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Hudson River Park and Hudson River Park Trust Logos
The Hudson River Park Trust and Hudson River Park logos are the official registered trademarks for the Hudson River Park Trust. Usage of the Hudson River Park and/or Hudson River Park Trust logos must be reviewed and approved by the Trust.

The Hudson River Park Trust identity is defined by these logos and their correct and consistent usage. The Hudson River Park and/or Hudson River Park Trust logos should be reproduced only from original electronic files available from the Trust. Licensing authorization shall accompany these files and under no circumstances shall the logo be used without the formal written consent of the Trust.

The Hudson River Park and/or Hudson River Park Trust logos shall not be used on merchandise or on any other commercial product, ad or sign without a formal licensing agreement.

Size and Placement of the Logo
The Hudson River Park and Hudson River Park Trust logos must always be legible both off and on-line, therefore, the minimum size they may appear is 1" wide. If shown in conjunction with other logos or marks, they must be placed at least half of the total width of the logo on all sides from that logo or mark.

When to use the Trust Logo instead of the Park Logo
Hudson River Park Trust and Hudson River Park are separate entities, and a differentiation is made between the Physical Park and the Trust as a company. It is not necessary to use both logos when referring to both. Please consult the Public Programs Department when determining which logo to use.

The Hudson River Park Trust logo is appropriate for:
- Hudson River Park Trust or Hudson River Park inter-office correspondence.
- Any reference to the Trust as opposed to the Physical Park, including materials affiliated with vendors, contractors or consultants that pertain to contracts, agreements, licenses, presentations, and promotions.
- Vehicles and containers in the Park that function to care for and maintain the Park.
For the Logo Color sample shown, use the PANTONE Colors or the CMYK Colors listed. The colors shown on this page have not been evaluated by PANTONE, INC for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE color publications for accurate color. PANTONE is the property of PANTONE, INC.
Space Around the Logo
The space around the logo, or the size of the box which contains it, is determined by the height of the left edge of the three water symbols. That measurement is the distance from the edges of the logo to the edges of the box.

Logo on a Dark Background
The logo may be applied to a dark background by changing the letters and the registration mark to white, or by changing the entire logo to white. The white logo should only be used when the number of colors is restricted and when the blue or green will not show up at all on too a similar background. Please consult the The Public Programs Department to determine which logo is appropriate.

**Please note:** never separate the tree/water from the text of the logo.

See *When to use the Trust Logo instead of the Park Logo* on page L.1.
Horizontal Application of the Logo

When the logo needs to be applied horizontally, such as on vehicles, the letters are to be lifted directly from the original logo on page L.2. The tree/water mark is twice as tall as the Capital H in the text. The distance from the tree/water mark to the Capital H is the same distance between the “n” in Hudson and the “R” in River. (Note: the measurement starts at the vertical stem of the letter, not the serif.)

See When to use the Trust Logo instead of the Park Logo on page L.1
**Logo on a Dark Background**
The logo may be applied to a dark background by changing the letters and the registration mark to white, or by changing the entire logo to white. The entirely white logo should only be used when number of colors is restricted and when the blue or green will not show up at all on too-similar a background. Please consult the The Public Programs Department to determine which is appropriate.
Typography
The logo letters are from the Berkeley family. The letters are outlined and can not be edited within the logo. However, Berkeley can be used for any body text or display type in Hudson River Park Trust printed materials and interoffice pieces. Typography for exterior signs can be found on page S.3 - S.5.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#$%^&*()_+{}|:"<>?

Berkeley Book

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#$%^&*()_+{}|:'<>?

Berkeley Book Italic

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#$%^&*()_+{}|:'<>?

Berkeley Medium
The following forms may be found in **HRPT on ‘file’ (K:)**

*K:\Letterhead & Logos*

- Letterhead & envelope
- Report Cover, Binder Insert, and Spine Insert
- Fax Cover
- Memo
- Mailing Label - 4” x 3.75”

**Typefaces** for office forms are Berkeley and Franklin Gothic. These fonts are installed on all Hudson River Park Trust computers. If you need assistance with fonts, please call IT.

When **inserting the logo** into a WORD document, use the EPS version. Although it will appear jagged on your screen, it is entirely resizable and will print perfectly.

*Please note:* never separate the tree/water from the text of the logo.

*Customized forms may be requested from the Public Programs Department.*
Report Cover, Binder Insert and Spine Insert

This form may be found in HRPT on ‘file’ (K:)
K:\Letterhead & Logos

These “cover” pages and inserts are set up as third down and quarter over. They are printed in-house on regular copy paper. The typeface is Franklin Gothic.

Custom report covers may be requested from the Public Programs Department.
Letterhead and Envelope
This form may be found in HRPT on ‘file’ (K:)
K:Letterhead & Logos
Letters are printed in-house on regular copy paper. The typefaces are Berkeley and Franklin Gothic.
Fax Cover
This form may be found in HRPT on ‘file’ (K:)
K:\Letterhead & Logos
Fax covers are printed in house on regular copy paper. The typefaces are Berkeley and Franklin Gothic.
Memo
This form may be found in HRPT on ‘file’ (K:)
K:\Letterhead & Logos
Memos are printed in-house on regular copy paper. The typefaces are Berkeley and Franklin Gothic.

MEMO

To:
From:
Date:
Subject:

www.hudsonriverpark.org

Scale: Half Size
**Printed Materials**

**Business Card**

**Mailing Label** 4” x 3.25”

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David A. Katz  
VICE PRESIDENT  
MARKETING & EVENTS  
dkatz@hrpt.ny.gov  
p: 212.627.2020  
f: 212.627.2021  
Pier 40, 2nd Floor  
353 West Street  
NY NY 10014

---

Pier 40 • 2nd Floor • West St. at W. Houston St. • New York, NY 10014 • 212-627-2020  
www.hudsonriverpark.org

---

Scale: Full Size
Information Tent & Table Cover
Three color graphics for 10’ x 10’ white tent and 8’ white table cover. Same graphic on three sides of tent.
Exterior Signage - Pictograms
Pictograms are taken directly from the *Emphasis* park-wide package. “►” denotes additions.
Exterior Signage Typography - Sans Serif
The sans serif typeface for exterior signage is Franklin Gothic.

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#$%^&*_+{}|:"<>?
Franklin Gothic Medium

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#$%^&*_+{}|:"<>?
Franklin Gothic Demi

abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#$%^&*_+{}|:"<>?
Franklin Gothic Heavy
Exterior Signage Typography - Serif

The serif typeface for exterior signage is Mercury Display from Hoefler & Frere-Jones.

Mercury Display Roman

Mercury Display Small Caps

Mercury Display Italic

Mercury Display Semi Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890     !@#$%^&*()_+{}|:"<>?
Mercury Display Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890     !@#$%^&*()_+{}|:"<>?
Mercury Display Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890     !@#$%^&*()_+{}|:"<>?
Mercury Display Bold Italic
Logo Banners & Boards

96” x 66” exterior quality vinyl banners with UV inks, grommets and wind slits. These banners are placed at various locations around the park.

72” x 47.5” printed with UV inks mounted on white, 1/4” sintra. This board is above the pep booth in front of Pier 40.
**11 x 17 Laminated Temporary Signs**
Printed in-house. Exterior and interior: regulatory and directional. The text is *Franklin Gothic Heavy* and is left justified. Punctuation is used in declarations and directives.
A NEW PARKWIDE SIGN SYSTEM IS PLANNED FOR THE NEXT PHASE. USE THESE SAMPLES FOR REFERENCE ONLY

**Courtyard Field**

**Field Rules**
Organized groups may use this field by permit only.
Players should stay off field until their permitted time.
Turf or molded cleats only.
HRPT is not responsible for lost or stolen property.
HRPT reserves the right to close fields or cancel permits without notice at its discretion.

**Not permitted on field:**
Pets
Food/beverages/smoking
Glass bottles or objects
Bicycle riding

36” x 24”. Printed with UV inks and mounted on black, 1/4 inch sintra.
Welcome to Hudson River Park

For everyone’s safety and enjoyment:

Bicycling and skate boarding are permitted on the bike path only.

Blade at a walking pace.

Use Park furniture appropriately.

Keep dogs on a leash at all times, clean up after them, and be aware of “dog free” areas.

Alcoholic beverages and barbeques are prohibited.

No loud radio playing.

Securing bikes to objects other than bike racks is prohibited.

Deposit waste in the appropriate receptacles.

Park closes at 1:00 am.

For general park information and complete rules, log on to www.hudsonriverpark.org. For emergencies, dial 911. To report a non-emergency, please call NYC’s information and services hotline at 311.

Hudson River Park

12" x 24”. Printed with UV inks and mounted on black, 1/4 inch sintra.
Donor signs
12.5” x 10” Stainless Steel plaque, etched and filled. Both sides and all edges satin, brushed finish (-60%). No visible mounting from front side.
A NEW PARKWIDE SIGN SYSTEM IS PLANNED FOR THE NEXT PHASE. USE THESE SAMPLES FOR REFERENCE ONLY

Temporary art installation signs
18” x 12” printed with UV inks, mounted on black, 1/4 inch sintra

Allan Wexler  Ellen Wexler
Two Too Large Tables
2006

Function is the subject not the object of the work. Two horizontal planes are supported by chairs. The distance from the ground determines their function. People sit inside a table. They sit beneath a table. They sit in the chair like hayride, becoming supporting columns. The identical placement of chairs choreographs views of the river, the landscape, and the highway.

The work dissolves the boundaries between fine art and applied art — between sculpture, furniture and architecture — in order to question the expected and remake the simple aspects of daily activities.
Hudson River Park Trust flag
6’ x 4’ exterior quality single and reverse on heavy duty nylon.
A NEW PARKWIDE SIGN SYSTEM IS PLANNED FOR THE NEXT PHASE. USE THESE SAMPLES FOR REFERENCE ONLY

Construction Sign
66” x 38’ exterior printed with UV inks, mounted on white, 1/2 inch sintra. Drill holes as shown.
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<tr>
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<tr>
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<td>Ingersoll Rand Light Tower</td>
<td>V.14</td>
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<tr>
<td>Volvo Front-end Loader</td>
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Ford F350 Pick-Up
All measurements are approximate. All decals and details identical for both sides. All details and decals to be ScotchLite reflective material. Art will be provided as outlined eps files.

For each side:
One 4” high White stripe.
One 12” high, 3 color HRPT logo
4” Black & Transparent number decal.
For back:
4” Black & Transparent number decal.
Passenger & Cargo Van
HRPT logo on front door panel, side, toward rear, and back left door.
4 Seat Club Car Golf Cart
Front center: logo decal
Rear: HRPT plate
Gem Electric Vehicle
Front center: logo decal
Rear: HRPT plate
**Boat**

102" x 8.5" marine quality 3M ScotchCal white reflective adhesive decal.

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**Hudson River Park Trust**

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**Vehicles & Containers**

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**ENFORCEMENT**

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White letters "NEW YORK STATE" on front if possible.
2.4" high x 33.8" wide

---

White letters "ENFORCEMENT" on both sides.
3.25" high x 34.3" wide starting 6.5" from left sides.

---

Horizontal black stripe on two sides. Remove registration number, break stripe at "WORK BOAT".
2" high with 1" between overtop and top or stripe.

---

Horizontal black stripe all around. 8" high

---

Diagonal black stripe on two sides. 3.5" high at top.
8410 Tenant Sweeper Scrubble
**Volvo Front-End Loader**

All measurements are approximate. Art will be provided as outlined esp files.

One interior quality mesh banner, 20” x 16”. Finished edges, UV inks, 3 color.
Two 4” Black & Transparent number decals, placement TBD.
Can - Aluminum
Logo decal is three color, 12" x 7.125" with .25" border all sides. Printed on clear vinyl with adhesive. Each can gets two decals, as shown. (Please refer to logo specifications on page L.2.)
Can - Rubber
Logo decal is three color, (white type) 9” x 4.125” with .25” border all sides. Printed on clear vinyl with adhesive. Each can gets two decals. (Please refer to logo specifications on pages L.1 - L.3.)
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<td>Fleece - black pullover</td>
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<td>Tool Bag</td>
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- Those with special uniform needs that will not be met with items in this manual must consult with the Public Programs before placing orders. This is to ensure uniformity in all garments and accessories bearing the Hudson River Park logo.

- Artwork for all Hudson River Park Trust garments and accessories must be generated by the Public Programs Department.

- All proofs must be approved by the Public Programs Department before production. The Trust will not accept delivery of items that were not approved.
Embroidery or Silkscreen
Logo appears on left breast of garment. Logo is three color, sized according to garment. (Please refer to logo specifications on pages L.1 - L.3.) Vendors must work from Hudson River Park Trust digital artwork provided by the Public Programs Department and must be proofed by the Public Programs Department before production.

Artwork for all Hudson River Park Trust garments and accessories must be generated by the Public Programs Department.

All proofs must be approved by the Public Programs Department before production.
Embroidery or Silkscreen
Web address appears on back of garment in Franklin Gothic Demi typeface, either black on light background or white on dark background and sized according to garment. (Please refer to typography specifications on page S.3.) Vendors must work from Hudson River Park Trust digital artwork provided by the Public Programs Department and must be proofed by the Public Programs Department before production.

Artwork for all Hudson River Park Trust garments and accessories must be generated by the Public Programs Department.

All proofs must be approved by the Public Programs Department before production.
**T Shirts**

Front: Logo appears on left breast of garment. Logo silkscreen is three color, sized according to garment. (*Please refer to logo specifications on pages L.1 - L.3.*)

Back: Web address appears across width, see page U.2. Vendors must work from Hudson River Park Trust digital artwork provided by the Public Programs Department and must be proofed by the Public Programs Department before production.

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**Uniforms**

**STAFF**

hudsonriverpark.org

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Artwork for all Hudson River Park Trust garments and accessories must be generated by the Public Programs Department.

All proofs must be approved by the Public Programs Department before production.
**Polos**

Logo appears on left breast of garment. Logo embroidery is three color, sized according to garment. *(Please refer to logo specifications on pages L.1 - L.3.)* Vendors must work from Hudson River Park Trust digital artwork provided by the The Public Programs Department and must be proofed by the The Public Programs Department before production.

Artwork for all Hudson River Park Trust garments and accessories must be generated by the Public Programs Department.

All proofs must be approved by the Public Programs Department before production.
Hats
Front: tree and water portion of logo. Back: Text portion of logo runs around the opening. (Please refer to logo specifications on pages L.1 - L.3.) This is the only case in which the tree/water portion of the logo is separated from the text portion of the logo. Vendors must work from Hudson River Park Trust digital artwork provided by the Public Programs Department and must be proofed by the Public Programs Department before production.

Artwork for all Hudson River Park Trust garments and accessories must be generated by the Public Programs Department.

All proofs must be approved by the Public Programs Department before production.
**Fall & Winter Tops**
Logo appears on left breast of garment. Logo decal is three color, sized according to garment. *(Please refer to logo specifications on pages L.1 - L.3.)* Vendors must work from Hudson River Park Trust digital artwork provided by the Public Programs Department and must be proofed by the Public Programs Department before production.

Artwork for all Hudson River Park Trust garments and accessories must be generated by the Public Programs Department.

All proofs must be approved by the Public Programs Department before production.
Bibs and Arctic Jacket

Front of jacket: logo appears on left breast. *(Please refer to logo specifications on pages L.1 - L.3.)* Vendors must work from Hudson River Park Trust digital artwork provided by the Public Programs Department and must be proofed by the Public Programs Department before production.

Artwork for all Hudson River Park Trust garments and accessories must be generated by the Public Programs Department.

All proofs must be approved by the Public Programs Department before production.
Rain Gear
Logo appears on back of garment above reflective stripe. Logo is Black only, sized according to garment. Vendors must work from Hudson River Park Trust digital artwork provided by the Public Programs Department and must be proofed by the Public Programs Department before production.

Artwork for all Hudson River Park Trust garments and accessories must be generated by the Public Programs Department.

All proofs must be approved by the Public Programs Department before production.
Fleece - blue zip front

Front of garment: logo appears on left breast. *(Please refer to logo specifications on pages L1 - L3)* Vendors must work from Hudson River Park Trust digital artwork provided by the Public Programs Department and must be proofed by the Public Programs Department before production.

Artwork for all Hudson River Park Trust garments and accessories must be generated by the Public Programs Department.

All proofs must be approved by the Public Programs Department before production.
**Fleece - black pullover**

Front of garment: logo appears on left breast. *(Please refer to logo specifications on pages L1 - L3)* Vendors must work from Hudson River Park Trust digital artwork provided by the Public Programs Department and must be proofed by the Public Programs Department before production.

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**Artwork for all Hudson River Park Trust garments and accessories must be generated by the Public Programs Department.**

**All proofs must be approved by the Public Programs Department before production.**
**Tool Bag**
Canvas.

**Side A:** Blue, Green and White logo and White number *(Please refer to logo specifications on pages L1 - L3)*

**Side B:** double digit White number

Vendors must work from Hudson River Park Trust digital artwork provided by the Public Programs Department and must be proofed by the Public Programs Department before production.

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Artwork for all Hudson River Park Trust garments and accessories must be generated by the Public Programs Department.

All proofs must be approved by the Public Programs Department before production.