



CRPA BRAND GUIDELINES

HOW TO REPRESENT YOUR PROFESSIONAL ASSOCIATION

WHY HAVE BRAND GUIDELINES?

Having a unified brand creates a consistent identity and allows for an understanding that each event, section, and committee meeting is associated with our professional non-profit organization.

If you have questions about the contents of the brand guidelines or branding questions in general, Please contact the CRPA office at: val@crpa.com, pmc@crpa.com, or info@crpa.com (860) 721-0384

VERTICAL LOGO - FULL COLOR



HORIZONTAL LOGO - FULL COLOR



VERTICAL LOGO - GREYSCALE



HORIZONTAL LOGO - GREYSCALE



Primary Color Palette

CRPA's primary color palette consists of shades of blue, green, and yellow.

The primary palette is to be used extensively for large areas of colors fills, typographic treatments and as accents.

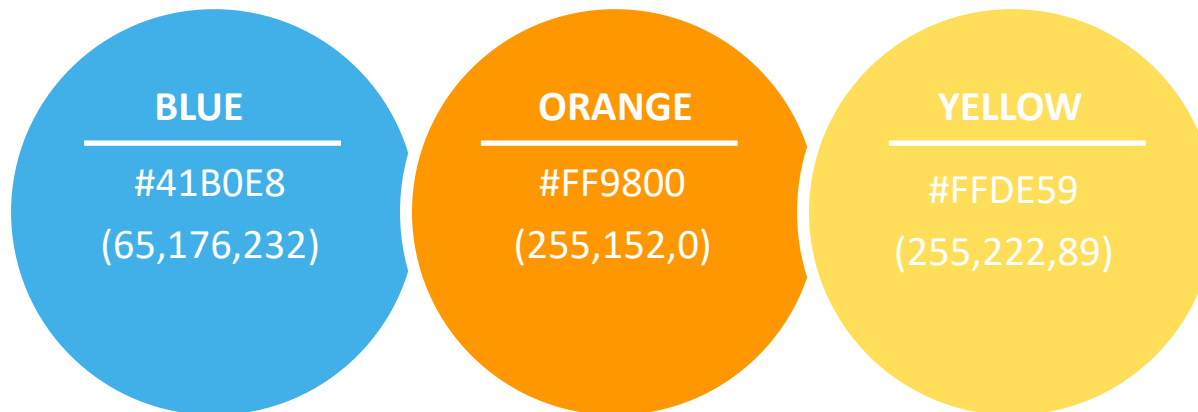


Secondary Color Palette

CRPA's secondary color palette complements our primary palette.

These colors provide an extension to the brand and should be used sparingly.

The secondary palette colors work well as accent colors and are a way to add energy and emphasis.



As a general rule, light colors work best over dark colors.

For example, yellow, white and cool gray may work well atop the other darker, richer hues.

When placing text on top of color, always ensure that proper contrast and legibility remain intact.

Typography

Font consistency is an important component of branding.

It is greatly encouraged that *Aptos Display* be used in body copy as well as titles and headlines. Bold and Italic usage is permitted. In the event that *Aptos Display* is not available please use *Calibri*.

CONNECTICUT RECREATION & PARKS ASSOCIATION

APTOS DISPLAY - BOLD:

CRPA

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Abcdefghijklm
Nopqrstuvwxyz
1234567890**

APTOS DISPLAY - REGULAR:

CRPA

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Abcdefghijklm
Nopqrstuvwxyz

APTOS DISPLAY - BOLD ITALIC:

CRPA

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Abcdefghijklm
Nopqrstuvwxyz
1234567890***

APTOS DISPLAY - REGULAR ITALIC:

CRPA

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Abcdefghijklm
Nopqrstuvwxyz
1234567890*

Unacceptable Applications

Do not alter the electronic logo artwork in any way, either in proportion or color.

Special attention should also be paid when placing the CRPA logo on a solid background, and it should never be placed on a busy background image. This list is not exhaustive and all submissions are subject to approval.



Do not stretch logo



Do not squeeze logo



*Do not print color logo
on colored paper*



*Do not place logo on
busy background*



Do not alter logo colors



Do not crop logo

Member Utilization

Professional and Associate Members are permitted to use our logo as long as it does not look like CRPA is sponsoring or endorsing a specific company or event.

When using our logo please use one of the following examples: “member of”, “proud member of”, or “member since XXXX”

ACCEPTABLE EXAMPLES:



Section & Committee Utilization

Sections or Committees associated with CRPA must adhere to our branding guidelines. They must use our logo in some way in addition to their section/committee title.

If creating a personalized logo for your event (not meetings) please incorporate the CRPA branding and logo in the artwork.

ACCEPTABLE EXAMPLES:



**INSERT
SECTION/COMMITTEE
TITLE HERE**



**INSERT
SECTION/COMMITTEE
TITLE HERE**



Available Background Options



High resolution, full color and grayscale with either transparent or white background logo formats are available for download at www.crpa.com - members only section under “CRPA Brand Guidelines - Logo Upload” or contact us at: val@crpa.com, pmc@crpa.com, info@crpa.com / (860) 721-0384 to have the images emailed to you directly.

Thank you for your support and for adhering to these branding guidelines. Adherence will ensure that CRPA maintains a professional appearance and helps to elevate the perception of the parks and recreation profession throughout the state.