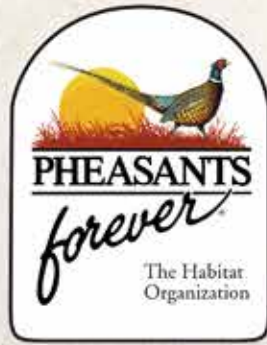


BRAND IDENTITY STANDARDS

Revised 6.1.14





BRAND STANDARDS GUIDE

PLEASE READ

The words you choose. The font you use. The colors, graphics and imagery you showcase. How you communicate supports the underlying theme in the Pheasants Forever story. It is what shapes people's perceptions of us. It is our brand.

This Brand Standards Guide contains links that connect to Pheasants Forever and Quail Forever digital assets. Please read it carefully and if you have any questions please contact:

Logan Hinners (Graphic Designer)
lhinners@pheasantsforever.org | (651) 209-4934

Buttons or underlined words contain hyper links. Once clicked, they will activate your computer's web browser to either download files or take you to an internet based web gallery where you can choose specific files to download.

If you need "vector" or "raster" logos of the PF or QF brand, they can be downloaded by clicking this button:

LOGOS



Raster vs. Vector

Use **PNG** and **JPEG** files (Raster logos) in Excel, Word, PowerPoint, television or on the web.

Use **EPS** and **Adobe Illustrator** files (Vector logos) for large format printing such as: billboards, banners, displays and other pieces where the logo will be enlarged over 12" in height.

If you need images consistent with the PF or QF brand, they can be downloaded by clicking this button:

IMAGES



The PF/QF Image Gallery contains JPG files of approved images to use with the PF/QF brand. They can be downloaded in both high and low resolution sizes.

Not sure what you need?

Click the arrow to prompt an email to our marketing team and we will be glad to help with any questions you may have.





BRAND STANDARDS GUIDE

PROPER LOGO USAGE

The standard logo to be used on all web and printed pieces is the "silo" logo with the tagline "The Habitat Organization." (See figure 1)

Logo's should never be reproduced smaller than the minimum size of 1/2 inch.

The vector version of both the full color silo and the full color non-silo logo should only be used when printing large format items such as billboards, banners, displays and other pieces where the logo will be over 12" in height. This restriction is in place due to some detail being lost in the vector version. (See figure 2)

The horizontal masthead logo may be used as a header for more formal applications, such as invitations, awards or programs. (See figure 3)

The Line-art and Silhouette logos can be displayed in one - color applications. When the logo is displayed using special print and/or fabrication techniques such as embossing or engraving, colors other than the official colors may be necessary. These colors should be the result of the requirements of the technique and they should be natural, neutral and compatible with the official identity (e.g., silver, gold, wood grain). (See figure 4)



Figure 1 - "Silo" Logo



Figure 2 - Vector Logos



Figure 3 - Masthead Logo



Figure 4 - Line-art | Silhouette Logos



BRAND STANDARDS GUIDE

CHAPTER ENDORSEMENT

PERSONALIZED CHAPTER LOGOS

The Pheasants Forever and Quail Forever chapter endorsement logos define a branch of the Pheasants Forever and Quail Forever brand. It is imperative that no other graphic elements interfere with the logo's clarity and integrity to prevent confusion.

PF or QF chapters may personalize the logo as illustrated only. This mark allows for one or two levels of information hierarchy. Chapters may choose between their official name or a shortened version for their personalized logo. For example, the chapter; Chippewa Valley Young Guns Youth may choose to display its full name or simply "Chippewa Valley." (See figure 1)

Adobe Garamond is the official font for personalized logos. This font is editable and should be used as a complement to the PF and QF brands.

Chapter names used in personalized logos should replace the existing text; "The Habitat Organization" and not extend beyond the width of the primary logo; rather, longer names should wrap to two lines. (See figure 2)

Pheasants Forever and Quail Forever's Marketing team can provide guidance on a layout that best suits individual needs. Please email lhanners@pheasantsforever.org

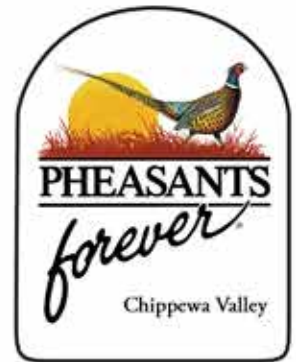
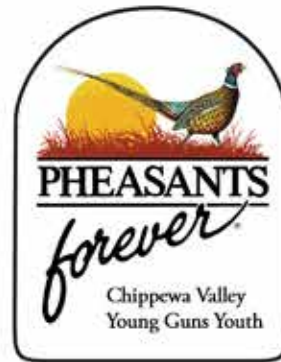


Figure 1 - "Chippewa Valley" PF Logo



Figure 2 - Correct use vs. Incorrect use of chapter name



BRAND STANDARDS GUIDE

IMPROPER LOGO USAGE

Always use the Pheasants Forever and Quail Forever logos as outlined by this document. If you have questions, please **CONTACT US**.

The logo without the silo should never be boxed. If you need to box the logo in order for it to stand out, use the silo logo instead. If placing the logo on a colored background, please use a .tif, .gif, or .png file. These all have transparent backgrounds. (See figure 1)

DO NOT remove, alter or crop parts of the logo. (See figure 2)

DO NOT scale the logo unproportionally, i.e. stretching it vertically or horizontally. (See figure 3)

NEVER use the logo wordmark without the brand icon. (See figure 4)



Figure 1



Figure 2



Figure 3



Figure 4



BRAND STANDARDS GUIDE

BRAND COLORS

PHEASANTS FOREVER PRIMARY COLOR PALETTE

ORANGE

PMS 165 c
 CMYK: 0-77-100-0
 RGB: 242-97-34
 #f66000

WHITE

Opaque White
 CMYK: 0-0-0-0
 RGB: 255-255-255

GRAY

PMS Cool Gray 6u
 CMYK: 35-30-35-0
 RGB: 171-167-159

QUAIL FOREVER PRIMARY COLOR PALETTE

GREEN

PMS 553 c
 CMYK: 81-49-76-52
 RGB: 34-66-50
 003300

WHITE

Opaque White
 CMYK: 0-0-0-0
 RGB: 255-255-255

GRAY

PMS Cool Gray 6u
 CMYK: 35-30-35-0
 RGB: 171-167-159

SECONDARY COLOR PALETTE

RED

PMS 484 c
 CMYK: 22-91-99-23
 RGB: 160-49-32
 990000

BROWN

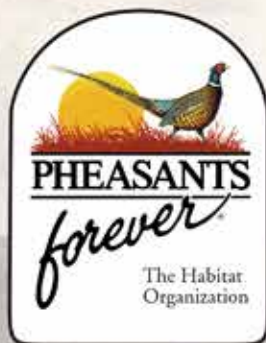
PMS 476 c
 CMYK: 46-71-74-56
 RGB: 82-49-39
 330000

YELLOW

PMS 123 c
 CMYK: 0-22-92-0
 RGB: 255-200-44
 #fcc333

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The colors shown on this page and throughout this manual have not been evaluated by Pantone, LLC. for accuracy and may not match the Pantone color standards.



BRAND STANDARDS GUIDE

ADDITIONAL INFO

MERCHANDISE AND CLOTHING

Use of the Pheasants Forever and Quail Forever logos in the production of any merchandise or clothing is strictly prohibited. Products featuring the logo are for sale at www.pfstore.org. If you have questions about merchandise, clothing, and artwork, please contact John Edstrom at jedstrom@pheasantsforever.org / 651.209.4961

CUSTOMIZED PRINT COLLATERAL

If you are a Pheasants Forever and or Quail Forever employee or chapter leader and have been approved to use the Print On Demand services, please click the logo below and log into your account to create customized pieces of branded collateral for your markets.



CUSTOMIZED CHAPTER WEBSITES

3plains of Minneapolis, Minnesota is the official chapter website provider of PF & QF. For more information and pricing, contact 3plains at info@3plains.com / 612.716.2060 or www.3plains.com/pheasants-forever/

In the instance that an opportunity arises that is not addressed in this guide, Pheasants Forever brand managers are able to assist you with additional needs. Please email lhanners@pheasantsforever.org or bstpierre@pheasantsforever.org