

FRIENDS OF CASTLETON

PARKS & RECREATION

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Brand Overview

The Friends of Castleton Parks and Recreation is a local non-profit organization looking to enrich the community of Castleton by offering recreational activities and programs to people of all ages. We strive to engage with the community by highlighting the recreation building as both a place for physical activities and craft as well as build community, familiarity, and involvement.

Logo

The Friends of Castleton Parks and Recreation logo was thoughtfully designed to reflect the organization's values of community, inclusiveness, and growth while maintaining a friendly and welcoming appearance.



Logo (Cont.)



Logo (Cont.)

The stylized figures represent the community. They are designed to be abstract to allow individuals to see themselves represented. The figures stand together, symbolizing unity, support, and reinforces the themes of sustainability, outdoor activity, and environmental care.

The three arches above the figures form a simplified rainbow, symbolizing hope, joy, and a bright future. The warm golden tones create a sense of optimism harmony, and emphasise connection and shared purpose.

The name “Friends of Castleton” is set in a bold, friendly serif typefaces, arched to mirror the rainbow form and create a sense of unity and enclosure.

The secondary text, “Parks & Recreation”, is placed in a strong, grounding line below, offering clarity and reinforcing the organization’s identity. The typography is approachable yet formal, reflecting both the community spirit and the professionalism of the organization.

Color Palette

The brand colors consist of warm yellows and cool greens emphasizing our community oriented values. When using these colors, only high-contrast color pairings should be used to ensure legibility.

As a general rule, you should always use a light logo variations on dark backgrounds and dark logo variations on light backgrounds. Color combinations like Banana Yellow on Yellow, or Amazon Green on Banana Yellow should be avoided as they don't have high enough contrast.

Mustard Yellow

HEX Code: #FAD552
RGB: 250, 213, 82
CMYK: 2, 14, 79, 0
Pantone: Pantone 122

Yellow

HEX Code: #FEE397
RGB: 254, 227, 135
CMYK: 1, 9, 56, 0
Pantone: Pantone 2001

Banana Yellow

HEX Code: #FDE559
RGB: 253, 235, 185
CMYK: 1, 5, 32, 0
Pantone: Pantone 7401

Darthmouth Green

HEX Code: #0E5C2D
RGB: 14, 92, 45
CMYK: 87, 34, 100, 38
Pantone: Pantone 7484

Amazon Green

HEX Code: #327F4B
RGB: 50, 127, 75
CMYK: 81, 28, 87, 14
Pantone: Pantone 7731

Sage Green

HEX Code: #81A483
RGB: 129, 164, 131
CMYK: 21, 0, 20, 36
Pantone: Pantone 5575

Typography

ALEO BOLD

Primary Typeface

The primary typeface is used for Headings, Titles, etc. when creating written content.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
stuvwxyz

0123456789

ALEO MEDIUM

Secondary Typeface

The secondary typeface is used for Sub-Headings, Subject Headings, etc. when creating written content.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
stuvwxyz

0123456789

MONTSERRAT MEDIUM

Body Typeface

The tertiary typeface is used for large amounts of text when creating written content.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
stuvwxyz

0123456789

Acceptable Usage

The following are acceptable usages of the logo that ensure a consistent application across various media and platforms.



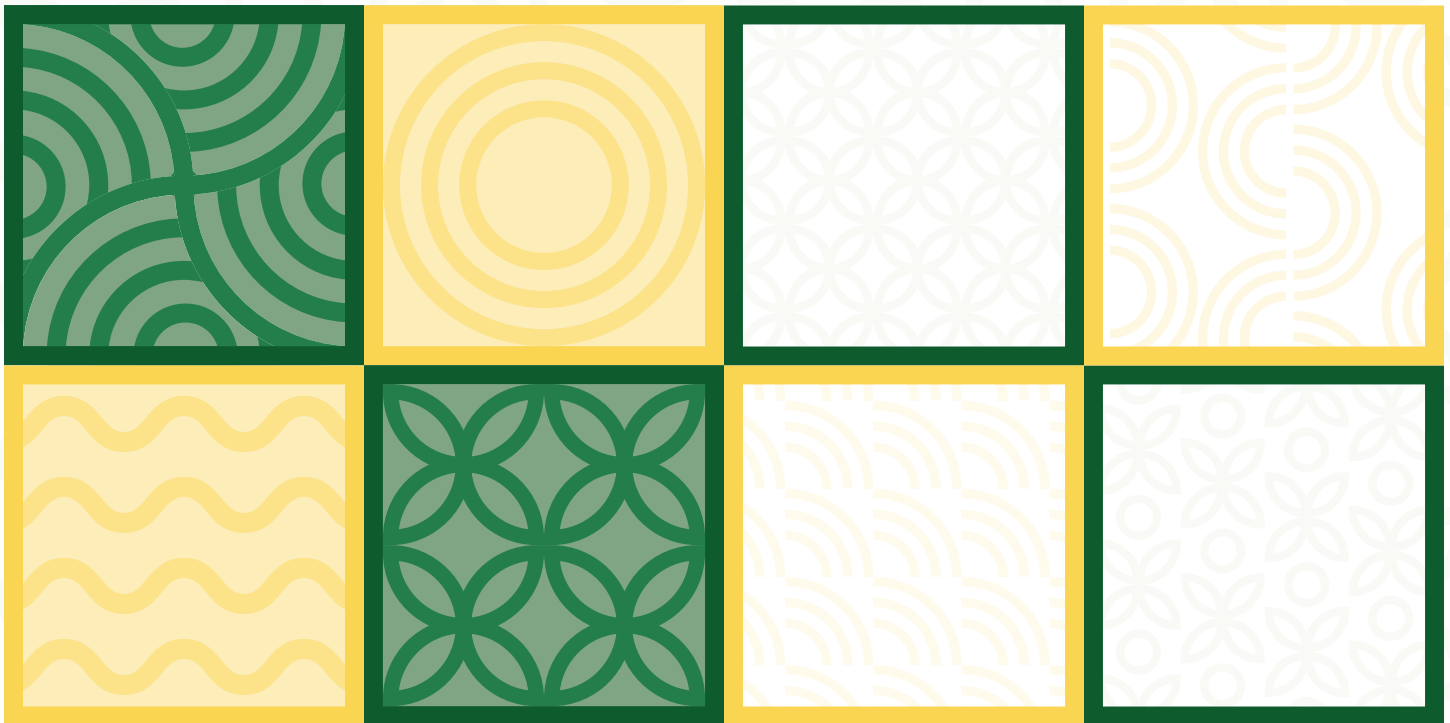
Non Acceptable Usage

The following are unacceptable usages of the logo that are inconsistent with the brand's identity and improperly represent the Friends of Castleton Parks & Recreations. This includes, but is not limited to, improper use of color, placement, distortions, or low contrast.



Brand Assets

These are additional brand assets that can be used in a variety of materials to add visual interest.



Clear Space

Clear space refers to the minimum amount of space between the logo and the placement of other elements in a composition. The “O” of the smaller abstract people on the left and right should be used as a spacer for the appropriate clear space.



Mockups



Mockups (Cont.)

