



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



Maricopa County
Parks and Recreation Dept.
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www.maricopa.gov/parks

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 the Maricopa Trail name and logo. Prior to using the Maricopa Trail logo 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 the Maricopa Trail logo without written consent is considered trademark infringement and may result in legal proceedings.

purpose of Maricopa Trail 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.

This 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.



insight: The next few pages cover acceptable usage and simple guidelines for the [Maricopa County Parks and Recreation Department's park logos](#) featured above. Electronic artwork for the park logos is available on the Parks Website.

center alignment



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 is one approved set-up format that may be used, center alignment.
- do not put a white box around the Maricopa Trail logo when it is placed on a dark background. If necessary, the logo design may be reversed out to allow the design to show up on the product.
- to ensure the legibility of the Maricopa Trail 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



Do not stretch the park log vertically



Do not rotate the park logos



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



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 Maricopa Trail 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:



guidelines: the Maricopa Trail logo may not be:

- used as a design feature in any manner.
- used in a manner that would disparage Maricopa County, the Parks and Recreation Department, Maricopa Trail, 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 the artwork be used without the corresponding park name.** While the Maricopa Trail logo is recognizable by staff, it means nothing to the general public without the Maricopa Trail 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

typefaces: The following typefaces have been approved:

- Arial;
- Garamond; and
- Tahoma

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

third party usage: If your vendors do not have access to the appropriate logo format, please have them contact the Parks Department's Public Information Officer at (928) 501-9204.

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 Maricopa Trail logo, please contact the Maricopa County Parks and Recreation Department Public Information Officer at (928) 501-9204.