

Atchafalaya BASIN



Graphic Standards *manua l*

In July of 2002, a new graphic identity for the Atchafalaya Basin was introduced with great pride and enthusiasm. It marks the beginning of a strong effort to brand all communications and programs.

Consistent use of the official logo will help to increase the public's recognition of the significant role that the Atchafalaya Basin plays in the State of Louisiana and across our nation.

This Graphic Standards Manual provides improved accessibility to the Atchafalaya Basin marks and to applicable information for its use in print, in a business system, on signage and in advertising.

*the Nature of
Things to Come*

How to use this manual

The manual provides an easy-to-use reference to ensure consistent use of the Atchafalaya Basin graphic identity for both internal and external applications. Clear examples demonstrating what is and is not acceptable in applying the graphic identity throughout the areas of print, signage and advertising are included.

These standards can be downloaded in Portable Document Format (pdf) from our website. If you have questions regarding an application that has not been outlined in this manual or need further clarification, please contact the Atchafalaya Basin Program.

How to Use This Manual • Importance of the Brand • Purpose of Graphic Standards • Design Elements
Size Requirements • Secondary Type Usage • Color Usage • Recommended Typefaces • Unacceptable Usage
Business Systems • Fax Cover Sheet • Signage Applications • Application to Publications and Advertising
Additional Guidelines and Contact Information

Importance of the Brand

All Atchafalaya Basin branded communications should follow the Graphic Standards. In addition to meeting these standards, using the recommended fonts, colors, and logo signatures is the best way to give all communication efforts a successful, timeless brand identity. Most importantly, it maintains a consistency across all Atchafalaya Basin communications that fosters a sense of familiarity and confidence to its diverse audience.

The integrity of the Atchafalaya Basin brand name should be constantly maintained and strengthened. The graphic identity of an organization can embody its goals and objectives. Since the Atchafalaya Basin graphic identity is the cornerstone of its communication efforts, it is essential that the Logo Signature be protected. Use of the graphic identity carries with it the responsibility to uphold the standards defined by this manual. It benefits everyone involved when the identity is applied consistently to convey one clear message.

Purpose of Graphic Standards

A graphic identity is the cornerstone of all communication efforts, and must be applied consistently to convey a single, clear message.

Considering the importance of the Atchafalaya Basin identity, it's vital that it be safeguarded by correct usage.

Everyone involved in communicating the Atchafalaya Basin image has a responsibility to apply the identity in a consistent and accurate way.

This Graphic Standards Manual contains guidelines for the proper use of the Atchafalaya Basin identity. It describes authorized usage for communication of all kinds. Any exceptions to the requirements of the Graphic Standards Manual must be approved by the Atchafalaya Basin Program prior to authorizing usage in all media.

These newly revised guidelines replace all previously published standards. The intent of all revisions implemented is to provide enhanced design flexibility, simplification and clarity.



Design Elements

THE LOGO

The official Logo is the primary component of the Atchafalaya Basin graphic identity system. The Logo was created to replace all other pre-existing logos developed for the Atchafalaya Basin.

The Logo must be incorporated into all official publications without exception and must be consistently applied within the guidelines of the manual.

USE OF THE LOGO

The use of the Logo is restricted to the Atchafalaya Basin Program and official boards, committees and staff.

The Logo must be used on all documents that do not have "Atchafalaya Basin" or "Atchafalaya Basin Program" prominently displayed in the title.

LOGO CONFIGURATIONS

It is unacceptable to change any aspect of the Logo. It is unacceptable to recreate the Logo.

Please download accurately proportioned Logo signatures from the graphics download library on our web site.

Any other configurations require the prior approval of the Atchafalaya Basin Program.

Size Requirements

AREA OF ISOLATION FOR THE LOGO

The area surrounding the Logo must be equal to or more than $1/2 X$, where X is equal to the total height of the Logo (see example at left). The Logo must not be placed adjacent to distracting design elements and must not become part of a larger pattern or design element. The only exception to this area of isolation is the use of secondary type, which must be positioned $1/4 X$ from the baseline of the Logo (see example at left).

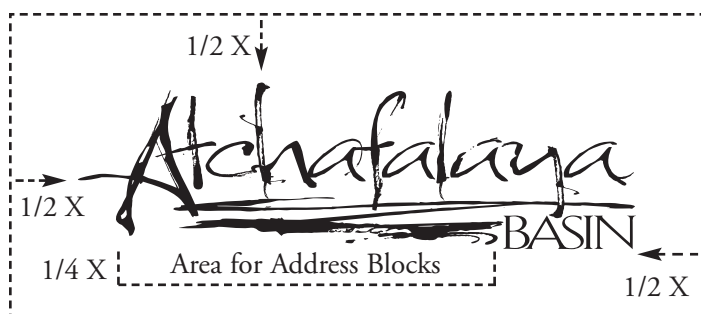
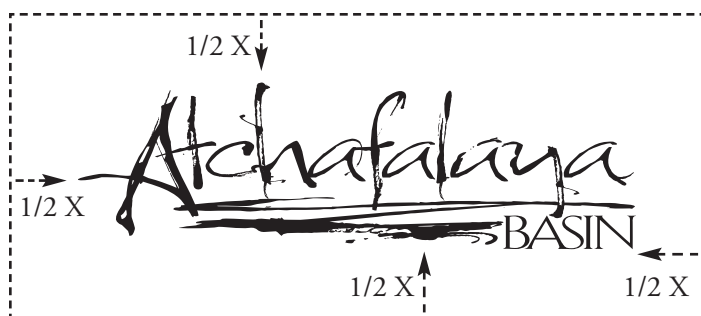
GUIDELINES FOR SECONDARY TYPE USAGE

Secondary type is limited to official committees, programs, departments, units and service distinctions, or address blocks. Secondary type must be set in Baur Text Initials unless it appears as part of an address block. The type for address blocks may be set in AGaramond. All secondary type must be set in Pantone 470 orange, Pantone 4495 brown or black ink.

See the official color palette.

MINIMUM REPRODUCTION SIZE

The minimum print reproduction size of the Logo is $5/16$ inches in height.



Minimum height of
the Logo is $5/16$ "





Brown PMS
4495 Coated and
Uncoated



Orange PMS 470
Coated and
Uncoated



Black



Color Usage

APPROVED COLORS

The Logo should be reproduced in the official colors. Shown at left is the official Atchafalaya Basin Pantone® Matching System (PMS) color palette for print applications.

PROCESS COLOR INK FORMULAS

Brown PMS 4495 coated/uncoated C:0 M:20 Y:95 K:46

Orange PMS 470 coated/uncoated C:0 M:58 Y:100 K:33

Black coated/uncoated C:40 M:60 Y:60 K:100

SURFACE COLOR VALUES

Any solid color background that exceeds a color value of 50% black – reverse Logo to white.

Any solid color background that does not exceed a color value of 50% black – preferably PMS 470 orange, PMS 4495 brown, or black.

USAGE

The Logo must never appear in screen tints and must always appear in the solid color combinations described above unless prior permission has been granted by the Atchafalaya Basin Program.

COLOR CONSISTENCY

Ink colors are effected by many variables including printing method, paper color, texture and conditioning.

Our objective is to achieve a very close color match to the official color palette within reasonable tolerances of the chosen reproductive method, paper and substrate.

Baur Text Initials

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

AGaramond Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AGaramond Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AGaramond Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AGaramond Semi-Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AGaramond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AGaramond Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Recommended Typefaces

The Logo is a customized signature derived from several different typefaces. Type must never be substituted for the official Atchafalaya Basin Logo. However, use of the following typefaces is authorized to compliment the Logo when used in signage and other business systems.

In addition, they are recommended for use in publications and other communication documents, whenever appropriate. Other complementary typefaces may be selected for use in communication materials.

SERIF FAMILY

Baur Text Initials should be used for headlines and organizational distinctions. AGaramond roman, italic, semi-bold, semi-bold italic, bold or bold italic should be used for text and address blocks.

SANS SERIF FAMILY

Myriad roman, italic, bold and bold italic should be used in headlines, subheads, and text to compliment the Baur Text Initials and AGaramond typefaces.

To Obtain the Recommended Typefaces please contact the AGFA/Monotype Consumer Sales Manager at 800-424-8973, extension 5955.



Unacceptable Usage

IT IS UNACCEPTABLE TO: Use other typefaces in place of the Logo.

IT IS UNACCEPTABLE TO: Alter the Logo in any way, such as eliminating the word “BASIN”.

IT IS UNACCEPTABLE TO: Rearrange the Logo in any way.

IT IS UNACCEPTABLE TO: Angle or rotate the Logo.

IT IS UNACCEPTABLE TO: Add a shadow, dimension, or distort the Logo.

IT IS UNACCEPTABLE TO: Recreate the Logo.

IT IS UNACCEPTABLE TO: Change the spacing between letters or spacing between the “Atchafalaya Word Mark” and the word “BASIN”.

IT IS UNACCEPTABLE TO: Scan the Logo from reproduction masters or recreate the Logo in any way.

Avoid using bitmapped images such as Tiff or Pict file formats for offset printed materials because of their poor reproduction quality. The EPS file format is scalable and provides better reproduction for offset printing.



UNACCEPTABLE



UNACCEPTABLE



UNACCEPTABLE



UNACCEPTABLE



UNACCEPTABLE

Unacceptable Usage *continued*

IT IS UNACCEPTABLE TO: Use screen tints of the Logo colors in any combination.

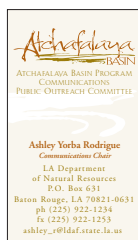
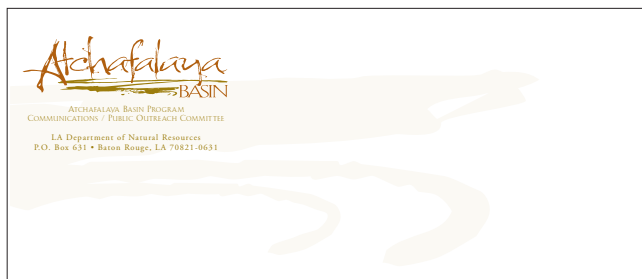
IT IS UNACCEPTABLE TO: Mix the logo colors in any combination other than the approved usage.

IT IS UNACCEPTABLE TO: Use screen tints in the water icon for 1-color applications.

IT IS UNACCEPTABLE TO: Use color digital files when outputting to a black and white laser printer. *This will render the official colors of PMS 4495 brown and PMS 470 orange in screens of black.*

IT IS UNACCEPTABLE TO: Mix the logo colors in any reversed combination other than the approved usage.

**Top, left and right margins set at 1"
Bottom margin set at 1.75"**



Business Systems

LETTERHEAD

The letterhead includes placing the committee distinction. The web site is recommended on all printed letterhead, following the address block. Business systems do not allow for personalized stationery.

#10 ENVELOPE

Committee distinction and department information, as well as the address block, appear on the front of the envelope. This envelope configuration conforms to U.S. Postal Services bulk mail regulations.

BUSINESS CARD

Name, title, committee distinction and department appear on the face of the business card. Individuals choosing this business card style will be allowed no more than two position titles and one committee distinction.

The address block complete with phone, fax and personal e-mail address is also centered at the bottom of the card.

Extra information such as building location, home phone number, and professional associations are not recommended on business cards.

LETTERHEAD MARGIN GUIDELINES

Shown at right are recommended margin guidelines to follow when setting up word processing formats.

OPTIONS FOR 1- AND 2-COLOR PRINTING

All stationery examples shown in this manual are available in two printing options: 2-color, using PMS 4495 brown and PMS 470 orange inks on paper stock similar to Beckett R.S.V.P, Pebble Beach premium felt 80# text (shown at left), or 1-color, using black ink on white paper stock.


To order stationery and business cards contact
KJA Communications Group.

Fax Sheet

Shown here is the approved fax cover sheet. Committee distinction and department information, as well as the address block, appear on the front of the fax sheet. A

Microsoft Word template can be obtained from the graphics download library from our website.

To order fax pads contact KJA Communications Group.

 LA Department of Natural Resources Atchafalaya Basin Program Communications / Public Outreach Committee	P.O. Box 631 • Baton Rouge, LA 70821-0631 • ph (225) 922-1234 • fx (225) 922-1253	
	F A X T r a n s m i t t a l	
	TO	_____
	COMPANY	_____
	CLIENT	_____
FROM	_____	
DATE	_____	
PAGES	_____	

Signage Applications

It is important to apply the official Logo consistently throughout the signage program. Shown at left are various examples of how the Logo can be applied to both directional signage programs and interior and exterior institutional signage programs. The Logo is recommended, but not required, on all interior signage applications.

DIRECTIONAL SIGNAGE

Located at intersections, information booths and major entry points, directional signage will immediately orient the user and direct that person to his/her destination. The Logo is recommended on all directional signage.

INSTITUTIONAL SIGNAGE

Shown at left are also examples of both interior and exterior institutional signage and a typical vehicle showing the official Logo including a department designation. For additional information on all signage applications, please contact KJA Communications at (318) 445-5966.



Exterior Institutional Sign Applications



Interior Institutional Sign Applications



Vehicle Sign Applications



Publications and Advertising

INCORPORATING THE LOGO INTO PUBLICATIONS

The Logo must appear on the front of all publications and in the address block whenever an address block is included. For larger publications, it is recommended that the Logo be included on the cover, title page and back cover. When using a publication as a self-mailer, the Logo and address block must be placed in the upper left corner on the mail address side.

INCORPORATING THE LOGO INTO ADVERTISING

The Logo must always appear in one of the approved configurations for all advertising applications.





P.O. Box 94396
617 North Third Street
First Floor, LaSalle Building
Baton Rouge, LA USA 70804-4503



Publications and Advertising *continued*

MASTHEADS

The Atchafalaya News Flash (shown left) is the official Atchafalaya Basin Newsletter and maintains its own Graphic Standards. On all other mastheads, the Logo must appear on the front of the publication and may be used as part of the masthead design. The titling for the masthead must never replace configurations of the Logo.

FORMS

Forms that require an address block must include the Logo.

INCORPORATING THE LOGO INTO OTHER GRAPHIC ELEMENTS

When incorporating the Logo into other graphic elements, it is important to follow the guidelines regarding the area of isolation. Boxes, rules and other graphic elements must not compete with the Logo and should remain outside the area of isolation.

Additional Guidelines

DIGITAL FILES

All authorized Logo configurations are available in digital formats. The recommended format for using the Logo in digital files is the EPS format. Do not scan or image the Logo from reproduction masters. Digital files containing the official Logo can be obtained in EPS format readable by Macintosh® or Windows® platforms by calling (318) 445-5966.

PROCEDURES FOR EXCEPTIONS TO THE GRAPHIC STANDARDS MANUAL

Any exceptions to the requirements of the Graphic Standards Manual must be approved by the Atchafalaya Basin Program Communications Committee prior to printing. Please follow the steps below when submitting an exception request.

Request must include written justification of exception, artwork, name and contact information.

Send requests by fax to (318) 442-5991 or by mail to KJA Communications Group, 1444 Peterman Drive, Alexandria, LA 71301.

Allow one week for a decision. Most exception request decisions do not take a full week but some do require review by additional offices. A decision will be returned as soon as possible.

If you have questions, contact KJA Communications at (318) 445-5966.

SECONDARY LOGO GUIDELINES

As stated above, all secondary logos must be approved by the Atchafalaya Basin Program. The Atchafalaya Basin Logo is the primary mark of the Atchafalaya Basin Program and the extensive use of secondary logos dilutes the official Logo's value.

GRAPHIC DESIGN AND PRINTING SERVICES

For graphic design or print services, contact Joan Ferguson at KJA Communications Group at 1444 Peterman Drive, Alexandria, LA 71301

(318) 445-5966 ph • (318) 442-5991 fx
joanf@kjaonline.com