



Rouge Green Corridor

Brand Guidelines

Rouge Green Corridor Brand Identity Guidelines Manual

This manual contains detailed instructions on how to implement the graphic components of the Rouge Green Corridor Brand Identity Concept. The Brand Identity was created as part of the Rouge Green Corridor Identity Demonstration project, funded through the Rouge River Wet Weather Demonstration Project (Grant #XP995753-01-09) under the direction of L. Brooks Patterson, Oakland County Executive. The project is a partnership between the City of Southfield, Village of Beverly Hills, City of Birmingham, Oakland Land Conservancy, Friends of the Rouge, Southeast Oakland County Water Authority, Oakland County Drain Commissioner’s office, and Oakland County Planning & Economic Development Services.

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Rouge Green Corridor Brand Identity

Logo Elements

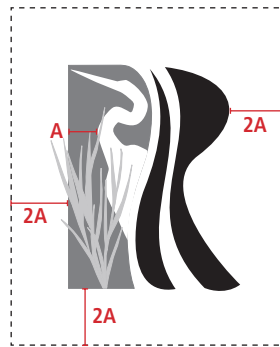
Since the RGC logo is the most recognizable visual symbol for the brand, it is essential to keep it consistent every time it appears. Never attempt to recreate this art or alter any elements within it. The RGC logo includes a symbol combined with typography. In some instances, the symbol appears without typography. When they do appear together, the relationship and spacing between the elements must never change.



Rouge Green Corridor

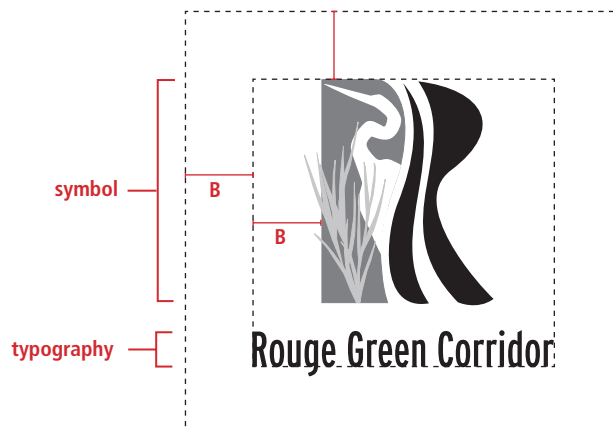
The RGC Symbol

The clear space around the symbol should be at least twice the width "A," as shown.



Symbol with Typography

When the symbol is used with type, the clear space should equal the width of "B," as shown.



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Applying the Logo in Black and White

When using the logo on a white background, the right portion of the symbol and typography should print black, with the negative space in the symbol reversing to white and the grass to print 25 percent black and the left portion surrounding the bird to print 75 percent black. Using the logo in reverse is not recommended, but when doing so, the symbol and typography reverse to white, with the negative space in the symbol printing black and the grass remaining in 25 percent black.



Rouge Green Corridor



Smallest Usage of the Logo

The symbol portion should never be smaller than 5/8" in height, so that it remains readable.



Incorrect Uses of the Logo

To ensure a consistent identity, it is essential that the logo is not used incorrectly. Here are some general rules and possible mistakes.

Please do not: alter the logo in any way; redesign, redraw, alter the proportions of the logo; or add new elements to the logo.

Never put a border around the logo.



Rouge Green Corridor



Do not alter the basic relationship to the R symbol to the RGC typography in any manner.



Rouge Green Corridor Brand Identity

Logo Colors



Rouge Green Corridor



Blue: PMS 293
C100 M50



Green: PMS 361
C70 Y100



Light Green:
PMS 367
C35 Y50

Consistent use of colors, especially in association with the logo, will help people learn to identify the RGC brand.

Print

For printed color reproduction, please use the following PMS colors (or their CMYK equivalents):

Blue: PMS 293 (100c 50m 0y 0k)
Green: PMS 361 (70c 0m 100y 0k)
Light Green: PMS 367 (35c 0m 50y 0k)

Black and White

In black-and-white media such as newspapers, the symbol may be reproduced in grayscale.

Interactive Media and Web

For use in interactive media or on the World Wide Web, please use the following hexadecimal colors (or their RGB equivalents):

Blue: R0; G104; B179
Hex 0068B3

Green: R84; G185; B72
Hex 54B948

Light Green: R179; G216; B139
Hex B3D88B

Rouge Green Corridor Brand Identity

Brochure Logo Colors



Tan: M5 Y50 K5



Blue:
C70 M35 K35



Green:
C70 Y100



Light Green:
C35 Y50

Rouge Green Corridor

Blue: C70 M35 Y0 K35
Green: C50 M30 Y100 K30
Light Green: 50% of the green

Web colors

Blue: R52; G102; B148
Hex 346694

Green: R107; G117; B42
Hex 6B752A

Light Green: R179; G216; B139 (Tint 50%)

The bird within the logo shall print white when the logo is reproduced on a color background.



Supporting Fonts

RGC brochure fonts

The Rouge Green Corridor

The Rouge Green Corridor

Headline & Subhead: HardTimes Bold
condensed character width 90% for large heads only

The Rouge Green Corridor

The Rouge Green Corridor

Body text: Frutiger Roman condensed character width 90%

The Rouge Green Corridor

The Rouge Green Corridor

Body text subhead: Dax Extra Bold

The Rouge Green Corridor

The Rouge Green Corridor

Sidebar text: Adobe Jenson Pro italic

The Rouge Green Corridor

The Rouge Green Corridor

Sidebar subhead: Dax Extra Bold

Rouge Green Corridor Brand Identity

Applications

Rouge Green Corridor Letterhead

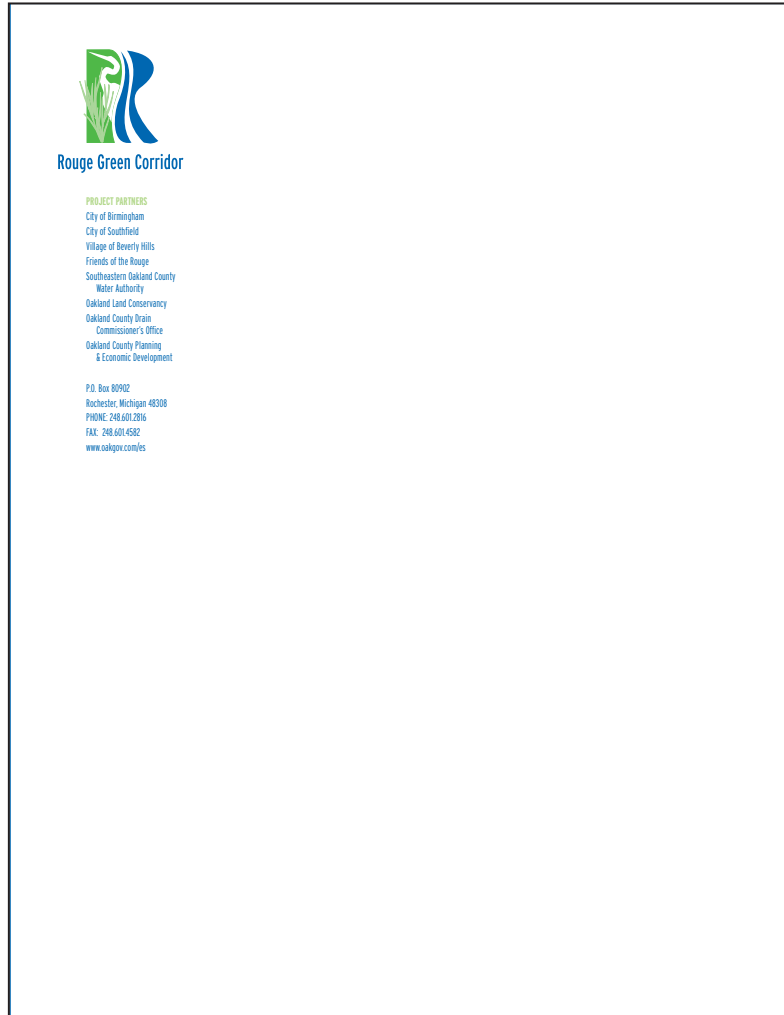
FONTS

Subhead: 8.6 pt / 11.6

Interstate Bold Compressed

Text: 8.6 pt / 9.6

Interstate Light Compressed

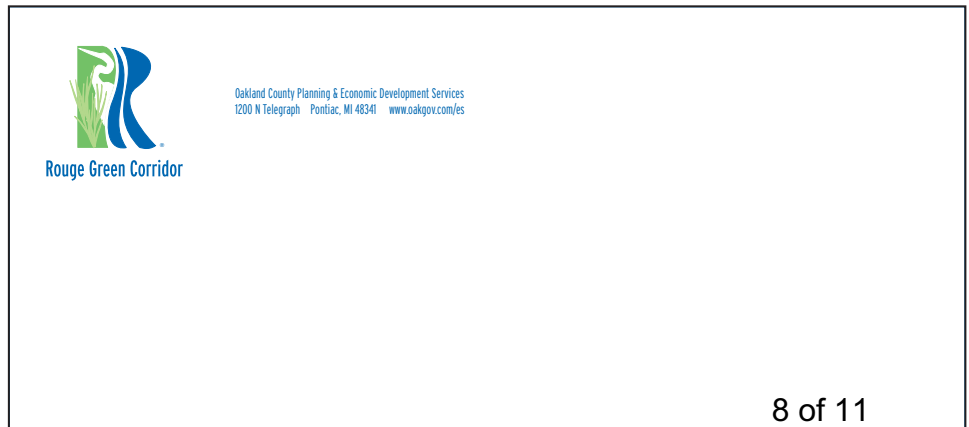


Rouge Green Corridor No. 10 Envelope

FONT

Text: 10 pt / 11.6 pt

Interstate Light Compressed



Rouge Green Corridor Brand Identity

Rouge Green Corridor Business card — Front and Back

FONTS

Subhead: 8.6 pt / 11.6

Interstate Bold Compressed

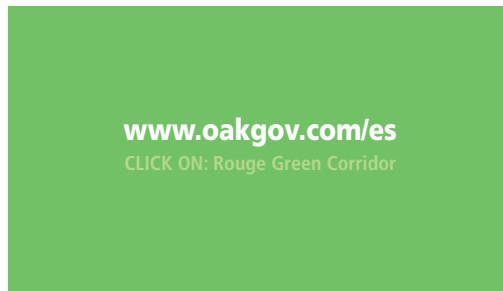
Text: 8.6 pt / auto

Frutiger 47 Light Condensed
with italic

15 pt / 15

Frutiger 75 Black with bold

10 pt / 15




Signage



Rouge Green Corridor Brand Identity

Rouge Green Corridor Single fact sheet



Rouge Green Corridor

A Partnership Project Directed to the Goal of Maximizing Community Assets Related to the Rouge River


PROJECT PARTNERS
 City of Birmingham
 City of Southfield
 Village of Riverchills
 Friends of the Rouge
 Southeastern Oakland County
 Water Authority
 Oakland Land Conservancy
 Oakland County Drain
 Commissioner's Office
 Oakland County Planning &
 Economic Development

Discovering Your Community's Natural Asset

What Is The Rouge Green Corridor?

The Rouge Green Corridor is the Rouge River and River Valley that winds for 12 miles between northern Birmingham (16 Mile Road) and southern Southfield, at 8 Mile Road. The Corridor has over nine public parks and preserves, providing opportunities for quiet enjoyment of nature to thousands of residents in Southeast Oakland County.

The vegetated Corridor is 1000 feet wide, providing a buffer of trees and other "green vegetation" which helps protect the Rouge River. The extensive woodlands (about 1500 acres total), as well as the wetlands and prairie meadows, are habitat for over 100 species of birds, 19 species of butterflies, 8 species of frogs and toads, and at least 17 species of mammals.




Why Is The Rouge Green Corridor Important?

The Rouge Green Corridor is an "ark" or refuge, for land and water areas further downstream. It is home to the last, best populations of fish and macroinvertebrates along the Main Branch of the Rouge River. The Corridor still has good populations of sensitive species that have largely disappeared from downstream areas in Detroit.

In the past, water pollution and odors discouraged residents from visiting Rouge River parks and preserves. Storm water retention and treatment basins, however, have greatly improved water quality. As a result, combined sewage and storm water overflows to the Rouge River occur only once or twice a year during major storm events.

The potential future uses for the Rouge Green Corridor are only now being discovered. This brochure identifies a vision for the future...and invites citizens and officials to participate in making the vision a reality.



The Rouge Green Corridor is a part of the Rouge River Watershed, which covers 467 square miles in southeast Michigan and is home to nearly 1.5 million people in 48 communities.

Rouge Green Corridor — Project Objectives

The goal of the Rouge Green Corridor Project is to maximize community assets related to the Rouge River.

This goal was approved by municipalities in 2001 as part of the Main 1-2 Rouge River Subwatershed Management Plan.

Project objectives are:

1. To provide information to residents and public officials on existing **access** to public corridor lands and available uses.
2. To encourage private riparian landowners to **manage** their waterfront in an **ecologically sustainable manner**.
3. To invest in **improvements to publicly-owned lands** in the Rouge Green Corridor and to encourage nature study, wildlife viewing, scenic enjoyment, other recreational uses, and stewardship practices, and water quality improvements.
4. To **identify areas** where water quality improvements, habitat improvements, public acquisition of land, or conservation easements will benefit **fish and wildlife**.
5. To identify opportunities for **collaboration and partnerships** among municipalities and supporting organizations.

Resources

Environmental Stewardship in Oakland County
 Contact: Oakland County Planning
 248-858-0720
www.oakgov.com/es

24-Hour Environmental Hotline for surface water pollution
 Contact: Oakland County Drain Commissioner
 248-858-0931
www.oakgov.com/drain

Rouge Rescue/River Day, Annual Frog & Toad Survey, Annual Bug Hunt — Benthic Macroinvertebrate Sampling
 Contact: Friends of the Rouge
 313-792-9900
www.therouge.org

Healthy Lawn Care, Composting & Soil Health, Rain Gardens, Natrerescaping & Native Plants
 Contact: Southeastern Oakland County Water Authority (SOCWA)
 248-288-5150
www.socwa.org

Land Protection & Conservation Easements
 Contact: Oakland Land Conservancy
 248-501-2816
www.oaklandlandconservancy.org

Invasive Plant Removal & Stewardship Workdays
 Contact: Your Municipal Offices

For more information about how you can protect water quality see: www.semco.org/OursToProtect/OurstoProtect

