BEACON PARK

Visual Identity Guidelines

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If you need access to any brand assets or have any questions about these guidelines, please email Joy Neych, Supervisor, Design Resources, joy.neych@dteenergy.com.

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1.0 Brandmark

Brandmark Introduction

The Beacon Park brandmark is the most prominent element with the park's visual identity.

The brandmark is created with a custom designed burst graphic with a gradation of green to blue. The font used is Trade Gothic.

The brandmark is provided in two formats - Stacked and Horizontal. The Stacked version is preferred, but in instances where layout dictates a horizontal format, the Horizontal version may be used.

The brandmark must not be re-drawn, re-proportioned, or modified in any way.

PREFERRED
Primary Brandmark: Stacked

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Primary Brandmark: Horizontal

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Brandmark Application

The preferred application is a Beach Park brandmark (in full color) on a white background. If the brandmark is to appear over an image, ensure that the mark is clearly legible. Backgrounds should provide sufficient contrast and be free of any distracting elements.

The Preferred Stacked version is shown below, but these same rules apply to the Horizontal version of the brandmark.

The brandmark must not be re-drawn, re-proportioned, or modified in any way.

The brandmark on a white background is a preferred application.

On a 100% black background, the use of the full color logo is preferred.

NOTE: If the application is black and white only, the reverse brandmark should be used.

Place the brandmark on backgrounds that are no more than 25% black and have low contrast with no distracting elements.

Use the revesre brandmark on low-contrast backgrounds that are more than 25% black or any solid color background.

If an application allows for one color only, the brandmark can appear in Cyan.

NOTE: this application is for **limited use only** - primarily for hard goods. Prior approval is required before use.

Where full color is not available, the brandmark should appear in black.

Minimun Clear Space

The guidelines below show the recommended minimum space that should appear between the brandmark and any other elements such as copy or imagery. The space should be greater whenever possible.

In a case where space is compressed, headlines may be placed closer to the brandmark as indicated by the red arrows. The space should be greater whenever possible.

The same minimum guidelines should be used when positioning the brandmark at the edge of a frame or a page, with the preference being for greater space.
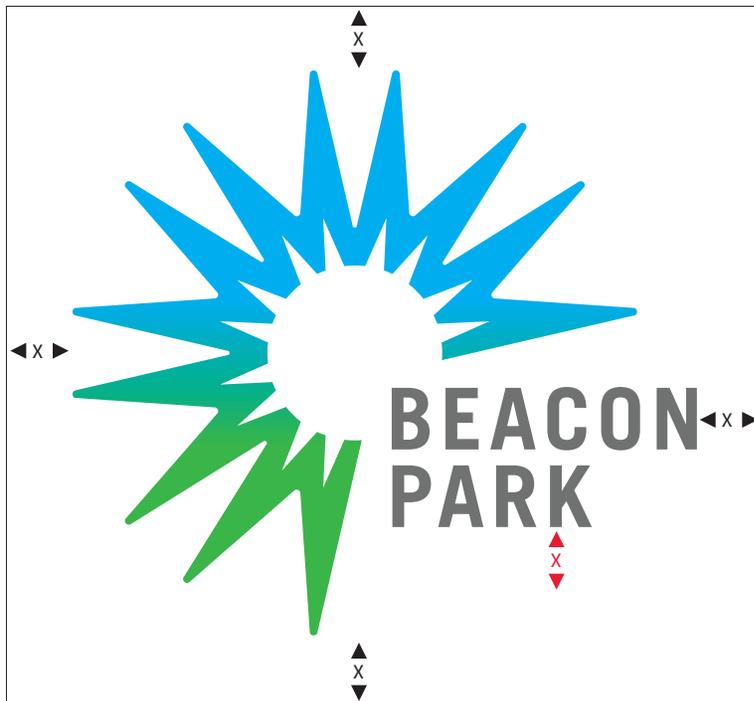
The minimum space that should appear between the brandmark and any other elements is based on the height of the "B" in the brandmark as show above.

Unapproved Applications

The examples below show situations to avoid when using the brandmark. These cases involve breaking down the integrity of the brandmark's form and lessening its legibility.

The examples are shown in both the Stacked and Horizontal versions of the brandmark. Situations shown apply to both versions in all cases.

Do not change the proportion of the brandmark.

Do not place the brandmark over busy or high-contrast areas of imagery. This creates visual noise around the brandmark and lessens legibility.

Do not apply any color to the brandmark besides full color. It certain situations, the logo can appear in Cyan or black. See **Brandmark Application**


Do not place text or any graphic element near the brandmark. The brandmark should always have ample white space around it. See **Minimum Clear Space**.

Brand Partnership

When the brandmark is used to represent a partnership with another brand(s), follow the guidelines below. The guidelines show the recommended minimum space that should appear between the brandmark and other brands. The space should be greater whenever possible.

The brandmark is not required to be a specific percentage larger than the partner brand, but it must have equal visual weight.
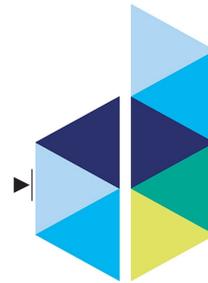
The minimum space that should appear between the brandmark and any other brand is based on the height of the "Beacon Park" in the brandmark as shown above for the stacked version and below for the horizontal version.

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2.0 Color

Primary Brand Colors

The primary brand colors are Cyan, PMS 361, and PMS 424 as shown below. In application, the colors should match the PMS numbers as closely as possible. Values for RGB and CMYK have been given to help reproduce the colors consistently within different environments.

The colors shown below suggest the PMS colors indicated. Always use an updated Pantone guide for an accurate visual representation. For paint colors, match the PMS swatch indicated.

Cyan

Coated
CYAN C
C100 M0 Y0 K0

Uncoated
CYAN U
C100 M0 Y0 K0

Screen
R0 G163 B224
#00a3e0

Green
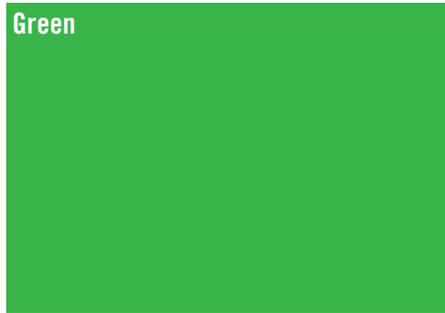
Coated
PMS 361 C
C68 M0 Y100 K0

Uncoated
PMS 361 U
C69 M0 Y100 K0

Screen
R67 G176 B42
#43b02a

Grey

Coated
PMS 424 C
C52 M41 Y38 K20

Uncoated
PMS 424 U
C69 M0 Y100 K0

Screen
R112 G115 B114
#707372

Secondary Brand Colors

The secondary brand colors support the primary palette. The bright hues add vibrancy to communications.

The colors shown below suggest the PMS colors indicated. Always use an updated Pantone guide for an accurate visual representation. For paint colors, match the PMS swatch indicated.

| Yellow | Orange | Light Blue | Blue | Black |

Coated
PMS 7405 C
C0 M8 Y100 K1

Uncoated
PMS 7405 U
C0 M17 Y100 K3

Screen
R242 G205 B0
#f2cd00

Coated
PMS 151 C
C0 M54 Y100 K0

Uncoated
PMS 151 U
C0 M50 Y99 K0

Screen
R255 G130 B0
#ff8200

Coated
PMS 2985 C
C58 M0 Y0 K0

Uncoated
PMS 2985 U
C69 M1 Y0 K0

Screen
R91 G194 B231
#5bc2e7

Coated
PMS 280 C
C100 M70 Y0 K20

Uncoated
PMS 280 U
C100 M77 Y0 K8

Screen
R30 G53 B117
#1e3575
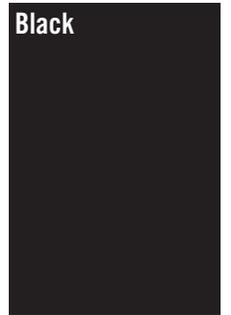
Coated
Process Black
C0 M0 Y0 K100

Uncoated
Process Black
C0 M0 Y0 K100

Screen
R0 G0 B0
#000000

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3.0 Typography

The Beacon Park font family is named Trade Gothic. The condensed versions are excellent for headlines and other instances where space is at a premium. The bold version works well where type is small, but needs to stand out.

Trade Gothic Condensed No. 18

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()

Trade Gothic Condensed No. 20

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()

Trade Gothic Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()