The vertical logo is the preferred / primary version.

<table>
<thead>
<tr>
<th>color</th>
<th>black</th>
</tr>
</thead>
</table>

outdoors for all Foundation

outdoors for all Foundation
The horizontal logo is available as an alternate to allow for design flexibility.

<table>
<thead>
<tr>
<th>color</th>
<th>black</th>
</tr>
</thead>
</table>

![Color Logo](image1.png)  
![Black Logo](image2.png)
Maintaining a consistent clearance around logo keeps maximum legibility and brand impact.
1.3b :LOGO
CLEAR SPACE - Secondary

Maintaining a consistent clearance around logo keeps maximum legibility and brand impact.
1.4: LOGO
CORRECT USAGE

Correct usage applies to both vertical and horizontal versions.
1.5 : LOGO
INCORRECT USAGE

Incorrect usage applies to both vertical and horizontal versions.
1.6 : LOGO
MINIMUM IMPRINT SIZE

To ensure that logo is legible it should not appear smaller than the suggested minimum size.
1.7 :LOGO
OTHER IMPORTANT LOGO TIDBITS

§ The logo in black may be printed on white, green or goldenrod paper.

§ The logo in color may be printed on white paper only.

§ The “circle” in the logo should always be perfectly round and the wording should never change in its proportion; therefore, any adjustment to size of the logo overall needs to be totally proportional and to scale.
2.1 :COLOR
COLOR PALETTE

Primary Colors:

DARK GREEN
PMS 357
CMYK: C 80, M 0, Y 100, K 56

LIGHT GREEN
PMS 370
CMYK: C 56, M 0, Y 100, K 27

Accent Colors:

SPRING GREEN
PMS 376

SUMMER ORANGE
PMS 716

FALL BROWN
PMS 478

WINTER BLUE
PMS 294
3.1 TYPOGRAPHY

FONT OPTIONS

In virtually all print media, the font used should be Myriad Pro Roman*.

Myriad Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
( ) * + & % $ # "! <=?

In all on-line/email media, the font used should be Arial Regular.

Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
( ) * + & % $ # “! <=?

* See exceptions on next page!
3.2 :TYPOGRAPHY

EXCEPTIONS

The foundation footer should always be printed in Humanist 521 BT font, in the format shown on our letterhead and business cards. (Words are separated by • not by slashes, periods or anything else. Numbers in the phone and fax are separated by . not by slashes or anything else.)

www.outdoorsforall.org • 1621 114th Ave SE Suite 132 • Bellevue, WA 98004 • t 425.462.0978 • f 425.462.0980

Humanist 521 BT
Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

() * + &%$ # “! < = ?
4.1 THE TAGLINE

About the tagline:

- The tagline should always be printed in Myriad Pro regular (not bold, not italic)

- When possible, the tagline should be printed in PMS 357 (dark green) and on one line:

  Transforming lives through outdoor recreation

- If space constraints require two lines, split the line between “lives” and “through”:

  Transforming lives
  through outdoor recreation

- If printing in green is not an option, use black