

STYLE GUIDE

1910 Fires Commemoration Logo

January 2010



1910 Fires Commemoration Logo

This logo has been created to help unify visual communications surrounding our commemoration of the 1910 Fires. Applying this logo in a consistent manner will be critical to this effort. Please do not revise this logo in any way.

Primary Logo. There is a primary logo that is presented vertically and this brandmark should be chosen whenever possible. Additional versions of this logo have been created for specialized applications and to address unique challenges.

The logo may be used for a variety of applications, but its use must meet guidelines and be approved by the Northern Region's Public and Governmental Relations 1910 Fires lead contact, and in conjunction with the local forest's Public Affairs Officer.

Use of Logo

There are 3 approved versions of the 1910 Fires Commemoration Logo. As stated above, the vertical logo is preferred and should be used whenever possible. Also available are a horizontal logo and an alternate logo.

Use of Tagline. In addition to the three version of the logo is a tagline: "Heroes. Heritage. Renewal." This tagline is best presented as separated from the logo but clearly related to it. The association is strengthened by use of graphic devices like aligned margins or shared colors. The tagline is available as a separate art file to be used as necessary. Examples would include adding the tagline to the bottom of a letterhead, or back of a t-shirt. The tagline is not meant for stand alone usage (meaning if it's used, it would be in conjunction with one of the three approved logo versions.)

When presenting the logo with typeface, the logo should never be covered by font and should always stand alone.

There are color and black-only versions of all logos provided for reproduction. Given this, assigning colors to art is not necessary. There are 4-color, 3-color and RGB (red/green/blue) logo formats available. The base colors are provided as opportunities for event branding as they arise.

When presenting the logo in conjunction with the Forest Service shield, adhere to all guidelines in Forest Service Manual (FSM) 1603.4.

Approval Process for 1910 Fires Logo

Submit all requests for use of the 1910 Fires Logo to the Northern Region's Public and Governmental Relations Director Elizabeth Slown with a cc to Mariah Leuschen, 1910 Fires Assistant Coordinator for approval. Include a description of how the 1910 logo will be formatted, processed and if possible, include a mock-up showing size, placement, colors and other necessary elements.

For Non-Governmental Organizational (NGO) Use. All requests for 1910 Fires logo usage by NGOs must be reviewed by the Northern Region's Public and Governmental Relations

Director Elizabeth Slown with a cc to Mariah Leuschen, 1910 Fires Assistant Coordinator for approval. Include a description of how the 1910 logo will be formatted, processed and if possible, include a mock-up showing size, placement, colors and other necessary elements. Approvals for appropriate usage will be made on a case-by-case basis.

Elizabeth Slown: [easlown@fs.fed.us](mailto: easlown@fs.fed.us)

Mariah Leuschen; [mdleuschen@fs.fed.us](mailto: mdleuschen@fs.fed.us)

Vertical format (primary)



Horizontal format





HHR tagline

HEROES. HERITAGE. RENEWAL.