HAMMONASSET BEACH STATE PARK

STYLE GUIDE FOR **HAMMONASSET BEACH STATE PARK**

LOCATED ON THE SUNNY SHORE OF MADISON CT



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WHAT IS HAMMONASSET?

Hammonasset Beach State Park is located in Madison Connecticut and is one state's many state parks, but what makes it unique is the opportunities it presents for families to get in touch with nature. It consists of a campground, a beach, a nature center and a butterfly garden.



Hammonasset is located on the shore of Madison CT.

PRIMARY

HAMMONASSET
BEACH STATE PARK

Hammonasset Beach State Park is a company that is friendly and is an avenue for family fun. This is why the Hammonasset logo is depicted in the typeface, Comfortaa Bold. The typeface is just as playful and friendly as the rest of the park. This is also why the symbols in the logo are playfully drawn and have a bright color palette. The gray type is bold enough to match the symbol palette but soft enough to still feel calm.

HAMMONASSET

CAMPGROUNDS

Rules

The tent will be the only highlighted element when the campground is in focus. Campgrounds is appears in the same red that the tent is for this part of the park.

Symbolism

The red symbolizes adventure, which is what any good camping trip should be. The tent symbol itself is included because sleeping outdoors often involves a tent and is can be one of the most unique parts of a camping trip.

HAMMONASSET
BEACH

Rules

The shell will be the only highlighted element when the beach is in focus. Beach is written in the same blue that the shell is for this component of the park.

Symbolism

The blue symbolizes relaxation, which is what everyone wants from a trip to the beach, and the seashell symbol is included because beautiful shells are scattered all along Hammonasset's shore.

HAMMONASSET
NATURE CENTER

Rules

The bird will be the only highlighted element when the nature center is in focus. Nature Center is written in the same green that the bird is for this part of the park.

Symbolism

The green symbolizes nature itself, and being in touch with Connecticut's wildlife is what Hammonasset's nature center is all about. The bird fits for this theme not only because it does have a lot of birds, but birds can also be a symbol for freedom.

HAMMONASSET

BUTTERFLY GARDEN

Rules

The butterfly will be the only highlighted element when the butterfly garden is in focus. Butterfly Garden is written in the same purple that the butterfly is for this component of the park.

Symbolism

The purple symbolizes beauty and Hammonasset's butterfly garden is a place where visitors can walk into a world of beauty and wonder. The butterfly itself, is small and cute, which is exactly just what the butterflies in Connecticut are.

HAMMONASSET BEACH STATE PARK

HAMMONASSET CAMPGROUNDS

HAMMONASSET BEACH

HAMMONASSET NATURE CENTER

HAMMONASSET BUTTERFLY GARDEN

CAMPGROUNDS	BEACH	NATURE CENTER	BUTTERFLY GARDEN	
CMYK	CMYK	CMYK	CMYK	CMYK
C 1 M 94 Y 99 K 0	C 78 M 21 Y 17 K 0	C 55 M 0 Y 100 K 0	C 79 M 80 Y 0 K 0	C 0 M 0 Y 0 K 85
RGB	RGB	RGB	RGB	RGB
R 237 G 48 B 36	R 10 G 158 B 191	R 128 G 194 B 64	R 84 G 79 B 163	R 77 G 77 B 79
PANTONE	PANTONE	PANTONE	PANTONE	PANTONE
1788 C	7459 C	360 C	2096 C	7540 C

GRAYSCALE

HAMMONASSET
BEACH STATE PARK

HAMMONASSET
CAMPGROUNDS

HAMMONASSET
BEACH

HAMMONASSET
NATURE CENTER

HAMMONASSET
BUTTERFLY GARDEN

CMYK

C 0 M 0 Y 0 K 85

RGB

R 77 G 77 B 79

PANTONE

R 77 G 77 B 79

CMYK

C 0 M 0 Y 0 K 50

RGB

R 147 G 149 B 152

PANTONE

R 77 G 77 B 79

HAMMONASSET
BEACH STATE PARK

HAMMONASSET
CAMPGROUNDS

HAMMONASSET
BEACH

HAMMONASSET
NATURE CENTER

HAMMONASSET
BUTTERFLY GARDEN

CMYK

C 0 M 0 Y 0 K 85

RGB

R 77 G 77 B 79

PANTONE

R 77 G 77 B 79

ADDITIONAL COLORS

Colors

These colors are perfect for highlighting important information. For legibility purposes they are darker than the colors used in the logo themselves.



CMYK

C 0 M 95 Y 99 K 50

RGB

R 139 G 21 B 5

PANTONE

7623 C



CMYK

C 78 M 20 Y 18 K 50

RGB

R 0 G 94 B 115

PANTONE

2181 C



CMYK

C 55 M 0 Y 99 K 50

RGB

R 68 G 116 B 35

PANTONE

2273 C



CMYK

C 79 M 80 Y 0 K 50

RGB

R 47 G 39 B 97

PANTONE

2112 C

Grayscale

Grays are the primary focus in colors that relate to branding. These three are perfect for use with type.



CMYK

C 0 M 0 Y 0 K 85

RGB

R 77 G 77 B 79

PANTONE

7540 C



CMYK

C 0 M 0 Y 0 K 50

RGB

R 147 G 149 B 152

PANTONE

7 C



CMYK

C 0 M 0 Y 0 K 35

RGB

R 177 G 179 B 18

PANTONE

5 C

SIZING AND SPACING



Exclusion Zone

The dotted line represents the exclusion zone. This Stays proportional with logo size. Nothing should go inside of this zone.



Reduced To 1”

Sizing

The sizing of the logo is not to be smaller than 1”

DONTS’

DO NOT stretch vertically.



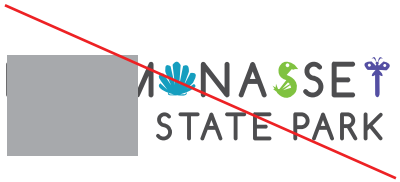
Logo must be at intended proportions. Stretching and distorting isn’t permitted.

DO NOT place logo upside down.



Logo must be upright at all times for legibility purposes.

DO NOT place shapes over logo.



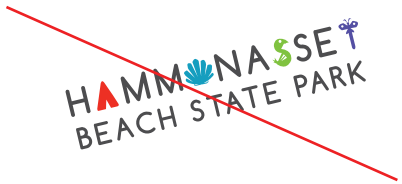
Shapes and lines should not be placed over the logo.

DO NOT stretch horizontally.



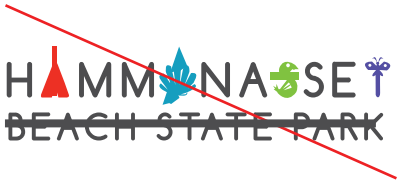
Logo must be at intended proportions. Stretching and distorting isn’t permitted.

DO NOT place logo on angle.



Logo must be upright at all times for legibility purposes.

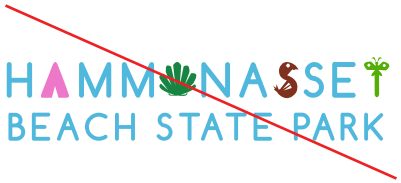
DO NOT change logo elements.



Elements in logo should be left in tact. Adding or altering shapes tampers with its recognizability.

DONT'S

DO NOT change logo colors.



Logo colors should not be altered or changed in any way.

DO NOT place logo on patterned or busy backgrounds.



Unauthorized patterned backgrounds distract from logo's purpose.

DO NOT place logo on dark or colored backgrounds.



Elements in logo should be left in tact. Adding or altering shapes tampers with its recognizability.

DO NOT use a drop shadow with logo.



Effects like drop shadows and glows are distracting and they take away from the logo itself.

TYPOGRAPHY

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Ideal Sans Serif for Promotional Material

The Open Sans typeface is a friendly yet precise looking sans serif with a certain roundness to its form. It also compliments the appearance of the Comfortaa bold typeface in the logo. It should be the typeface used in branding because it works with the accessible, community oriented feel that Hammonasset Beach State Park has.

Alternative Options

Arial Regular
Arial Bold

Veranda Regular
Veranda Bold

PT Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PT Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PT Serif Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Ideal Serif for Promotional Material

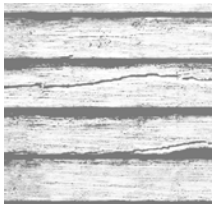
The Typeface, PT Serif, works to compliment the open Sans typeface and is great for smaller body copy.

Alternative Options

Gerogia Regular
Gerogia Bold
Gerogia Italic

Times New Roman Regular
Times New Roman Bold
Times New Roman Italic

IMAGES






Cabin Wall

The image of cabin wall above is fitting for the brand not only because Hammonasset has a lot of cabins in its campgrounds but also because the cabin symbolizes comfort as well as warmth, which are very much in line with Hammonasset's core values. The use of this image is not mandatory but a wise choice as branding strongly benefits from this.






Images of Hammonasset

Images of Hammonasset are also encouraged in branding in order to showcase the asset's which Hammonasset has to offer. Images that are not from Hammonasset Beach State Park should not be passed off as such.



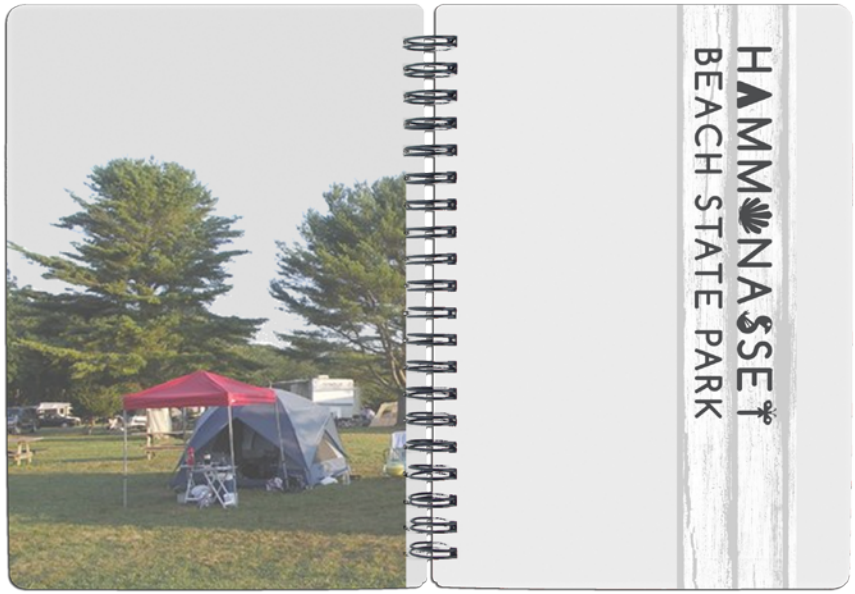



Tree Branches

Tree branches capture the free and natural spirit of Hammonasset. Hammonasset has trees throughout the campsites and along the beach.

NOTEBOOK





Notebook

Notebooks and planners using the logo should use the logo in color on the cover and in grayscale on the inside.

CLOTHING



Hat

The logo applied to the hat should be its primary element. This hat frames the logo with the branch motif.



Shirt

The logo applied to the shirt should be its primary element. This shirt uses an accent color on the sleeves and collar to compliment the logo.

ENVELOPE AND BUSINESS CARD







Envelope

The envelope should use the logo in color on the back. It should include necessary information about the park underneath the logo.

Business Card

The business card should use the logo in color on the back.

LETTERHEAD


HAMMONASSET
BEACH STATE PARK

Dear Mr. Scottson,

As a professional with history of directing students toward excellence and responsible financial aid decisions, I am excited to submit my application for the available Financial Aid Officer position on your team. My comprehensive hands-on experience will make me an excellent addition to your organization. Throughout my entire career, I have been successful in solving problems, resolving conflicts, and contributing to shared objectives.
Below is a sampling of highlights from my resume that demonstrate the overall value I can leverage to advance Oakwright School of Technology and Computer Science's mission:
10 years of experience as a Financial Aid Officer at regional Liberal Arts colleges; strong working working knowledge of student financial aid programs
A dedication to quality service for students and parents; development, growth, involvement, and recognition of employees; and sound economic principles
Ongoing training and professional development through the National Association of Student Financial Aid Administrators (NASFAA)
Recognized skill in maintaining consistently clean files shown through training assessments for compliance with Federal/State regulations, school policies, and procedures

The educational foundation, commitment, and leadership experience outlined on the attached resume position me for a successful partnership with your organization. I would welcome the opportunity to learn more about your team, and to discuss how I can address the unique challenges of this Financial Aid Officer position in order to add value at Oakwright School of Technology and Computer Science. Thank you for reviewing this letter and the accompanying material.

Sincerely,
Bob Jones

HAMMONASSET BEACH STATE PARK
(203) 245-2785
1288 Boston Post Rd.
Madison CT, 06443
Hammonasset.com
Hammonasset@yahoo.com

Letterhead

The Letterhead should use the logo in color and have necessary park information on the bottom.