



Chesapeake Crossroads

HERITAGE AREA

Graphics Guidelines

Choose your story.



Logo Usage Requirements



Choose your story.

Four Color

Primary Logo

The Chesapeake Crossroads Heritage Area logo is the most concise visual representation of our brand.

Halftone & Pantone Logos

The preferred color for our logo is in four color. In some cases, a four color logo may not be practical or possible due to limitations in printing. For these instances we may use a Pantone, Grayscale version or a one-color Black or White logo.



Choose your story.

Pantone Color



Choose your story.

Grayscale



Choose your story.

1-Color Black



Choose your story.

1-Color White

Colors

Primary Logo



Choose your story.

3025C 0R, 79G, 110B
100C, 65M, 37Y, 21K #004F6E

1255C 170R, 128G, 51B
31C, 47M, 95Y, 9K #aa8033

Secondary Logo



Choose your story.

357C 26R, 86G, 50B
86C, 40M, 91Y, 39K #1b5633

1255C 170R, 128G, 51B
31C, 47M, 95Y, 9K #aa8033

Tertiary Logo



Choose your story.

7628C 150R, 27G, 30B
25C, 100M, 100Y, 26K #961b1e

BlackC 0R, 0G, 0B
75C, 68M, 67Y, 90K #000000



Logo Usage Requirements

Primary Logo

(blue/yellow)



Choose your story.

Secondary Logos

(green/yellow) (yellow/green)



Choose your story.



Choose your story.

Tertiary Logo

(red/black)



Choose your story.

for use in fundraising & events only



Logo Usage Requirements

Horizontal and Vertical

There are different versions of the logos depending on where they are to be used.



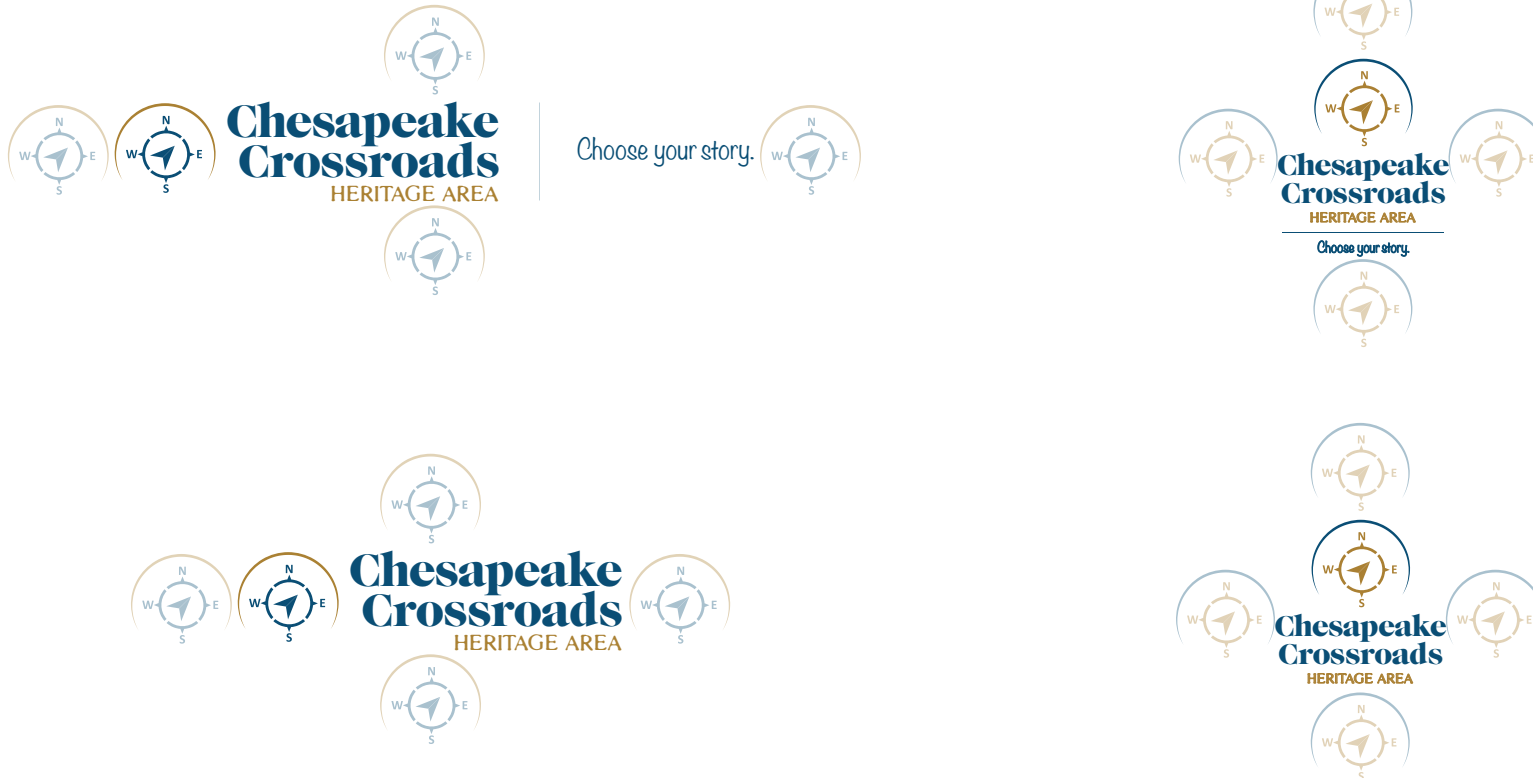
Choose your story.



Logo Usage Requirements

Clear Space

To ensure visibility, the Chesapeake Crossroads Heritage Area logo should be surrounded with sufficient clear space — free of type, graphics, and other elements that might cause visual clutter — to maximize the recognition and impact of our identity.



Logo Usage Requirements

Minimum Size Requirements

Digital Minimum Size

There are no predetermined sizes for the Chesapeake Crossroads Heritage Area. Scale and proportion should be determined by the available space and visibility.

For digital uses, the primary logo should never be smaller than 100 pixels wide.

Print Minimum Size

In print, the primary logo with tagline should never be smaller than 1.7 inches wide. The primary logo without the tagline should never be smaller than 1.5 inches wide.

Logo



Minimum Size
1.70" / 100px

Logo



Minimum Size
.8" / 100px

No Tag Line



Minimum Size
1.5" / 100px

No Tag Line



Minimum Size
.8" / 100px



Font Usage Requirements

Our Typeface used in print and web

The following fonts and their displayed variations have all been approved for use in Chesapeake Crossroads Heritage Area design and correspondence. Refer to the guide to the right for recommended usage and refrain from using any fonts not listed.

Provicali Regular

is used for all headlines and Subhead accents

abcdefghijklmnopqrstuvwxyz

0123456789

&*#@?!/+ (.,:;)

Acumin Variable Concept

is used for all standard body copy

abcdefghijklmnopqrstuvwxyz

0123456789

&*#@?!/+ (.,:;)



Image Usage Requirements

Brand Development

Differentiating our brand in the marketplace is of the utmost importance in establishing a brand identity. Our imagery should reflect these unique, core values.

Establishing consistency in our images is paramount. All main imagery must be of high quality. Imagery for the mobile phone graphic can be of phone camera quality. Main imagery style should be consistent: tight shots focusing on individuals and visitors engaged and enjoying elements of one of our sites. This can be achieved with stock photography as well as on



location photography. Stock photography should be examined carefully to not have specific details that may not be realistic or literally found on location.

Imagery for the mobile phone graphic should feel just like family photos that one would take on a trip or vacation. Images should focus on activities, participation and a clear wide angle of the facilities themselves to allow us to highlight the benefits of the actual site.

