



maricopa county parks and recreation department  
CONNECTING PEOPLE WITH  
**NATURE!**  
marketing plan



**Maricopa County**  
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**identity:** In today's competitive and increasingly crowded marketplace, a clear and distinct corporate identity is one of a company's most important assets.

Every company has a specific public identity— an appearance which is the sum total of all impressions made in print advertising, promotional material, marketing brochures, window clings, annual passes, stationery, business forms, facilities equipment, signs, and other visual displays.

Each of these elements of communication contributes to the overall impression people have of the Maricopa County Parks and Recreation Department.

**trademarks and/or trade names:** The Maricopa County Parks and Recreation Department has recorded Trademark/Trade Name applications on file with the Arizona Secretary of State's Office for each park name and park logo. Prior to using park logos for branding, advertising, marketing and promotional campaigns, interested parties MUST obtain written consent from the Maricopa County Parks and Recreation Department to do so. Use of any park logo without written consent is considered trademark infringement and may result in legal proceedings.

**purpose of park logo standards:** A graphic identity can represent the image and aspirations of a company. It is the cornerstone of all communication efforts, and must be applied consistently to convey a single, clear message.

For Parks, our graphic identity is represented by the **petroglyphs** which represent our connection with the Sonoran desert and its rich cultural history.

This park logo graphic standards manual contains guidelines for the proper use of our identity. It is therefore up to each of us to protect it and remain vigilant in controlling its use.



Adobe Dam Regional Park



Buckeye Hills Regional Park



Cave Creek Regional Park



The Desert Outdoor Center  
at Lake Pleasant



Estrella Mountain Regional Park



Lake Pleasant Regional Park



McDowell Mountain Regional Park



San Tan Mountain Regional Park



Spur Cross Ranch Conservation Area



Usery Mountain Regional Park



White Tank Mountain Regional Park

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**insight:** The next few pages cover acceptable usage and simple guidelines for the [Maricopa County Parks and Recreation Department's park logos](http://www.maricopa.gov/parks/marketing.aspx) featured above. Electronic artwork for the park logos is available on the Parks Website at [www.maricopa.gov/parks/marketing.aspx](http://www.maricopa.gov/parks/marketing.aspx).

center alignment



Cave Creek Regional Park

left alignment



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**formatting:** By referring to the illustrations above, you will see that the basic alignment comes from the graphic and associated type. Modifying components of the logo changes the overall appearance and contributes to an inconsistent identity.

- there are two approved set-up formats that may be used, center alignment and left alignment.
- do not put a white box around the park logo when it is placed on a dark background. If necessary, logo designs may be reversed out to allow the design to show up on the product.
- to ensure the legibility of the park logo, it must be surrounded with a minimum amount of clear space. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact.

**Do not** stretch the park logo horizontally



Cave Creek Regional Park

**Do not** stretch the park log vertically



Cave Creek Regional Park

**Do not** rotate the park logos



Cave Creek Regional Park

**Do not** place the park log on a pattern or busy background



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**change is not good:** Subtle changes such as modifying the logotype are not acceptable. These changes degrade the integrity of the Maricopa County Parks and Recreation Department standards.

It is through consistency and policing your own work and that of others that these high standards can be maintained for the long-term.

**guidelines:** the park logo may not be:

- stretched horizontally or vertically. The logo should be scaled appropriately.
- rotated.
- placed on a pattern or busy background.
- animated, beveled, embossed, morphed or otherwise distorted in perspective or appearance.
- scanned or recreated.
- use only the original high quality graphic files.

**Unacceptable usage:**



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**guidelines:** the park logo may not be:

- used as a design feature in any manner.
- used in a manner that would disparage Maricopa County and/or the Parks and Recreation Department and its products or services.
- must be used as provided by Parks with no changes, including but not limited to changes in the color, proportion, design, or artwork.
- combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols.
- **at no time should a glyph be used without the corresponding park name.** While the park logos are recognizable by staff, they mean nothing to the general public without the park name attached.

**standard fonts**

**Arial**

the quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Bold

**the quick brown fox jumps over the lazy dog**  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**

**Garamond**

the quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Bold

**the quick brown fox jumps over the lazy dog**  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**

**Tahoma**

the quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Bold

**the quick brown fox jumps over the lazy dog**  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**

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**typefaces:** The following typefaces have been approved:

- Arial;
- Garamond; and
- Tahoma

**additional information:**

- Font types are not to be italicized, underlined or heavily weighted; however, a font may be bolded.
- If the vendor does not have the park specific font, the font will default to Arial.
- If the identified font does not fit in the imprint area, the font will be defaulted to Arial.

**parks choice**

Algerian

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**

Comic Sans MS

the quick brown fox jumps over the lazy dog  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**

The Great Escape

the quick brown fox jumps over the lazy dog  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**

Western

the quick brown fox jumps over the lazy dog  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**

Elephant

**the quick brown fox jumps over the lazy dog**  
**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**

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**park fonts:** One font identified by the park. This font will remain specific to the individual parks. The park specific font may be changed yearly (valid July 1 through June 30).

- Cave Creek Regional Park – Algerian
- Desert Outdoor Center at Lake Pleasant – Comic Sans MS
- Estrella Mountain Regional Park– The Great Escape
- Lake Pleasant Regional Park - The Great Escape
- San Tan Mountain Regional Park – Western
- Spur Cross Ranch Conservation Area – Elephant
- Usery Mountain Regional Park – The Great Escape
- White Tank Mountain Regional Park – The Great Escape Bold

**structure:** It is important that careful consideration be given to the relationship between the size of the park logo and the size of the piece. The park logo should not be crowded, nor should it be unreadable.

**third party usage:** Vendors have access to a variety park logo formats via the Parks Website. Logo artwork can be found at [www.maricopa.gov/parks/marketing.aspx](http://www.maricopa.gov/parks/marketing.aspx).

**resources:** Information found throughout this document closely aligns with the [Maricopa County Graphic Standards](#) document which was prepared to ensure that the County speaks to all with a common “voice,” projecting a distinctive and relevant image of Maricopa County, while allowing the necessary flexibility for individual departmental messages. These guidelines provide an objective set of boundaries to ensure consistent quality in the application of the seal and safeguard against potential problems that could dilute efforts to build the Maricopa County identity.

If you have questions or concerns about how to use the park logos, please contact the Maricopa County Parks and Recreation Department Public Information Officer.