



# Parrot Island Waterpark

## Logo Style Guide

# Logo Useage



## Primary Logo

The primary logo for Parrot Island Waterpark features a full color logo which includes both Petey B. Parrot and the name together. These items are not to be separated without permission from Parrot Island Waterpark officials.



**Grayscale Logo**



**One Color Logo**



**Reversed Logo**

## Secondary Logos

The grayscale and one color logos may only be used in black and white applications. Never use a grayscale logo in color applications, only the full color version.

# Logo Useage



When using the Parrot Island Waterpark logo, a minimum clearance around the logo must be kept. By keeping all other content at least the distance of the “P” in the logo will give you a good relative clearance for the logo



1” Minimum

In order to keep the logo legible at all times, it is highly recommended that the logo is never sized less than 1” at 300dpi on printed pieces and less than 250px at 72dpi in digital media.

| File Use   | CMYK                                     | RGB   | Black                                    | Full Reverse<br>(White Logo)                  |
|--|--|---|--|---|
| <b>Digital Media</b>   |  |   |  |   |
| Website<br>Email<br>Video<br>Broadcast TV<br>All Other Computer Programs |  | ✓<br>Preferred File Format<br>JPG, PNG or SVG |  | ✓<br>Preferred File Format<br>JPG, PNG or SVG |
| <b>Print Media</b>   |  |   |  |   |
| 4 Color Process Printing   | ✓<br>Preferred File Format<br>EPS or PDF |   |  |   |
| Newspaper (black ink only)   |  |   | ✓<br>Preferred File Format<br>EPS or PDF | ✓<br>Preferred File Format<br>EPS or PDF      |
| Alternative Materials<br>Cloth, Vinyl, etc.                              | ✓<br>Preferred File Format<br>EPS or PDF |   |  | ✓<br>Preferred File Format<br>EPS or PDF      |

Your vendor can verify which logo format they prefer to use

# Logo Useage

Do not squish, stretch, rotate or alter the logo in any way.



Never allow pieces from the logo to be missing or for colors to be altered.

## Social Media

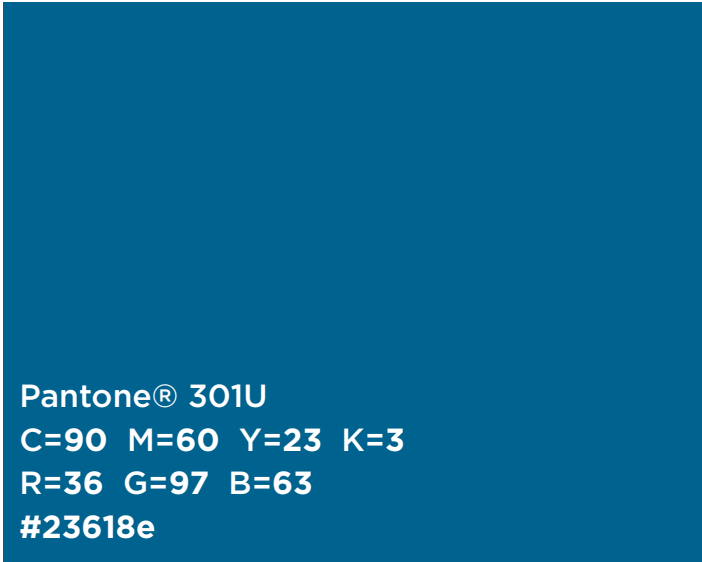
When using the Parrot Island Waterpark brand on social media it is important to properly link to the park's official social media outlets. Proper tagging is vital for any references or information involving Parrot Island Waterpark's events and activities. Below is a list of official social media outlets used by the park.

Facebook - [/parrotislandwp](#)  
Instagram - [/parrotislandwaterpark](#)  
Twitter - [/parrotislandwp](#)

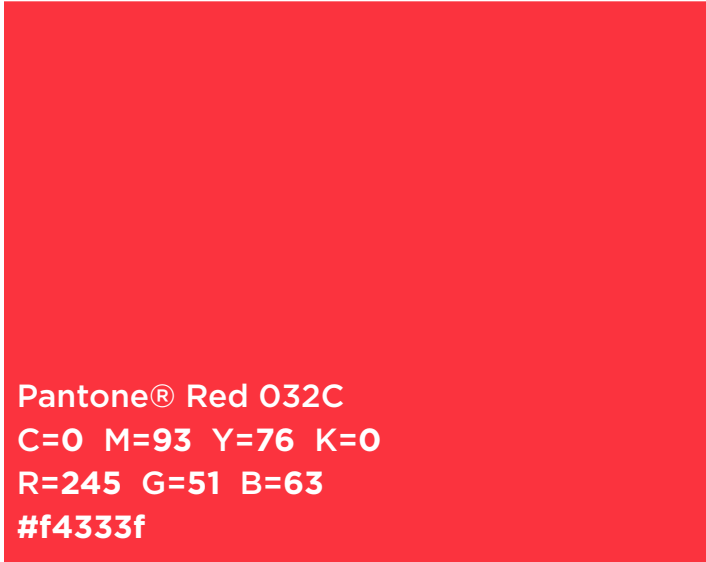
# Color Useage

## Pacific Blue

## Parrot Red

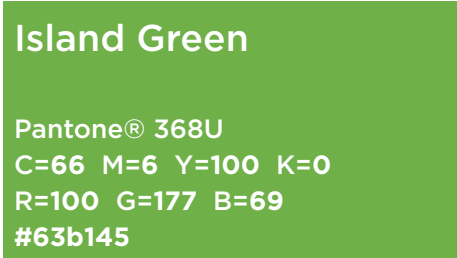


Pantone® 301U  
C=90 M=60 Y=23 K=3  
R=36 G=97 B=63  
#23618e




Pantone® Red 032C  
C=0 M=93 Y=76 K=0  
R=245 G=51 B=63  
#f4333f

## Island Green




Pantone® 368U  
C=66 M=6 Y=100 K=0  
R=100 G=177 B=69  
#63b145

## Sunset Orange



Pantone® Orange 021U  
C=0 M=62 Y=82 K=0  
R=255 G=129 B=54  
#ff8035

## Summer Yellow



Pantone® Yellow 012U  
C=0 M=10 Y=100 K=0  
R=255 G=224 B=0  
#ffdf00



\*All gray scale must be used in 10% increments as shown above

# Typography

## Primary Typeface

**Conundrum**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Use for headlines and important information to make stand out. This is the primary typeface used by Parrot Island Waterpark. Please request this typeface from park if needed.

## Secondary Typeface

**Gotham**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Gotham  
Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Use the Gotham family for all other info and use in body copy. If Gotham is unavailable, a similar geometric sans serif typeface may be substituted.

**NOTE:** When using the Parrot Island Waterpark name or in reference to the park, “Waterpark” must be used as a single word. Do not separate the words “Water” and “Park”.