INTRODUCTION

**What is a brand?** A brand sets one organization apart from another.

This style guide will provide the framework for a consistent look across all Pennsylvania Game Commission publications, products and websites. That consistency will build recognition that all regions and bureaus work together toward one mission: to manage Pennsylvania’s wild birds, wild mammals and their habitats for current and future generations.

**The fonts, colors and design standards** provided in this document have been selected to reflect a visual representation of the Pennsylvania Game Commission’s mission.

FOR THE BRAND TO BE SUCCESSFUL IT MUST BE CLEARLY DEFINED, AND PROTECTED.
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IMPLEMENTATION

The following pages describe how to implement the Pennsylvania Game Commission’s brand identity into all future publications and outreach efforts. To ensure brand consistency, all developed communications pieces should be sent to the Harrisburg Bureau of Information and Education before public distribution. Likewise, if there are questions about this style guide and its application, please contact the Bureau of Information and Education, Publications and Media Services Division at 717-787-4250.

No publications should be discarded as a result of this style guide. Implementation will occur as resources are exhausted, and updated and new products are created.
NAME USAGE

When creating public material, always spell out Pennsylvania Game Commission or Game Commission. Do not use shortened forms such as PA Game Commission, Game Comm or PGC as this might create confusion. (Exceptions may occasionally be made for short-form media such as Facebook and Twitter.)

Additional style guidelines for text can be found in the Branding Guidelines folder on the H:drive under I&E (to be determined).

Name Usage Do’s
Pennsylvania Game Commission
Game Commission

Name Usage Don’ts
PA Game Commission
Game Comm
PGC
**LOGO SIZE AND SPACE**

**Clear Space**
For maximum impact and clarity, an area of breathing room must be maintained around the logo. This area should be kept free of graphics, text and other marks. It also defines the minimum distance from the logo to the edge of a printed piece.

Though some applications may call for more, always maintain a clear space of at least the “x” height of the top of the keystone.

**Minimum Size**
To maintain the integrity of the logo, it must not be used smaller than the indicated size.

The full color or grayscale logo should be used no less than 0.75" high.
A consistent image is vital to building brand identity. To maintain consistency across all applications, the logo should only be reproduced in these colors. On standard print applications the logo should be printed as 4 color process or grayscale. When 1 color usage is needed (such as specialty items), utilize PMS 281 or black.
LOGO DO’S

The Pennsylvania Game Commission logo is the heart of the visual brand identity and represents the commission as a whole. Consistent presentation maintains the brandmark as distinctive and enhances recognition. Whenever and wherever it appears, it should always be clear and visible. The background on which it appears should be carefully chosen in order to optimize legibility. The examples illustrated here will provide you with the correct and incorrect ways to display the logo.
LOGO DON’TS

1. Do not distort by stretching, skewing or otherwise altering the shape.
2. Do not rotate, invert or angle the logo. It should remain horizontal at all times.
3. Do not recolor the logo.
4. Do not add effects to the logo to help it stand out.
5. Do not remove any element from the original logo.
6. Do not enlarge or reduce elements of the logo independently of each other. It should only be enlarged or reduced as a whole group.
LOGO APPLICATION

The communication style is an integral part of the brand identity. These examples reflect the principles underlying the Pennsylvania Game Commission’s brand.
In order to provide color variations that integrate well with chosen photographs, two options are shown, as well as a one-color version.
DESIGN EXAMPLES/TEMPLATES

The following pages are shown as examples for various print work and publications. The layouts show numerous options with call-outs, photography usage, and approved fonts and mastheads.

Please contact state headquarters in Harrisburg at (717) 787-4250, to obtain template files. Additional style guidelines for text can be found in the Branding Guidelines folder on the H:drive under I&E (to be determined).
River Otter

The River Otter, que parum aude nostrum qui dili lab imus sumendis conetur aut volire vero te plasti cupitas sunt, occae por a dipis mi, omnimaptrix tinctis enimque viscol rum evertsque quandamdi olimigne ped sililignimus earti de reperius isuum reed dit facerum qui tet venducati uitutu omniset, sumon conics pedip suntion ped quaretecteum quae re soleri simquem dolor am nut et, aut soliris cum quos es nos issqni

Habitat

Libeerum non cus isapis te eatum aut d il empe

Population

Libeerum non cus isapis te eatum aut d il empe

Biology

Libeerum non cus isapis te eatum aut d il empe

Wildlife Note - 11/2013

Our website has information to help you connect with Pennsylvania’s wildlife!
Visit www.pgc.state.pa.us
• Bird watching/Feeding Tips
• Backyard Habitat Tips
• Nest Box Plans
• Wildlife News
• Landowner Programs
• Food Plot Information
• State Game Land Maps
• Educational Resources
• Wildlife Coloring Book
• Photo Gallery
• Video Clips
• Research Reports
• Wildlife Laws & Regulations
• Downloadable Brochures
• Hunter-Trapper Education & Other Program Schedules

CONNECT ONLINE

There are 480 species of wild birds and mammals in the state. Let the Pennsylvania Game Commission help you Connect with Wildlife!

Nest Box Kits
Various nest box kits and other wood products are available through the Game Commission’s Howard Nursery. For more information, call 814-355-4434.
To learn more, go to www.pgc.state.pa.us and click on General Store/Howard Nursery/Wildlife Homes.

PENNSYLVANIA GAME COMMISSION
State Headquarters
2001 Elmerton Avenue
Harrisburg, PA 17110-9797
717-787-4250
www.pgc.state.pa.us

Region Offices
Northwest: 814-432-3187
Southwest: 724-238-9523
Northcentral: 570-398-4744
Southcentral: 814-643-1831
Northeast: 570-675-1143
Southeast: 610-926-3136

Middle Creek Wildlife Mgt. Area: 717-733-1512
Pymatuning Wildlife Learning Center: Contact the Northwest Region Office
Howard Nursery: 814-355-4434
State Game Lands

The Pennsylvania Game Commission owns 1.4 million acres of state game lands, purchased with money from the sale of hunting and furtaking licenses. State game lands are available to all Pennsylvanians. Whether you are looking for a spot to hunt, trap, fish, hike or just enjoy the scenery, we have a spot for you. Fluorescent orange regulations may apply. There are no fees, so grab your binoculars, walking stick and camera and come visit!

Maps for most state game lands may be downloaded from our website. A list of the designated trails for horses, bikes and snowmobiles is also available.

Watchable Wildlife

Middle Creek Wildlife Management Area
Located on the Lancaster/Lebanon County line, Middle Creek is an important birding area where hundreds of thousands of waterfowl migrate. A visitors center features interactive displays for the family to enjoy. For information call 717-733-1512.

Pymatuning Wildlife Learning Center
Located in Crawford County, the Pymatuning Wildlife Learning Center features wildlife exhibits and programs. Pymatuning Lake hosts a number of bald eagle nests and a variety of waterfowl. For more information contact the Northwest Region Office at 814-432-3187.

Winslow Hill
Visit Elk County for one of the best places to view wild elk east of the Mississippi.

Private Landowner Assistance Program

Our team of biologists is ready to assist landowners with an interest in creating, preserving or enhancing wildlife habitat on their property. To learn more, contact your region office listed on the back of the brochure.

Seedlings

Pennsylvania landowners may purchase seedlings from our Howard Nursery for wildlife food and cover, watershed protection, soil erosion prevention and reclamation of disturbed areas. These bare-root seedlings are 1 to 3 years old, depending on the species, and may be picked up at the nursery or shipped via UPS. Seedling orders typically open in early January for spring delivery or pickup. Stock is inspected annually and certified to be disease-free.
The Pennsylvania Game Commission was established in 1895 to protect and restore dwindling game populations. Since then, the agency has re-established deer, bear, turkey and beaver, as well as protected and managed more than 480 species of wild birds and mammals.

The Game Commission maintains six region offices.

Northwest Region
Butler, Clarion, Crawford, Erie, Forest, Jefferson, Lawrence, Mercer, Venango and Warren counties
814-432-3187

Northcentral Region
Cameron, Centre, Clearfield, Clinton, Elk, Lycoming, Mifflin, Potter, Tioga and Union counties
570-398-4744

Northeast Region
Bradford, Carbon, Columbia, Luzerne, Montour, Northumberland, Pike, Sullivan, Susquehanna, Wayne and Wyoming counties
570-675-1143

Southwest Region
Allegheny, Armstrong, Beaver, Cambria, Fayette, Greene, Indiana, Somerset, Washington and Westmoreland counties
724-238-9523

Southcentral Region
Adams, Bedford, Blair, Cambria, Columbia, Franklin, Fulton, Huntingdon, Juniata, Mifflin, Perry, Snyder and York counties
814-643-1831

Southeast Region
Berks, Bucks, Chester, Dauphin, Delaware, Lancaster, Lebanon, Lehigh, Montgomery, Northampton, Philadelphia and Schuylkill counties
610-926-3136

Wildlife Management
The Game Commission has evolved into a highly diverse natural resource agency responsible for sound wildlife management. Although many species are pursued by hunters every year, they are thriving across the state. The successful reintroductions of river otters, fishers, elk, bald eagles and ospreys are just a few examples of what has been accomplished in more recent years.
Wildlife Protection
Protecting wildlife through law enforcement and regulations is a keystone in the Game Commission’s responsibilities. It is conducted by roughly 130 full-time district wildlife conservation officers and 400 deputy WCOs. Wildlife conservation officers are empowered to enforce the Game and Wildlife Code, Fish and Boat Code, Forestry Laws and Pennsylvania Crimes Code and their duties include:
• enforcing hunting and trapping laws
• conducting wildlife surveys
• presenting wildlife education programs
Since 1936, the Game Commission has trained officers at the Ross Leffler School of Conservation, the first and only school of its type in the country. Now located in Harrisburg, it is part of the agency’s headquarters complex. More than 600 cadets have graduated and become commissioned wildlife conservation officers.

Habitat Management
The best way to manage wildlife is to manage the land on which it lives.
In 1920, the Game Commission began buying state game lands for wildlife conservation and public hunting and trapping. It now owns and manages more than 300 parcels comprising more than 1.4 million acres. Each has a management plan designed to enhance wildlife habitat and provide recreational opportunities. Forested habitats are managed to maintain a wide variety of forest age classes benefiting the widest variety of wildlife. Game Commission environmental specialists review hundreds of construction projects and recommend ways to reduce or eliminate potential wildlife impacts.
State game lands are purchased and managed almost exclusively with money derived from sportsmen, however everyone is free to enjoy these properties.

Information & Education
The Game Commission works to make people of all ages aware of our rich wildlife resources. The agency publishes Pennsylvania Game News, a monthly magazine, a variety of books, brochures, charts and other materials available to Pennsylvanians looking for information about wildlife.
The latest news and information on wildlife, Hunter-Trapper Education, merchandise, maps and more can be found online. Hunting and furtrader licenses can be purchased online, as well. Visit the agency website at www.pgc.state.pa.us.
With roughly 2,400 volunteer instructors, the agency annually trains about 33,000 students in Hunter-Trapper Education programs. It coordinates Pennsylvania’s Project WILD, an international program featuring topics, issues and hands-on activities about wildlife, people and the environment with facilitators training more than 1,500 Pennsylvania educators annually. Outreach programs to help people get involved in hunting and the outdoors, such as the National Archery in the Schools Program and the Junior Pheasant Hunt Program also are administered by the agency.

Administration
The Pennsylvania Game Commission is directed by a Board of Game Commissioners nominated by the governor and confirmed by the state Senate to serve eight-year terms. They receive no salary, only reimbursements for certain expenses. The agency does not receive any state tax money and is funded primarily by hunting and trapping license fees, timber and mineral sales, and federal excise taxes on sporting arms and ammunition. The agency is almost entirely supported by hunters and trappers, yet the wildlife resources and outdoor recreation opportunities it provides benefit all who enjoy the outdoors.
Since 1895, the Pennsylvania Game Commission has evolved into one of the most successful natural resource agencies in the country and its efforts are often modeled by other states. It remains committed to maintaining, protecting and enhancing the state’s rich traditions and wildlife resources for today and the future.

Hunter Access Program
Through agreements with roughly 13,500 landowners, more than 2.8 million acres of private property are open to public hunting, providing outstanding opportunities for hunters and trappers. Cooperating landowners receive assistance from the agency to enhance wildlife habitat on their properties. Landowners can qualify to participate in Farm-Game, Forest-Game or Safety Zone access programs and should contact the appropriate region office if interested.
Typography extends the tone of the brand.

The typeface for headlines in print media is **Gloucester MT Extra Condensed**. Subtitles and body copy for print should be **Calibri**.

Times New Roman can be used for formal and official documents such as news releases and communications from the Executive Office.

### Gloucester MT Extra Condensed

```
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9
```

### Calibri Regular

```
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9
```

### Calibri Italic

```
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9
```

### Calibri Bold

```
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9
```

### Calibri Bold Italic

```
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9
```
Programs and initiatives endorsed by the Pennsylvania Game Commission can be represented by individualized logos. Examples: Game News and the GoHuntPA initiative being undertaken by the Hunter-Trapper Education Division.

Usage of all logos must be approved by the Director of the Bureau of Information & Education.
To avoid weakening the primary brand, it’s important that any subordinate mark be designed to complement rather than compete with the primary identity. The GoHuntPA initiative is only for use by the Hunter-Trapper Education Division.

**Color Palette**

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>62</td>
<td>100</td>
<td>14</td>
</tr>
</tbody>
</table>

**Grayscale Palette**

<table>
<thead>
<tr>
<th>100% Black</th>
<th>75% Black</th>
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<tbody>
<tr>
<td>50% Black</td>
<td>25% Black</td>
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OTHER APPLICATIONS

This page offers examples of how the visual identity can be applied to a variety of communications tools. Use of any Game Commission logos must be approved by the Director of the Bureau of Information & Education.