RECREATION.GOV LOGO USAGE

Logo
The logo may be reproduced only in gray and green colors as shown.

Gray
PMS: 7450
CMYK: 66/59/55/36
RGB: 78/78/79
Hex: # 4d4d4f

Green
PMS: 575
CMYK: 65/29/100/11
RGB: 100/135/59
Hex: # 64873b

Logo on Dark Backgrounds
The logo may be reproduced in white and green or all white on dark backgrounds.

Logo with Tagline
Keep the tagline green on light backgrounds or white on dark backgrounds, and always align left.

Clear Space
Keep a minimum clear space equal to the character height. This ensures the logo will be seen quickly, uncluttered by other logos, artwork or text.

Minimum Size
Keep it legible at no less than 11 pts in height without tagline and 16.5 pts with.

1" wide
11pt   RECREATION.gov

1.5" wide
16.5pt   RECREATION.gov
5pt   BRING HOME A STORY

Unacceptable Usage
To preserve the integrity of the logo, it is essential that it be used correctly. Here are a few examples of unacceptable usage.

Insufficient contrast

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Don't crop

Don't box

Don't remove elements

Don't alter/color elements

Don't pixelate

Don't distort

Don't alter the type

Don't rotate

Don't center align the tagline

Don't right align the tagline