



Branding & Design Guidelines

Capital Resource Conservation & Development
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Organizational Titling

Legal Name: Capital Resource Conservation and Development Area Council, Inc.

General Use: Capital RC&D

Tagline

Bridging Conservation Communities

Mission

The Capital RC&D Area Council networks people, resources and projects to promote responsible use and conservation of our region's natural, community and economic resources.

Vision

The Capital RC&D Area Council envisions a clean, healthy region that preserves and conserves natural and community resources and uses resources for responsible/sustainable economic development.

Core Values

The Capital RC&D is committed to improving local conservation leadership through partnerships and ideas from diverse backgrounds and life experiences, we strive to foster educational and economic opportunities while improving the quality of life within the regional communities we serve; we have a responsibility to conduct our projects in a fair, equitable and respectful manner.

Logo



The Capital RC&D logo is clean, simple, yet very unique. The design elements consist of green foliage and a line of three people holding hands, a representation of our organization's tagline "Bridging Conservation Communities."

The color palate for the logo includes the following colors from our organizations color pallet:

Green foliage
& accent line.



C:40 M:0 Y:96 K:0
R:164 G:199 B:62
HEX: a4c73e

People
& ampersand.



C:24 M:20 Y:19 K:36
R:141 G:136 B:131
HEX: 8d8883

The logo is available in several different file types for printing, presentations and online applications. To ensure proper reproduction, always use the appropriate file type as described in the chart below.

for quality printing use: **EPS (vector)**

for web use/PowerPoint presentations use: **JPEG | PNG**

for transparent backgrounds use: **EPS (vector) | PDF | PNG**

To keep the integrity of the logo, the logo must be surrounded by clear space at least equal to the width of the letter "R." Other design elements, such as type, photography and illustrations, must not be positioned within the clear space. As a general rule, the more clear space around the logo the better.

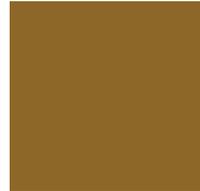
Color Palette



C:31 M:28 Y:37 K:0
R:141 G:132 B:113
HEX: 8d8471



C:24 M:20 Y:19 K:36
R:141 G:136 B:131
HEX: 8d8883



C:37 M:54 Y:100 K:21
R:143 G:103 B:21
HEX: 8f6715



C:60 M:64 Y:84 K:68
R:52 G:42 B:22
HEX: 342a16



C:23 M:93 Y:100 K:17
R:167 G:49 B:35
HEX: a73123



C:9 M:19 Y:79 K:0
R:235 G:199 B:85
HEX: ebc755



C:40 M:0 Y:96 K:0
R:164 G:199 B:62
HEX: a4c73e



C:52 M:14 Y:99 K:1
R:137 G:174 B:63
HEX: 89ae3f



C:64 M:39 Y:100 K:25
R:91 G:108 B:48
HEX: 5b6c30



C:40 M:16 Y:53 K:11
R:148 G:160 B:118
HEX: 94a076



C:82 M:47 Y:40 K:12
R:54 G:109 B:126
HEX: 736b4f



C:96 M:75 Y:43 K:36
R:18 G:57 B:84
HEX: 123954

Typography

Cambria and Century Gothic are the standard typefaces for Capital RC&D.

Cambria

Aa
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Century Gothic

Aa
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

For general correspondence, in creating documents, etc., Capital RC&D employees should use the Cambria font. Body text should be set at 10 or 11 pt. Headlines should be set in at least 18 pt. Century Gothic Regular.

The Century Gothic Regular typeface has been chosen as the preferred typeface for Capital RC&D printed communications. However, for large amounts of text, the Cambria typeface is preferred. Body text should be set at 10 or 11 pt. Headlines should be set in at least 18 pt. Century Gothic Bold.

When using web based design, specifically for the Capital RC&D website as hosted on Weebly, Questrial typeface should be used in place of Century Gothic and Crimson typeface should be used in place of Cambria.

Usage Examples

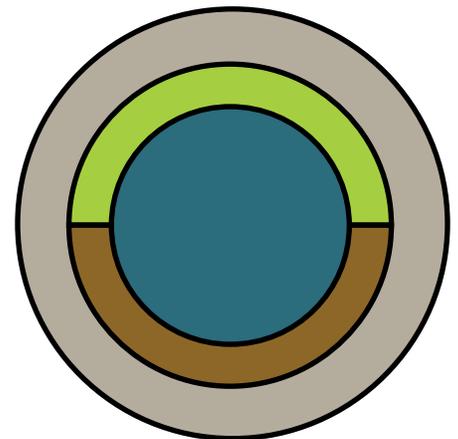
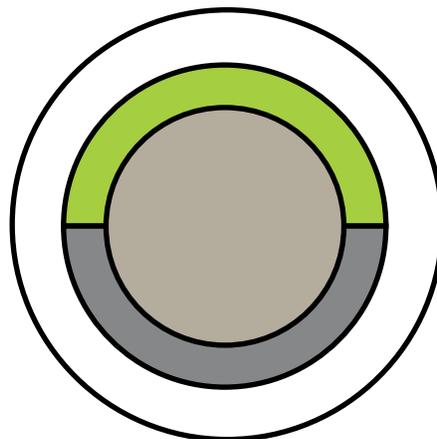
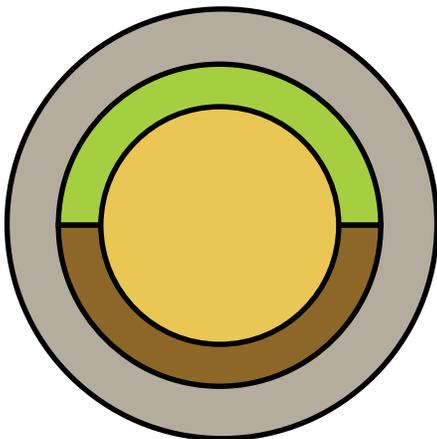
Century Gothic 36 pt.

Century Gothic 18 pt.

Century Gothic 18 pt.

Cambria 11 pt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Letterhead



Capital RC&D
401 E. Louthier St., Suite 307
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717-241-4361
capitalrcd.org

The Capital RC&D Area Council networks people, resources and projects to promote responsible use and conservation of our region's natural, community and economic resources.

Media Format

Photographs

Original photographs are requested in the following formats:

- Tagged Image File Format (TIFF) or JPEG format
- Photographs for print media should be shot at the highest file size possible (4 MB+)
- Edited photos for use in web based resources may be as small as 72 dpi.
- Photographs captured with the intention of being included in video resources should be shot in 1920 x 1080 resolution or at a ratio of 16:9.

Video Footage

Original video footage is requested in the following formats:

- Acceptable video formats include but are not limited to AVI, MTS, MOV, and MP4.
- Preferred resolution and rate: 1920 x 1080, 29.97 frames per second

Metadata

All media submitted to Capital RC&D should contain the following metadata (file details) within the file itself:

- Photographer/artist name, Organization
- Site location and name of Landowner/Manager providing permission
- Names of recognizable individuals and indication of photo release acquisition

Media Credit

Capital RC&D utilizes media from a variety of sources to produce print, web, and video resources which may be owned by Capital RC&D, acquired through project partners, agency resources, purchased stock footage, or Creative Commons licensing. Any media used but not owned by Capital RC&D must be credited appropriately within the final work product.

Further, Capital RC&D requests that any work reproduced in part or in its entirety to be appropriately credited and as such, requests to reproduce media should be submitted in advance so that appropriate credits can be provided, specifically photographer and project or agency partner when appropriate.

Credit verbiage for photographs or representative images may appear on or next to the image, or with proper identification as part of a separate credit feature within the same publication or production.

The preferred credit format is as follows:

(Media type) by (photographer's name), (organization's name)

Examples include:

- Photo by C. Burns, Capital RC&D
- Video by C. Burns, Capital RC&D
- Photo courtesy of Capital RC&D
- Video produced by Capital RC&D
- Webinar recording by Capital RC&D