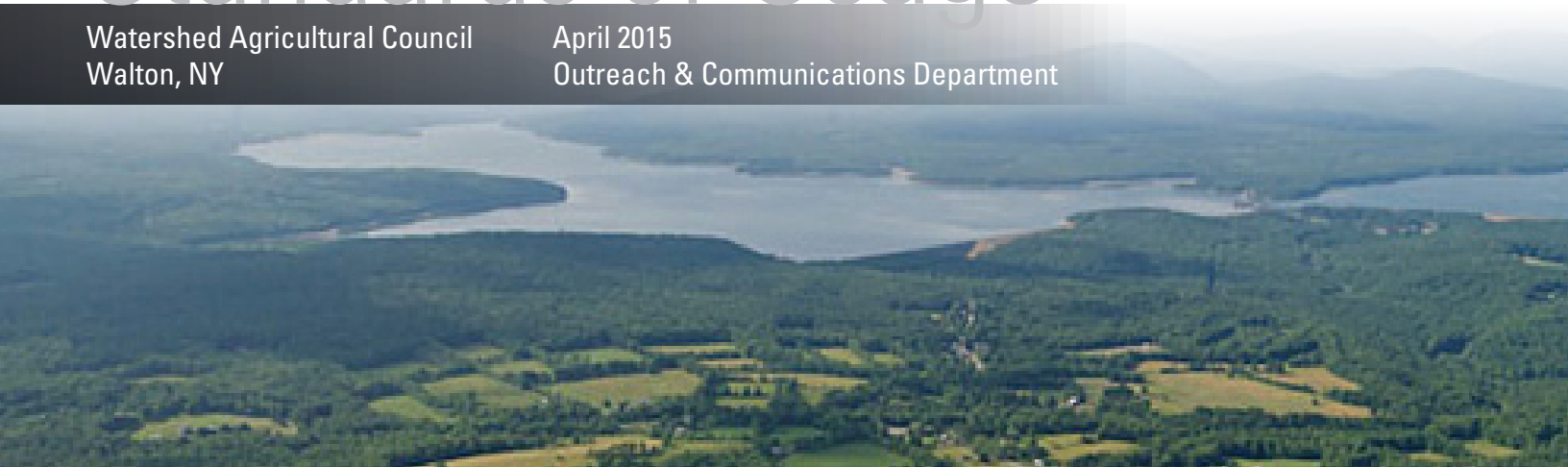




# Standards of Usage

Watershed Agricultural Council  
Walton, NY

April 2015  
Outreach & Communications Department





# Introduction

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# Color Palettes



PMS: Pantone 2716  
 RGB: R/128 G/128 B/225  
 CMYK: C50.77 M27.95 Y0 K0  
 WEB: a0ade5

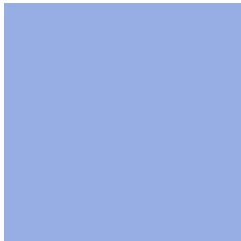


30% Black  
 WEB: bcbdc0

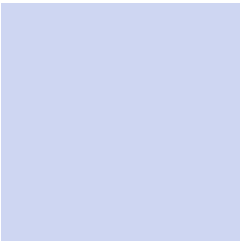


Solid Black  
 WEB: 000000

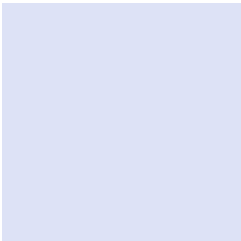
## Mono Color Palette



PMS: Pantone 2716  
 WEB: a0ade5

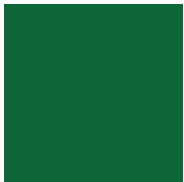


PMS: Pantone 2716  
 50%  
 WEB: d0d5f1

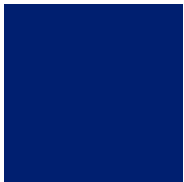


PMS: Pantone 2716  
 35%  
 WEB: e0e2f6

## Secondary Color Palette to correspond to Programs



PMS 349  
 C93, M33, Y92, K25  
 #056839



PMS 662  
 C100, M91, Y22, K20  
 #041b72



PMS 137  
 C0, M50, Y100, K0  
 #f7941e



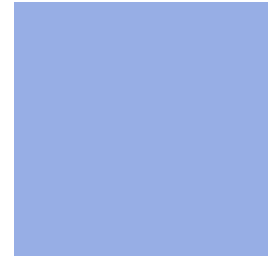
PMS 209  
 C31, M91, Y57, K37  
 #860038



## Color Palette | The Mono Palette

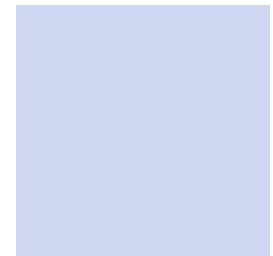
On some occasions, a 1-color logo may be preferable or required. Example applications are a 1-color newsletter that would be printed, vinyl outdoor banners, 25% version on clear decal material or silk screened on glass.

Watershed Agricultural Council



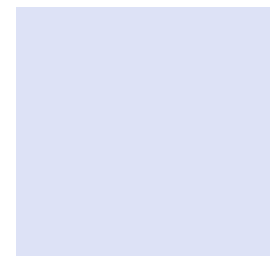
PMS: Pantone 2716  
RGB: R/128 G/128 B/225  
CMYK: C50.77 M27.95 Y0 K0

Watershed Agricultural Council



PMS: Pantone 2716  
50%

Watershed Agricultural Council



PMS: Pantone 2716  
35%



## Font Usage | Logos

Fonts used in all logos are:

**ITC Cheltenham Light**

**Univers 57 Condensed**



## Font Usage | Headlines | Serif

Below is a list of preferred serif headline and subhead font options.

Examples are shown in 28pts, however, size depends on length of headline or subhead as well as usage.

ITC Cheltenham Light

ITC Cheltenham Book

**ITC Cheltenham Bold**

*ITC Cheltenham Light Italic*

*ITC Cheltenham Book Italic*

***ITC Cheltenham Bold Italic***



## Font Usage | Headlines | Serif Alternate

There does come a time when the recommended font is not available. For example, some people who share Powerpoint documents often do not have the same fonts loaded. In those cases it is acceptable to replace ITC Cheltenham with a system version of Times. Below is a list of alternate serif headline and subhead font options.

Examples are shown in 28pts, however, size depends on length of headline or subhead as well as usage.

**Times**

*Times*

**Times**

*Times*



## Font Usage | Headlines | San Serif

Below is a list of preferred sans serif headline and subhead font options.

Examples are shown in 28pts, however, size depends on length of headline or subhead as well as usage.

Univers 47 Light Condensed

Univers 57 Condensed

**Univers 67 Bold Condensed**

Univers 47 Light Condensed

Univers 57 Book Condensed Oblique

***Univers 67 Bold Condensed Oblique***





## Font Usage | Headlines | San Serif Alternate

There does come a time when the recommended font is not available. For example, some people who share Powerpoint documents often do not have the same fonts loaded. In those cases it is acceptable to replace Univers Condensed with a system font version of Arial Narrow.

Below is a list of preferred sans serif headline and subhead font options.

Examples are shown in 28pts, however, size depends on length of headline or subhead as well as usage.

**Arial Narrow**

*Arial Narrow Italic*

**Arial Bold**

***Arial Narrow Bold Italic***



## Font Usage | Body Copy | Serif

Example body text shown is 11pt/17pt, Flush left. This is only one example. Leading would be based on project requirements (i.e. job size, usage, amount of copy, etc.).

### ITC Cheltenham Light

Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui

### *ITC Cheltenham Light Italic*

*Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt*

### ITC Cheltenham Book

Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota

### *ITC Cheltenham Book Italic*

*Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero*

### ITC Cheltenham Bold

**Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui**

### ***ITC Cheltenham Bold Italic***

***Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harci-***



## Font Usage | Body Copy | Serif Alternate

There does come a time when the recommended font is not available. In those cases it is acceptable to replace ITC Cheltenham with a system version of Times.

Example body text shown is 11pt/17pt, Flush left. This is only one example. Leading would be based on project requirements (i.e. job size, usage, amount of copy, etc.).

### Times (System Font)

Soluptio quatinv ercipsam atur aut laut la  
quam vellatem ad quis et optatiunt maio  
ist eiciae. Itaspic tem eictionsed expe of-  
ficab ius que rem acium re conem quibere  
hendis arum hariasit ut ut venitate sum  
harciumtem estrunt qui tota dendaepero

### *Times Italic (System Font)*

*Soluptio quatinv ercipsam atur aut laut la  
quam vellatem ad quis et optatiunt maio ist  
eiciae. Itaspic tem eictionsed expe officab  
ius que rem acium re conem quibere hendis  
arum hariasit ut ut venitate sum harciumtem  
estrunt qui tota dendaepero ommod quunt*

### **Times Bold (System Font)**

**Soluptio quatinv ercipsam atur aut laut la  
quam vellatem ad quis et optatiunt maio  
ist eiciae. Itaspic tem eictionsed expe of-  
ficab ius que rem acium re conem quibere  
hendis arum hariasit ut ut venitate sum  
harciumtem estrunt qui tota dendaepero**

### ***Times Bold Italic (System Font)***

***Soluptio quatinv ercipsam atur aut laut la  
quam vellatem ad quis et optatiunt maio ist  
eiciae. Itaspic tem eictionsed expe officab  
ius que rem acium re conem quibere hendis  
arum hariasit ut ut venitate sum harciumtem  
estrunt qui tota dendaepero ommod quunt***



## Font Usage | Body Copy | San Serif Cond.

Example body text shown is 12pt/17pt, Flush left. This is only one example. Leading would be based on project requirements (i.e. job size, usage, amount of copy, etc.).

### Univers 47 Light Condensed

Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt voluptaerion porest mosFerum

### *Univers 47 Light Condensed Oblique*

*Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt*

### Univers 57 Condensed

Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt voluptae-

### *Univers 57 Condensed Oblique*

*Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero*

### **Univers 67 Bold Condensed**

**Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt**

### ***Univers 67 Bold Condensed Oblique***

***Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt***



## Font Usage | Body Copy | San Serif Alternate

There does come a time when the recommended font is not available. In those cases it is acceptable to replace ITC Cheltenham with a system version of Times.

Example body text shown is 11pt/17pt, Flush left. This is only one example. Leading would be based on project requirements (i.e. job size, usage, amount of copy, etc.).

### Arial Narrow

Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt voluptae-

### *Arial Narrow Italic*

*Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum harciuntem estrunt qui tota dendaepero ommod quunt voluptae-*

### **Arial Narrow Bold**

**Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum**

### ***Arial Narrow Bold Italic***

***Soluptio quatinv ercipsam atur aut laut la quam vellatem ad quis et optatiunt maio ist eiciae. Itaspic tem eictionsed expe officab ius que rem acium re conem quibere hendis arum hariasit ut ut venitate sum***



# The Logo Mark

The Logo Mark consists of a water drop containing a landscape, and two curved lines.

The Logo Mark - Color



Logo Mark can be made up of 4 colors OR 2 color (PMS and Black) OR 3 colors (For Web usage)

The Logo Mark - in Grey (30% Black)



Logo Mark can be printed in all black ink or all grey ink, but no other colors

The Logo Mark - in Black



The Logo Mark- in White



When Logo Mark appears in white the Water Drop should always be transparent



## The Logo | with Logotype

The relationship between the Logotype and Logo Mark is illustrated below:

The Logo - in its 4/C and 2 Color PMS version

Watershed Agricultural Council



Logo Mark can be made up of 4 colors OR 2 color (PMS and Black) OR 3 colors (For Web usage)

The Logo - in Grey

Watershed Agricultural Council



Logo Mark can be printed in all black ink or all grey ink, but no other colors

The Logo - in Black

Watershed Agricultural Council



The Logo - in White

Watershed Agricultural Council



When Logo Mark appears in white the Water Drop should always be transparent



# The Logo | with Logotype and URL Preferred

When used in conjunction with the website, the Logotype should be moved up (text flush right):

Watershed Agricultural Council  
nycwatershed.org







## The Abridged Logo

When used in a square or circular space, the Logo may be modified as follows:



4/C Abridged Logo



Grey Abridged Logo



Black Abridged Logo



White Abridged Logo

Only use "Transparent Drop"  
Version when dropped out of a  
dark back background



## The Two Types | Solid / Transparent

The water drop may have a white or transparent background. Use the white background on busy images or where contrast to the background is needed.

Opaque Water Drop

Transparent Water Drop



Use of abridged logo is permitted in certain circumstances; use sparingly.



## The Logo | Programs

When used in conjunction with the website and program, the three lines of type should be spaced as illustrated below:

Watershed Agricultural Council  
**Forestry Program**  
nycwatershed.org



Watershed Agricultural Council  
**Agricultural Program**  
nycwatershed.org



Watershed Agricultural Council  
**Conservation Easement Program**  
nycwatershed.org



Watershed Agricultural Council  
**Economic Viability Program**  
nycwatershed.org





# The Logo | Programs with Secondary Color Palette

Program-specific colors may be used with the individual programs:

Watershed Agricultural Council  
**Forestry Program**  
nycwatershed.org



PMS 349  
C93, M33, Y92, K25  
#056839

Watershed Agricultural Council  
**Agricultural Program**  
nycwatershed.org



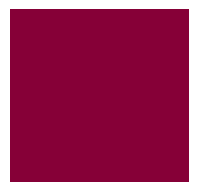
PMS 662  
C100, M91, Y22, K20  
#041b72

Watershed Agricultural Council  
**Conservation Easement Program**  
nycwatershed.org



PMS 137  
C0, M50, Y100, K0  
#f7941e

Watershed Agricultural Council  
**Economic Viability Program**  
nycwatershed.org

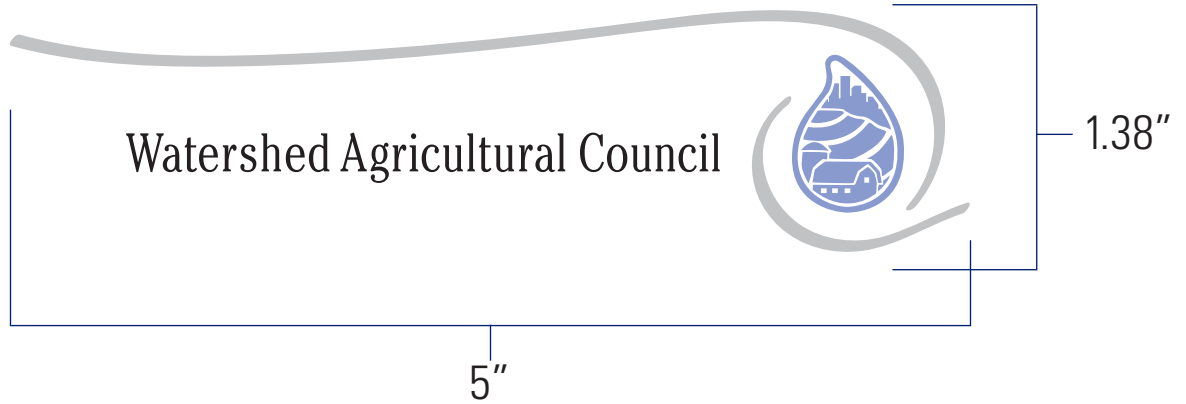


PMS 209  
C31, M91, Y57, K37  
#860038



## Usage | Proportions

Aspect ratio = 1.38" high x 5" wide



**DO NOT** squish the water drop or alter image proportions of logo in any way.





# Usage | Opaque vs. Transparent

## Opaque Water Drop vs. Transparent

Usage really depends on application. What works for one does not necessarily work for another.

### Opaque Water Drop



### Transparent Water Drop



---

The opaque water drop is most commonly used on dark solid colors or saturated photographic backgrounds



# Usage | **DO NOT**

**DO NOT** use the water drop alone.



**DO NOT** wrap text around water drop.



**DO NOT** alter the colors.





# WAC Funding Statement | Full

Full statement: example a

Watershed Agricultural Council



The Watershed Agricultural Council is funded by the New York City Department of Environmental Protection, the United States Department of Agriculture, the United States Forest Service, and other federal, foundation, and private sources. The Watershed Agricultural Council is an Equal Opportunity Employer and Provider. © APRIL 2015.

Full statement: example b

Watershed Agricultural Council



The Watershed Agricultural Council is funded by the New York City Department of Environmental Protection, the United States Department of Agriculture, the United States Forest Service, and other federal, foundation, and private sources. The Watershed Agricultural Council is an Equal Opportunity Employer and Provider. © APRIL 2015.

Full statement: example c

The Watershed Agricultural Council is funded by the New York City Department of Environmental Protection, the United States Department of Agriculture, the United States Forest Service, and other federal, foundation, and private sources. The Watershed Agricultural Council is an Equal Opportunity Employer and Provider. © APRIL 2015.







# WAC Funding Statement | Abbreviated

Abbreviated statement: example a

Watershed Agricultural Council



The Council is funded by the NYC DEP, USDA, U.S. Forest Service and other sources. EOE/EOP © APR 2015.

Abbreviated statement: example b

Watershed Agricultural Council



The Council is funded by the NYC DEP, USDA, U.S. Forest Service and other sources. EOE/EOP © APR 2015.

Abbreviated statement: example c

The Council is funded by the NYC DEP, USDA, U.S. Forest Service and other sources. EOE/EOP © APRIL 2015





## Minimum Size Usage



.5" High is the minimum the Logo should be reproduced



## When to Use the Participant Logo?

- The Council no longer uses this image.
- However, existing on-farm signage provided by WAC to enrolled farm and forest landowners may still be in use.
- Never used in print.



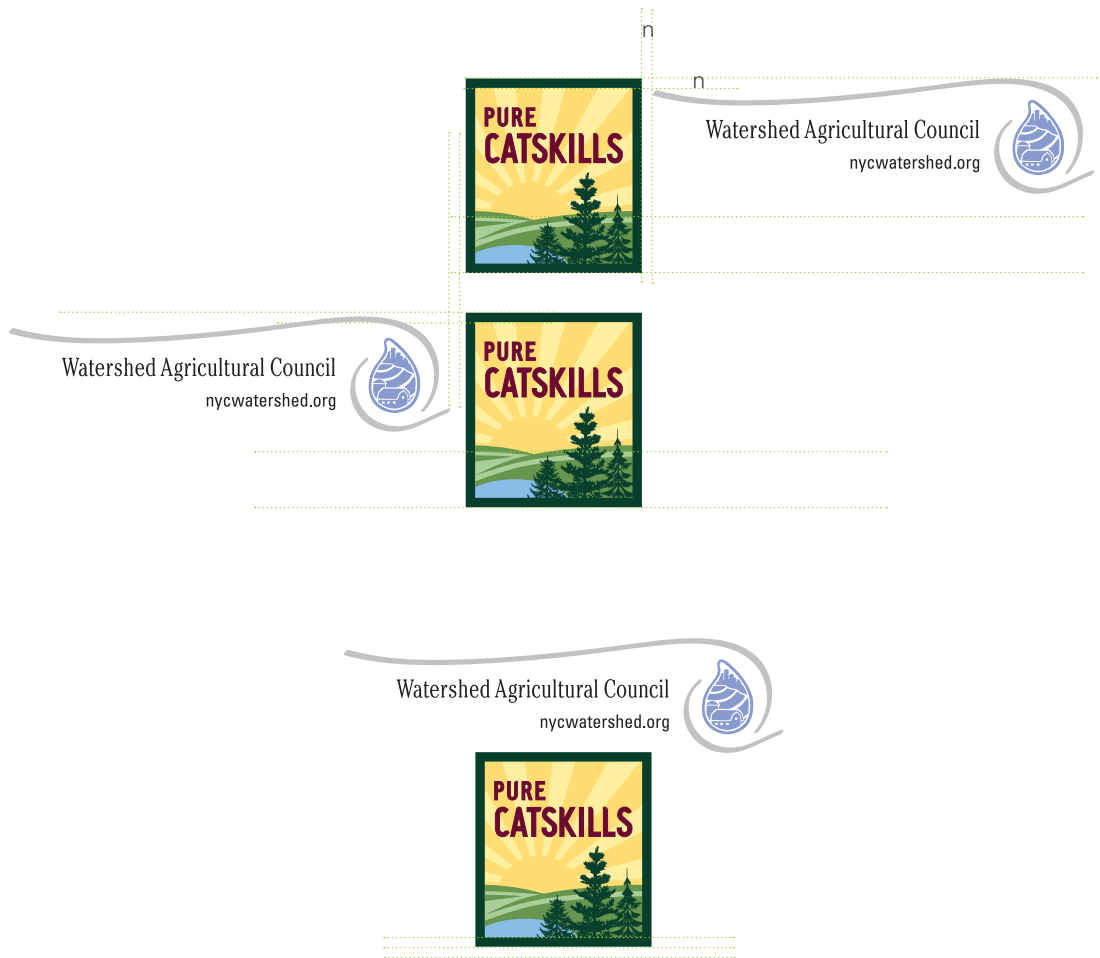
- Consult the Outreach Communications Department prior to using this logo in outreach materials.



Example of actual usage



# Treatment of WAC Logo with Partner Logos



Partner logos may be treated similarly.



# Letterhead

## Watershed Agricultural Council

Agriculture ♦ Forestry ♦ Conservation Easements ♦ Economic Viability

33195 State Highway 10, Walton, New York 13856    phone: 607-865-7790    fax: 607-865-4932    [nycwatershed.org](http://nycwatershed.org)



When all programs are listed, as in the letterhead scenario above,  
Univers Ultra Condensed may be used.



## WAC Logo with Address

Watershed Agricultural Council

44 West Street, Suite 1, Walton, New York 13856



For postcards, etc.