

CORRECT MCMP LOGO/ICON USAGE

[- -] REPRESENTS 0.25" SAFE ZONE. THESE LOGOS SHOULD NOT BE COMBINED OR ALTERED IN ANY WAY.



MILL CREEK METROPARKS 4-COLOR LOGO

Preferred logo.

To be used on all park logo applications that have a white background. If background is not white, use other options below.



MILL CREEK METROPARKS SIGNATURE GRAY LOGO

To be used on apparel and print pieces with a light-colored solid background.



MILL CREEK METROPARKS ALL BLACK LOGO

To be used on apparel and print pieces with a light-colored background.



MILL CREEK METROPARKS ALL WHITE LOGO

To be used on apparel and print pieces with a dark-colored background.

*BLACK IS FOR REFERENCE ONLY

CORRECT MCMP COLOR USAGE



MCMP Signature Gray
Pantone Cool Gray 10
C=0 M=2 Y=0 K=60
Web Use: HEX 848484



MCMP Dark Green
Pantone #364
C=65 M=0 Y=100 K=42
Web Use: HEX 306E23



MCMP Medium Green
Pantone #376
C=50 M=0 Y=100 K=0
Web Use: HEX 7CAF35



MCMP Light Green
Pantone #381
C=20 M=0 Y=91 K=0
Web Use: HEX B7E73C

LOGO OVERVIEW

BELOW ARE THE ONLY ACCEPTABLE LOGOS USED BY MILL CREEK METROPARKS.

*THESE LOGOS SHOULD NOT BE COMBINED OR ALTERED IN ANY WAY.

4-COLOR

Logo Use pgs. 5 - 7



1-COLOR

Logo Use pgs. 8 - 10



*BLACK IS FOR REFERENCE ONLY

FOR EMBROIDERY ON BLACK APPAREL ONLY

WHITE LOGO WITH COLOR TREE

Logo Use pgs. 11 - 13



*BLACK APPAREL ONLY



LOGO USAGE: 4-COLOR MILL CREEK METROPARKS LOGO

“GOTHAM MEDIUM” IS THE MAIN FONT USED IN THE MILL CREEK METROPARKS LOGO.

The secondary font usage can be found on page 17. MCMP logos should not be altered in anyway, but if a logo needs to be rebuilt for any reason the font is illustrated below.



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- The 4-color logo is intended for use on a white background only
 - Used on print, mail, electronic marketing pieces and apparel
 - Can be made as large as needed, as long as it is sized proportionally
 - Logo should be no smaller than 1" wide for print and 241 pixels wide for screen
 - Maintain 0.25" of clear space around logo so it does not appear cramped



LOGO USAGE: 1-COLOR MILL CREEK METROPARKS LOGO



- Used on all light non-white backgrounds; use white logo on dark backgrounds
- Used on 1-color marketing materials
- 1-color logo must be used as one of these colors: Black, White, or Signature Gray (matches PMS# Cool Gray 10)
- Used on print, mail, electronic marketing pieces and apparel
- Can be made as large as needed, as long as it is sized proportionally
- Logo should be no smaller than 1" wide for print and 241 pixels wide for screen
- Maintain 0.25" of clear space around logo so it does not appear cramped



LOGO USAGE: WHITE MILL CREEK METROPARKS LOGO WITH COLOR TREE

*THE USE OF THIS LOGO IS FOR **EMBROIDERED APPAREL ONLY**.



- Can be used on black apparel
- Logo must be embroidered/stitched; Stitch colors should match as specified below:
 - Text and Arch: white; Tree sections: dark green–PMS#364, medium green–PMS#376, light green–PMS#381
- Silk-screen process is not acceptable for this logo use
- Must have approval from the design staff before using
- Can be sized proportionally for apparel and should be no smaller than 1" wide
- Maintain 0.25" of clear space around logo so it does not appear cramped



MILL CREEK METROPARKS COLOR PALETTES AND USAGE

BELOW ARE THE ONLY ACCEPTABLE COLORS USED FOR MILL CREEK METROPARKS LOGOS

*THESE COLORS SHOULD NOT BE CHANGED OR ALTERED IN ANY WAY UNLESS APPROVED BY THE DESIGN STAFF.

4-Color Logo



MCMP Signature Gray
Pantone Cool Gray 10 C
C=0 M=2 Y=0 K=60
Web Use Only: HEX: 848484



MCMP Dark Green
Pantone 364 C
C=65 M=0 Y=100 K=42
Web Use Only: HEX: 306E23



MCMP Medium Green
Pantone 376 C
C=50 M=0 Y=100 K=0
Web Use Only: HEX: #7CAF35



MCMP Light Green
Pantone 381 C
C=20 M=0 Y=91 K=0
Web Use Only: HEX: B7E73C

1-Color Logo



Black
C=0 M=0 Y=0 K=100
Web Use Only: HEX: 000000



MCMP Signature Gray
Pantone Cool Gray 10 C
C=0 M=2 Y=0 K=60
Web Use Only: HEX: 848484

*BLACK BACKGROUND FOR REFERENCE ONLY



White
C=0 M=0 Y=0 K=0
Web Use Only: HEX: FFFFFFFF

