

NORTH QUABBIN WOODS REGIONAL IDENTITY GUIDE

The North Quabbin Woods Project is a local initiative to foster sustainable, economic development supported by our region's prime resource—our woods. Comprised of three tiers—forestry, wood products and recreation—our goal is to strengthen the community while conserving our greatest natural assets.

The North Quabbin Woods identity promotes a regional image of quality products and services inspired by our natural surroundings and history. **We encourage you to incorporate this identity within your marketing materials to increase the visibility and marketability of your business.** By promoting the entire region we collectively promote each other. Whether it be in the form of advertisements, flyers, brochures, publications, letterhead, web sites or signage, please use this guide as a reference for the correct usage of the official logo.

Correct Uses of the North Quabbin Woods Logo

EXPERIENCE ...



EXPERIENCE ...



www.northquabbinwoods.org

**Full-color Logo,
with or without website address**

Inks

- PMS 343 (Green)
- PMS 174 (Rust)

Typography

- Stone Serif Semi Bold
- Stone Sans Semi Bold

EXPERIENCE ...



EXPERIENCE ...



www.northquabbinwoods.org

**Black and White or Single-color Logo
with or without website address**

Inks (Select One)

- Black
- PMS 343 (Green)
- PMS 174 (Rust)

Typography

- Stone Serif Semi Bold
- Stone Sans Semi Bold

Incorrect Uses of the North Quabbin Woods Logo

EXPERIENCE ...



INCORRECT FONT

EXPERIENCE ...



INCORRECT COLORS

EXPERIENCE ...



ALTERED IDENTITY

EXPERIENCE ...



ALTERED ARTWORK

EXPERIENCE ...



INSUFFICIENT CONTRAST

EXPERIENCE ...



INCORRECT PROPORTIONS/SCALE

Production Notes

- **The North Quabbin Woods regional brand identity should not be altered in any way.**
- The standard typefaces for the logo are Stone Serif and Stone Sans. We recommend the use of typefaces from these font families to best complement the regional identity.
- All authorized logo configurations are available in digital formats. Please visit our web site at www.northquabbinwoods.org to download digital files.
- Questions? Please contact Scott Maslansky, North Quabbin Woods Project Director at 978.544.3332.