BRAND IDENTITY

GUIDELINES

GREAT™ AMERICAN TREASURES

HISTORIC PLACES CURATED BY THE NATIONAL SOCIETY OF THE COLONIAL DAMES OF AMERICA

NSCDA
—1891—

AND *Graphic Standards*

MARCH 2019

Welcome to the Great American Treasures Brand Standards Guide

This booklet is a culmination of the exciting changes that we've seen happen with our new brand, our logo and even our way of thinking.

This working document is — NOT FOR PUBLIC USE. Aspects may be ammended as the design/development team continues to evolve the Great American Treasures brand with the addition of graphic/messaging assets, Museum Property integration guidelines and marketing demonstrations. — MARCH 2019

Logos

The Great American Treasures logo has an approachable, monochromatic, open 'star' symbol and logotype[1] that partners with the NSCDA parent brand logo.

The NSCDA logo is clean and clear, simple and stately, timely and timeless. The five-point star is an unmistakable symbol of American patriotism. and the three stars represent the tri-fold objective: historic preservation, patriotic service, and education. Our organization's founding date, —1891— is centered between two horizontal rules.

SYMBOL   LOGOTYPE

GREAT™ AMERICAN TREASURES

SIGNATURE

Great American Treasures
LOGO

COLOR
4-color process equivalent of Pantone® 7692 Pantone® 7460

FILENAME
gat-logo-4c-h

★★★

NSCDA
1891
Entrusted With History's Future

NSCDA
LOGO

COLOR
4-color process equivalent of Pantone® 7692 Pantone® 7460

FILENAME
nscda-logo-4c-tag

1 The letters 'NSCDA,' is a modified version of Goudy Bookletter 1911, a classic American font. The flourish in the letter A is unique to the NSCDA logo, and represents graceful movement into the future while honoring the founders.

NOTE: Both color and black logos are available for print and web use. EPS files are to be placed into printed documents (300 dpi - CMYK and PMS). RGB jpeg and png files are for web use only (72 dpi). See page XX for glossary of terms.

Building stronger connections with descriptor lines

The Great American Treasures logo is available with descriptor lines that help build awareness and a stronger connection. Several are ideal for internal audiences already knowledgeable about the Great American Treasures initiative. While one is best for public facing correspondences where our audience is not only unaware of Great American Treasures but also who NSCDA represents.

Internal Facing Descriptor Lines

STATE CHAIRS | STATE SOCIETY MEMBERS | MUSEUM STAFF

Internal correspondences (letters, eblasts, email signatures), society exhibit, Dame-to-Dame (D2D) presentations, and online Dame/Staff online community platform.

Public Facing Descriptor Line

VISITORS | PEER PROFESSIONALS
TOURISM PARTNERS | DONORS

External correspondences (letters, eblasts, email signature), marketing materials, GAT website, public presentations, donor solicitations, media kits, GAT merchandising, public underwriting.

GREAT™ AMERICAN TREASURES
NSCDA MUSEUM ALLIANCE

INTERNAL
FILENAME
gat-logo-4c-h-alliance

GREAT™ AMERICAN TREASURES
POWERED BY THE NSCDA

INTERNAL
FILENAME
gat-logo-4c-h-powered

GREAT™ AMERICAN TREASURES
ENTRUSTED WITH AMERICA'S HISTORY

INTERNAL
FILENAME
gat-logo-4c-h-entrusted

GREAT™ AMERICAN TREASURES
HISTORIC PLACES CURATED BY THE NATIONAL SOCIETY OF THE COLONIAL DAMES OF AMERICA

PUBLIC FACING
FILENAME
gat-logo-4c-h-historic

The GAT Insignias

The core of the Great American Treasures identity system are the **GAT Insignias.** They incorporate both the logotype and iconic monochromatic star of the Great America Treasures logo into a set of modular emblems. Strong, but not heavy, they complement *history* while still maintaining a contempory look. These insignias are highly adaptive for a demanding range of applications from advertising and flags to merchandising and fabric design. Used individually or in small groupings, they provide the identity program with high impact identification at virtually any size regardless how simple or complex the background. Sharing a common size, they easily stack, arrange in a horizontal band or configure in a compact rectangle.

Symbol
INSIGNIA

COLOR
4-color process
equivalent of
Pantone® 7692
Pantone® 7460
Pantone® 1788

FILENAME
gat-insig-mark-4c

Descriptor
INSIGNIA

COLOR
4-color process
equivalent of
Pantone® 7692
Pantone® 7460

FILENAME
gat-insig-dscrpt-4c-blu

HISTORIC PLACES
CURATED BY THE
NATIONAL SOCIETY
OF THE COLONIAL
DAMES OF AMERICA

Logotype
INSIGNIA

COLOR
4-color process
equivalent of
Pantone® 7692
Pantone® 1788

FILENAME
gat-insig-type-4c

GREAT™
AMERICAN
TREASURES

NSCDA
INSIGNIA

COLOR
4-color process
equivalent of
Pantone® 7692
Pantone® 7460
Pantone® 1788

FILENAME
gat-insig-nscda-4c-red

★★★
NSCDA
1891

GAT insignias provide visually rich icons that complement our visually rich world.

When grouping insignias, select from these pre-approved insignia configurations. Remember, insignias are used for brand identification—and not decoration.

▼Insignia SET

ORIENTATION	COLOR	FILENAME
horizontal	4-process	gat-insig-set-4c-h-nscda

GREAT™ AMERICAN TREASURES

HISTORIC PLACES CURATED BY THE NATIONAL SOCIETY OF THE COLONIAL DAMES OF AMERICA

NSCDA 1891

GREAT™ AMERICAN TREASURES

HISTORIC PLACES CURATED BY THE NATIONAL SOCIETY OF THE COLONIAL DAMES OF AMERICA

▲Insignia SET

ORIENTATION
horizontal
FILENAME
gat-insig-set-4c-h

GREAT AMERICAN TREASURES

HISTORIC PLACES CURATED BY THE NATIONAL SOCIETY OF THE COLONIAL DAMES OF AMERICA

NSCDA 1891

▲Insignia SET

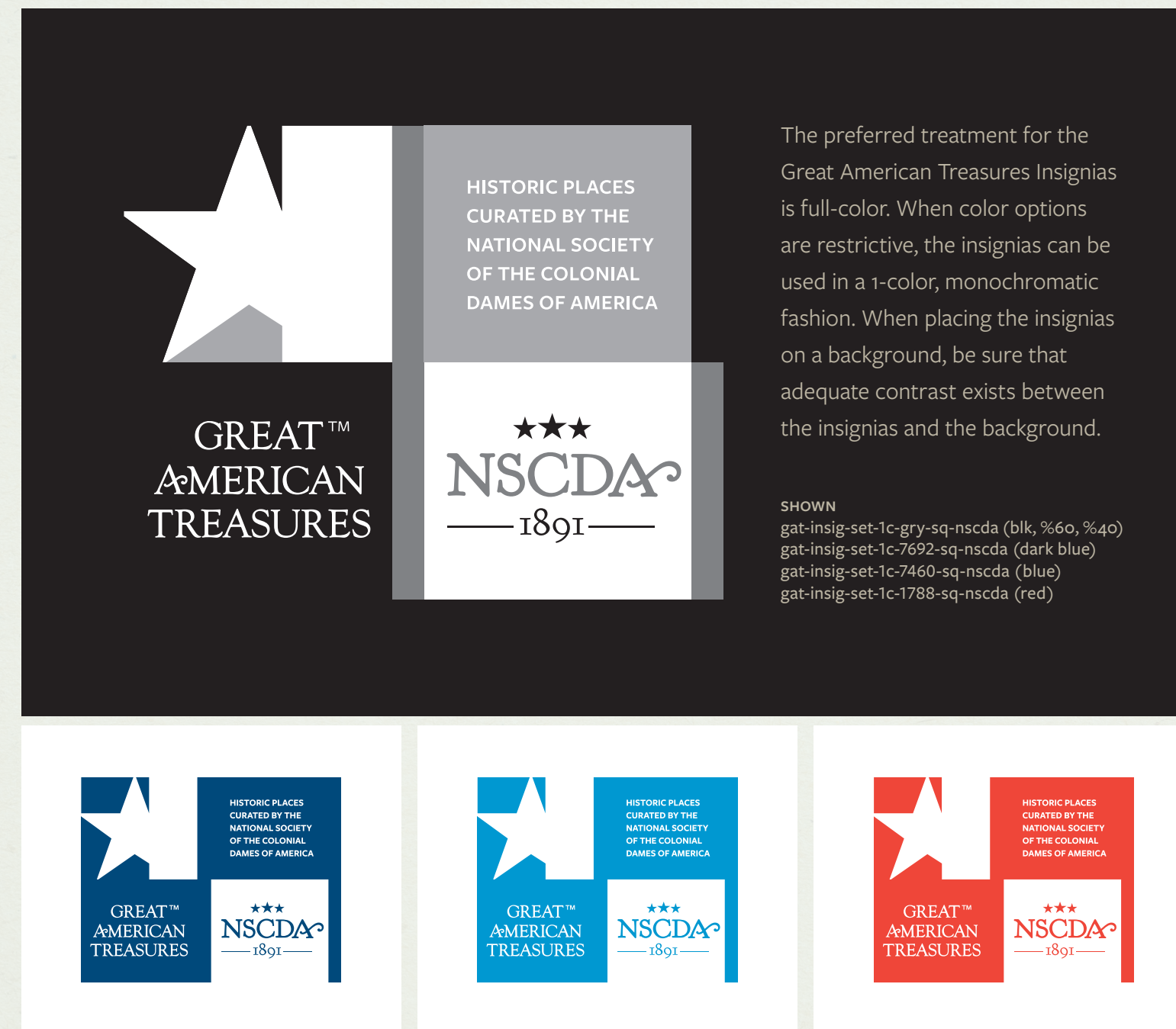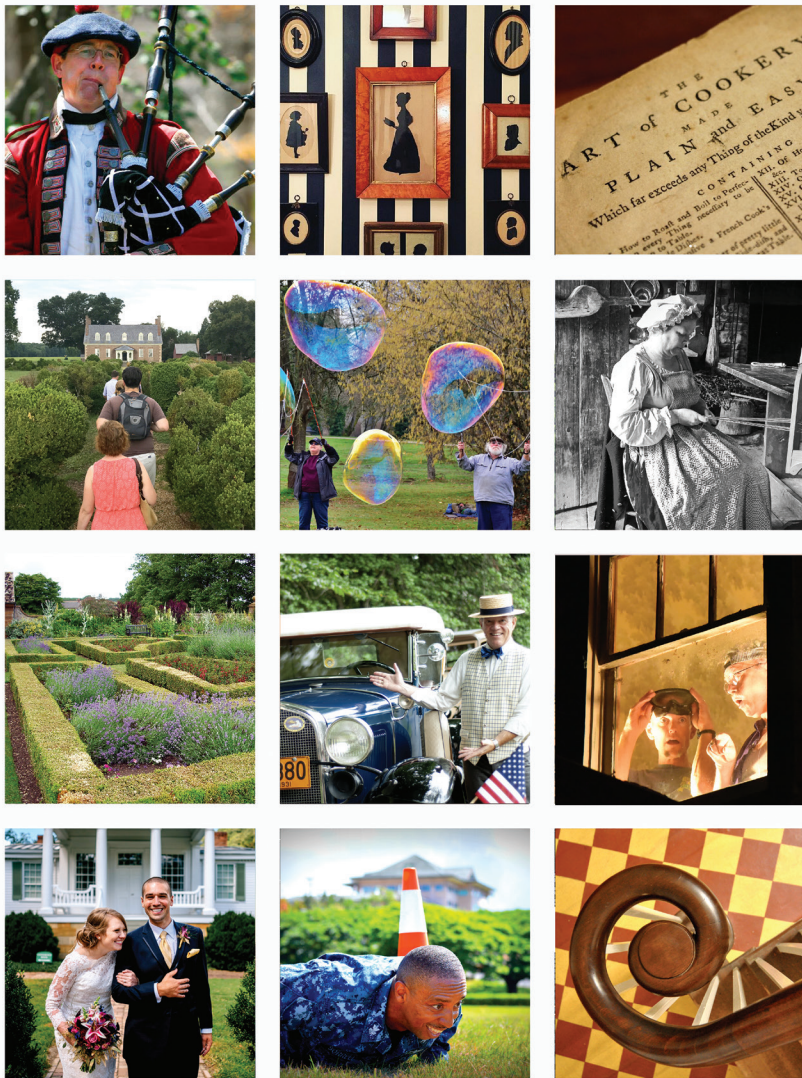| ORIENTATION	COLOR	FILENAME
square	4-process	gat-insig-set-4c-sq-nscda

►Insignia SET

ORIENTATION
vertical
FILENAME
gat-insig-set-4c-v

GREAT AMERICAN TREASURES

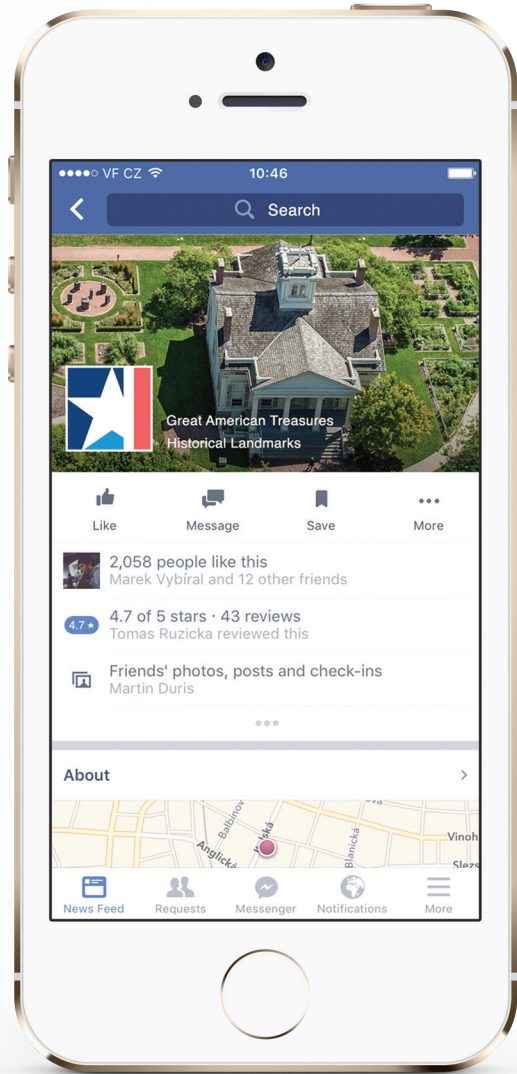HISTORIC PLACES CURATED BY THE NATIONAL SOCIETY OF THE COLONIAL DAMES OF AMERICA

HISTORIC PLACES
CURATED BY THE
NATIONAL SOCIETY
OF THE COLONIAL
DAMES OF AMERICA

GREAT™
AMERICAN
TREASURES

NSCDA
1891

The preferred treatment for the Great American Treasures Insignias is full-color. When color options are restrictive, the insignias can be used in a 1-color, monochromatic fashion. When placing the insignias on a background, be sure that adequate contrast exists between the insignias and the background.

SHOWN
gat-insig-set-1c-gry-sq-nscda (blk, %60, %40)
gat-insig-set-1c-7692-sq-nscda (dark blue)
gat-insig-set-1c-7460-sq-nscda (blue)
gat-insig-set-1c-1788-sq-nscda (red)
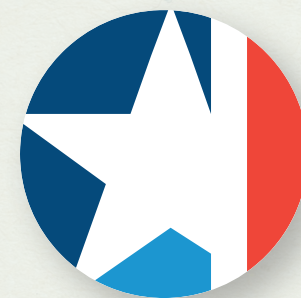
Social Media Symbol Insignias
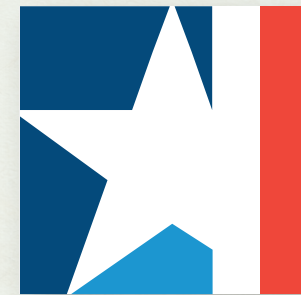
Symbol
INSIGNIA

FACEBOOK
PROFILE PHOTO
RGB

FILENAME
gat-insig-social-
rgb-square

Symbol
INSIGNIA

FACEBOOK
PINTEREST
INSTAGRAM
RGB

FILENAME
gat-insig-social-
rgb-circle

Clear Space

Staging for the GAT logo. This diagram indicates the staging specifications for the GAT logo. The logo must be surrounded on all sides by the specified clear space to separate it distinctly from any other graphic elements. This clear space and separation from other elements provides graphic impact and preserves the integrity of the logo.

GAT Insignias provide more flexibility. Though we don't want our GAT insignias to feel crowded, their contained design allows them to abut edges, colors, and be placed atop photos and patterns without compromising their visual impact. So providing clear space for their use is far less important.


SYMBOL

½

Clear space is equal to half the height of the GAT symbol from within the logo. The clear space varies with the size of the logo.

PREFERRED
CLEAR SPACE

Logo and Insignia Misuse

Sizing and proportions

Do not reproduce the Great American Treasures logo less than 1¼ inches in width. At widths less than this, the clarity and integrity of the signature is compromised. When resizing the signature, it is critical that it be resized proportionately. Use the shift key when drag sizing (applies to both Windows and Macintosh platforms), or use equal percentages when using a scaling tool.

*Do not replace any of the logo or insignia elements*
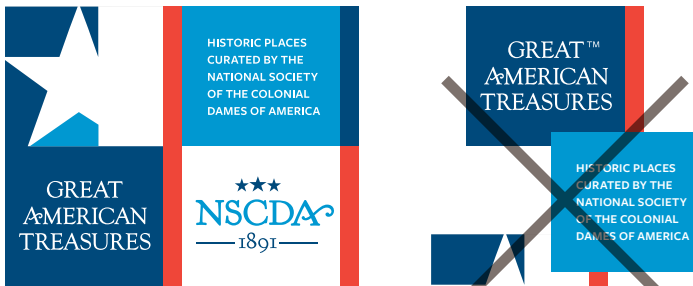
The graphic elements should be used as a group (see above). Do not reconfigure the insignias into non-approved orientations (see right).

Alterations

Never alter or redraw the signature elements. They should not be rearranged, rotated, animated, shadowed, or rendered in three-dimensional form without a authorization. Do not place the signature elements inside any other shape or combine them with any other symbol or graphic. The logotype has been customized for Great American Treasures and should always be reproduced from authorized digital files or reproduction-quality originals.

- Do not reconfigure (stretch, skew, squeeze, rotate) or redraw the logo or insignias
- Do not change the opacity of the logo or type
- Do not replace any of the logo or insignia elements
- The graphic elements should be used as a group
- Recoloring the signature in alternate colors is not allowed. If an alternate coloration is desired, please contact NSCDA for guidance and approval
- Resetting the type is not allowed
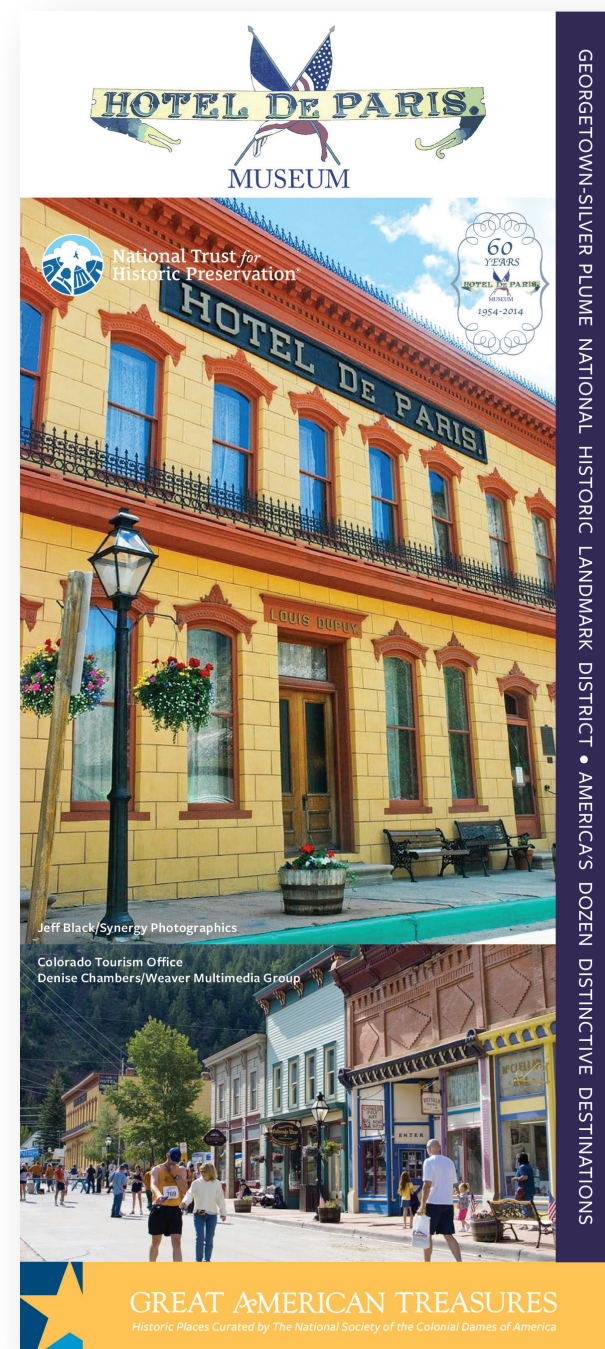
NSCDA/GAT Attribution

GAT ID Banners

A series of GAT identity banners (see Colors) is available to aid members in promoting that their property/museum is part of our nationally curated collection. Integrate these banners at the bottom of the cover of your museum rack card designs and on your property websites. Currently there are 5 color variations available providing members options as to how to integrate GAT identification into your existing materials.

NSCDA Attribution

Share a little bit about ourselves. Add an attribution to NSCDA's Great American Treasures initiative on the backs of your printed materials and share a little about why Dames have invested so much into these special places. Simply insert your property's name and use this pre-approved text at the bottom of the backs of your printed communications.

The Condé-Charlotte Museum House is one of more than 80+ Great American Treasures, each of which is preserved, managed or supported by The National Society of the Colonial Dames of America. All of these historic sites—**BIG** and *small*—remind us where and how America became America. Go to **GreatAmericanTreasures.org** to see how we've organized these treasures into tours that fit your interest and travel plans.

GREAT AMERICAN TREASURES
Historic Places Curated by The National Society of the Colonial Dames of America

The Liberty Hall Historic Site

is one of more than 80+ Great American Treasures, each of which is preserved, managed or supported by this state's Society and The National Society of the Colonial Dames of America. All of these historic sites—**BIG** and *small*—remind us where and how America became America. Go to GreatAmerican Treasures.org to see how we've organized these treasures into tours that fit your interests and travel plans.

Colors

The Great American Treasures color palette was developed to reflect the rich range of tones found within our collective museums and properties. It is divided into primary, secondary and neutral tones with the idea that a combination will give our world an energetic, yet subtle visual layering. Beyond the three primary hues, the system incorporates a larger palette of 13 secondary hues and 7 neutral hues.

Primary Colors

Primary colors appear on the majority of communications and reinforce a consistent brand and identity. The new GAT dark blue is brighter, while the new GAT medium blue has been ammended for better matching when reproduced cross-media. In addition, a warm, energetic GAT red has been added for higher visual impact.

◄ VERTICAL BANNER
Four-color process equivalents of
Secondary Colors:
PMS 1785 / PMS 424 / PMS 422
PMS 2008 / PMS 617 / PMS 722

Secondary Colors and Neutrals

Every Great American Treasure has developed a visual look that emulates the style of their historic property's era. Secondary colors and neutrals provide complementary tones reflective of the Gulf, the Southwest, French Colonial America, and Greek Revival. This allows each Treasure to tailor options that best match their historic house museum/ property, time period, current signage, website and merchandising—while also providing strong continuity throughout program components.

Additional Colors

When situations call for use of colors outside of the brand's palette, such as seasonal events or holidays, it is important to maintain respect for the Great American Treasures brand. Be mindful of the tone of GAT when selecting additional colors. Think patriotic, elegant, stately, timely and timeless.

▶ ID BANNER
Primary Colors
White

GREAT AMERICAN TREASURES™
Historic Places Curated by The National Society of The Colonial Dames of America

FILENAME
gat-IDbanner-4c-wht

▶ ID BANNER
Mixed Colors
Moss

GREAT AMERICAN TREASURES™
Historic Places Curated by The National Society of The Colonial Dames of America

FILENAME
gat-IDbanner-4c-moss

▶ ID BANNER
Mixed Colors
Gold

GREAT AMERICAN TREASURES™
Historic Places Curated by The National Society of The Colonial Dames of America

FILENAME
gat-IDbanner-4c-gold

▶ ID BANNER
Mixed Colors
Green

GREAT AMERICAN TREASURES™
Historic Places Curated by The National Society of The Colonial Dames of America

FILENAME
gat-IDbanner-4c-grn

▶ ID BANNER
Mixed Colors
Salmon

GREAT AMERICAN TREASURES™
Historic Places Curated by The National Society of The Colonial Dames of America

FILENAME
gat-IDbanner-4c-salmon

Primary Colors

GAT Dark Blue

85%	70%	55%	40%	25%	10%

PANTONE® 7692 CP
CMYK 100 45 0 45
RGB 0 / 74 / 124
HTML 004A7C

GAT Blue

85%	70%	55%	40%	25%	10%

PANTONE® 7460 CP
CMYK 100 6 2 10
RGB 0 / 151 / 207
HTML 0097CF

GAT Red

85%	70%	55%	40%	25%	10%

PANTONE® 1788 CP
CMYK 0 88 82 0
RGB 239 / 70 / 59
HTML EF463B

GAT Dark Red   Neutral Colors

PMS 1795 CP altered
CMYK 0 100 93 0
RGB 237 / 28 / 43
HTML ED1C2B

PMS Black 6 CP
CMYK 100 79 44 93
RGB 16 / 24 / 32
HTML 101820

PMS Wm Grey 11 CP
CMYK 26 36 38 68
RGB 85 / 71 / 65
HTML 554741

PMS Wm Grey 8 CP
CMYK 17 24 25 49
RGB 125 / 113 / 109
HTML 7D716D

Secondary Colors

PMS 1785 CP
CMYK 0 76 54 0
RGB 241 / 99 / 100
HTML F16364

PMS 177 CP
CMYK 0 54 38 0
RGB 245 / 143 / 135
HTML F58F87

PMS 2008 CP
CMYK 0 25 78 0
RGB 254 / 195 / 82
HTML FEC352

PMS 2039 CP
CMYK 0 84 2 0
RGB 239 / 81 / 154
HTML EF519A

PMS 618 CP
CMYK 14 10 85 27
RGB 172 / 163 / 56
HTML ACA338

PMS 617 CP
CMYK 11 6 64 13
RGB 204 / 198 / 110
HTML CCC66E

PMS 616 CP
CMYK 10 5 49 6
RGB 219 / 216 / 145
HTML DBD891

PMS 422 CP
CMYK 19 12 13 34
RGB 146 / 151 / 153
HTML 939799

PMS 462 CP
CMYK 28 48 71 73
RGB 75 / 53 / 29
HTML 4B351D

PMS 723 CP
CMYK 6 60 98 20
RGB 191 / 106 / 30
HTML BF6A1E

PMS 722 CP
CMYK 2 50 76 13
RGB 213 / 131 / 71
HTML D58347

PMS 424 CP
CMYK 30 20 19 58
RGB 94 / 99 / 103
HTML 5e6367

The 2008 and 2039 color numbers originate from the PANTONE® +336 Series and have been selected because of their excellent cross-media matching attributes. Color numbers 9225 and 9060 are drawn from PANTONE@ Pastels. The Great American Treasures color collection is available through the import of an ASE (Adobe Swatch Exchange) file for use with Adobe Creative Suite products like InDesign, Illustrator and Photoshop.

PMS 7535 CP
CMYK 10 11 23 19
RGB 190 / 183 / 166
HTML BEB7A6

PMS 9225 CP
CMYK 5 7 14 0
RGB 240 / 230 / 216
HTML F0E6D8

PMS 9060 CP
CMYK 2 1 9 0
RGB 246 / 247 / 232
HTML F8F7E8

White
CMYK 0 0 0 0
RGB 255 / 255 / 255
HTML FFFFFF

A B

CAP HEIGHT

X HEIGHT

ASCENDER

BOWL

BASELINE

Typography

Typography is the core building block of an effective identity program. As its primary font family, Great American Treasures uses Freight Sans Pro, a friendly and warm typeface based on traditional sans serif humanist letterforms.

The Freight Sans Pro font family consists of six font weights that range from light to black along with their corresponding italics. Though font choices within the approved font families are ultimately at the discretion of the designer, the following are general guidelines for making selections. Regardless of one's choice, readability and a clean presentation of information are our most important considerations. This book demonstrates how to combine the primary and complementary font sets.

Similar to your home where both task and mood lighting are desired, Great American Treasures utilizes Freight Sans Pro with a complementary set of fonts (Calendas Plus and HFJ Knockout), that capture the open and professional nature of our association.

AaBbo1234

Primary Typeface
FREIGHT SANS PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz △ ► → ☼
1234567890,.:;"/[ ] ! @ # $ % * ~ { } ⊙ ■ □ ○

Lt
Light

Freight Sans follows a humanist logic suitable for text, display, and wayfinding and features an extensive character set, comprising roman, italic, small caps...

Bk
Book

Freight Sans Pro by GarageFonts is sold/licensed through myfonts.com. See the license on the My Fonts website for more information.

Ital
Italic

This amazing font is a single design used for a wide range of uses, and benefits from vigilant attention to tracking especially when it is set at minute and huge sizes.

Bld
Bold

Freight Sans Pro is available through myfonts at: https://www.myfonts.com/fonts/garagefonts/freight-sans-pro/

Typography

Standard text

Use Freight Sans Pro Light or Book as your default style for text. The selection depends upon type size and type color. In general, the smaller the text (point sizes of 8 or less), the more likely Book would be the better, more legible choice. Book would also be a preferred choice if your text reverses to white out of a color field.

Headlines

Font choices for headlines are varied, often incorporating several type styles from among the primary and complementary type families. As a general rule, the larger the size of the headline, the lighter the weight of the font. Most of the headlines within this book use Freight Sans Pro Semibold.

Subheads

Use Freight Sans Bold or Freight Sans Semibold as your default styles for subheads. Subheads are typically set with an initial cap only.

Italic styles

Italic styles are best reserved for secondary information such as captions, pull quotes, bylines and emphasizing text within paragraphs.

Using Calendas Plus

Calendas Plus is a shareware font available from ATIPO FOUNDRY and comes with a delightful variety of ligatures and small cap alternates. Use Calendas sparingly for large display text, or times when you want to evoke THE *feel* OF HISTORY.

Using Freight Sans Pro Black and HFJ Knockout

The extreme letterform weights of Freight Sans Pro Black and compressed letterforms of the HFJ Knockout font family compromise readability and type color. Use these fonts for unique applications where the text acts more as a graphic as opposed to traditional applications such as headline, subhead and text. Use them when you need to make big, bold statements and consider them for large scale graphics, banners and outdoor advertising.

AaBb1234

Complementary Typeface
Calendas Plus

ABCDEFGHIJKLMNOPQRSTUVW
XYZabcdefghijklmnopqrstuvwxyz
1234567890,.:;"/[]!@#$%*~{}

Reg
Regular
Calendas Plus is a shareware font available from ATIPO FOUNDRY and comes with a delightful variety of ligatures and SMALL CAP alternates.

Ital
Italic
Calendas Plus is a shareware font available from ATIPO Foundry and comes with a delightful variety of ligatures and small cap alternates.

Bld
Bold
Calendas Plus is a shareware font available from ATIPO FOUNDRY and comes with a delightful variety of ligatures and SMALL CAP alternates.

LE ROUGE et LE NOR CHRONIQUE DU XIXe SIEGLE *par* M. DE STENDHAL—*and* RERIRaRUCKKoKLLoLOOstHE⅔¾⅜⅞✻✧⊕

HFJ KNOCKOUT

Complementary Typeface
FLYWEIGHT FEATHERWEIGHT BANTUMWEIGHT + 6 MORE

**50 WELTERWEIGHT ABCDEFGHIJKNOPQRSTU
VWXYZabcdefghijklmnopqrstuvwxyz
1234567890,.:;"/[]!@#$%*~{}**

46
FLYWEIGHT
Nine Widths. Knockout's spectrum of widths is as broad as possible, offering nine different intervals between supercompressed and extrawide.

47
BANTUMWEIGHT
Nine Widths. Knockout's spectrum of widths is as broad as possible, offering nine different intervals between supercompressed and extrawide.

48
FEATHERWEIGHT
Nine Widths. Knockout's spectrum of widths is as broad as possible, offering nine different intervals between supercompress

49
LIGHTWEIGHT
Nine Widths. Knockout's spectrum of widths is as broad as possible, offering nine different intervals between

Typography

Leading and type color

One important aspect of the look of Great American Treasures is consistency and evenness of typographic *color*. Size, differentiation of weight and shifts in leading all contribute to the color. To ensure the copy is legible, leading is as critical as the type size and should be kept consistent thoughout a block of text. Use the following equations to help keep your paragraphs open and inviting to read.

When type size ≥16pt.
Leading = type size + (0.2 type size)

When type size ≥7pt. and < 16pt.
Leading = type size + (0.36 type size)

When type size <7pt.
Leading = type size

Horizontal and vertical scaling

It is not acceptable to distort the fonts. Characters should remain at their default horizontal and vertical scaling of 100%. Equally unacceptable are pseudo-italicizing, skewing and pseudo-bolding as they too corrupt the integrity and refined proportioning of the letterforms.

Fallback fonts (*font substitutions*)

If, for any reason, you can't use the same fonts on the Web, PDF, fixed-layout eBook, or EPUB, you'll need to choose what we call *fallback fonts*. Fallback fonts are choices for acceptable alternatives to your brand typefaces. You must select them from a very small pool of fonts that are likely on most devices. Our old friend Times New Roman is one, as is Courier New, and Arial.

Fallback fonts are allowed for communication materials and business correspondences when it is not practical to use Freight Sans Pro. Typical scenarios include PowerPoint presentations, email, letters created in Microsoft Office and business forms. Approved substitutions are:

SEGOE UI	Microsoft® Office 365; Windows
LUCIDA GRANDE	Mac OS X
ROBOTO	Android

When a substituted face is used, it must be used consistently. Freight Sans Typekit is an acceptable replacement font for online standard HTML rendered text.

▼ HEADLINE : HFJ Knockout 47 Bantumweight

TELL
BETTER
STORIES

▼ TEXT : Calendas Plus Regular
▼ BRANDLINE : Calendas Plus Regular Italic
▼ ACTION : Freight Sans Pro Regular and Semibold

Visit the Great American Treasures, historic places BIG and *small* that tell the story of how America became America. Curated and preserved by The National Society of the Colonial Dames of America, every property will fill you with stories you can't wait to tell. And we've even organized them into tours that will fit your interests and travel plans perfectly.

GREAT™ AMERICAN TREASURES

HISTORIC PLACES CURATED BY THE NATIONAL SOCIETY OF THE COLONIAL DAMES OF AMERICA

The stories of how we got here.

Find the TREASURES that fit you best at
greatamericantreasures.org

Glossary

AI
An AI file is a drawing created with Adobe Illustrator, a vector graphics editing program. AI files are commonly used for logos and print media. They can be enlarged without losing any image quality.

CMYK (4c)
Stands for *Cyan Magenta Yellow Black.* These are the four basic colors used for printing color images. Also known as *four color* or *process color.* The GAT logo files labeled as 4c are CMYK and are for use in printed materials (brochures, publications, etc.).

EPS
EPS image files are *vector* format, which means that they can be scaled up indefinitely without ever becoming blurry or pixelated. The GAT EPS files are to be used in print documents (CMYK, PMS), signage, apparel, and anything that calls for a high-resolution logo. EPS files may be used in some electronic media, such as PowerPoint and Keynote.

JPEG (jpg)
JPEGs are common image files, and are most appropriate for use on the web. They cannot be scaled up—only scaled down. The JPEGs of the GAT insignias are for electronic use only—web, PowerPoint, email, etc. (RGB).

PMS (PANTONE®)
Pantone® is popular color matching system used by the printing industry to accurately print colors. The GAT logo files labeled as PMS are for use on materials that are limited to two or three colors, such as letterhead, apparel, signage, etc.

PNG
PNG files are for web/electronic use only. Like JPEGs, they cannot be scaled up—only scaled down. PNG versions of the GAT insignias are for electronic use when a transparent background is desired.

RGB
Stands for *red, green and blue,* and is the color model used in all computer monitors and electronic media. The GAT insignia files labeled as RGB are for electronic use only—web, PowerPoint, email, etc.
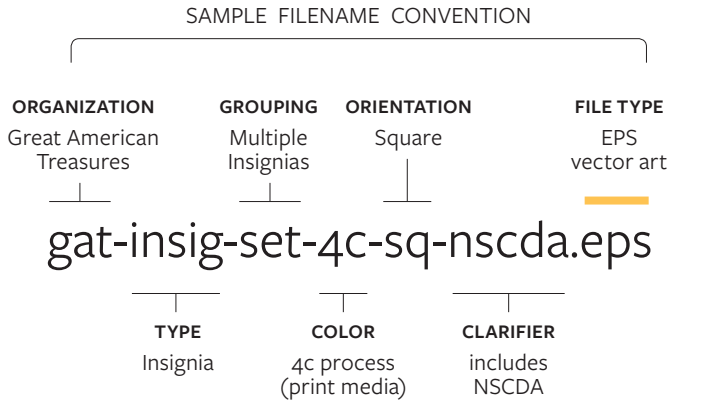
TIFF (tif)
TIFF s are widely supported and work in almost any program. A TIF produces a higher quality image than a JPG or PNG, but is not a vector format like EPS. Widely used among publishing industries and photographers, they are used for storing high-quality raster type graphics. The format supports lossless compression so that photographers can archive their photos without compromising quality.

Managing assets FILENAME PROTOCOL

Over time, thousands of documents are created in support of a strong brand. To protect and facilitate use of the digital art files and documents, a filename protocol has been established so that files are organized for easy retrieval. Though the library will be ever-changing and authored by numerous individuals, the following serves as a general guide to naming the archive's components.

File naming conventions
Cross-platform compatibility and software sharing requires on to not use uppercase, spaces, or special characters such as ″ \ / : * < > ? . ″ Use a period only before the file extension suffix. A two to four-letter file extension suffix (.ai, .indd, .eps, .jpg, .gif, .doc) should follow the art/documents abbreviated name indicating what type of file it is. Since images and art are often utilized among many projects, they typically reside in libraries for all authorized user to access.

SAMPLE FILENAME CONVENTION

ORGANIZATION	GROUPING	ORIENTATION	FILE TYPE
Great American Treasures	Multiple Insignias	Square	EPS vector art

gat-insig-set-4c-sq-nscda.eps

	TYPE	COLOR	CLARIFIER
	Insignia	4c process (print media)	includes NSCDA

Common Filename Abbreviations

Orientation	**c**	centered
	h	horizontal
	v	vertical
	sq	square
	alt	alternate version
Color	**4c**	four-color process
	rgb	red | green | blue
	2c	2-color
	1c	1-color
	blk	black
	wht	white
Resolution	**LR**	low resolution
	LRRT	low resolution retouched
	HR	high resolution
	HRRT	high resolution retouched
	PRESS	press ready file

The development of the Great American Treasures brand is a collaboration between Lone Wolf Marketing, BLTdesign[LTD] and Firefli Agency along with the support from the leadership of the The National Society of The Colonial Dames of America.

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GREAT™ AMERICAN TREASURES

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