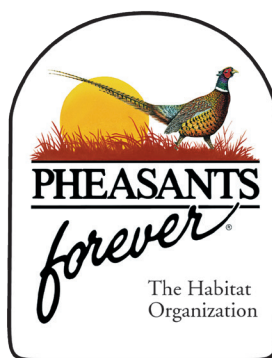


# *Pheasants Forever & Quail Forever* **BRAND STANDARDS**



# BRAND STANDARDS GUIDE

The words you choose. The font you use. The colors, graphics and imagery you showcase. How you communicate supports the underlying theme in the Pheasants Forever and Quail Forever story. **It is what shapes people's perceptions of us. It is our brand.**

If you have any questions or are in need of rights-free brand imagery, please contact Pheasants Forever and Quail Forever's Graphic Design Manager, **Logan Hinnners at: [lhinnners@pheasantsforever.org](mailto:lhinnners@pheasantsforever.org) or 651.456.8588**

## RASTER VS. VECTOR LOGO FILES (SEE PROPER USAGE ON NEXT PAGE)

- Use PNG and JPEG files (Raster logos) in Excel, Word, PowerPoint, video, and online (can be downloaded from PF/QF digital assets button above).
- Use .EPS and Adobe Illustrator files (Vector logos) for large format printing such as billboards, banners, displays and other pieces where the logo will be enlarged over 12" in height " (contact Logan at [lhinnners@pheasantsforever.org](mailto:lhinnners@pheasantsforever.org) for vector logo files).



# PROPER LOGO USAGE

The standard logo to be used on all web and printed pieces is the primary “silo” logo with the organization’s tagline: “The Habitat Organization” or a localized chapter logo (see following page).

Secondary “non-silo” logos can be used without a complex background. (See figure 1)

Logos should never be reproduced smaller than the minimum size of 1/2”.

- The vector version of both the full color “silo” and the full color “non-silo” logo should only be used when printing large format items such as billboards, banners, displays and other pieces where the logo will be larger than 12” in height. (See figure 2)
- The horizontal masthead logo may be used as a header for more formal applications, such as invitations, awards or programs when a horizontal application is needed. (See figure 3)
- The single color line-art and silhouette logos can be used for one color applications or when the logo is displayed using special print and/or fabrication techniques such as embossing or engraving. (See figure 4)

**FIGURE 1**

Primary “Silo” Logos



**FIGURE 2**

Vector Logos



**FIGURE 3**

Horizontal Logos



**FIGURE 4**

Single Color Logos



Secondary “Non-Silo” Logos



**SEE PAGE 5 FOR  
IMPROPER LOGO USAGE**

Secondary “Single Color” Logos



# LOCALIZED CHAPTER LOGO

The Pheasants Forever and Quail Forever chapter endorsement logos define a branch of the Pheasants Forever and Quail Forever brand. It is imperative that no other graphic elements interfere with the logo's clarity and integrity to prevent brand confusion.

- PF or QF chapters may personalize the logo as illustrated only. This mark allows for one or two levels of information hierarchy. Chapters may choose between their official name or a shortened version for their personalized logo. For example, the chapter Chippewa Valley Young Guns Youth may choose to display its full name or simply "Chippewa Valley." (See figure 1)

Adobe Garamond is the official font for personalized logos.

- Chapter names used in personalized logos should replace the existing text; "The Habitat Organization" and not extend beyond the width of the primary logo. Longer names should wrap to two lines. (See figure 2)

*Pheasants Forever and Quail Forever's marketing team can provide guidance on a layout that best suits individual needs. Please email Graphic Design Manager Logan Hinnners at [lhinnners@pheasantsforever.org](mailto:lhinnners@pheasantsforever.org).*

**FIGURE 1**

Approved use



**FIGURE 2**

Incorrect use



# IMPROPER LOGO USAGE

Always use the Pheasants Forever and Quail Forever logos as outlined by this document. If you have questions, PLEASE CONTACT US.

## THE DO NOT'S

- The non-silo logo should never be boxed. If you need to box the logo in order for it to stand out on a background, use the silo version. When placing the silo logo on a background, please use a .tif, .gif, or .png file. These file types all allow for a transparent background. (See figure 1)
- Do not remove, alter or crop parts of the logo. (See figure 2)
- Never scale the logo unproportionally, i.e, stretching it vertically or horizontally. (See figure 3)
- Refrain from using the logo wordmark without the brand icon. (See figure 4)

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**FIGURE 1**



**FIGURE 2**



**FIGURE 3**



**FIGURE 4**



# BRAND COLORS

**GRAY**  
PMS COOL GRAY 6U  
RGB: 171, 167, 159  
CMYK: 35, 30, 35, 0



**PF ORANGE**  
PMS 165C  
RGB: 242, 97, 34  
CMYK: 0, 77, 100, 0

**PF/QF YELLOW**  
PMS 123C  
RGB: 255, 200, 44  
CMYK: 0, 22, 92, 0



**PF/QF RED**  
PMS 484C  
RGB: 188, 57, 44  
CMYK: 25, 93, 100, 2

**GRAY**  
PMS COOL GRAY 6U  
RGB: 171, 167, 159  
CMYK: 35, 30, 35, 0



**QF GREEN**  
PMS 553C  
RGB: 21, 106, 79  
CMYK: 87, 35, 76, 25

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# ADDITIONAL LOGO USE

## MERCHANDISE AND CLOTHING

Use of the Pheasants Forever and Quail Forever logos in the production of any merchandise or clothing is strictly prohibited. Products featuring the logo are for sale through our SCHEELS partnership. If you have questions about merchandise, clothing, and artwork, please contact Erica Hill at [ehill@pheasantsforever.org](mailto:ehill@pheasantsforever.org) / 605.281.9682



## CUSTOMIZED PRINT COLLATERAL

If you are a Pheasants Forever & Quail Forever employee or chapter leader and have been approved to use the Print On Demand services, please click the logo below and log into your account to create customized pieces of branded collateral for your markets.

 TicketPrinting.com



*In the instance that an opportunity arises that is not addressed in this guide,  
PF & QF brand managers are able to assist you with additional needs.*

Please email Logan Hinnners at [lhinnners@pheasantsforever.org](mailto:lhinnners@pheasantsforever.org) or Bob St. Pierre [bstpierre@pheasantsforever.org](mailto:bstpierre@pheasantsforever.org)

