

Holly Oaks ORV Park Branding



Full color



Black and white

Logo Background:

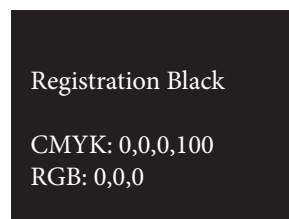
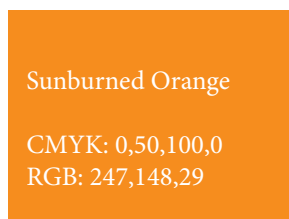
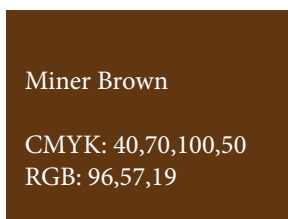
The orange and brown color tones are taken from natural minerals, a callback to the former use of the land. The crest shape of the logo was inspired by old west signage, which also supports the theme of the park, the crossed mine picks is intended to give a sense of collaboration, cooperation and exploration.

Fonts:

Rockwell Extra Bold ————— For use on titles and headings

Bison ————— Accent use only, display font

Color Palette:



Logo Use:

The Holly Oaks ORV Park logo is often accompanied by the Michigan Department of Natural Resources and the Oakland County Parks and Recreation logos. To show visual hierarchy the Holly Oaks logo should be roughly double the size of the MDNR and OCPR logos, and be placed near or above them to show connection. Holly Oaks ORV Park is a partnership between the two recreation agencies. DNR owns the land and OCPR operates the facility under a lease agreement.