



Idaho Department of Fish & Game

IMAGE STANDARDS

Identity Manual

Introduction

The purpose of an organization's visual identity program is to use recognition of familiar shapes, color and size to effectively communicate with its audiences. An image standard allows an organization to organize the various elements of visual identity and document how to use them to build a consistent image throughout the agency. Consistent use will reaffirm our image, enhance our branding and save the department time and resources.

The purpose of this standards guide is to describe the ways the Idaho Department of Fish and Game uses its corporate logo and colors. In order to establish a strong identity, these guidelines must be followed consistently and correctly in any form of communication in which the logo appears, including printed material, signage, web pages and promotional items. The IDFG logo must be reproduced as described herein when producing materials, no matter where the materials are produced or the source of funding.



Logo

The primary element of identification for IDFG is the logo. Its purpose is to establish the identity in a single, unified impression and to provide instant recognition of IDFG in a competitive graphic environment.

The specific visual relationships of the logo are fixed and may not be altered in any way. The structure of the IDFG logo illustrated below are the only approved and acceptable structures. Color changes are not acceptable.

The current IDFG logo files are available on the K Drive in the LOGOS folder/IDFG.

LOGOTYPE: **Goudy Old Style**

These are the primary logos for the Idaho Department of Fish and Game.



Logo Misuse

The logo may never be redrawn, reconstructed or altered in any way, nor may any other letter forms or styles be substituted for it. Special photographic or “effect” treatments such as outlines, italicizing, curving, rotating, tapering, compressing, expanding, distorting and perspectives may not be utilized. Maintaining established logo characteristics is critical to preserving integrity.



Do not stretch or squeeze the logo.



Do not use outdated logos.



Do not alter the colors or logotype.

IDFG Logo Color Palette

The approved colors have been carefully selected from the PANTONE ink system as an integral part of the identification system. Your local printer can order PANTONE inks and create the colors using the formulas identified here.

To preserve its integrity, the logo should only appear in the official colors or black and white.

These are the only approved colors for the logo.



BLUE Pantone 2955

CMYK 100-55-10-48
RGB 0-60-105
HTML 003C69



YELLOW Pantone 123

CMYK 0-21-88-0
RGB 253-200-47
HTML FDC82F



BROWN Pantone 160

CMYK 6-71-100-32
RGB 157-81-22
HTML 9D5116



LIGHT GREEN Pantone 367

CMYK 37-0-58-0
RGB 165-216-103
HTML A5D867



DARK GREEN Pantone 3435

CMYK 95-19-70-72
RGB 2-71-49
HTML 024731



GREY

CMYK 25% black or 22-16-16-0
RGB 198-200-202
HTML C6C8CA

Typography

Typography is important to any communications system, serving two important functions:

First, it is a basic graphic element for good visual communications. A successful typographic style will provide the qualities of consistency, clarity and readability.

Second, when properly used, it is an element of identification equal in importance to any other element in the system. Since typography is largely responsible for the general character or appearance of printed material, its coordinated and consistent use is essential to establish and maintain a graphic “look” for all IDFG visual communications.

The primary sans serif font family is Gotham. Gotham is available in many weights and is appropriate for headlines, subheads, captions and in some cases body text. It is available from the Hoefler Type Foundry at www.typography.com.

The primary serif font family is Adobe Garamond. It is intended primarily for use in body text, captions and as title font in certain applications. It is available from Adobe at www.adobe.com.

GOTHAM

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ADOBE GARAMOND

ADOBE GARAMOND REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ADOBE GARAMOND ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ADOBE GARAMOND BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ADOBE GARAMOND BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Photographs & Illustrations

Ideally, images in general should be scanned in at final use size. Since many pictures are used for different applications, e.g., print and web, prepare the photo for the **largest size** to be used. For example, if the photo is to be used in a printed report, scan it in at **300 dpi** (dots per inch) at original size.

Photos can be reduced but enlarging doesn't always work because the computer has to 'guess' what to fill in between pixels. JPGS will degenerate over many uses of copy and paste. For longevity of a document, save the photo as a TIFF or EPS format. These are not compression formats and will retain all the original features of the photo. Make changes to the photo in the photo program, then place into your layout program. *Do not copy photos from the internet* unless permission is granted. You are stealing someone else's work! Internet photos are of a size, resolution or format that can't be used for print.

Supply any photos you want to use for your project. Faces of people should have a release/permission form signed.

Photo attribution used at IDFG:

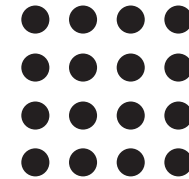
"TITLE" CC BY Idaho Fish and Game

"TITLE" CC BY "NAME" for Idaho Fish and Game

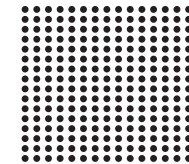
Example:

Fly fishing on the Kootenai River CC BY Glenn Oakley for Idaho Fish and Game

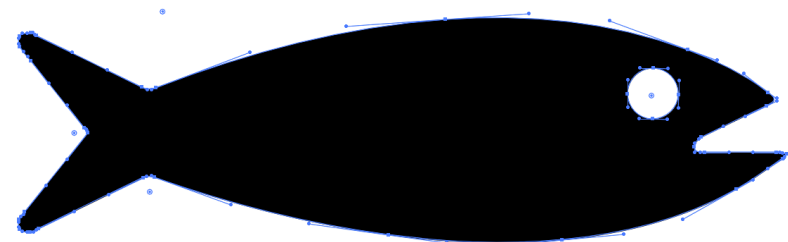
Photograph Examples



72 Dots per Inch



300 Dots per Inch



Correct construction of a Vector Graphic/Illustration Icon

Letterhead

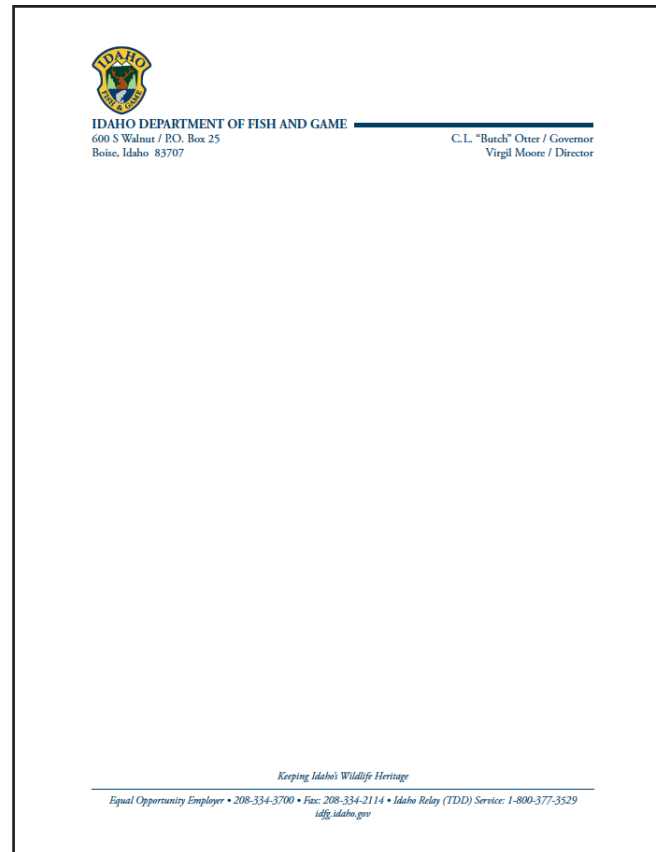
Letters and other written communications are an important part of how we conduct our business as a state agency and are perhaps the single most significant element in our day-to-day identification and image-building efforts. For this reason, we have developed specific guidelines for all stationery elements.

When formatting a letter on IDFG stationery, the top margin is always 1.75” and the left and bottom margins are 1.25”. The right margin is 1”.

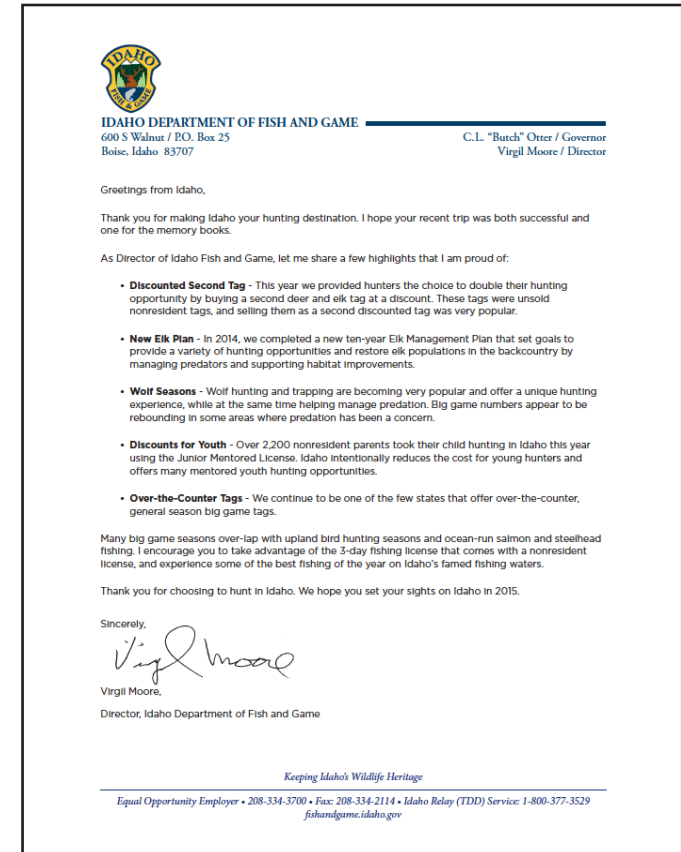
All text is flush left. Do not indent the first line of a paragraph. Instead, add a hard return or extra space to create paragraph separation.

Each letter should begin with the date, spelled out, followed by one hard return or line space followed by the recipient’s address. After one more hard return, the salutation should begin.

The letter should be signed above the 1.25” margin at the bottom, and flush left.



Blank Letterhead



Letterhead with Text

Footnotes & Mission Statement

Remember to use the civil rights statement and accounting reference on all printed brochures intended for public reading.

Idaho Department of Fish and Game (IDFG) adheres to all applicable state and federal laws and regulations related to discrimination on the basis of race, color, national origin, age, gender, disability or veteran's status. If you feel you have been discriminated against in any program, activity, or facility of Idaho Fish and Game, or if you desire further information, please write to: Idaho Department of Fish and Game, P.O. Box 25, Boise, ID 83707 OR U.S. Fish and Wildlife Service, Division of Federal Assistance, Mailstop: MBSP-4020, 4401 N. Fairfax Drive, Arlington, VA 22203, Telephone: (703) 358-2156. This publication will be made available in alternative formats upon request. Please contact the Department of Fish and Game for assistance.

Costs associated with this publication are available from IDFG in accordance with section 60-202, Idaho Code.
name of doc, PCA #, date/#copies, designer name

Idaho Fish and Game:

Our Mission

(Idaho Code Section 36-103)

All wildlife, including all wild animals, wild birds, and fish, within the state of Idaho, is hereby declared to be the property of the state of Idaho. It shall be preserved, protected, perpetuated, and managed. It shall only be captured or taken at such times or places, under such conditions, or by such means, or in such manner, as will preserve, protect, and perpetuate such wildlife, and provide for the citizens of the state and, as by law permitted to others, continued supplies of such wildlife for hunting, fishing and trapping.