

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.



= block M height

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.



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.

**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.

RGB	0	48	3
HEX	003003		

RGB	188	159	118
HEX	BC9F76		

▶ RGB	1	32	124
HEX	01207C		

RGB	124	6	44
HEX	7C062C		

RGB	251	182	1
HEX	Fbb601		

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.



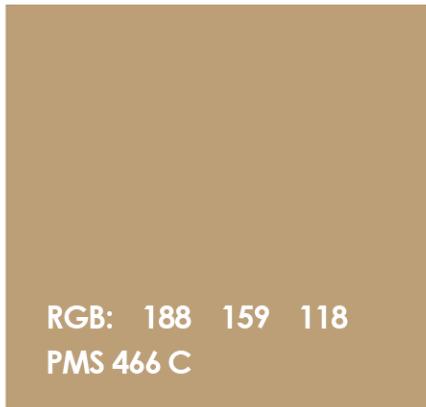
RGB 0 48 3	RGB 12 124 19	RGB 19 6 61	RGB 99 52 10	RGB 124 62 6
HEX 003003	HEX 0C7C13	HEX 13063D	HEX 63340A	HEX 7C3E06

Hancock Park District: Primary Colors

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



RGB: 0 48 3
PMS 2411 C



RGB: 188 159 118
PMS 466 C

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.



RGB: 99 52 10
PMS 732 C



RGB: 251 182 1
PMS 7408 C



RGB: 19 6 61
PMS 2765 C



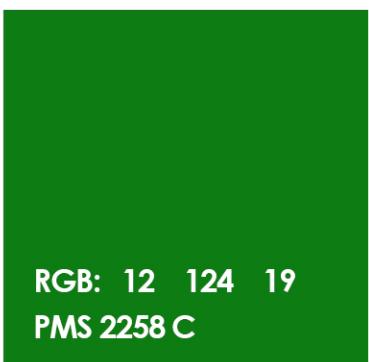
RGB: 125 63 22
PMS 725 C



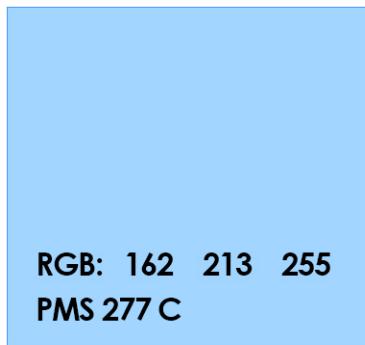
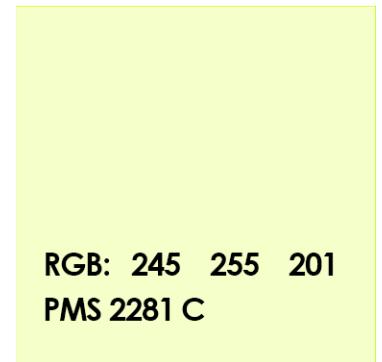
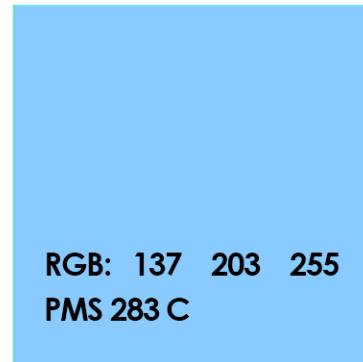
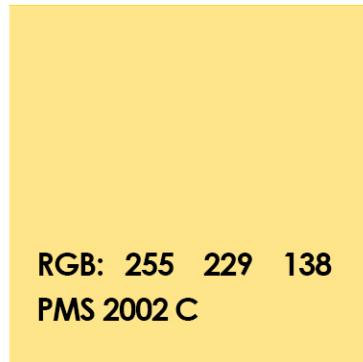
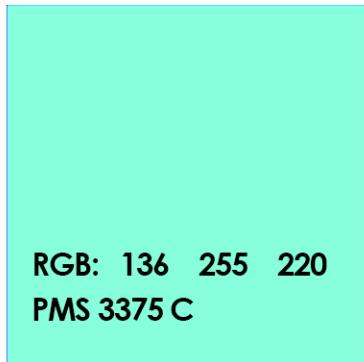
RGB: 1 32 124
PMS 2747 C



RGB: 124 6 44
PMS 1955 C



RGB: 12 124 19
PMS 2258 C



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.)

