

MISSION - How do we fulfill our purpose?

SERVING THE COMMUNITY

Quality parks, greenways, and opportunities for recreation and wellness contribute significantly to the quality of life in our community. Carmel Clay Parks & Recreation is dedicated to serving the community's identified park and recreation needs.

DEVELOPING EXISTING RESOURCES

Carmel and Clay Township are well known for their high quality of life and excellent park and recreation system. Carmel Clay Parks & Recreation will continue to develop and build upon our existing resources to enhance the livability of our community.

CREATING A SUSTAINABLE FUTURE

Not only do parks positively contribute to our quality of life, they serve as our legacy and gift to future generations. Carmel Clay Parks & Recreation is committed to creating a financially and environmentally sustainable park and recreation system for the long-term benefit of our community.

VALUES - What core values shape our behaviors and actions?

We pledge to honor and display the following ideals to provide our community with exceptional experiences.

- Advocate for environmental, social, and economic sustainability.
- Be vigilant in promoting the safety of all.
- Be honest and truthful in supporting the integrity of the organization.
- Always be respectful in treatment of people and resources.
- Be committed to excellence.
- Encourage and support the ongoing development of a knowledgeable and versatile staff that upholds the principle of continuous improvement.
- Be reliable, dependable, and accountable.
- Pioneer new and innovative products and services for our community.
- Maintain enthusiasm for work and take pride in the accomplishments of the department.
- Contribute to the creation of a fun, friendly, and professional work atmosphere.

PROPER USAGE FOR OUR BRANDS & PRODUCTS

Carmel Clay Parks & Recreation - Is the all encompassing company brand and is the umbrella which includes all the services and products we provide.

Proper usage - First letter always uppercase, use ampersand symbol.

Abbreviation - CCPR

Monon Community Center - Is the major facility that Carmel Clay Parks & Recreation owns and operates.

Proper usage - First letter always uppercase.

Abbreviation - MCC

Extended School Enrichment - Is the major facility that Carmel Clay Parks & Recreation owns and operates.

Proper usage - First letter always uppercase.

Abbreviation - SCS

Summer Camp Series - Is the camp program that Carmel Clay Parks & Recreation runs and manages during the months between the school year.

Proper usage - First letter always uppercase.

Abbreviation - MCC

The Waterpark - Is the outdoor amusement pool that Carmel Clay Parks & Recreation owns and operates from the Saturday of Memorial Day weekend through Labor Day.

Proper usage - First letter always uppercase, always keep "The" included with "Waterpark". No abbreviation.

Anniversary Logos - Includes commemorative celebrations for Carmel Clay Parks & Recreation.

Proper usage - Numerical symbols, uppercase "A".

Carmel/Clay Board of Parks and Recreation - A distinct, political subdivision that serves as the policy-setting body and fiduciary guardian for Carmel Clay Parks & Recreation.

Proper usage - Forward slash between "Carmel" and "Clay". Word "and" spelled out. No abbreviation.

USAGE FOR LOGO VARIANTS

Navy & Green - Carmel Clay Parks & Recreation's main logo.

Black - Reserved for instances when the only option is to use one-color or grayscale.

White - Use when the background is dark.

Always use the most updated logo for any and all applications and documents.

LOGO FILE TYPES & USAGE

There are three different file types available, EPS, JPG, & PNG. Always use the artwork file that is appropriate for each application:

Print - Use EPS files for print applications.

Web - Use JPG or PNG files for online applications.

Presentation - Use PNG files in Microsoft PowerPoint, and any other presentation applications.

Word - Use JPG files in Microsoft Word, and any other word-processing applications.

FONT FAMILY

Carmel Clay Parks & Recreation uses the font families Barmeno (main) and Calibri (secondary).

COLORS

Carmel Clay Parks & Recreation Navy:

C=100 M=19 Y=0 K=75 | R=0 G=57 B=90

Carmel Clay Parks & Recreation Green:

C=65 M=0 Y=100 K=42 | R=56 G=124 B=44

BRAND FILES LOCATED AT
SHARE/MARKETING/MARKETING_COLLATERAL/BRANDING_RESOURCES

QUESTIONS?

Contact Lindsay Labas at
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MAIN LOGO

Carmel • Clay
Parks & Recreation

Carmel • Clay
Parks & Recreation

Carmel • Clay
Parks & Recreation

FONTS

Barmeno Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Barmeno Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Calibri Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SECONDARY LOGOS



Extended School
Enrichment

**SUMMER
CAMP SERIES**



Carmel • Clay
Parks & Recreation
— 1991-2016 —