

# The Hancock Park District Logo

The Hancock Park District logo is one of our most visible and valuable assets. Several versions are in circulation. The following are official, accepted HPD logos with their appropriate use indicated.



all print and digital marketing materials...



...except for this logo treatment may be used on small embroidered items and signage  
(black lettering may be white on dark fabrics)

## Using HPD logo

### The clear-space rule

The Hancock Park District logo is one of our most visible and valuable assets. Several versions are in circulation. These are official, accepted HPD logos with their appropriate use indicated.

Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.

The minimum clear space for the HPD logo is defined as the height of the block M. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.



### Minimum size

When reproducing our logo, be conscious of its size and legibility. Use common sense — a signature that is too small ceases to serve any useful communication function. Generally, our logo should never appear less than 1" tall in printed materials, and no less than 100px tall in the digital realm.

### In text


In text, Hancock Park District should appear as three words (not the two-word Hancock Parks) in upper- and lower-case. In sentences, the HPD artwork is never to be used in place of text.

### PROPER USE:

The Hancock Park District logo is our most valuable brand asset.

### IMPROPER USE:



The  logo is our most valuable brand asset.

### Do the right thing

The Hancock Park District logo has been carefully designed and should never be altered in any way. These examples illustrate how NOT to use the logo, but do not include all instances of misuse.

**Do not:**

1. alter the marks in any way.
2. redesign, redraw, animate, modify, distort, or alter the proportions of the marks.
3. surround the marks with—or place in the foreground over—a pattern or design.
4. rotate or render the marks three-dimensionally.
5. add words, images, or any other new elements to the marks.
6. replace the approved typeface with any other typeface.
7. enclose the marks in a shape or combine it with other design elements or effects.
8. modify the size or position relationship of any element within the marks.
9. add additional copy to the marks.

**Examples of misusing the Hancock Park District logo:**

**DO NOT RETYPE TEXT**



**DO NOT STRETCH**



**DO NOT ALTER COLOR**



**DO NOT DISTORT**



**DO NOT ADD SHADOW**



**DO NOT ADD GRAPHICS**



# The Psychology Behind the HPD Color Palette

Two colors have been predominant in Hancock Park District visual presentations through the years: forest green and tan. As the general public already associates these colors with HPD, Pantone Coated 2411 C (forest green) and Pantone Coated 466 C (tan) are the district's primary colors, with the former serving as the dominant color.

COLORS BRING			
Emotion			
			
BLUE	TURQUOISE	GREEN	YELLOW
+ TRANQUILITY, SECURITY, INTEGRITY, PEACE, LOYALTY, TRUST, INTELLIGENCE	SPIRITUAL, HEALING, PROTECTION, SOPHISTICATED	FRESHNESS, ENVIRONMENT, NEW, MONEY, FERTILITY, HEALING, EARTH	BRIGHT, SUNNY, ENERGETIC, WARM, HAPPY, PERKY, JOY, INTELLECT
- COLDNESS, FEAR, MASCULINITY	ENVY, FEMININITY	ENVY, JEALOUSY, GUILT	IRRESPONSIBLE, UNSTABLE
			
PURPLE	PINK	RED	ORANGE
+ ROYALTY, NOBILITY, SPIRITUALITY, LUXURY, AMBITION, WEALTH	HEALTHY, HAPPY, FEMININE, SWEET, COMPASSION, PLAYFUL	LOVE, PASSION, ENERGY, POWER, STRENGTH, HEAT, DESIRE	COURAGE, CONFIDENCE, FRIENDLINESS, SUCCESS
- MYSTERY, MOODINESS	WEAK, FEMININITY, IMMATUREITY	ANGER, DANGER, WARNING	IGNORANCE, SLUGGISHNESS
			
BROWN	TAN	GOLD	SILVER
+ FRIENDLY, EARTH, OUTDOORS, LONGEVITY, CONSERVATIVE	DEPENDABLE, FLEXIBLE, CRISP, CONSERVATIVE	WEALTH, WISDOM, PROSPERITY, VALUABLE, TRADITIONAL	GLAMOROUS, HIGH TECH, GRACEFUL, SLEEK
- DOGMATIC, CONSERVATIVE	DULL, BORING, CONSERVATIVE	EGOTISTICAL, SELF-RIGHTEOUS	INDECISIVE, DULL, NON-COMMITTAL
			
WHITE	GRAY	BLACK	
+ GOODNESS, INNOCENCE, PURITY, FRESH, EASY, CLEAN	SECURITY, RELIABILITY, INTELLIGENCE, SOLID	PROTECTION, ELEGANCE, DRAMATIC, CLASSY, FORMALITY	
- ISOLATION, PRISTINE, EMPTINESS	GLOOMY, SAD, CONSERVATIVE	DEATH, EVIL, MYSTERY	

HPD branded colors include a secondary palette.\* Complementary color combinations make things stand out (opposites attract.) Yet too many colors make for a confusing message. The secondary colors are to be used sparingly (and never all at once) to avoid a jarring effect.

Faber Birren, a 20th-century color researcher and author of *Color Psychology and Color Therapy*, discovered something interesting about general color groups. He found that *bright light and bright colors promoted “big muscle” activity*, while *softer and deeper colors promoted mental and visual tasks better*. He also discovered that red stimulates our nervous system while blue relaxes it. Red and related colors also caused people to overestimate the passage of time while cooler colors like green and blue were the reverse.

Parks are places to relax and regenerate, to exercise, recreate and create. **The HPD color palette is designed to complement the values, vision and mission of the Hancock Park District, as well as the diverse physical characteristics of the district.** The choices create an immediate and lasting impression on the viewer based on the following:

**Green:** color of balance and harmony; lends clearer sense of right from wrong since green incorporates a balance of both the logical and emotional; portrays health, rest, and to relieve stress

**Brown:** sign of structure, security, and protection; serious, down to earth color where black might be too intense

**Yellow:** epitome of joy, happiness, cheerfulness, optimism; wavelength of yellow is particularly long, making it easiest color to visibly see (first color infants respond to)

**Blue:** reliable, responsible, and mentally soothing; lends a more mental reaction rather than physical to destress, calm down (one of the last colors to be seen due to its short wavelength)

**Purple:** imagination and spirituality; presents space for mystery and new ideas (creativity is most often associated with the color purple)

**Why no pure red?** Red enhances human metabolism, increases respiration rate, and raises blood pressure. Although red attracts attention more than any other **color**, it also signifies danger. But because red also enhances human metabolism, increases respiration rate, and raises blood pressure, warm PMS 1955 C is a secondary color

### **Preferred Background Color**

White is complete and pure. White represents new beginnings, providing a blank slate, and refreshment for new ideas, the perfect backdrop for HPD visuals, including [www.HancockParks.com](http://www.HancockParks.com).

*\*HPD photos are the most effective visual to complement the HPD logo. Whenever the use of photos is possible to convey a message, the color palette use should be restricted to the branded primary colors. In the case of a large print or electronic visual, a minimum of other palette colors can be used to accent the photo.*

Save

Color Rule

Analogous

Monochromatic

Triad

Complementary

Compound

Shades

Custom



This Custom Rule was developed by identifying the two colors that have historically identified Hancock Park District: forest green and tan. The Square Rule was then applied, with the base color (forest green) serving as point #1 to arrive at three secondary colors.

RGB0483

HEX003003

RGB188159118

HEXBC9F76

▶ RGB132124

HEX01207C

RGB124644

HEX7C062C

RGB2511821

HEXFbb601

Save

Color Rule

Analogous

Monochromatic


☒ Triad

Complementary

Compound

Shades

Custom



Additional secondary colors were identified by plotting the HPD forest green and its complementary color, then selecting those colors on either side of the complementary color.

▶ RGB

0

48

3

HEX

003003

RGB

12

124

19

HEX

0C7C13

RGB

19

6

61

HEX

13063D

RGB

99

52

10

HEX

63340A

RGB

124

62

6

HEX

7C3E06

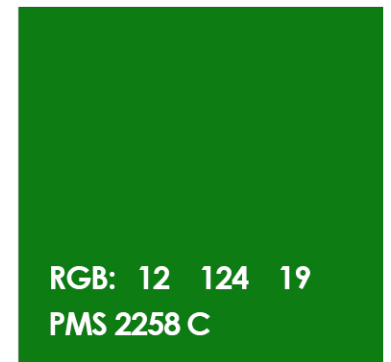
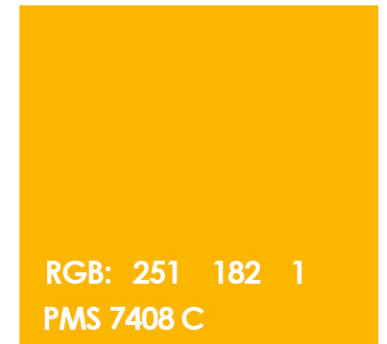
## Hancock Park District: Primary Colors

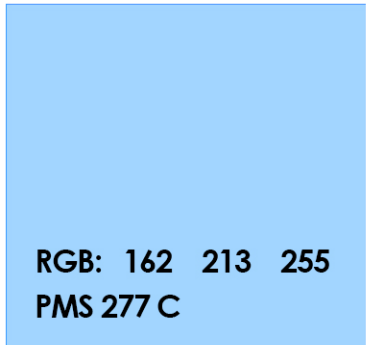
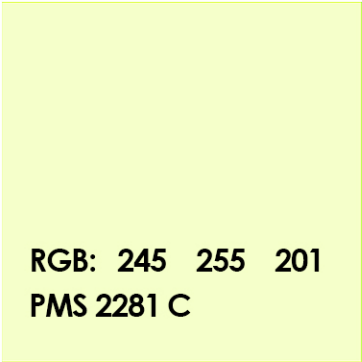
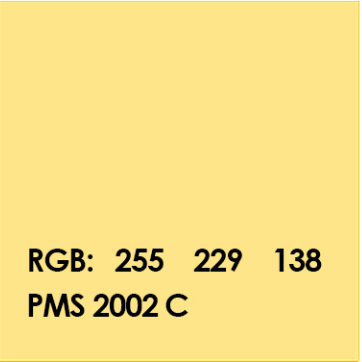
The HPD Primary Colors are HPD's most significant visual identifiers.



## Hancock Park District: Secondary Colors

Secondary colors may be used to provide variety and visual interest without leaving the recognized palette. Secondary colors should be used in less than 50 percent of the whole palette for one piece.





**Hancock Park District Tertiary Colors**  
The tertiary colors are muted or light-saturated versions of the secondary colors. They work well as accents or neutral backgrounds but are not identifiers for HPD. Tertiary colors should be used sparingly (in less than 10 percent of the palette in one piece.)

