



## LOGO USAGE POLICY

### INTRODUCTION

Freedom's Frontier National Heritage Area (FFNHA) is working to build a unified graphic identity, based on its logo. It is important to ensure proper usage of the FFNHA logo in order to strengthen the FFNHA name and image through consistent branding.

A brand is more than a logo or a singular marketing message. A brand is a promise and a set of principles evident to those who come in contact with it. It is also a collection of perceptions in the mind of consumers. Examples of ways that visitors might develop perceptions about FFNHA extend beyond graphics to things like how they're greeted at an attraction, whether the site under or over-delivers on their promise, whether the site was easy to find, etc. All of those experiences come together with the visual representation of the brand to create a perception.

The FFNHA logo is the primary visual component of the overall brand and for that reason it is imperative that the logo be handled consistently to help maintain the brand's equity.

### FFNHA LOGO

#### *The Freedom's Frontier National Heritage Area Brand*

With the development of the Freedom's Frontier National Heritage Area, the organization has an opportunity to build and grow an entity with positive brand image and equity. Proper communication of the FFNHA brand will serve to both create and sustain a clear, unifying identity for the area.

#### *Logo Significance*

The FFNHA logo was designed to represent the trails that have been blazed, both literally and figuratively, throughout the region and how the past intersects with the present. The star used in the logo is a six-point star, symbolizing the North Star, used in the Underground Railroad as a guide.

#### *Graphic Standards*

As the Freedom's Frontier National Heritage Area logo is more widely-introduced it is critical to ensure that its visual integrity – its colors and graphics – remain consistent. In order to achieve this, graphics standards have been developed for the FFNHA logo and text. All communications and applications of the logo should remain within this umbrella.

Graphic standards have been established for the FFNHA logo. The complete set of standards is available online and will accompany any granted request for logo usage. Basic graphic standards are discussed in the section below.



## GUIDELINES FOR USE

Projects of FFNHA will incorporate the FFNHA logo, provided the following guidelines are considered:

- The logo and text should be used together, as defined.
- The typeface shall not be altered or replaced with another.
- The proportions of logo and text shall be retained.
- The logo may be resized to accommodate a specific use, but the text must remain legible.
- The color of the logo shall not be altered in any way, other than to reproduce in black and white when necessary.

## ACCEPTABLE EXTERNAL USE

### Requirements:

#### Website:

Any organization's website including the logo on their website must meet the following requirements:

- Be located within the boundaries of Freedom's Frontier.
- Have signed a Partner Pledge.
- Have submitted a letter of commitment.
- Have a mutual interest with Freedom's Frontier.
- Work to build understanding, generate excitement and expand local participation in Freedom's Frontier.
- Help to better the understanding of the region.
- Historic sites and museums must have a Freedom's Frontier microsite prior to using the logo on their website.
- The FFNHA logo shall be hyperlinked to the Freedom's Frontier website. FFNHA will provide the graphic button that organizations should use for this hyperlink. Any deviation from this graphic must be approved by the FFNHA office.

#### Printed Material:

Any organization including the logo on their printed material must meet the following requirements:

- Be located within the boundaries of Freedom's Frontier.
- Have signed a Partner Pledge.
- Have submitted a letter of commitment.
- Have a mutual interest with Freedom's Frontier.
- Work to build understanding, generate excitement and expand local participation in Freedom's Frontier.
- Help to better the understanding of the region.
- Historic sites and museums must have a Freedom's Frontier microsite prior to using the logo on their printed/collateral material.



#### Promotional Material for Events:

Use of the logo for promotional material for events (fliers, brochures, etc.) must be submitted for prior approval to the FFNHA office. Requests must be made one month in advance. Address all requests to Julie McPike, Program Coordinator, Freedom's Frontier National Heritage Area, P.O. Box 526, Lawrence KS 66044, [jmcpike@freedomfrontier.org](mailto:jmcpike@freedomfrontier.org), 785-856-5300. Any organization wishing to use the logo for promotional materials for events should qualify to use the logo on their website or printed material.

#### Signage:

At this time, the FFNHA logo shall not be used on any signage. The use of the logo on signage will be addressed in the upcoming FFNHA signage study.

### **PROHIBITED USE**

It is our policy that the FFNHA logo be used without modification and in an appropriate manner. Examples of prohibited use include, but are not limited to, the following:

- Any implication of endorsement by the organization.
- Commercial uses (placement of the logo on product packaging).

### **REQUESTS FOR USE OUTSIDE DESCRIBED SCOPE**

Requests for use of the logo which fall outside the scope of the policy, or proposed variations on the logo design are to be brought to the attention of Freedom's Frontier. Requests must be made one month in advance. Address all requests to Julie McPike, Program Coordinator, Freedom's Frontier National Heritage Area, P.O. Box 526, Lawrence KS 66044, [jmcpike@freedomfrontier.org](mailto:jmcpike@freedomfrontier.org), 785-856-5300.