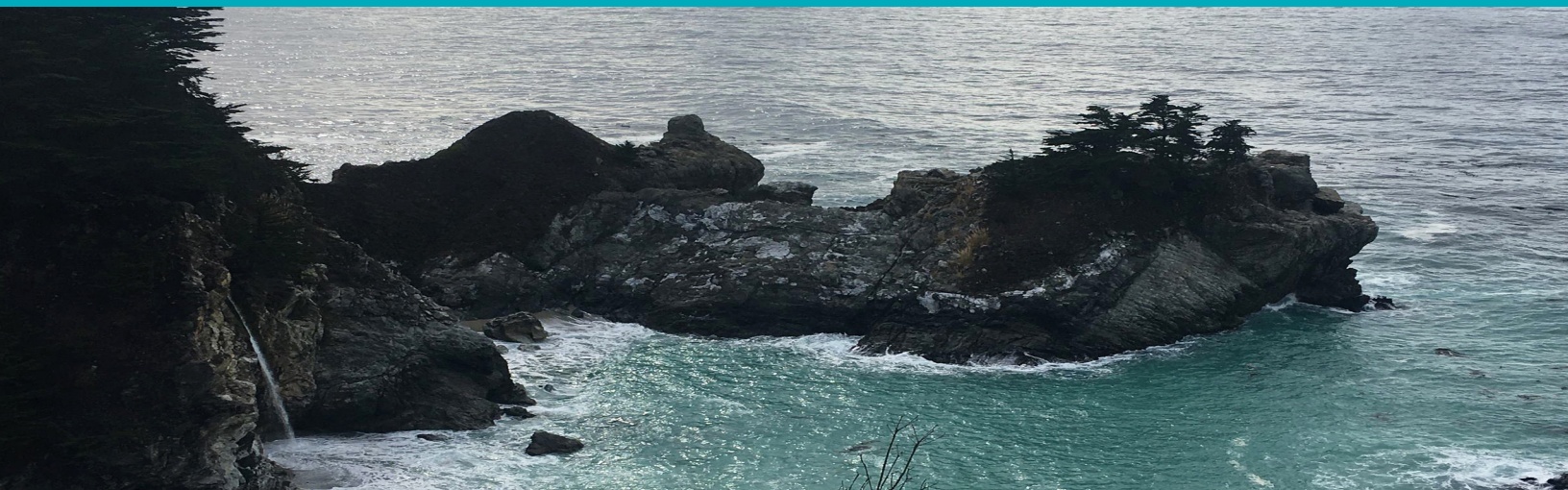




PARKS CALIFORNIA

It's in our nature

style guide | 2020



horizontal logo

HORIZONTAL
LOGO
WITH MANTRA
FULL COLOR

When possible, use this version. Typical usage would be on presentations, website, letterhead, or other communication pieces.



HORIZONTAL
LOGO
FULL COLOR

If the logo is used in a smaller format, use the logo without the mantra instead.



HORIZONTAL
LOGO
WITH MANTRA
ONE COLOR



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HORIZONTAL
LOGO
WITH MANTRA
INVERSED



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LOGO
INVERSED



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square logo

SQUARE
LOGO
WITH MANTRA
FULL COLOR

For social media and square spaces, please use this version of the logo. When possible, use the version with the mantra.



It's in our nature

SQUARE
LOGO
FULL COLOR

Use this version when the mantra is too small to read. For example, as an Instagram or Facebook avatar.



SQUARE
LOGO
WITH MANTRA
ONE COLOR



It's in our nature

SQUARE
LOGO
ONE COLOR



SQUARE
LOGO
WITH MANTRA
INVERSED



It's in our nature

SQUARE
LOGO
INVERSED



color values



ORANGE

Pantone 1655
CMYK 0/84/100/0
RGB 240/81/34
HEX #f05123



GREEN

Pantone 349
CMYK 90/33/100/25
RGB 0/105/55
HEX #006937



BLUE

Pantone 3262
CMYK 88/0/40/0
RGB 0/176/173
HEX #00b0ad

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