

# LOGO REGISTRATION

**United States of America**  
United States Patent and Trademark Office

**OAKLAND**  
**COUNTY PARKS**

**Reg. No. 5,622,841**

**Registered Dec. 04, 2018**

**Int. Cl.: 41**

**Service Mark**

**Principal Register**

County of Oakland (MICHIGAN municipal corporation )  
1200 N. Telegraph Road  
Pontiac, MICHIGAN 483410419

CLASS 41: Recreational park services

FIRST USE 2-1-2018; IN COMMERCE 2-1-2018

The mark consists of The word "Oakland" in bold capital letters appears on top. Inside the letter "O" of "Oakland" is a stylized seagull in the right upper corner above a stylized body of water in the bottom of the "O". Below "Oakland" are the words "County Parks" in bold block form.

No claim is made to the exclusive right to use the following apart from the mark as shown:  
"OAKLAND COUNTY PARKS"

SER. NO. 87-950,819, FILED 06-06-2018



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office

# LOGO USAGE

## PRIMARY LOGO

Oakland County Parks and Recreation has one servicemark, often referred to as a logo, that can be used interchangeably. A servicemark is a word, name, symbol or any combination used to identify services.

This is the only logo that can be used. Oakland County Parks and Recreation has registered its logo with the United States Patent and Trademark Office.



## LOGO VARIATIONS

Logos should appear in full color when used in a full color design, whenever possible.

However, if the publication requires a single-color version of the logo, choose either all-black, or all-white reversed out of black, Process Blue or PMS 354 Green block.



## LOGO ARTWORK

The Oakland County Parks and Recreation logo is comprised of two stacked lines of outlined artwork logotype.

The 'O' of Oakland, and the remaining artwork, is a custom designed lettering and should never be replaced by a font or any other typeface.



Wireframe outline, demonstrating artwork construction

## MINIMUM CLEAR SPACE

To protect the integrity of Oakland County Parks and Recreation's brand and achieve maximum recognition, it is important that no other graphic elements or logos be in direct contact with the OCPR logo artwork.

A containing box of at least 1/4 inch should always surround the logo artwork.



# LOGO BEST PRACTICES



**Do:**

Place the white transparent logo on a solid background image with enough space for logo to be read clearly and not be overcrowded.



**Do Not:**

Place the logo mark over an image with a white colored bounding box



**Do:**

Reach out to OCPR Communications & Marketing Unit for the correct logo file.



**Do Not:**

Recreate the logo mark in a live typeface



**Do:**

Resize the logo proportionally, be sure to use the shift or control key to control the proportion and scale of the logo



**Do Not:**

Distort or stretch the logo mark



**Do:**

Use the white logo on a solid color background to call attention to the brand and create high contrast



**Do Not:**

Add a stroke or alter the existing logo fill colors