



**THE LONG ISLAND CHEESE PUMPKIN PROJECT  
BRAND GUIDELINES**

# INTRODUCTION



We are the *Long Island Regional Seed Consortium* - a collaborative effort dedicated to education, advocacy, and research to foster and nurture local seed systems.

We conceptualized *The Long Island Cheese Pumpkin Project* in an effort to get various food systems shareholders behind this local Long Island variety that had disappeared commercially from seed catalogs in the 1970's. This seed was collected and saved by a local seed saver, Ken Ettlinger and the pumpkin is being grown at a few farms currently, but it is not being widely utilized or even known about on Long Island.

The mission of *The Long Island Cheese Pumpkin Project* is to preserve, restore, and bring awareness of this local Long Island variety. We advocate for the dynamic use of this regional pumpkin across a broad spectrum of organizations creating a coalition that includes chefs, growers, schools, and eaters.

To support this effort we have created a logo and theme graphic that is to be used by our coalition and any other individual or organization that is willing to take *The Long Island Cheese Pumpkin Project* pledge: to grow, revitalize, and preserve the culinary use of this heirloom squash.

In these guidelines, you'll learn how to use *The Long Island Cheese Pumpkin Project* logo on posters, brochures, menus, and the like, as well as, the theme graphic that will be provided in poster and postcard formats to help you create compelling, meaningful communications that best represent our mission.

Please reference these pages often to ensure you are consistently applying *The Long Island Cheese Pumpkin Project* visual style and using the posters and postcards specific to this project. And, share these guidelines with your vendors to ensure they use our design system properly on merchandise and any other communications.



# OVERVIEW



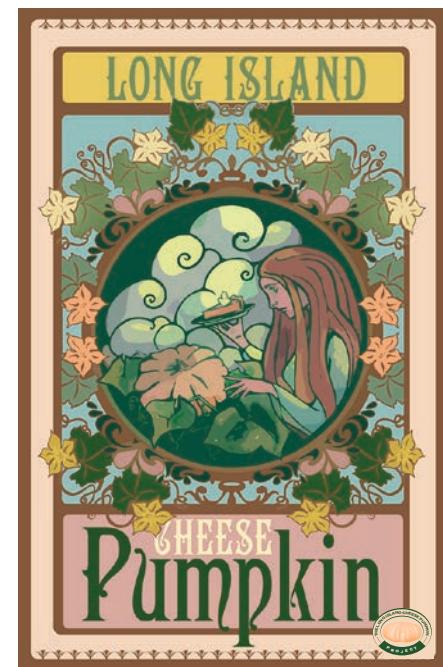
When using *The Long Island Cheese Pumpkin Project* logo, make sure to:

- Use only the approved logo files provided and **do not** change them in any way.
- Always surround the logo with clear space.
- Never alter the logo.
- Never add elements to the logo, or change the font.
- The minimum allowable size for the logo is .75 wide or .6 high.



When using *The Long Island Cheese Pumpkin Project* theme graphic, make sure to:

- Never alter the theme graphic in any way.
- The image is licensed to the Long Island Regional Seed Consortium. Please do not add any other logos to the image.



# COLOR



The color palette consists of the 2 colors. It should be used consistently across project applications for text, color fields and backgrounds. This helps build recognition for the project through a consistent visual style, and helps strengthen the value of the design for *The Long Island Cheese Pumpkin Project*.



	CMYK	RGB	WEB-SAFE	PANTONE
	C0 M39 Y68 K0	R25 G170 B97	#faa060	PMS 714
	C90 M33 Y99 K25	R3 G106 B56	#00582f	PMS 349

BW for 1-color printing.



# CLEAR SPACE, MINIMUM SIZE & FONTS

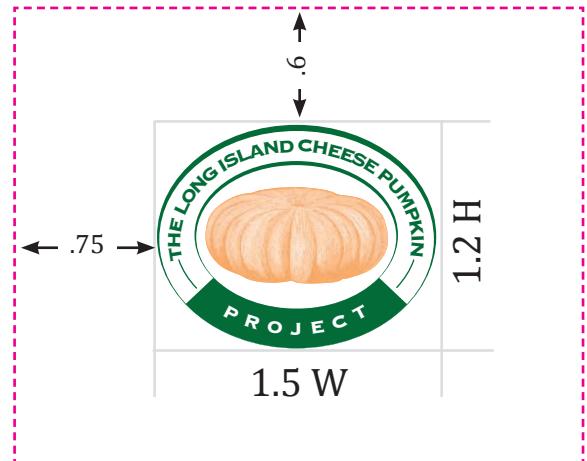


## CLEAR SPACE

Always surround *The Long Island Cheese Pumpkin Project* Logo with a generous amount of clear space.

The clear space scales up and down with the size of the logo used, but is always equal to half the width of the logo. It determines the gap surrounding the logo on all four sides between it and other elements in your layouts.

**For Example:** *the logo in this example is 1.5" wide x 1.2" high. The clear space around the logo is .75" wide, by .6" high.*



## MINIMUM SIZE

The *Long Island Cheese Pumpkin Project* Logo must be easy to identify in every application. The minimum allowable size for the logo is .75 wide x .6 high.

**Do not** distort or stretch the logo when resizing.



## FONT

*The Long Island Cheese Pumpkin Project* Logo font is Copperplate Bold. Please **do not** change the font in the logo. You can use any font that complements the logo such as: Cambria, Arial, or Avenir.

# LOGO DOS & DON'TS

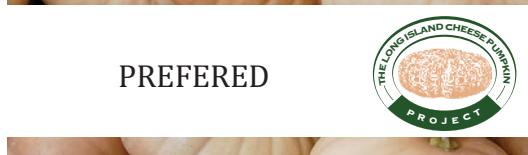


The logo should be used whenever possible. The logo should be placed on a white background, when possible. The BW logo is for 1-color applications.

## DOS



ACCEPTABLE



PREFERRED



Use judgment when choosing the right LICP logo for photography and color backgrounds. It is best to place the logo on white backgrounds.



BW Logo options for 1-color printing.

## DON'TS



**Do not** rotate the logo



**Do not** place on textured backgrounds



**Do not** add elements



**Do not** color text, rules and the background

# THEME CAMPAIGN GRAPHIC

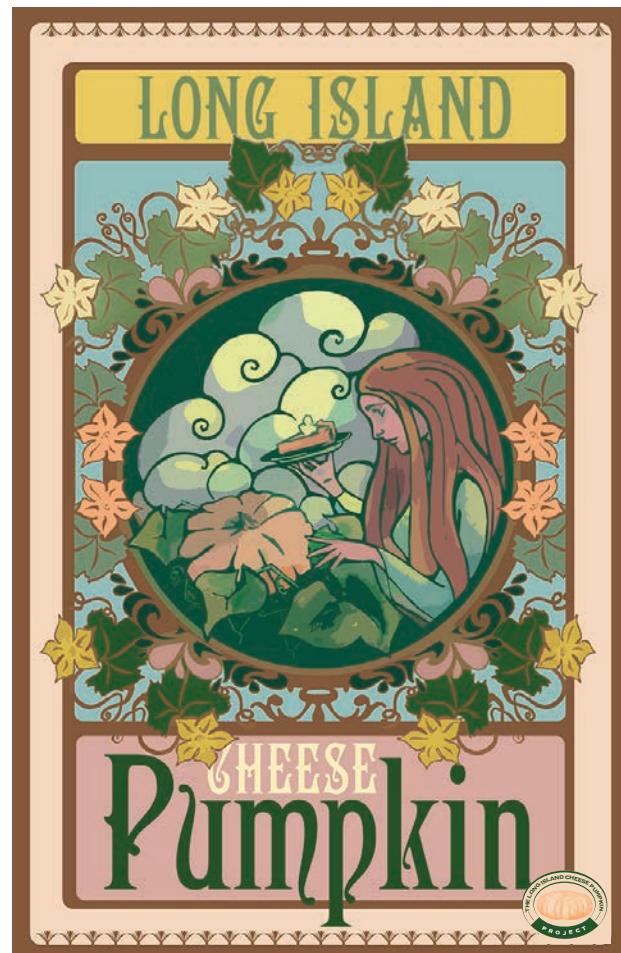


*The Long Island Cheese Pumpkin Project* poster is inspired by the Art Nouveau posters of the late 19th - early 20th Centuries. Art Nouveau is known for its ostentatious use of stylized plant life and celebration of humans in nature.

Growing and culinary use of the Long Island Cheese Pumpkin was at an apex during this period of time. This style stays true to the history of the cheese pumpkin and is further stylized to represent the digital age of modern times.

The woman/Mother Nature, (represents the human agricultural experience) reverently touches the pumpkin vines while she lifts her culinary genius into the air; the cheese pumpkin is notorious and famed for making the best pumpkin pie.

There is a gentle nod to the food cycle (sun-plant-vegetable-human-human ingenuity and back again). The decorative pumpkin vines serve a dual purpose: decorative in the Art Nouveau style, and how ideas spread and grow like the vines of a pumpkin.



# FILE FORMATS



All files are available on Google share in EPS, JPEG and formats, and are ready for print and web use, as designated by their filenames.

- **Adobe CS (eps):** Works with legacy software. For high-resolution reproduction. Can be proportionally scaled infinitely. Sometimes called a vector file.
- **JPEG (jpg):** For use in web and Microsoft applications. Should not be proportionally enlarged as the quality will degrade.
- **PNG (png):** For use in web and Microsoft applications. Should not be proportionally enlarged as the quality will degrade and is great to use on color backgrounds.

Logo file formats are available for download by [request only](#). The form can be filled out [here](#).

Please respect *The Long Island Cheese Pumpkin Project* Logo by using the mark properly in all communications. If you misuse a logo or violate the design guidelines, you will be asked to correct the error.

Thank you so much for your participation and interest in *The Long Island Cheese Pumpkin Project*.

*If you have any questions regarding font, logo, theme graphic usage for your communication needs, please email Laura Luciano at: [Laura@lirsc.org](mailto:Laura@lirsc.org).*