



Lansing
Parks
Foundation

Brand Guidelines

Contents

Mission	3
Vision	3
Values	4
Purpose.	6
Positioning / USP	6
Brand Promise	7
Target Audience	8
Tone of Voice	9

Taglines.	10
Elevator Pitch.	11
The Visual Brand	12
The Logo.	13
Sizing & Spacing.	14
Logo Misuse	15
Co-Branding	17
Color Palette	18

Typography	19
Typography Guidelines . .	20
Samples of Use	21
File Directory	24
File Type Guide.	27
Color Spaces Guide	28

Mission

To invest in Lansing's parks as essential spaces for connection, belonging, and community pride.

Vision

We see a future where Lansing parks are places people proudly show up for. Where every resident sees themselves reflected in these spaces, and feels a sense of ownership, joy, and possibility. The Lansing Parks Foundation will be a familiar, trusted organization that unites neighbors, listens deeply, and inspires a culture of giving, redefining what it means to care for a city by caring for some of its greatest assets.

Values

We Show Up for Each Other

Lansing's got heart. We believe in neighbors helping neighbors, local pride, and rolling up our sleeves to make good things happen, especially when there's mulch involved.

We Make Space for Everyone

From wheelchair-accessible swings to quiet walking trails, we believe everyone deserves a spot to breathe, play, picnic, and just be. Parks are for all of us, or they're not doing their job.

We Take Fun Seriously

This city is quirky in all the right ways, and our parks reflect that. We protect joy like it's a natural resource, and we're not above a good pun or a surprise popsicle stand in July.

Values

We're Transparent on Purpose

No gatekeeping here; just open books, open meetings, and open minds. We believe that building trust starts with transparency and a little less red tape.

We Love the Wild in the Middle of It All

We're a capital city with a whole lot of squirrels. Nature is woven into Lansing's DNA, and we believe even the scruffiest patch of green deserves some love.

We Keep Moving Forward

We plant seeds (sometimes literally), test ideas, and adjust as we go. Progress matters more than polish, and a little weird is always welcome.

Purpose

We exist to connect people to place—and to each other—through the power of parks. At our core, we believe green space isn't extra, it's essential. Parks shape how we live, play, and belong. The Lansing Parks Foundation brings people together to protect, improve, and celebrate the wild, wonderful spaces that make this city feel like home.

Positioning / USP

We're not the Parks Department. We're the people-powered engine behind it.

The Lansing Parks Foundation is the only organization solely focused on rallying community support to protect, improve, and bring new life to Lansing's 111 parks. We're independent but aligned, grassroots but growing. Where other organizations maintain, we inspire. We create space for residents to take ownership of the places they love; not with bureaucracy, but with heart, hustle, and a good old-fashioned park clean-up.

Brand Promise

We promise to care for Lansing's parks the way you care about your neighborhood; with heart, hustle, and a deep sense of pride.

We'll listen first, act with purpose, and show up for every corner of the city; because green space should grow with its people. We exist to make sure parks stay vibrant, inclusive, and deeply loved; not just today, but for generations of squirrel-chasing, swing-swinging, trail-walking, community-building Lanstronauts to come.

Target Audience

Lansing Parks Foundation exists for those who understand that parks are neighborhood anchors, memory makers, and little slices of wild in the middle of the city. We believe that well-loved parks make for well-loved communities—and we’re ready to show up for both. Our target audience includes:

Civic-minded residents who care deeply about the place they call home and want to invest in their neighborhoods

Parents, grandparents, and caregivers who rely on parks for adventure, connection, and a little peace and quiet

Longtime Lansing locals with deep roots and a desire to preserve the city’s charm for future generations

Business leaders and local employers who understand that vibrant parks fuel a thriving local economy

Visitors who stumble into a park and leave with a positive impression of Lansing

Those whose voices haven’t always been heard; residents from underrepresented communities who deserve a say (and a seat) in shaping the future of public space

Tone of Voice

Interesting

Quirky

Unexpected

Accessible

Abundant

Inviting

Inclusive

Playful

Taglines

For the love of parks and people.

Greener spaces. Stronger neighborhoods.

This is how we park.

Backing parks. Boosting pride.

For our parks and the people who love them.

Elevator Pitch

Lansing has 111 parks, and not nearly enough funding to keep them all thriving. That's where we come in. The Lansing Parks Foundation is a community-driven nonprofit that raises money and rallies support to protect, improve, and celebrate the green spaces that make this city feel like home. We're not the City. We're your neighbors, pitching in to keep parks vibrant, inclusive, and full of life.

The Visual Brand

The Logo

The Lansing Parks Foundation logo consists of two parts: the icon and the wordmark. The icon can be used as a stand-alone piece in certain situations.

All logos are included in four different file types: PDF, SVG, PNG, and EPS. For more information about when to use which format, see the File Type Guide in the Appendix. Each logo is included in three different color spaces: PMS, CMYK, and RGB, as well as Black and White. For more information about which color space to use, please refer to the Color Space Guide in the Appendix.

ICON

The circular shape and cluster of leaves making up the sun's rays are symbolic of the unity between nature and the community. The sun itself represents cheer, renewal, and the promise of a brighter future for Lansing's Parks.



WORDMARK

The font was chosen for its round letters and playful curves, complimenting the icon and creating an overall friendly feeling mark.

SECONDARY



ICON



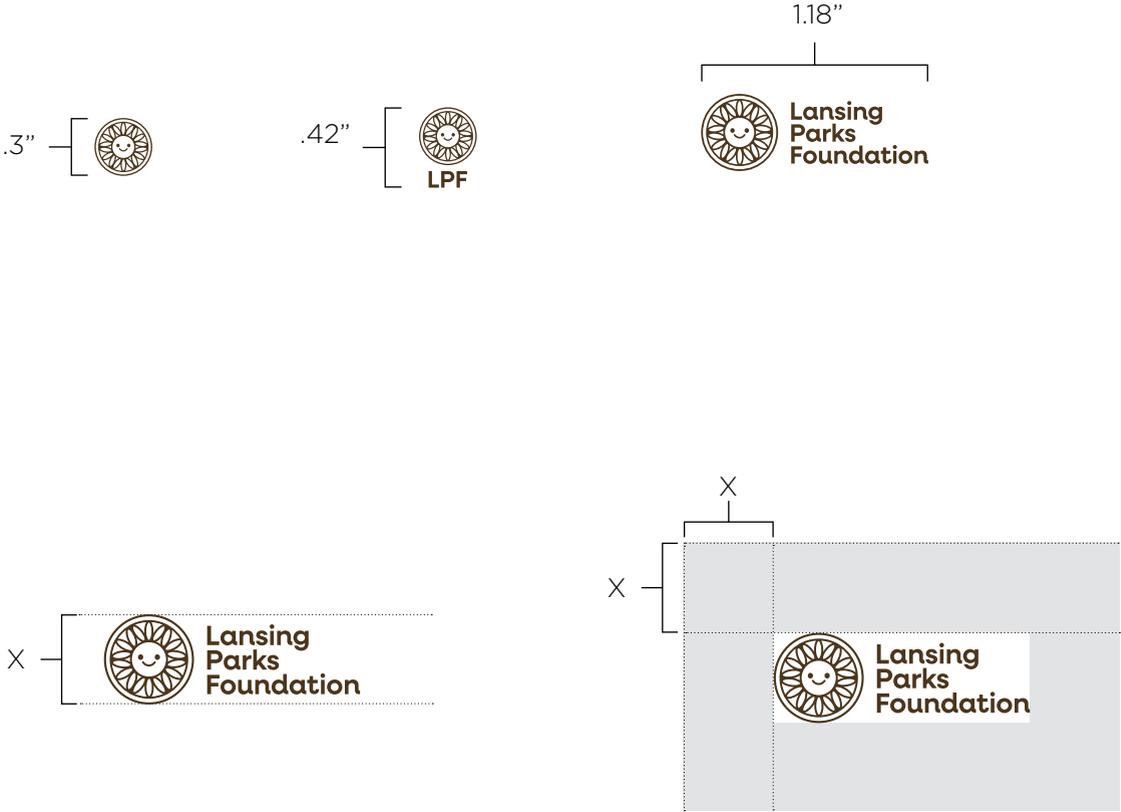
Sizing & Spacing

SIZING

Minimum size requirements have been established to ensure legibility of the logo and recognition of the brand. The application in which the logo is being used should guide the usage size—using your discretion and the standards provided within this book. Proportions of the logo should never be altered, not under any circumstances.

SPACING

Always maintain the minimum distance between any part of the logo and any other elements appearing on the page—this minimum distance should be equal to the height of the icon. This minimum distance also applies to the spaces allowable between the edge of the page and any part of the logo. No other elements—copy, photos, artwork, etc.—should be placed within the space indicated or behind the logo (unless a photographic background is being used on the majority of the page).



Logo Misuse

The composition of a logo is very specific and is important for proper recognition of your brand. Do not attempt to recreate the logo, in any form. Changing the logo's fonts or colors, stretching any elements, or adding and subtracting elements in any form is prohibited. The following are a few common examples of logo misuse.

DISTORTED PROPORTIONS



DROP SHADOWS



ROTATION



DISTRACTING BACKGROUNDS



WRONG COLORS



WRONG TYPEFACE



Logo Misuse

Special consideration should be given when placing the logo on a colored background. A unique version of the logo has been created to appear visually correct on dark colored backgrounds.

An easy way to ensure you have it right is to make sure the smiling face of the logo is always the darker color.

GOOD



GOOD



ABSOLUTELY NOT



GOOD



GOOD



DON'T EVEN THINK ABOUT IT



Co-Branding

The logo will often be required to co-exist with partner organizations. When LPF is the dominant brand, place the logo larger and on top of the other logos, or to the left of other logos so it reads first.

When LPF is of equal dominance, ensure the logo is sized optically similar to other logos, aligned on a center axis, and given proper white space.

When gathering sponsor logos, it is ideal to receive the logos in a single-color (black or white) and in vector form.

PRODUCT DOMINANCE



PRODUCT EQUITY



Color Palette

LPF’s color palette is comprised of six colors: Umber, Dandelion, Clay, Lilac, Pear, and Sky-Blue. These colors were chosen for their versatility and consistency. Always use the color breakouts listed on this page. Tints and shades of these colors may also be used.

It is normal for color variations to occur between coated and uncoated stocks and among various digital printing devices, particularly in-office printers.

The logo and color palette will be provided to you in various color spaces: PMS, full color/four color/CMYK, RGB, Black and Reversed. Refer to the Color Spaces guide in the Appendix to learn about which color space to use.

Please note: Colors vary depending upon printing device and monitor screen.

UMBER PMS: 2322 CMYK: 0, 31, 54, 85 RGB: 75, 52, 28 HEX: #4B341C		
DANDELION PMS: 2001 (40% tint) CMYK: 0, 1, 17, 1 RGB: 253, 245, 214 HEX: #FDF5D6	CLAY PMS: 468 CMYK: 0, 9, 26, 13 RGB: 223, 202, 164 HEX: #DFCAA4	
LILAC PMS: 2635 CMYK: 16, 23, 0, 9 RGB: 198, 181, 227 HEX: #C6B5E3	PEAR PMS: 2296 CMYK: 15, 0, 75, 9 RGB: 214, 231, 103 HEX: #D6E767	SKY-BLUE PMS: 324 CMYK: 29, 2, 12, 2 RGB: 154, 218, 218 HEX: #9ADADA

Typography

In order to keep a consistent look and feel, always use branded typography for materials. The LPF's fonts are New Kansas and Work Sans.

As a general rule, Light and Regular should be used for large blocks of type; Medium, Bold, and Black should be used for introductions, callout copy, and subheads.

New Kansas can be used with an Adobe subscription or purchased at newlyn.com.

Work Sans can be downloaded for free from Google Fonts.

New Kansas
Thin

*New Kansas
Extra Light
Italic*

New Kansas
Light

*New Kansas
Light Italic*

New Kansas
Regular

*New Kansas
Regular Italic*

New Kansas
Medium

*New Kansas
Medium Italic*

**New Kansas
SemiBold**

***New Kansas
SemiBold
Italic***

**New Kansas
Bold**

***New Kansas
Bold Italic***

**New Kansas
Black**

***New Kansas
Black Italic***

Work Sans
Light

*Work Sans
Light Italic*

Work Sans
Regular

*Work Sans
Italic*

Work Sans
Medium

*Work Sans
Medium Italic*

Work Sans
SemiBold

*Work Sans
SemiBold Italic*

**Work Sans
Bold**

***Work Sans
Bold Italic***

**Work Sans
ExtraBold**

***Work Sans
Black Italic***

**Work Sans
Black**

***Work Sans
Black Italic***

Typography Guidelines

How you set your typography is as important as the typefaces you select.

In order to maintain consistency with the brand, use the following sample as a guide on how to set your typography. Specific values will likely need to change according to the needs of the design. Use your best judgment.

Always ensure there are generous margins and enough leading, as these things aid readability.

NEW KANSAS MEDIUM
SIZE: 36 PT
TITLE CASE

WORK SANS
SIZE: 11 PT
ALL CAPS

NEW KANSAS MEDIUM ITALIC
SIZE: 15 PT

WORK SANS LIGHT
SIZE: 10 PT

Main Header

SUBHEAD

Secondary Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam quis libero sed ipsum egestas accumsan posuere eget arcu. Fusce sollicitudin fringilla lorem at suscipit. Etiam tincidunt nisi eros, sit amet molestie sapien consectetur maximus. Cras elit tortor, imperdiet sed ex at, ornare scelerisque justo. Sed vitae libero vel mi viverra placerat. Pellentesque auctor porttitor purus quis sollicitudin. Pellentesque quis congue neque. Sed ex libero, pellentesque vitae libero vel, malesuada gravida nunc.

Mauris aliquam arcu eu metus consectetur consectetur. Nulla facilisi. Curabitur id aliquam tellus. Integer eu rhoncus mi. Morbi finibus sapien ac metus iaculis, non scelerisque sapien ultricies. Ut posuere euismod nunc a malesuada. Etiam nisi orci, sagittis non facilisis vitae, scelerisque non nulla. Nulla sollicitudin leo lectus, quis aliquam odio venenatis a. Nulla consectetur in lorem in posuere. Suspendisse nec tristique erat. Curabitur id pellentesque diam. Donec euismod sapien mauris, sed fringilla lectus cursus in.

Samples of Use



A flyer for a park clean-up day. The top half is a dark brown rectangle with white text. The text reads: "Help keep our parks clean." in a large serif font, followed by "Join us" in a smaller font, and "9 a.m. - noon for a park clean-up day. Refreshments will be provided at the North end pavillion." in a smaller font. Below this is the address: "Scott Woods Park, 2605 Clifton Ave., Lansing, MI 48910". The bottom half of the flyer is a photograph of a paved path in a park with trees, where a man, a woman with a dog, and another person are walking away. In the bottom left corner of the photo is the Lansing Parks Foundation logo, which is a circular sun face with the text "Lansing Parks Foundation" next to it. Two paper clips are visible at the top of the flyer.



File Directory

PRIMARY



LPF-Primary-Clay



LPF-Primary-Dandelion



LPF-Primary-Pear



LPF-Primary-Lilac



LPF-Primary-SkyBlue



LPF-Primary-White



LPF-Primary-Umber



LPF-Primary-Black

Please note: All marks shown in the File Directory (excluding black and white) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as a .svg, .eps, .pdf, and .png. If you need a different file type, contact [Redhead Creative Consultancy](mailto:info@redhead.studio) at 517-853-3681 or info@redhead.studio.

File Directory

SECONDARY



LPF-Secondary-Clay



LPF-Secondary-Dandelion



LPF-Secondary-Pear



LPF-Secondary-Lilac



LPF-Secondary-SkyBlue



LPF-Secondary-White



LPF-Secondary-Umber



LPF-Secondary-Black

File Directory

ICON



LPF-Icon-Clay



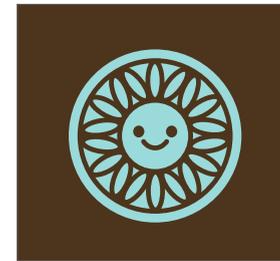
LPF-Icon-Dandelion



LPF-Icon-Pear



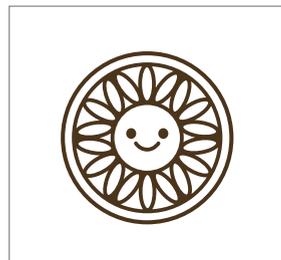
LPF-Icon-Lilac



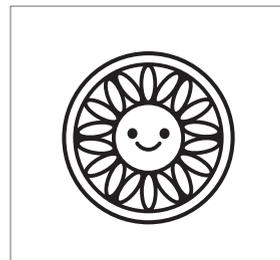
LPF-Icon-SkyBlue



LPF-Icon-White



LPF-Icon-Umber



LPF-Icon-Black

File Type Guide

There are four different file types included in each logo color space folder. See below for usage situations.

EPS: An EPS file is a vector based file which means that it is scalable without losing quality. This makes it suitable when a file needs to be scaled to large sizes for a billboard or a sign, for example. EPS files should be used when the file needs to be edited by the receiver with professional vector based software. For example, when sending the file to a printer for a T-shirt, pen, etc. EPS stands for Encapsulated PostScript.

PDF: A PDF is a file type that displays graphics and documents correctly, no matter the device. It is the preferred file type to use when sending something to a printer because it maintains quality and is also scalable. The PDF files provided of the logo are vector based. PDF stands for Portable Document Format.

PNG: PNG files should be used only in digital environments (not for printed materials). For example, on a social media graphic or in an email signature. A PNG is a pixel based file format with the ability to store transparency, making it ideal for use when vector based files will not work. This file type should not be scaled to large sizes as pixelation will occur. This file is suitable for use on the web, in RGB color space. PNG stands for Portable Network Graphics.

SVG: An SVG file is a vector based file, which means that it is scalable without losing quality. SVG files are primarily used on the web, and with increasingly high-resolution screens, it is important that an appropriate file is used in order to maintain quality. This file can be used on the web, in RGB color space. SVG stands for Scalable Vector Graphics.

Color Spaces Guide

There are five different color spaces included with each logo file. See below for usage situations.

CMYK: Files in CMYK color space should be used when working with most printed materials. CMYK should be used for full color printing, internal or professional. Although there may be small color shifts that happen in printing, it provides the greatest amount of accuracy when printing designs that contain color photography. CMYK should be the color space of choice for any design that is full color. CMYK stands for Cyan, Magenta, Yellow, and Key (black).

PMS: Files in PMS color space should be used when working with printed materials with colors that need to appear as the exact color they intend, or, when full color printing is not available. This avoids subtle color shifts that often happen in CMYK printing. PMS files should not be used for internal printing. PMS stands for Pantone Matching System.

RGB: Files in RGB color space should be used exclusively in digital environments (not for printed materials). RGB color is used in computer screens, televisions and mobile devices. RGB should be the color space of choice for any design that is going to be used in digital environments. RGB stands for Red, Green, and Blue.

BLACK: Files in Black or Grayscale color space should be used when color printing is not available. Use this color space any time the logo will be printed or displayed and the option of color is not available.

REVERSED / WHITE: Files in Reversed or White color space should be used when printing or displaying the logo on a dark color.