

California Native Plant Society Logo Guide

Version 2 – May 2011

I. Introduction

This guide details the logo and related visual elements that support the California Native Plant Society (CNPS) brand. It also explains how, when used correctly and consistently, these elements speak for CNPS in an articulate and compelling way.

By following this guide, you help define CNPS for our donors, partners, supporters and the general public. Equally important, you help them recognize, differentiate, and remember us.

In some cases, this guide provides explicit rules on how to use—and how not to use—various elements. But overall, it offers a framework for making and evaluating creative decisions. If you have questions about how to use any brand elements, or need additional information, contact Tara Hansen, Executive Director, at (916) 447-2677 ext 201 or thansen@cnps.org.

II. History

The mission of CNPS is to conserve California native plants and their natural habitats, and increase understanding, appreciation, and horticultural use of native plants. Since 1965, CNPS has worked hard to protect California's native plant heritage and preserve it for future generations.

The original CNPS logotype, featuring a Panamint Daisy (*Enceliopsis covillei*) enclosed in a circle with the organization name arching around within the circle, was designed in the late 1960s by Joyce Burr and used until April 2011, when the current logo was approved to replace it.



The current logo was developed with the intention of improving and updating the original daisy logo. While the use of the original flower shape suggests that native plants are at the heart of the vision of CNPS, the new logo is suited to a modern organization built on a strong foundation and willing to adapt to advances in communication and technology.

III. Acknowledgements

CNPS would like to acknowledge the contributions of the Marketing Committee, a volunteer committee of marketing, communications, and outreach specialists who helped identify the objectives of the project, and the Brand Development Committee, a committee of staff and volunteer stakeholders that helped the Society evaluate and understand how an updated logo design could better accommodate modern media applications and increase recognition opportunities with our public audience. Special thanks also to designer Mark Naftzger for his extraordinary patience and design expertise, and Marketing consultant William Wayland for bringing his extensive brand marketing experience to CNPS in this and numerous other public relations projects.

Marketing Committee:

- William Wayland, Marin Chapter
- Mike Ross, Santa Clara Valley Chapter
- Sandy McCoy, East Bay Chapter
- Bob Hass, Editor of The Bulletin and Fremontia
- Arvind Kumar, CNPS Board President, Santa Clara Valley Chapter
- Carol Witham, CNPS Board Vice President, Sacramento Valley Chapter
- Brian LeNeve, CNPS Board Member, Chapter Council Liaison, and Monterey Bay Chapter
- Brett Hall, CNPS President and Santa Cruz Chapter President
- Tara Hansen, CNPS Executive Director

Brand Development Committee:

- Brian LeNeve, Committee Chair, CNPS Board Member and Chapter Council Liaison
- Sarah Jayne, CNPS Board Secretary and Orange County Chapter Member
- Arvind Kumar, Board Member and Santa Clara Valley Chapter Member
- Marty Foltyn, Chapter Council Secretary and San Diego Chapter Member
- Hazel Gordon, Sacramento Valley Chapter Delegate
- Tara Hansen, CNPS Executive Director
- Josie Crawford, CNPS Education Program Director
- Steve Hartman, LA/Santa Monica Mountains Chapter Member (served partial term)
- Bill Hunt, East Bay Chapter Delegate (served partial term).

IV. Logo Usage

Preferred:



One-color:



Reverse:



Clear Space:

The logotype must be reproduced with a clear area around it which is free from other graphic elements and text. This area is known as the 'exclusion zone' and is equal to double the height of the 'C' in California.



Logo files made available for typical use in desktop and web publishing (jpg, png, and gif formats) shall include the appropriate exclusion zone as a white or transparent margin. These graphics are not to be cropped, but may be scaled to meet needs of specific materials and also retain appropriate clear space.

For larger-format printed materials (banners, large posters, etc) that feature the logo prominently, the minimum allowable clear space from the edge of the printed piece is equal to the height of a single 'C' in California. However, the minimum exclusion zone for any other graphic elements in these larger pieces is equal to double the height of the 'C' in California.

Minimum Size:

The logo should always be clearly legible.

“Background” Color:

The preferred background or surrounding color for the logotype is white. Where possible, the background color should be light enough that the logo is visually the most prominent element.

Do not:

- Use the logo in any color other than the preferred color, black, or white (reverse).
- Use any artistic filters on the logo, such as embossing or drop-shadow.
- Stretch, rotate, or distort the logo.



V. Use of Logo Mark without Title

In some cases, it may be preferable to use the flower mark only, without the inclusion of the text title. When the flower mark is used without the title, the minimum clear space (area free from other graphic elements and text) shall be equal to one-third of the total height of the logo mark.



Preferred



One-color



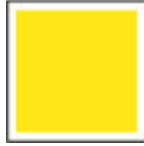
Clear-space

For larger-format printed materials (banners, large posters, etc) that feature the logo mark without the title prominently, the minimum allowable clear space from the edge of the printed piece is equal to the 1/6 the total height of the logo mark. However, the minimum exclusion zone for any other graphic elements in these larger pieces is equal to 1/3 the height.

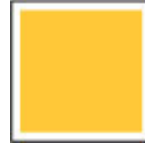
VI. Color Palette



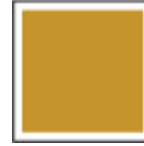
GREEN
PMS 364 C
C73% M9% Y94% K39%
RGB 66, 119, 48
HEX #427730



YELLOW
(flower petals)
PMS 108 C
C0% M6% Y95% K0%
RGB 252, 217, 0
HEX #FCD900



ORANGE
(center of flower)
PMS 123 C
C0% M21% Y88% K0%
RGB 253, 200, 47
HEX #FDC82F



BROWN
(shading on flower)
PMS 1245 C
C% M% Y% K%
RGB 197, 146, 23
HEX #C59217

V.

Standards for logo use in conjunction with chapter names will be developed in the future.