Olmsted 200 is a national campaign honoring the visionary father of American landscape architecture, Frederick Law Olmsted. 2022 marks the 200th anniversary of his birth.

The campaign will educate wide and diverse audiences about the enduring value of Olmsted’s landscape designs and principles. It will explore his commitment to public parks for all, comprehensive system-wide planning, and the mental and physical health benefits of access to nature.

Through education and advocacy at the local and national level, the campaign seeks to ensure that Olmsted’s legacy lives on for the next 200 years by renewing public and policy commitment to our natural and historical heritage.
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ON THE COVER: New York City's Central Park, designed by Frederick Law Olmsted and Calvert Vaux
April 26, 2022 marks the 200th birthday of Frederick Law Olmsted — author, journalist, public official, city planner and father of American landscape architecture. Olmsted and his successor firms designed thousands of landscape projects across the country, transforming American life and culture. His vision of public parks for all people — and their ability to strengthen communities and promote public well-being — are more important than ever.

Because of Olmsted’s multi-faceted vision, the national Olmsted 200 campaign seeks to engage a creative coalition of landscape architects, design professionals, city planners, community leaders, health professionals, conservationists, historians, educators and more to explore the many ways in which Olmsted’s principles can address today’s social, environmental and cultural challenges. The Bicentennial will include national and local events, advocacy and education about Olmsted’s life, legacy and values in order to build public and policy support for America’s natural and historic spaces.

Olmsted 200 is managed by the National Association for Olmsted Parks, along with founding partners American Society of Landscape Architects, The Garden Club of America, Frederick Law Olmsted National Historic Site, City Parks Alliance, National Recreation and Park Association, The Cultural Landscape Foundation, The Trust for Public Land, American Public Health Association and Landscape Architecture Foundation.

For more information, tools and resources, visit Olmsted200.org.
The Olmsted 200 logo is an appropriately bold and versatile symbol for the bicentennial campaign, evoking the beauty of natural spaces and the precise planning and careful design that ensures their preservation.

Geometric shapes combine with vintage typography to create an appropriate blend of old and new.

A gently curved base evokes the variety of Olmsted’s designs.

The color of the trees’ foliage changes to mark the passing of the seasons.

A rounded finish to shapes and letterforms brings an organic dimension to the geometric forms.
Logos: Secondary

The logo is available in a variety of formats and colors, including black and white, useful for instances where color isn’t warranted or an option.
Logos: Tagline

A version of the logo with the campaign tagline is available. It is best used at larger sizes to ensure the readability of the small, secondary type.
To ensure the impact and readability of the Olmsted 200, please follow these size recommendations.
When connecting the Olmsted 200 logo with the logo of a partner organization, a simple vertical rule provides an axis around which both marks orbit. Care should be taken to scale each logo to create the appearance of equal size.
With hues ranging from bright to sober, the Olmsted 200 palette provides a useful and expressive range of color options.
The Olmsted 200 color palette is a versatile collection designed to address an array of communication needs. Here are a few guidelines for using it successfully. See pages 15–24 for sample applications.

1. Use **Main** colors sparingly, generally no more than two per page/screen. Their intensity and energy are best used to call attention to headlines and calls to action, or provide small bursts of color in otherwise restrained settings.

2. Use **Secondary** colors to add brand flavor without upstaging photography or overpowering more sober academic content.

3. Use **Neutral** colors to create a warm, organic impression. They work well in cases where white, black or shades of gray might otherwise be employed.
Color Palette: Web Accessibility

Web Content Accessibility Guidelines (WCAG) help make content on the Internet more accessible to people with disabilities. The color combinations below meet WCAG 2.0 AA standards for contrast.

You can learn more about accessibility and test the contrast ratio of other colors at webaim.org/resources/contrastchecker
**Typefaces: Red Hat**

Red Hat is a practical, sans serif font with a hint of vintage style that makes it an apt companion for the Olmsted 200 logo. Available in a wide range of weights, Red Hat can handle everything from headlines to tiny footnotes. Released under an Open Font License, Red Hat may be freely distributed to employees, partners and vendors to ensure consistency across print and digital projects. Red Hat is available free at [fonts.google.com](http://fonts.google.com).

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**Red Hat**

Red Hat Display Regular *Italic*
Red Hat Display Medium *Italic*
Red Hat Display Bold *Italic*
Red Hat Display Black *Italic*

Red Hat Text Regular *Italic*
Red Hat Text Medium *Italic*
Red Hat Text Bold *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Hepta Slab is a contemporary slab-serif font influenced by 19th-century wood type. From the elegant Thin to the powerful Black, the various weights of Hepta Slab add variety and personality to campaign materials.

Released under an Open Font License, Hepta Slab may be freely distributed to employees, partners and vendors to ensure consistency across print and digital projects. Hepta Slab is available free at fonts.google.com
Patterns can be a useful addition to printed and digital materials, providing subtle textures that add interest to sidebars, call-outs and other secondary information.

Two patterns are available, inspired by the range of Mr. Olmsted’s work. Using brand colors and tints, the foreground and background can be customized as desired.
Sample Applications: Stationery
Frederick Law Olmsted was an American landscape architect, journalist, social reformer, and public administrator. He is popularly considered to be the father of American landscape architecture. One of Olmsted’s early works included designing the Walnut Hill Park in New Britain, Connecticut. His later efforts included Central Park and Prospect Park in New York City and Cadwalader Park in Trenton.
Sample Applications: Event Collateral
Sample Applications: Social Media
Sample Applications: Custom Merchandise
Sample Applications: Custom Merchandise
Sample Applications: Children’s Activities
Sample Applications: Children’s Activities
Sample Applications: Banner
Sample Applications: Poster