

# Logo Use Policy

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



### Style Guidelines

The Great River Road pilot's wheel logo and the "Experience Mississippi River" logo serve 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 "Experience Mississippi River" logo has been designed specifically to work with the green Great River Road pilot's wheel logo. The curving lines and horizontal format of the "Experience Mississippi River" logo compliments the circular design of the Great River Road pilot's wheel.

In some instances, the Pilot’s Wheel logo can be used without the “Experience Mississippi River” logo. For example, designers of an architectural project related to the Great River Road may choose to utilize the Great River Road pilot’s wheel logo in their plans.

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, “Experience Mississippi River” and America’s Byways logos into your organization’s publications, website and other marketing tools in order help strengthen your organization’s connection to these brands.

Please use the information below when using these logos.

## **Style and Usage**

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

The Great River Road pilot’s wheel logo, “Experience Mississippi River” 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 or the “Experience Mississippi River” 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(s).

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 “Experience Mississippi River” logo is a visual representation of the Mississippi River Parkway Commission and the Mississippi River states as a whole. It was designed to compliment the Great River Road pilot’s wheel logo. It is recommended that when communicating with the public the Great River Road pilot’s wheel logo and the “Experience Mississippi River” logo be used together.

When reproducing the “Experience Mississippi River” logo, please follow these specifications:



**Typefaces**

Title Text—Caslon (B)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Supporting Text—Century

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**Color Palette**

Pantone 2738 C Pantone 356 C

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

C:100 M:87 Y:0 K:2 C:95 M:0 Y:100 K:27

When applying to web, use the following:

R:0 G:0 B:0 R:228 G:123 B:78

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

### **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](http://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](http://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  
222 State Street, Ste 400  
Madison, WI 53703  
phone: 866-763-8310  
[media@pilchbarnet.com](mailto:media@pilchbarnet.com)

**Appendix A:**

**Pre-publication Request for Use of Logos  
Great River Road pilot's wheel logo & "Experience Mississippi River" 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  
222 State Street, Ste 400  
Madison, WI 53703

*Any use of the Great River Road pilot's wheel logo and/or the "Experience Mississippi River" 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(s) 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.**

