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

FOR EMBROIDERY ON BLACK APPAREL ONLY
WHITE LOGO WITH COLOR TREE
Logo Use pgs. 11 - 13
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.

- 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

1-Color Logo

*Black background for reference only