



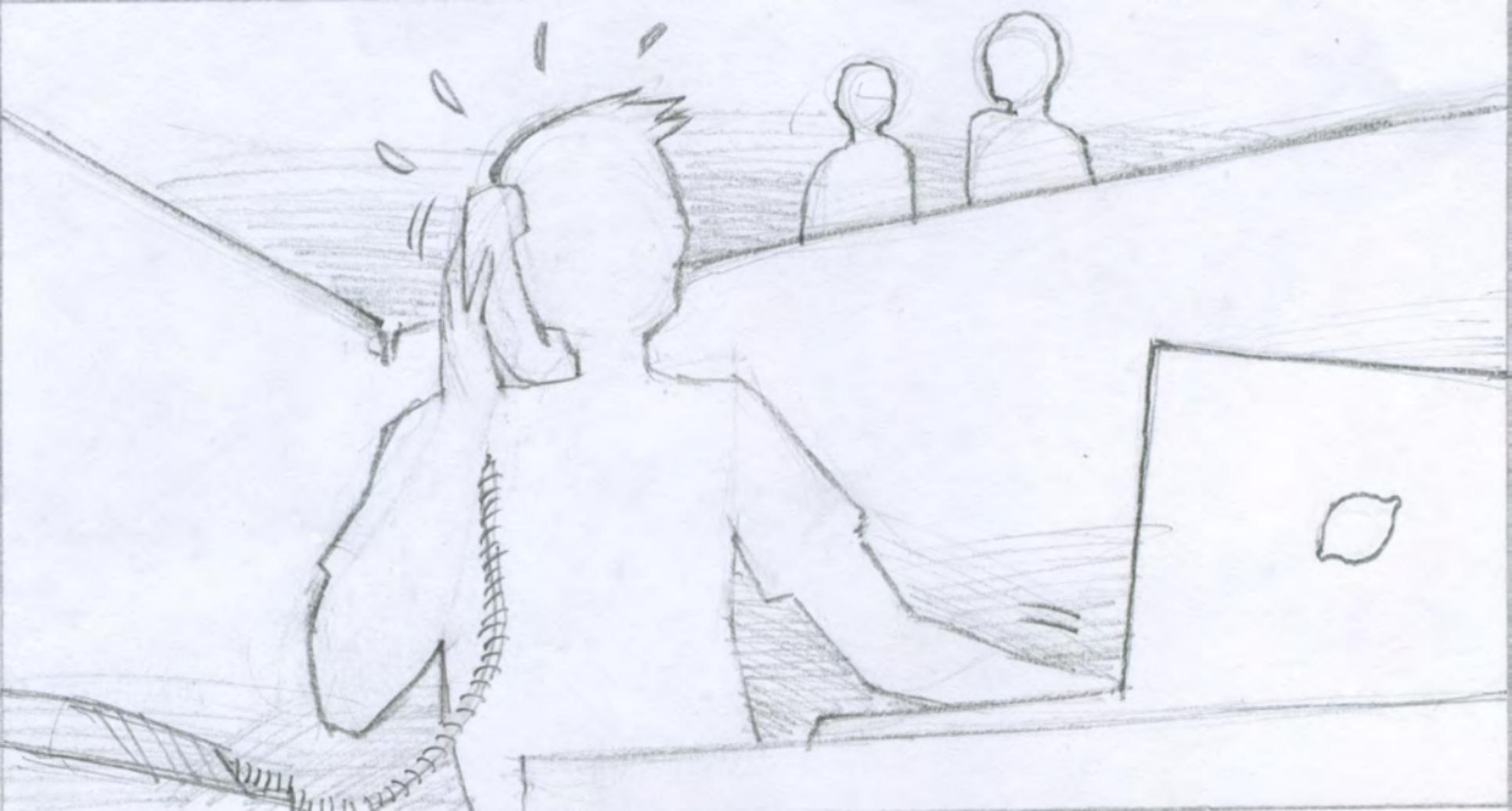
Where can I
find a BIGGER
backyard?

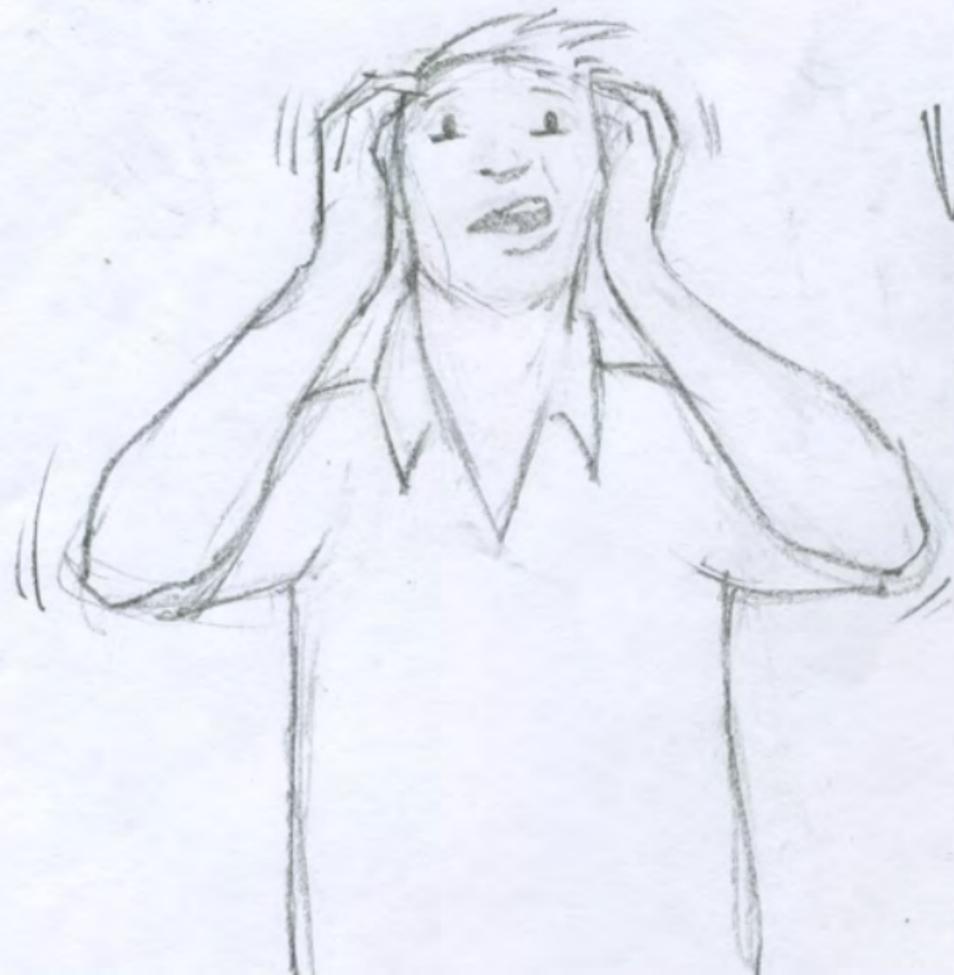
Start with
flowers?



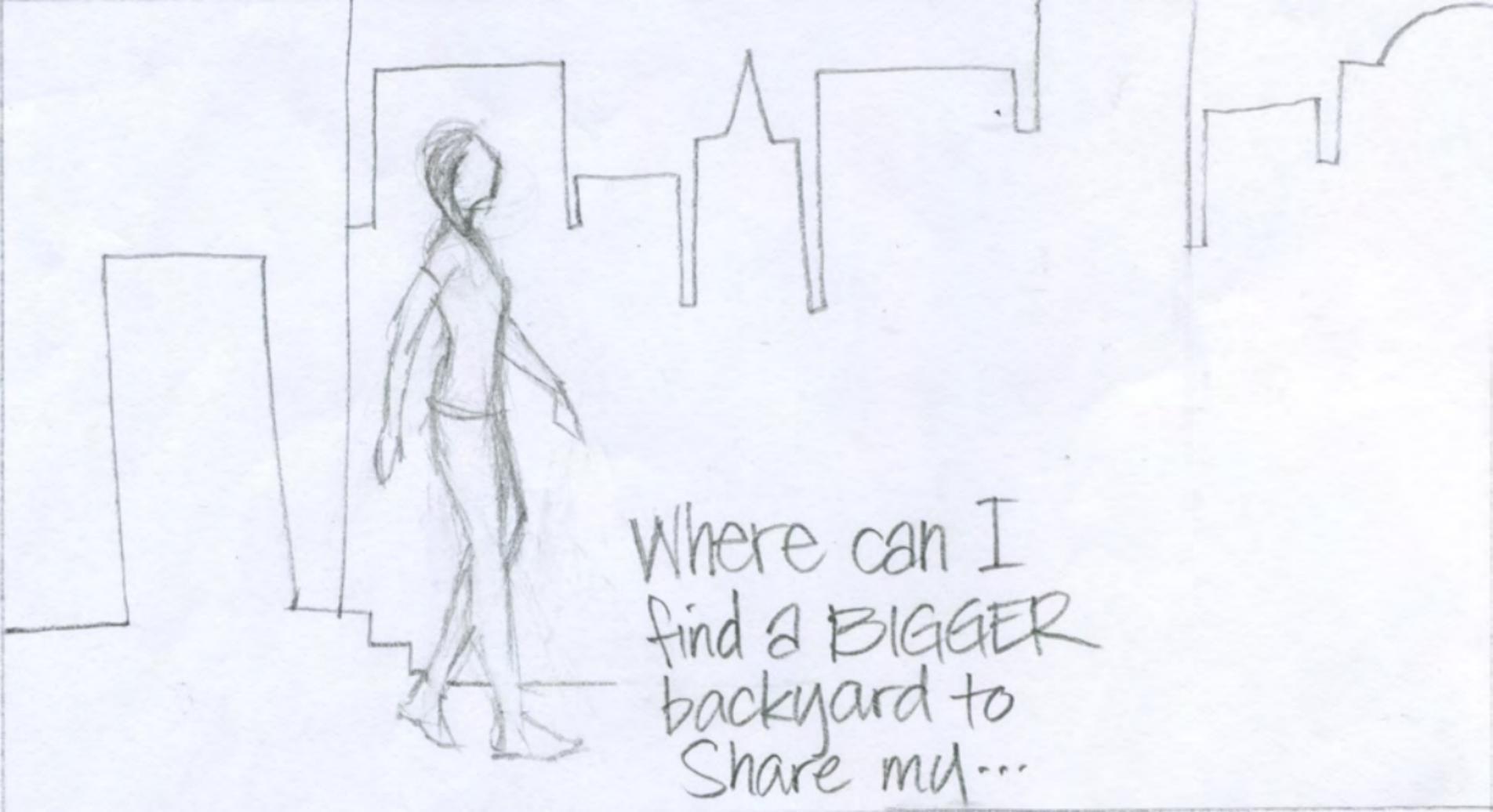
How do you
make friends
in the
Bay Area?







Where can I
find something
Fun to do?



Where can I
find a **BIGGER**
backyard to
Share my...



x where can I



How do
you make
friends in





(BUS)



Where
Can I find
something
FUN
to do?





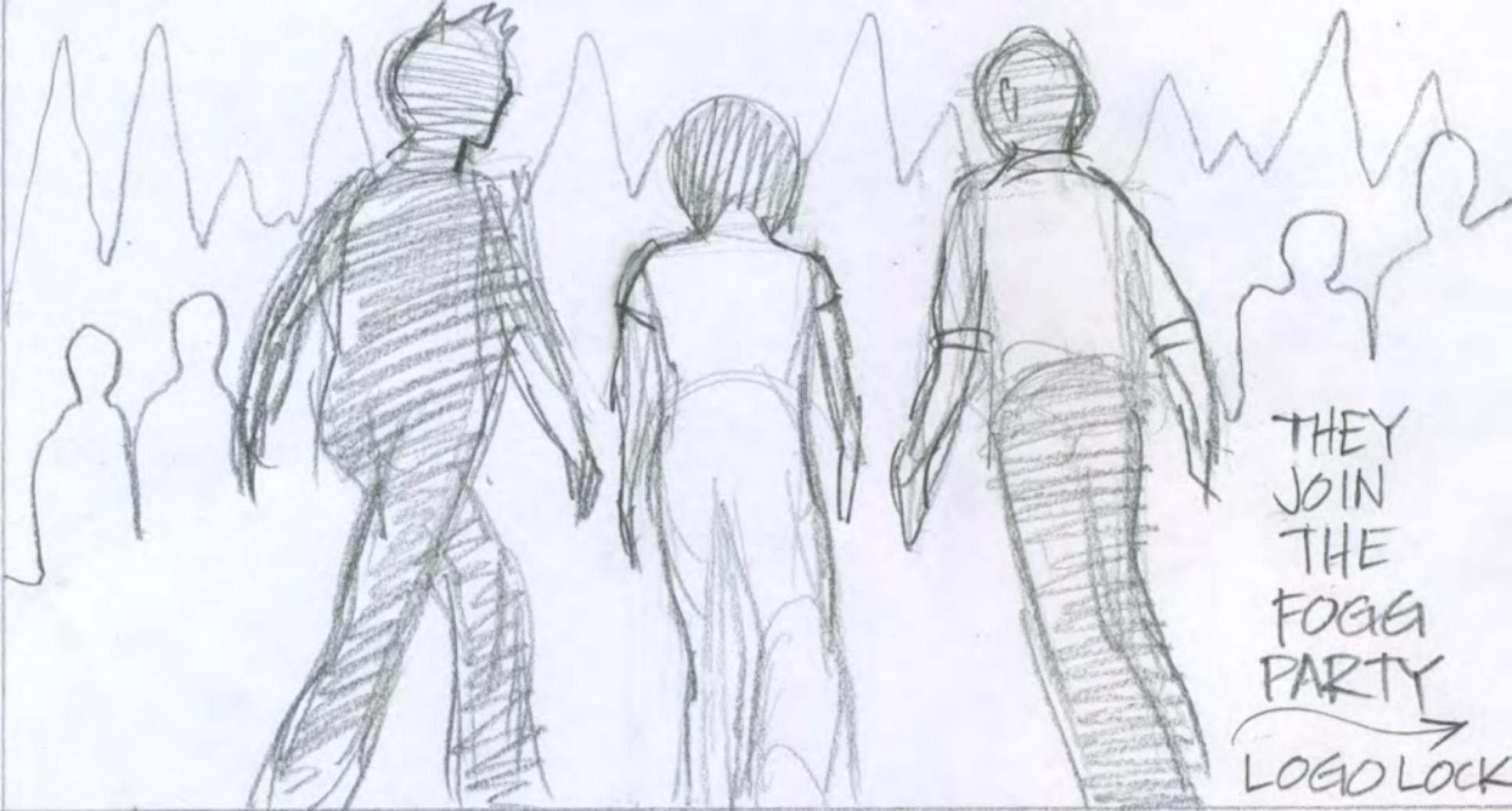
How do you
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Where can I
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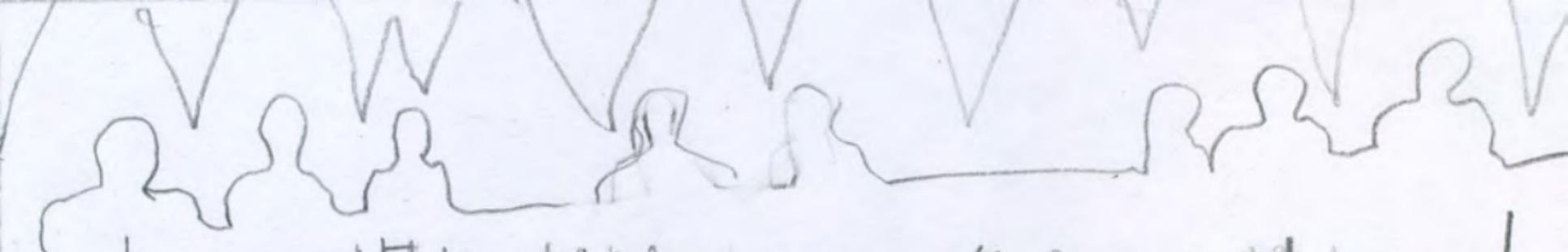






THEY
JOIN
THE
FOGG
PARTY

→
LOGO LOCK



↓ FIND YOUR ↓

BAY AREA ROOTS. ©

(BOOM!)







*find your
Bay Area
roots*

find your
Bay Area
roots

find your
Bay Area
roots

find your
Bay Area
Roots

How do I
give back
to
these
parks?



PARKS FOR ALL FOREVER™

like us
on
facebook®

www.facebook.com/FriendsoftheGoldenGate

How do
I make
friends
in *Bay*
the *Area?*





*find your
Bay Area
roots*

Where can I
find
a *bigger*
backyard?

A stylized illustration of a park landscape. In the foreground, a yellow path leads from the bottom right towards the center. To the left, a large tree with a thick, dark trunk and green foliage frames the scene. The middle ground features a green lawn, a grey concrete wall, and a blue body of water. In the background, the Golden Gate Bridge is visible against a blue sky. The overall style is flat and graphic.

Where can I
find a *bigger*
backyard?

find your
Bay Area
roots



How do
I make
friends
in *Bay*
the *Area?*

*find your
Bay Area
roots*

GOLDEN GATE
NATIONAL
PARKS
CONSERVANCY

F FRIENDS OF THE
GOLDEN
GATE
NATIONAL PARKS

find your Bay Area roots



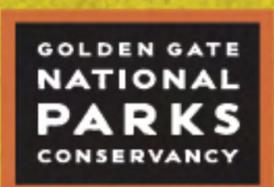
GOLDEN GATE
NATIONAL
PARKS
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FRIENDS OF THE
GOLDEN
GATE
NATIONAL PARKS

How do I
give back
to
these
parks?



find your
Bay Area
roots

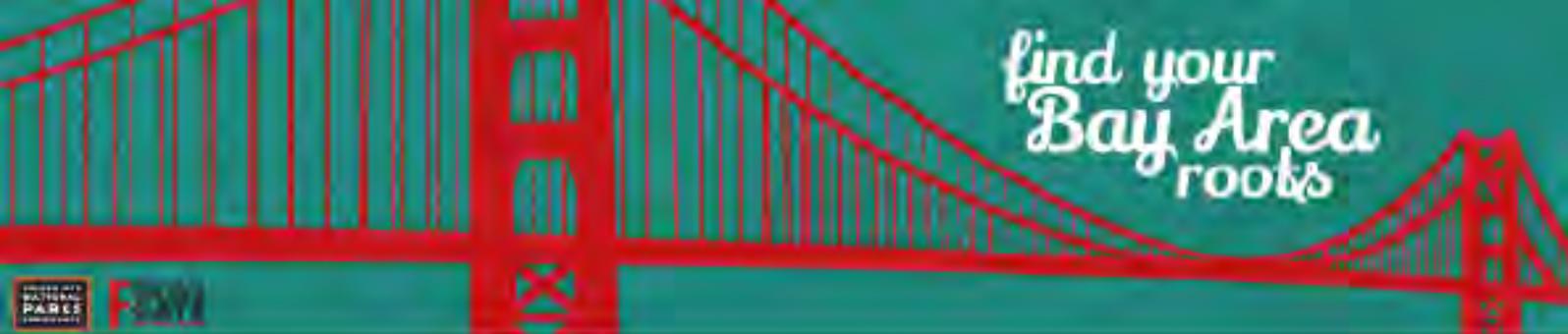




*find your
Bay Area
roots*

GOLDEN GATE
NATIONAL
PARKS
CONSERVANCY

FRIENDS OF THE
F GOLDEN
GATE
NATIONAL PARKS



find your
Bay Area
roots

Dear Lindsay,

Get a beautiful view of the Bay and the Golden Gate Bridge at this special volunteer event for FOGG members on Saturday, February 15! Lend a hand at Land's End secret spot Eagle's Point and help enhance rare native plant habitat while creating important wildlife corridors.

This volunteer event, led by our awesome Community Programs Manager Yakuta Poonawalla from 10am-Noon, will introduce you to the majestic Lands End. We hope you'll start the weekend with this special activity!

RSVP here >>

Space is limited for this FOGG members-only event, so make sure that you RSVP as soon as possible! Need to renew your membership?

Join or renew here >>

Hope to see you there!

Henry Arlander, Stevie Howell, and Jake Blaine
Chairs, FOGG Leadership Committee



FOGG (Friends of the Golden Gate) supports the Parks Conservancy by raising awareness, support, and engagement with 21-40-year-olds in the Bay Area and engendering the next generation of park stewards and supporters.



[Donate](#) | [Volunteer](#) | [Forward](#) | [Update Your Profile](#) | [Unsubscribe](#)
©2014 Golden Gate National Parks Conservancy
Building 201 Fort Mason, San Francisco CA 94123 (415) 561-3000
www.parksconservancy.org



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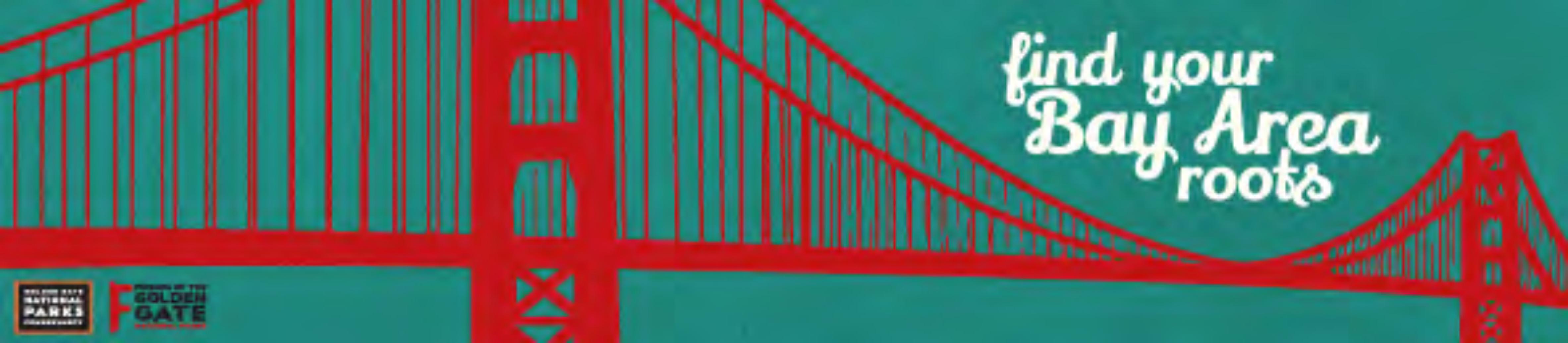
Henry Arlander, Stevie Howell, and Jake Blaine
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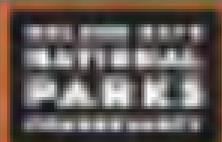
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*find your
Bay Area
roots*





find your
Bay Area
roots



*find your
Bay Area
roots*

**Visual
Branding
Guidelines
March 2014**

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Logo Usage



The FOGG logo requires special attention to draw in the audience and the target demographic. The logo was designed with a specific color palette and font style that reflects all aspects of the group and what FOGG represents and means to its members.

The FOGG logo must adhere to the following coloring and spacing parameters. Any graphic, photograph, or body of text must be one letter length away from the logo and proportionalized to scaling.





Efforts should be made to use the border colors shown. However, in cases where printing in two colors, such as a newsletter, the border can change to the chosen 2nd color, as long as the value remains consistent with the colors represented here.

In terms of the border colors, as always, paper choices effect color significantly enough that draw downs and/or custom ink mixes are highly recommended. Of course, this is especially true when matching CMYK to PMS. The mixes above are close approximations, but there is room for adjustment as needed.



This logo was created to tie in all the styles created and represented in the packaging of “Your Bay Area Roots.”

We have incorporated three different fonts to achieve this, the Lily Script and Facebook font. This logo is the call to action for the audience, linking them with the FOGG Facebook page, educating them and giving them all the information they would like to consume.

The logo also appears in our video, with a special animation that is exclusive to the logo and can not be reproduced or used in any other form.

Bridge Usage

All uses of the Golden Gate Bridge must be in red. For example:



Color Palette

CMYK

0, 100, 100, 20

52, 0, 98, 0

15, 0, 97, 0

10, 0, 0, 0

58, 0, 0, 0

15, 124, 63

88, 27, 100, 14

77, 38, 0, 0

78, 19, 48, 1



RGB

120, 22, 28

135, 197, 67

226, 228, 36

226, 243, 252

76, 202, 245

15, 124, 63

65, 182, 73

48, 135, 200

36, 154, 145

Font Selection

Lily Script One

A decorative type face, used throughout the video. Most recognizably when the main characters are interrupted by the questions and their daily activities.

Lily Script One, Modified “r”

We modified the lower case r, in the Lily Script One type face family. It was no swash on the end in comparison to the original type face. As shown here; original: **ŕ** modified: **r**

Source Sans Pro Regular

Source Sans Pro is the most used font in the print deliverables, we use it in two weights. This is Source Sans Pro Regular.

Source Sans Pro Bold

Source Sans Pro Bold