photo
& graphic element*



Logo over simple photo



Logo over solid colour



MINIMUM SIZE



Do not allow size of logo to drop below optimal operating range. Doing so can damage legibility, reducing the life of our brand.



The Heritage Park Wooden Sign logo must never drop below two inches wide.

If the logo needs to be smaller than 2 inches wide, default to the vector logo.



The Colour and B&W vector logo must never drop below 1 inch wide.



IMPROPER LOGO USE



Any modifications or alterations to Heritage Park logos can seriously affect brand effectiveness and voids brand recognition.

Please observe all warnings.



Do not change or add colours



Do not exceed minimum size



Do not rotate



Do not change ratio of elements



Do not skew



Do not add effects



BRAND COLOURS



There are a cluster of colours you can choose from for branding materials.

Primary colours should be used for font, texture and graphic elements in shorter documents, while secondary colours should be reserved for longer documents.

There are two versions of the same Pantone colour, PantoneC and PantoneU. PantoneC is for use on coated or glossy paper stock. PantoneU is for use on uncoated or matte paper stock.

Primary Colours



Pantone: 187 C / 186 U
 CMYK: c=7 m=100 y=82 k=26
 RGB: r=166 g=25 b=46
 HEX: #a6192e



CMYK: c=0 m=0 y=0 k=100
 RGB: r=0 g=0 b=0
 HEX: #000000

Secondary Colours



Pantone: 4505 C / 1255 U
CMYK:c=16 m=27 y=83 k=42
RGB: r=153 g=133 b=66
HEX: #998542



Pantone: 188 C / 7421 U
CMYK:c=16 m=100 y=65 k=58
RGB: r=118 g=35 b=47
HEX: #76232F



Pantone: 731 C / 1545 U
CMYK:c=11 m=68 y=100 k=61
RGB: r=119 g=66 b=18
HEX: #774212



Pantone: 7743 C / 357 U
CMYK:c=71 m=8 y=100 k=50
RGB: r=68 g=105 b=61
HEX: #44693d



Pantone: 7700 C / 308 U
CMYK:c=84 m=17 y=0 k=57
RGB: r=22 g=92 b=125
HEX: #165c7d



Pantone: Cool Gray 10 C / 426 U
CMYK:c=40 m=30 y=20 k=66
RGB: r=99 g=102 b=106
HEX: #63666a



BRAND FONTS



Heritage Park is equipped with three standard fonts. These fonts must be engaged when executing branded materials.

HEADLINE

Detroit Prism

*Comprised
of 4 fonts:
Prism left, right,
top, bottom*

HERITAGE PARK

SUBHEAD

Sullivan Fill

HERITAGE PARK

BODY COPY

Trade Gothic LT Std*

Heritage Park



SUPPORT FONTS



Some branded materials can be equipped with optional fonts.

These support fonts can be chosen and applied at the discretion of the brand operator, but should be authentic and relevant to the subject and era being highlighted.

The fonts highlighted (on page 18) are examples of support fonts used in the past.

ENGRAVERS MT

PAG REVOLUTION

Rockwell Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GEARED SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890





PLEASE BRAND RESPONSIBLY





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