Go Park City

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The ***Go Park City*** TDM ICON represents "parking" as an integral component of the overall Transportation Demand Management plan for the region

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Introduction

The ***Go Park City*** Brand Identity Guide provides a foundation for clear and consistent communication of the organization's visual identity. Adhering to common standards ensures that the organization's name appears on all official communications.

The layout, color, and typography of all mediums and publications, from website to facility signage, are orchestrated to impart a unified "signature."

The official policies and standards for the design of the ***Go Park City*** graphic identity, signage, and other applications are now or will be made available within this Brand Identity Guide. This guide notes specific uses to be followed by all members of the ***Go Park City*** community.

Go Park City

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Logo

Wordmark

Stacked Logo and Wordmark

Logo & Wordmark

Go Park City has two primary identifiers - the ***Go Park City*** logo and the ***Go Park City*** wordmark. Either can be used to represent the organization, however whenever possible, the combination of the logo and wordmark is preferable.

Logo

Inspired by the international symbol for "parking," the logo is representative of a stylized version. The placement and proportions of the typography and field have been predetermined. The logo should only be reproduced from the approved art file.

The logo is the primary identifier of all ***Go Park City*** parking facilities. The wordmark is the secondary identifier.

Wordmark

The wordmark consists of the words *"**Go**"* and *"**Park City**"* as a single mark as the spacing between the two words has been pre-determined. The wordmark may be displayed in serveral ways as shown on this page. The wordmark should only be reporoduced from one of these approved art files.

The wordmark is the secondary identifier of all ***Go Park City*** facilities and as primary identifier on the organization's digital and print communications.

Configurations

When combining the logo and wordmark there are two acceptable configurations; the "side-by-side" and "stacked."

The configurations of the logo and wordmark, as shown throughout the guide, should only be reproduced from one of these approved art files.

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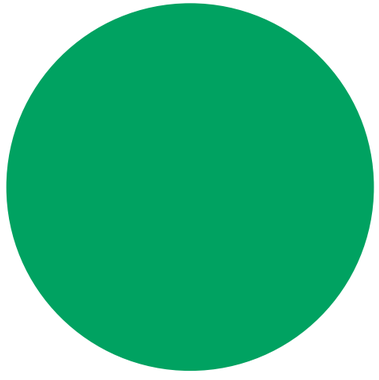
Color

Color is a key component of the ***Go Park City*** Brand Identity Program.

To create and maintain a consistent look throughout, it is critical to use the specifications on this page for Print, Digital and Signage production.

Go Green



The primary color of the program is **Green:**

Applications:
Logo, wordmark, TDM icon, facility signage and for cororate communications

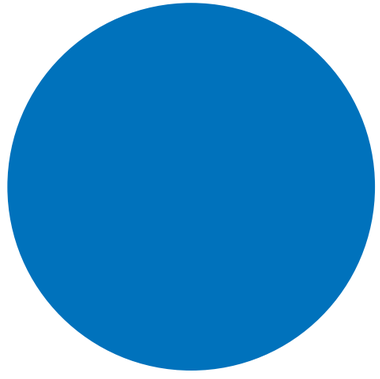
Print Production:
Pantone 354

Digital Production:
RGB = 0, 177, 64

Signage Production:
Opaque = Avery Pantone 354 Green
SC 900-726-0 / SC96260

Translucent = 3M Scotchcal Process Blue
Pantone 299C2X

Go Blue



A secondary color of the program is **Blue:**

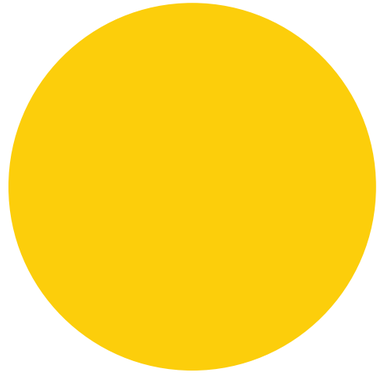
Applications:
Garage level identification (North) and as an accent color for corporate communications

Print Production:
Pantone 285

Digital Production:
RGB = 0, 114, 206

Signage Production:
Opaque = Avery Pantone 285 Blue
SC 900-626-0 / SC95260

Go Yellow



A secondary color of the program is **Yellow:**

Applications:
Garage level identification (South) and as an accent color for corporate communications

Print Production:
Pantone 116

Digital Production:
RGB = 255, 205, 0

Signage Production:
Opaque = Avery Yellow
SC 700-235-0 / SC61350

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Typography

The primary typeface for the ***Go Park City*** logo & wordmark is Myriad Pro, a contemporary san serif font that is easy to read and has friendly characteristics in style.

While this Guide offers information on all aspects of the Brand Identity, every attempt shall be made to use pre-approved digital art files whenever available.

Myriad Pro (Bold. *Bold italic* can be used as required by application)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Myriad Pro (Semibold. *Semibold italic* can be used as required by application)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Myriad Pro (Regular. *Regular italic* can be used as required by application)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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