



MUSCLE SHOALS

NATIONAL HERITAGE AREA

BRAND GUIDELINES



LOGO USAGE

PRIMARY LOGOS

The primary Muscle Shoals National Heritage Area logo should be used whenever possible. The logo is a square without a border.

CLEAR SPACE

The clear space around the logo must be maintained at all times. These areas must never be invaded by other graphics, borders, or photographic elements. The distance defined by the height of the "M" is the minimum clear space required between the outer-most elements of the logo and the definable outer edge of a field or the nearest edge of another graphic or visual element.

MINIMUM SIZE

The logo shall never be reproduced smaller than 1" to maintain readability of the "National Heritage Area" text. If you must use the logo at a smaller size, use the alternative version without "National Heritage Area" at the bottom to maintain full readability. The alternative logo should never be reproduced smaller than .7".



LOGO USAGE

COLORS

Whenever possible, use the two-color logo. An all-black version and all-white version exist for situations where one-color artwork is required.

PROHIBITED USE

Whenever possible, the logo should be applied over uninterrupted white space and isolated away from complicated or competing elements. If applied over an image, maintain a high level of contrast between the background and logo.

The logo should be used accurately and consistently. The following examples illustrate how misuse of the logo will diminish its impact and reflect unfavorably on the National Heritage Area brand.



Never change the colors from what has been approved in this document.



Never reorganize elements of the logo.



Never crop the logo to use only one of its elements



Never add a graphic, text, or object to the logo.



Never squeeze, stretch, or distort the logo.



Never slant or skew the logo.



Never use the logo in a sentence.

LOGO USAGE

CONTAINER OPTIONS

The container version of the logo should be used sparingly, but in instances when the logo needs more definition, such as within a “logo soup” with many partner logos appearing all together.

All previously-mentioned guidance regarding clear space, minimum size, colors, and prohibited use also apply to this alternative version of the logo.

LOGO USE BY OUTSIDE ORGANIZATIONS

The Muscle Shoals National Heritage Area is a special landscape made up of many people and communities. As such, there are times when outside entities may wish to use the logo to identify as part of the National Heritage Area or for other approved reasons.

Any outside organization who would like to use our logo should submit the form at <https://msnha.una.edu/request-to-use-logo/>, which will be routed to the communications team for review. If approved, the communications team will send the files and logo guidelines to the contact who made the request. Outside organizations using the logo must follow all logo guidelines and should include a link to mtsgreenway.org whenever possible.



COLOR PALETTE

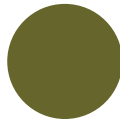
COLORS

MSNHA's brand palette reflects the rich colors from the natural environment and character of the area. Colors should never be altered.

All colors are broken down into reproduction formulas for print media (CMYK), digital (RGB) and web media (HEX).



CMYK 68 / 14 / 0 / 59
RGB 33 / 89 / 104
HEX #215968



CMYK 0 / 1 / 57 / 60
RGB 102 / 110 / 44
HEX #66652C

TYPOGRAPHY

Bold, dynamic typography is a powerful tool and should be used in all forms of visual communication (digital and print productions) to maintain a strong and unified brand expression.

LATO FAMILY

Lato is a bold font best suited for headlines, sub-headlines and short, bold blocks of text. It includes several styles that can be used together or separately.

MUSEO SLAB FAMILY

Museo Slab is an accent font that should be reserved for emphasis, headlines and complimentary arrangements with other brand fonts. It should not be used as body copy in long paragraphs or at small point sizes. We use Museeo 700 and 900.

ARIAL FAMILY

Arial is the primary font family for the Muscle Shoals National Heritage Area brand. It includes several styles that can be used together or separately.

CALIBRI

For internal, in-house or Microsoft Office applications where the main brand fonts are not available, please use Calibri as an alternative.

LATO BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

LATO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MUSEO SLAB FAMILY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
yz 1234567890**

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890