

MISSISSIPPI RIVER PARKWAY COMMISSION LOGO USE POLICY

Using Great River Road National Scenic Byway and Mississippi River Parkway Commission Logos



STYLING GUIDELINES

The Great River Road pilot's wheel logo serves as visual representations of the cultural, natural, historical and scenic assets of the Mississippi River, the Great River Road and the Mississippi River states. The Mississippi River Parkway Commission put together this brief guide to help members use these logos in publications, web sites and other related communications.

The America's Byways logo, which represents the National Scenic Byways program, is another logo that is sometimes used in association with some Great River Road and Mississippi River Parkway Commission publications and communications. We've included information on using the America's Byways logo.

Where appropriate, you should consider incorporating the Great River Road pilot's wheel and America's Byways logos into your organization's publications, website and other marketing tools in order to help strengthen your organization's connection to these brands.

Please use the information below when using these logos.



Mississippi River Parkway Commission | P.O. Box 7395, Madison, WI 53707
Phone: 866-763-8310 • Web Site: ExperienceMississippiRiver.com • E-mail: info@experiencemississippiriver.com



MISSISSIPPI RIVER PARKWAY COMMISSION LOGO USE POLICY CONT.

STYLE AND USAGE

Below, you will find specific information for using each of the logos.

The Great River Road pilot's wheel logo and America's Byways logo each have a minimal allowable size—1" wide or 72 pixels for online use—in order to ensure clear reproduction and legibility.

If you would like to use the Great River Road pilot's wheel logo, we have provided a brief pre-publication approval form. Please complete this form and return it to the address provided on the form (see Appendix A). Also, upon completion of your project or publication, please send us an example of how you used the logo. The Great River Road pilot's wheel logo is a visual representation of the Great River Road National Scenic Byway. When reproducing the Great River Road pilot's wheel logo, please follow these specifications:



TYPEFACES

Title Text—Unknown (All CAPS, distressed font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

COLOR PALETTE

Pantone 3435 C

When printing on a 4-color press, use the following:

C:90 M:40 Y:91 K:43

When applying to web, use the following:

R:0 G:80 B:47

The America's Byways logo is a visual representation of the National Scenic Byways system. In some instances, it can be used in association with the Great River Road pilot's wheel logo in publications and communications.

When reproducing the America's Byways logo, please follow these specifications:



TYPEFACES

Title Text—Copperplate 33 BC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

COLOR PALETTE

Pantone 540 C Pantone 194 C

When printing on a 4-color press, use the following:

C:100 M:55 Y:0 K:55 C:0 M:100 Y:64 K:34

When applying to web, use the following:

R:0 G:55 B:104 R:171 G:5 B:52



MISSISSIPPI RIVER PARKWAY COMMISSION LOGO USE POLICY CONT.

FURTHER QUESTIONS ABOUT LOGO USAGE

Any questions regarding logo usage and other style-related concerns related to the Great River Road, Mississippi River Parkway Commission and usage of the above logos should be directed to the National Office at 866-763-8310. For pre-publication approval of logo usage, please use the request form in Appendix A.

Providing Information to Travelers If you would like to include contact information so that travelers can learn more about the Mississippi River, Mississippi River Region or the Great River Road, please use or link to the following website:

www.experiencemississippiriver.com

Copy for Media Releases For media releases and informational releases, please feel free to use the below boilerplate copy regarding the Great River Road:

The Great River Road National Scenic Byway

The Great River Road National Scenic Byway is one of America's truly great auto tours. Running parallel to the Mississippi River for 3,000 miles, this network of roads from northern Minnesota to the Gulf of Mexico offers history, culture, scenery and recreation. To plan your Great River Road journey, visit www.experiencemississippiriver.com

MEDIA REQUESTS

If a person in the media contacts you and asks you a question regarding the Great River Road or the Mississippi River Parkway Commission, please feel free to direct them to the National Office of the Mississippi River Parkway Commission, who can provide them with photos, story ideas and other information:

Susanne Thiede-Barnet, Managing Director
Mississippi River Parkway Commission – National Office
PO Box 7395 Madison, WI 53707-7395
phone: 866-763-8310
media@pilchbarnet.com



APPENDIX A:

PRE-PUBLICATION REQUEST FOR USE OF LOGOS GREAT RIVER ROAD PILOT'S WHEEL LOGO

Please complete the form below and return it with a draft of your marketing piece to the Mississippi River Parkway Commission National Office:

Mississippi River Parkway Commission – National Office
Attn: Susanne Thiede-Barnet, Managing Director
PO Box 7395 Madison, WI 53707-7395

Any use of the Great River Road pilot's wheel logo must meet the overall philosophy of the Mississippi River Parkway Commission to preserve, promote and enhance the Great River Road and the Mississippi River.

Name of Your Organization: _____

Contact Name: _____

Business Address: _____

Business Phone: _____

Business 800 Number: _____

Web &/or Email Address: WWW. _____

_____ @ _____

Describe the purpose for which you intend to use the logo and describe the target audience:

**UPON PUBLICATION: UPON PUBLICATION OR COMPLETION OF YOUR PROJECT, PLEASE SEND US
A SAMPLE OF THE PIECE FOR OUR FILES TO THE ADDRESS LISTED ABOVE.**



Mississippi River Parkway Commission | P.O. Box 7395, Madison, WI 53707
Phone: 866-763-8310 • Web Site: ExperienceMississippiRiver.com • E-mail: info@experiencemississippiriver.com

