



# 50th Anniversary of the Wilderness Act Visual Identity Standards Guide

The year 2014 marks the 50th Anniversary of the Wilderness Act. Celebrations of this significant legislation and of wilderness areas designated in accordance with the Act are planned throughout 2014 and need to be publicized and associated with each other. This identity standards guide is a tool to help organizations maintain consistency in projecting the national celebration's visual identity throughout communications.

## Wilderness50 Anniversary Logo

The Wilderness50 Anniversary logo should be used in all communications of the national celebration as well as in community-scale festivities connected to the 50th Anniversary of the Wilderness Act in order to present a consistent, national effort. Individual community-specific celebrations are discouraged from developing their own logos.



1.25 in



### Logo Size

The Wilderness50 logo should be legible. The minimum recommended size is 1.25 inches or 300 pixels high.

### Buffer Space

In order to provide clarity, a buffer space equal to the capital "W" in Wilderness (shown in light blue) must be used on all sides of the logo.

### Logo Colors

The Wilderness50 logo should be displayed in full-color whenever possible. Pantone (PMS) and CMYK colors are defined below. The logo may also be shown in black or another dark color or reversed (white against another dark color) using the one-color version of the logo.

Pantone	 1665 C	 7545 C	 gradient
CMYK	 12, 83, 100, 0	 37, 2, 0, 76	 gradient

Orange:	PMS: 1665 C CMYK: 12C,83M, 100Y, 0K
Dusk Blue:	PMS: 7545 C (with gradient to a 30% screen) CMYK 37C, 2M, 0Y, 76K (with gradient to a 30% color mix)
Black:	0C, 0M, 0Y, 100K



black & white,  
one-color



reversed



**King Range  
Wilderness**

**King Range  
Wilderness**

### *Common Logo Errors*

Do not stretch, modify, nor distort the logo. Do not use a low-resolution logo for printing nor a logo appearing low in resolution on the web.

### *Sub-branding or Community-specific Branding*

In order to maintain consistency among national Wilderness50 events, the logo must be displayed prominently on all communications.

Secondary event names should be printed clearly and simply following the Wilderness50 logo (ie. to the logo's right or below it).

### *Digital Logo Files*

Digital logo files are available for download from the [50th Anniversary Toolbox \(www.wilderness50th.org/toolbox\)](http://www.wilderness50th.org/toolbox) at wilderness50th.org. Logos are available for the following general uses:

#### *Professional Printing*

.EPS or .PDF —These file formats are vector and allow the logo to be enlarged to any size without sacrificing quality. They also are easy to work with when applying spot colors for promotional imprinting and when cutting vinyl letters and decals.

#### *Internal Printing*

.TIF or .JPG (High-resolution) —These file formats are raster and work well with most desktop publishing and word processing applications. Generally .TIF files preserve more image quality but are larger in file size than .JPG files. These formats may be safely reduced in size but should not be enlarged.

#### *Web and Screen Use*

.JPG (Low-resolution)—A low-resolution JPG balances the image quality of an image containing gradations of color with its file size. File size is an important factor when transferring graphics over an internet connection and has been reduced. The file is raster and must not be enlarged.

.GIF or .PNG (Low-resolution)—These formats allow for transparency and greatly reduce file size for quick transfer over an internet connection. These files are raster and must not be enlarged.

## Celebration Name Usage

To maintain consistency, references to the celebration must use either the official name, “50th Anniversary of the Wilderness Act” or its shortened form, “Wilderness50”.

## Document Templates

Templates for Wilderness50 letterhead, flyers, and other media products are available for download from the [50th Anniversary Toolbox](http://www.wilderness50th.org/toolbox) ([www.wilderness50th.org/toolbox](http://www.wilderness50th.org/toolbox)) at wilderness50th.org.

## Questions Regarding Identity Standards

Any questions about these identity standards or regarding downloadable resources for the 50th Anniversary of the Wilderness Act should be directed to:

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