GRAPHIC STANDARDS

DESERT MANAGERS GROUP

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WHY ESTABLISH A STANDARD?

When applying a brand, visual consistency is paramount. Not only does this send a message to the public about the stability of your organization, it also promotes public awareness as they begin to recognize and remember your mark. This book was created to establish guidelines for using the identity of the Desert Managers Group. By following these guidelines, you are establishing a consistent look and identity for your organization.

The contents of this manual include everything from signage to stationary. It will cover the application of the logo to vehicles and clothing, public signage and web-sites. Please refer to this manual often as you build public awareness through consistent brand identity.

WHAT IS A LOGO?

A logo is the essence of an organization distilled into a visual form. It communicates the ultimate goal of a specific company in a concise and memorable way. Logos can be abstract forms that communicate ideas or iconographic representations of actual objects.

A good logo is memorable. It communicates on more than one level and will not soon be out-dated. It is reproducible in black and white and easily reduced to smaller sizes. Color is not necessary in a good logo, but does enhance the visual impact it may have. While the ideas communicated are complex, the form remains simple and easily understood.

THE LOGO

Teamwork, partnership, cooperation: These words highlight the focus of the Desert Managers Group – a partnership promoting wise desert stewardship. This partnership is communicated by two hands working together. The hands form a representation of the desert lands, the focus of their efforts. This mark represents the partnership between the diverse organizations which make up the Desert Managers Group. It isn't just a partnership between desert land managers, but a partnership with the land itself as the group focuses on an ecosystem approach to land management.

DESERT MANAGERS GROUP	Standard arrangement
DESERT MANAGERS GROUP	Without trademark
DESERT MANAGERS GROUP	Horizontal arrangement (only when absolutely necessary)

The mark always goes on top	~~DESERT MANAGERS GROUP~~
The logotype is always stacked	~~DESERT MANAGERS GROUP~~
The mark is always first	~~DESERT MANAGERS GROUP~~

Always use the logotype

Never reduce the size or change the type in any way

Do not stack the logo on itself

The mark is not used alone

Always use entire logotype

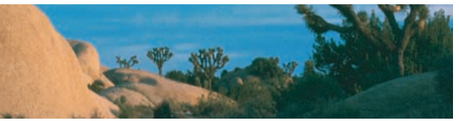
Do not stretch the logo

SAFE ZONE

Just as the Desert Managers Group protects desert lands, safe zones exist to protect the integrity and visual importance of the logo. Other type, logos and small graphics can confuse the viewer into believing they are part of the logo. Always allow the mark space to breathe. This space can be a quiet part of a photograph, white space or a solid color. Avoid placing the logo over patterns of logos or other graphic elements that could distract from the mark.

COLORS

Awe inspiring sunsets and sparse vegetation inspired the colors for the mark. The reddish-brown represents the colors from the evening sun. The dark yellow-green comes from desert vegetation and symbolizes the ecosystem approach to land management. Cooperative stewardship of our desert public lands fosters appreciation of the unique desert values that the colors represent.



	R 112 G 112 B 15	R 145 G 45 B 0
	C 0 M 0 Y 87 K 56	C 0 M 69 Y 100 K 43
	PANTONE 140 CVC	PANTONE 140 CVC
	PANTONE 140 CVU	PANTONE 140 CVU

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TYPEFACES

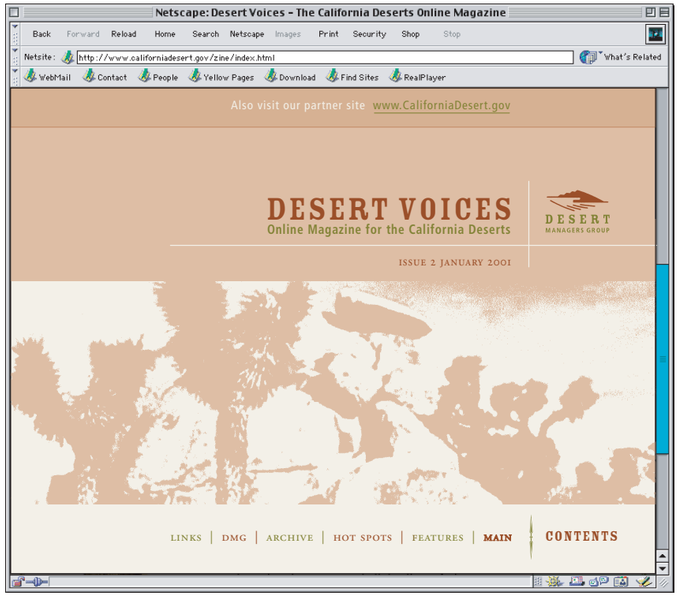
Another element that is crucial for consistency is type. These typefaces have been selected because of their historic value and personal feel. They best exemplify the attitude and feel of the Desert Managers Group. Bolder type and titling can be done with Rosewood or Frutiger condensed bold. Garamond is used for body copy but may be substituted with frutiger light condensed. Garamond should be set at 10/15 while Frutiger light condensed should be set at 10/15. Expert sets are available for Garamond but not for the other faces.

Frutiger light condensed	abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*()?”” ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#$%^&*()?””
Frutiger bold condensed	**abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*()?”” ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#$%^&*()?””**
Rosewood fill	ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890! $% &*()?“”
Adobe Garamond	abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*()?“” ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#$%^&*()?“”

PLACEMENT

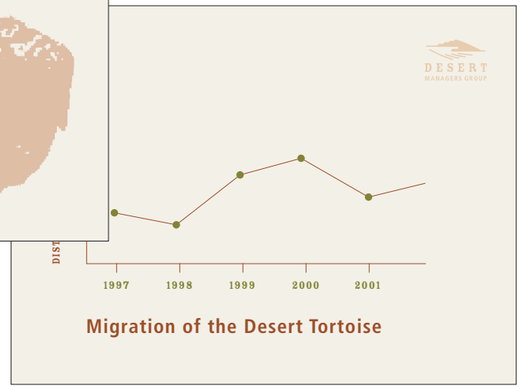
By placement, we refer to the position and size of the logo in various applications. On the following pages we will show examples of the stationary, suggestions for advertisements and posters, and even signage and vehicle logos. Collateral such as T-shirts and hats and patches are also included to show how the logo might be used. Consideration should be taken for safe zones when placing the logo on a photo or even on a vehicle door or panel. Do not allow type to enter the safe zone in any circumstances. Also take into consideration the use of the positive or reversed logo depending on the darkness or lightness of the materials involved.

When using the logo online, try using it with a cream colored background. Use the one color version of the logo with all other background colors except white and cream. This is a sample of what the new Desert Voice could look like following the graphic standards and visual look of this book.



The logo is large and prominent in the first slide as is the title of the presentation.

On the following slides, a smaller, translucent logo is used in the top right corner.



SAMPLE POWER POINT PRESENTATION

With photos, try for a quiet spot and use a translucent logo in the top right.

DESERT
MANAGERS GROUP

Working together to protect our desert lands

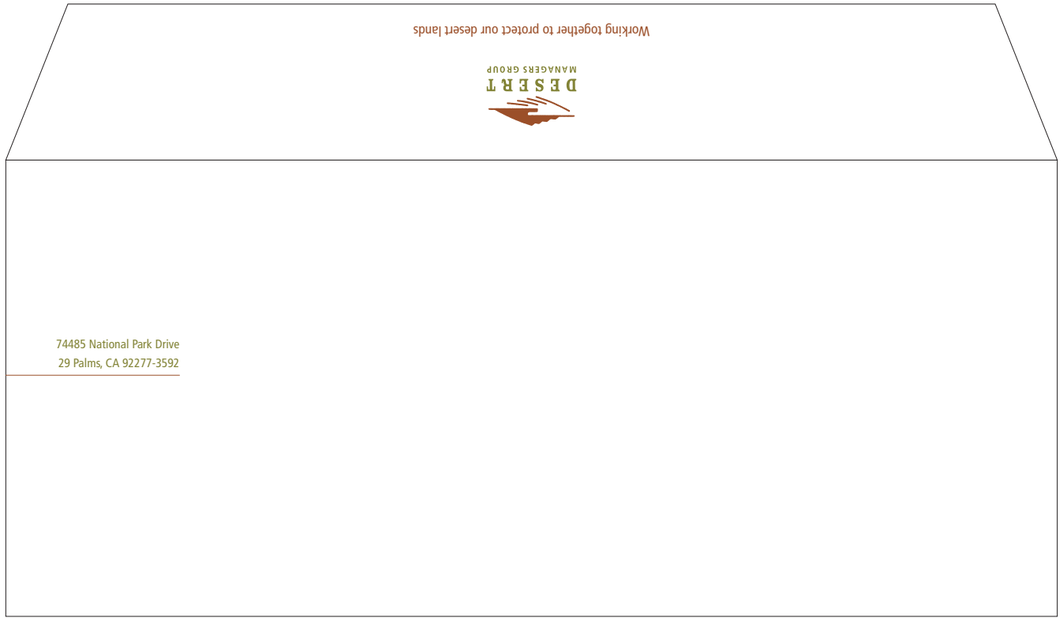
Where possible, use the official stationary of the Desert Managers Group for all official Desert Managers business. Here is an example of the layout of the two sided business card.

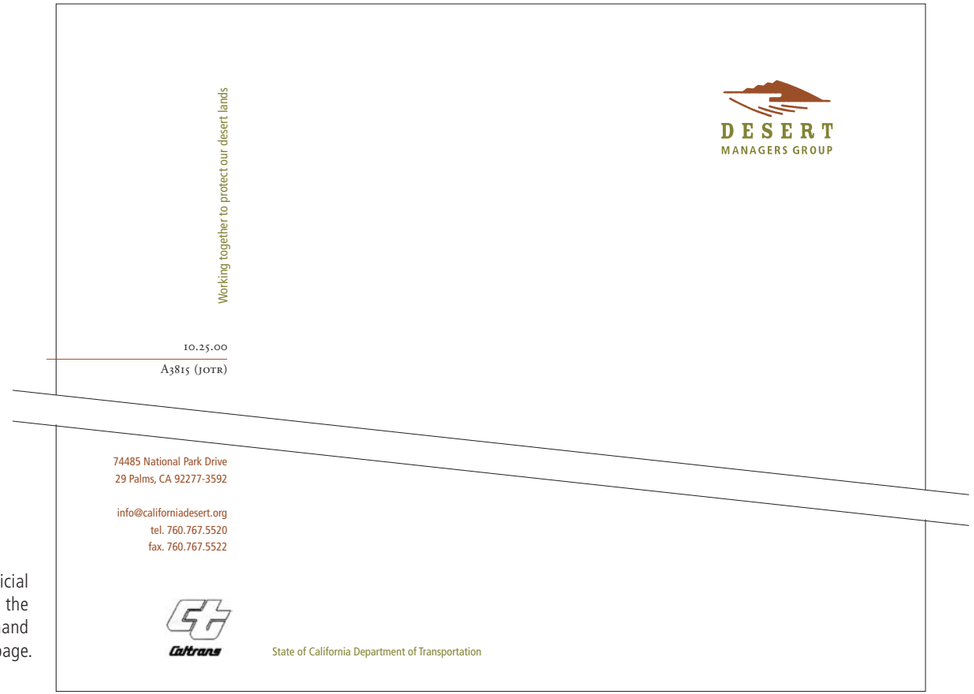
State of California Dpt. of Transportation

Richard P. Doyle
District Division Chief of Planning

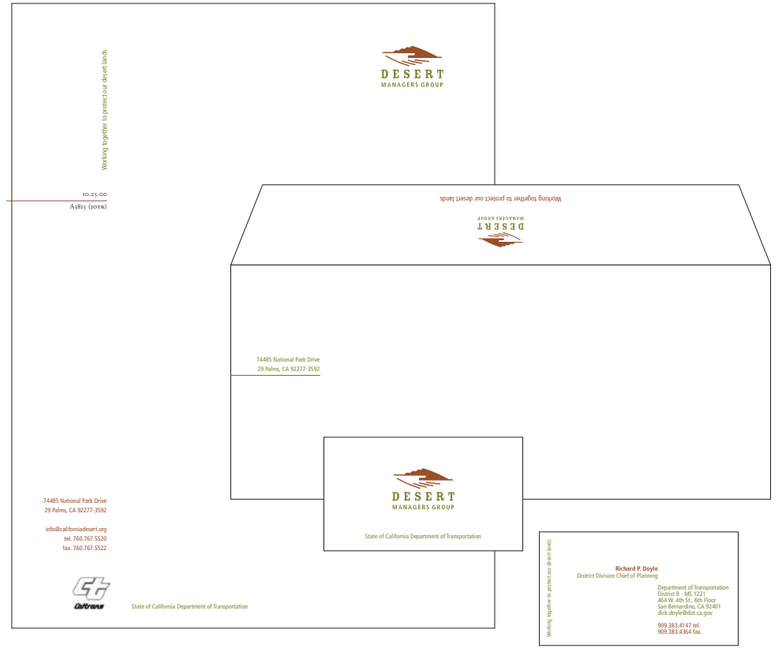
Department of Transportation
District 8 - MS 1221
464 W. 4 St., 6th Floor
San Bernardino, CA 92401
dick.doyle@dot.ca.gov

909.383.4147 tel.
909.383.4364 fax.

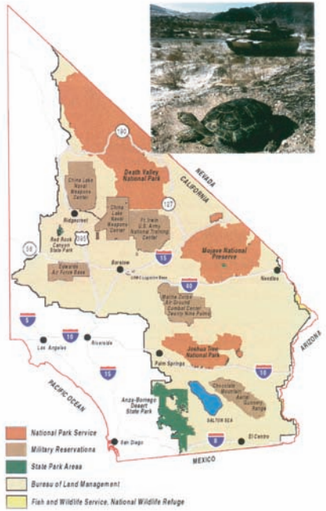




Place the official dept logo in the lower left hand corner of the page.



DESERT MANAGERS GROUP AREA OF INTEREST



DESERT MANAGERS GROUP PARTICIPANTS

US Department of the Interior

National park Service:
- Death Valley National Park
- Joshua Tree National Park
- Mojave National Preserve
- Lake Mead National Recreation Area

Bureau of Land Management:
- El Centro Field Office
- Barstow Field Office
- Palm Springs Field Office
- Needles Field Office
- Ridgecrest Field Office
- Desert District Office, Riverside

US Geological Survey:
- Western Ecological Research Center, Riverside
- National Mapping Division, Menlo Park
- Water Division, San Diego

Fish and Wildlife Service:
- Carlsbad Field Office
- Ventura Field Office

US Department of Defense
- Naval Air Weapons Station, China Lake
- Edwards Air Force Base
- National Training Center, Fort Irwin
- Marine Corps Air Ground Combat Center, 29 Palms
- Marine Corps Logistics Base, Barstow

State of California:
- State Parks, Mojave Desert Sector
- State Parks, Colorado Desert Sector
- Department of Fish and Game
- Department of Transportation

For more Information:

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hamill_john@nps.gov

Clarence Everly
Dept. of Defense Coordinator
ph. (760) 255-8896
everlyc@mojavedata.gov

Working together to protect our desert lands

DEATH VALLEY NATIONAL PARK • JOSHUA TREE NATIONAL PARK • MOJOVE NATIONAL PRESERVE • LAKE MEAD NATIONAL RECREATION AREA • EL CENTRO FIELD OFFICE • BARSTOW FIELD OFFICE • PALM SPRINGS FIELD OFFICE • NEEDLES FIELD OFFICE • RIDGECREST FIELD OFFICE • DESERT DISTRICT OFFICE • RIVERSIDE WESTERN ECOLOGICAL RESEARCH CENTER • RIVERSIDE NATIONAL MAPPING DIVISION • MENLO PARK WATER DIVISION • SAN DIEGO CARLSBAD FIELD OFFICE • VENTURA FIELD OFFICE • NAVAL AIR WEAPONS STATION • CHINA LAKE EDWARDS AIR FORCE BASE • NATIONAL TRAINING CENTER • FORT IRWIN MARINE CORPS AIR GROUND COMBAT CENTER • 29 PALMS MARINE CORPS LOGISTICS BASE • BARSTOW STATE PARKS •

PARTNERS FOR THE DESERT

DESERT MANAGERS GROUP

CALIFORNIA DESERTS

The Mojave and Colorado Desert landscapes are within a days drive of more than 40 million people and include over 100 residential communities. Widely used for a variety of outdoor recreation activities, the deserts also support mining and agricultural operations; are havens for wildlife; and are critically important training grounds for the United States military. They also support a wealth of diverse life forms specially adapted to the extreme conditions found there. In summary, these deserts are many things to many people--a place to recreate, explore, test new technology, earn a living, live.

Twenty million acres are publicly owned and include three national parks, five military bases, 15 state parks and the California Desert Conservation Area managed by the Bureau of Land Management (BLM). The escalation of conflicting demands on the land requires that all levels of government work together for more efficient and cost effective management.

DESERT MANAGERS GROUP MISSION

The Desert Managers Group (DMG) was established to provide a forum for government agencies to work together to conserve and enhance the California Desert for current and future generations.

Through the leadership of the DMG, agencies are working together to better serve the public by eliminating duplication of effort and developing cooperative land and resource management practices. Close collaboration enables each agency to more effectively conserve e resources while achieving it's mission objectives.

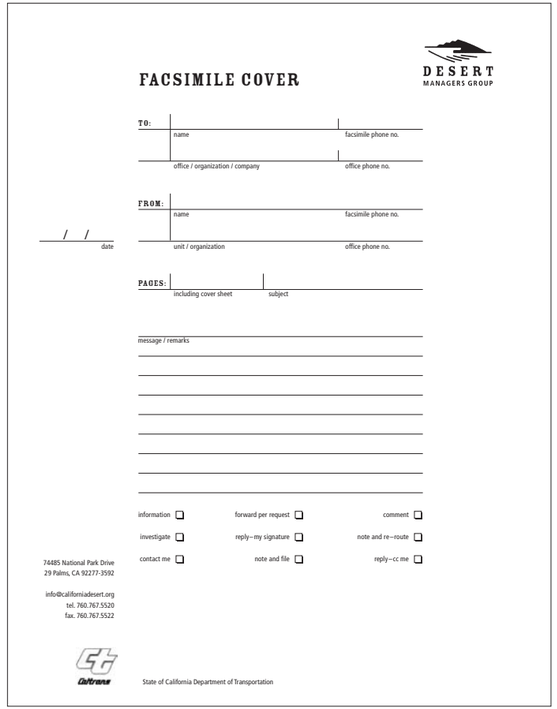
DESERT MANAGERS GROUP ACCOMPLISHMENTS

In the spirit of working together and finding ways to avoid duplication the agencies have undertaken a number of joint projects.

- Implemented a strategy for managing wild burro populations on Bureau of Land Management (BLM), National Park Service, Fish and Wildlife, California State Park and military lands.
- Established an interagency Geographic Information System (GIS) database accessible through the internet. www.mojavedate.gov
- Successfully prosecuted a major dumping case on public and park lands. Created a database of illegal dump sites for prioritizing clean up efforts.
- Sponsored restoration workshops and created a comprehensive web site that includes an interactive disturbed lands database.
- Developed www.californiadesert.gov and a newspaper to provide information about desert recreation opportunities.
- Relocated a low altitude military training route to a less sensitive area to protect park resources and enhance military training.
- Provide "one stop shopping" for desert information and public education through an interagency approach at agency visitor information centers.

All official forms, like this fax cover (right) and the news release (far right), have the logo placed top right with the title of the form upper left.

Specific organization name and logo are placed in the lower left corner as shown. *(see enclosed cd for file)*



FACSIMILE COVER

DESERT MANAGERS GROUP

TO:
name
facsimile phone no.
office / organization / company
office phone no.

FROM:
name
facsimile phone no.
unit / organization
office phone no.

/ /
date

PAGES:
including cover sheet
subject

message / remarks

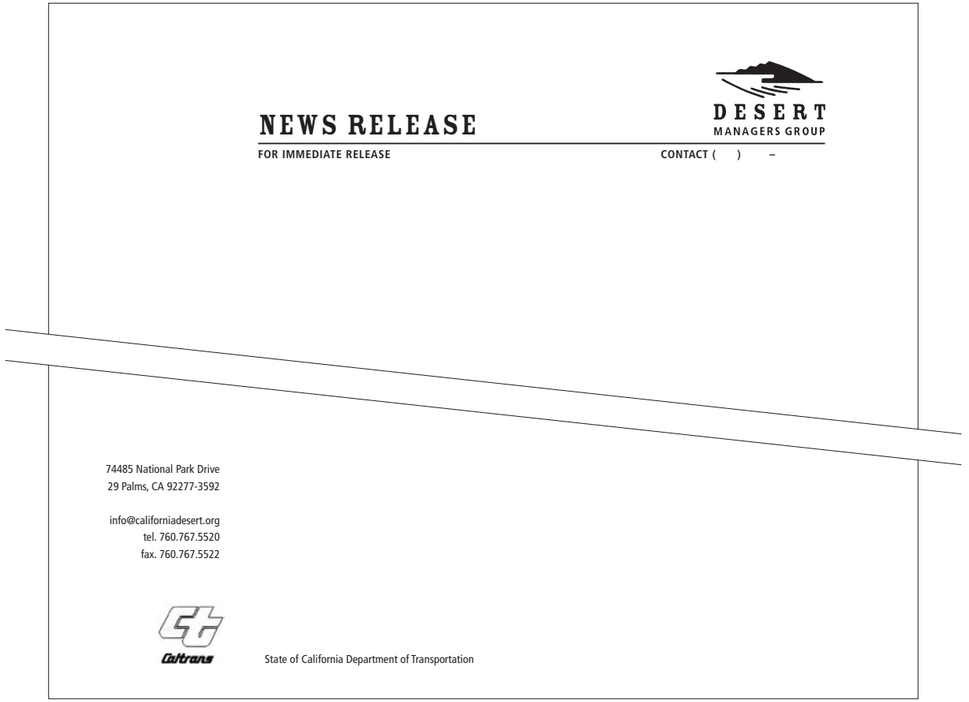
information ☐ forward per request ☐ comment ☐
investigate ☐ reply–my signature ☐ note and re–route ☐
contact me ☐ note and file ☐ reply–cc me ☐

74485 National Park Drive
29 Palms, CA 92277-3592

info@californiadesert.org
tel. 760.767.5520
fax. 760.767.5522

Caltrans

State of California Department of Transportation



NEWS RELEASE

DESERT MANAGERS GROUP

FOR IMMEDIATE RELEASE

CONTACT ( ) –

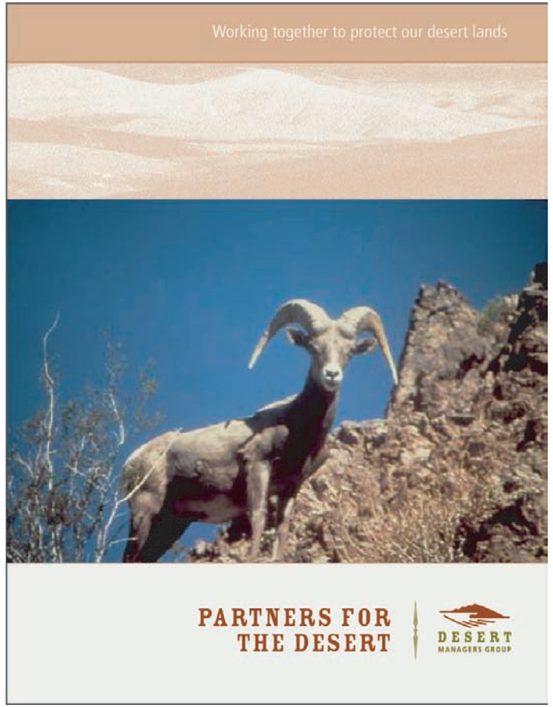
74485 National Park Drive
29 Palms, CA 92277-3592

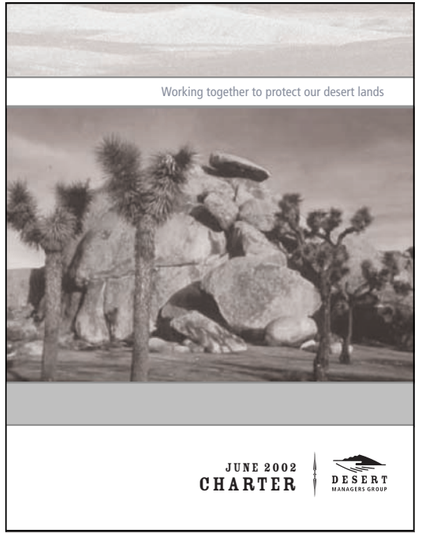
info@californiadesert.org
tel. 760.767.5520
fax. 760.767.5522

Caltrans

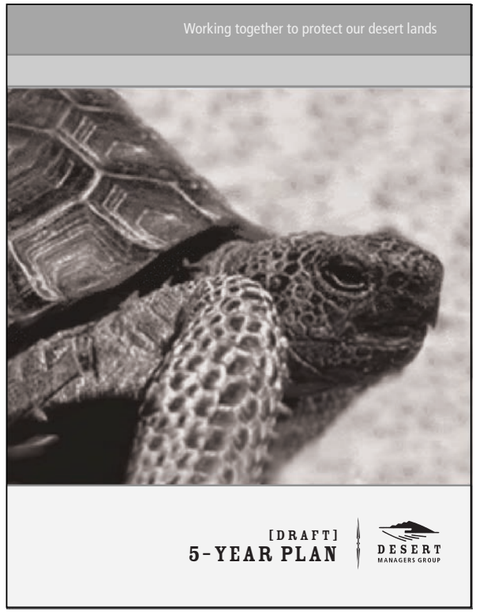
State of California Department of Transportation

Annual report should be printed in full color with the logo and title in the lower right corner as shown in this example. The tag line should appear in the upper right corner if desired.



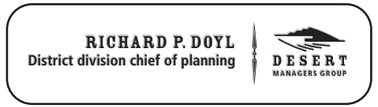


Other publications should follow a similar format. The logo and title in the lower right with a full bleed picture and optional tag-line in the upper right.



Consistency in the application of the logo and the other design elements for all outreach items will enhance the public's recognition of the DMG and our accomplishments. By printing some adhesive labels (bumper stickers) the idetifier can be placed on plain brown bags, brown envelops folders, etc.

DMG identifying signs should reflect the existing printed material.

Vehicle logos are simple magnetic signs applied to company cars. Be sure to maintain correct safe zone around the logo at all times.

Name tags should be worn at all public events where immediate identification with the DMG is important.