

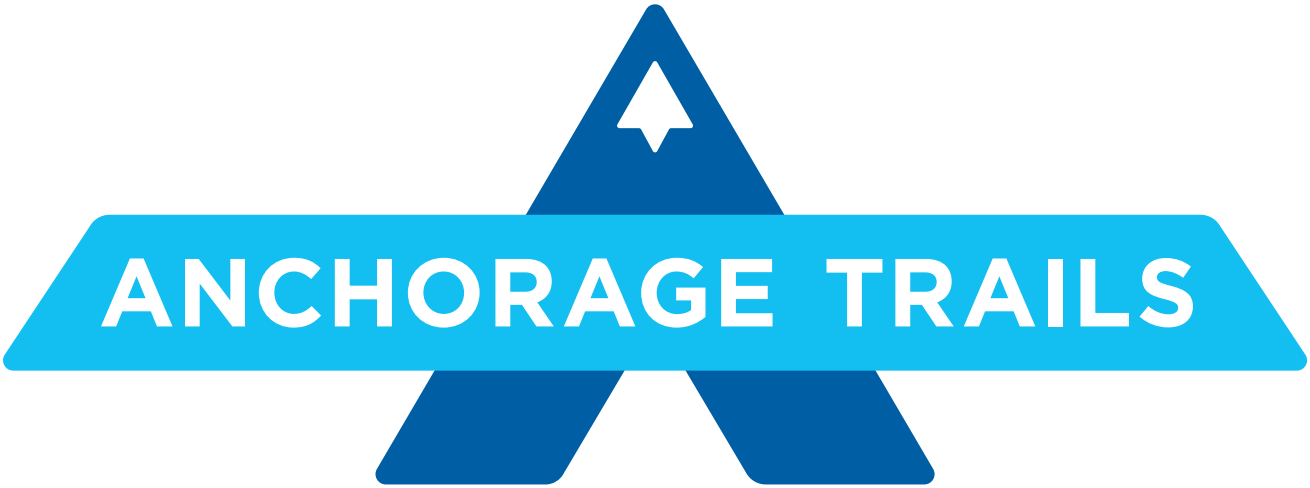


ANCHORAGE TRAILS

Using Our Logo

Brand Identity Guidelines for the Anchorage Trail System

2015 - 2016



Introduction

The Power of Identity

No matter what the situation, a strong brand begins with a thoughtfully executed and implemented visual identity. Why? Because the components of visual identity (logo, color palette, typefaces and graphic elements) are the basic visual building blocks of brand. Each element helps identify and differentiate an organization. *When applied consistently, a well executed identity will do more than identify, it will become synonymous with the values, mission and voice of the organization.*

Of course, brands are not made overnight. For the Anchorage Trail System, the relationship our identity creates with trail users and even citizens of Anchorage who don't use the trail system is the result of thoughtful and consistent application, both on the trails and off. Consistency establishes familiarity – providing users with a comfortable reference point for the trails experience. And the ease at which that experience is provided, along with the quality of the experience, builds brand loyalty. In our case, more and more people will fall in the love with the trails and see it as what it is: a vital resource for our city.

The following identity standards manual is intended to build your understanding of how our brand and identity relate, and to provide guidelines for taking the first steps toward building an effective and long-lived Anchorage Trails brand.

The Anchorage Trails Logo

The Anchorage Trails brand is energetic and accessible, starting with a logo that is distinct, simple and can be placed anywhere with ease. There are several different presentations of the logo. Rules on when and where to use each of these logo formats is given full treatment in this guide.

Using this guide

By consistently following the recommendations set in this guide, the Anchorage Trail's visual identity will develop recognition – the first and most important step to visually building a brand. In combination with thoughtful messaging strategies, helpful signage and collateral design and a tribe of passionate trail users, the Anchorage Trails identity will become synonymous with health and city pride. Please duplicate and distribute this guide as needed whenever you develop communication materials.

Table of Contents

1. The Anchorage Trails Logo

1.1 The Primary Logo Treatment	5
1.2 The Alternate Logo Treatment	5
1.3 One Color Logo	6
1.4 Anchorage Trails Brand Color Palette	7
1.5 Clear Space	8
1.6 Minimum Settings	9
1.7 Incorrect Usage.	10

2. The Trails Logos

2.1 Individual Trails Color Set	11
2.2 Examples & Concepts	12

3. Typefaces

3.1 The Gotham Font Family	13
--------------------------------------	----

4. The Neighborhood Icon

4.1 Abstract Elements	14
---------------------------------	----

5. Supporting Graphic Elements

5.1 Neighborhood Icon Pattern	16
5.2 Trails Map Graphic	17

6. Trail Use Icons 18

7. Anchorage Trails Digital Assets 19

1

The Anchorage Trails Logo

There are several ways the Anchorage Trails identity can be represented, beginning with the logo...

1.1 The Primary Logo Treatment

The Anchorage Trails Logo consists of the “A” mark, the “trail” through the middle and the Anchorage Trails type treatment placed across the trail. The words are in Gotham Bold, one of the fonts used in the Anchorage Trails Brand (for more on brand fonts, see section 4).

- ▶ *Do not recreate the text in any other font.*

Use this logo design whenever possible and practical. Alternative versions of the logo design are given and described in this manual, beginning with the Alternate Logo.

1.2 The Alternate Logo Treatment

There will be situations that call for an alternative version of the logo, such as when the space required is too small for using the Primary logo. In these instances, the first option is the Alternate Logo. In this instance, the logomark stands alone, with the “snow-arrow” element eliminated, while the text is presented outside the mark, stacked and justified to the left. This version can be used at a much smaller size, as well as when a horizontal space is the only option.

- ▶ *These logo designs are available on Anchorage Park Foundation Dropbox.*



1.1 The Primary Logo. Use this version whenever possible.

The mark lives on its own



1.2 The Alternate Logo

1.3 One Color Logo

There are times when the logotype should be presented in “one color,” meaning the use of one ink. An example of this might be a billing envelope or fax coversheet. Figure 1.3a shows the Primary and Alternate logos presented in one color.

- ▶ *Do not produce the logotype in “one color” with any colors other than those in the Anchorage Trails brand palette (see section 1.4)*

If the logo is placed on a dark background, as well as on high contrast photography, another alternate version of the logo is provided, the Line White logo (figure 1.3b).

Do not place the logo on textures or high contrast images and backgrounds (1.3c). As a general rule, try and avoid these situations using intentional positive design.

The Line White logos are also available on the appendix disc included with this document.

- ▶ *The Line White logos are also available on the appendix disc included with this document, as well as on company drives.*



1.3a The Primary and Alternate logo treatments in one color



1.3b Line White logos, for solid, dark backgrounds



1.3c Do not place the logo on textures or high contrast images and backgrounds

1.4 Anchorage Trails Brand Color Palette

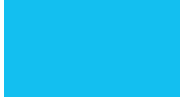

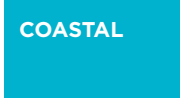




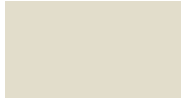
Additional colors have been selected to complement the colors of the logo, representing the four main trails that make up the Anchorage Trail System. These colors will be used to brand the individual trails in signage, digital and collateral presentations for the coinciding trail, and may be used to call attention to text or classify document types in other system collateral.

Additionally, two neutral colors have been chosen for simple complements and accents in Anchorage Trails branded materials.

Various color numbers are shown. These are for different production processes:

- CMYK color profile is for printing with inkjet and “process” printers.
- HTML is the color profile used for screens and monitors and anything web-related or digital.
- Pantone colors are also called “spot” colors, used for “one-color” processes. Pantones listed here are chosen based on a Matte finish.

► *Whenever possible, opt to print on “Matte” finish paper for Anchorage Trails related documents.*

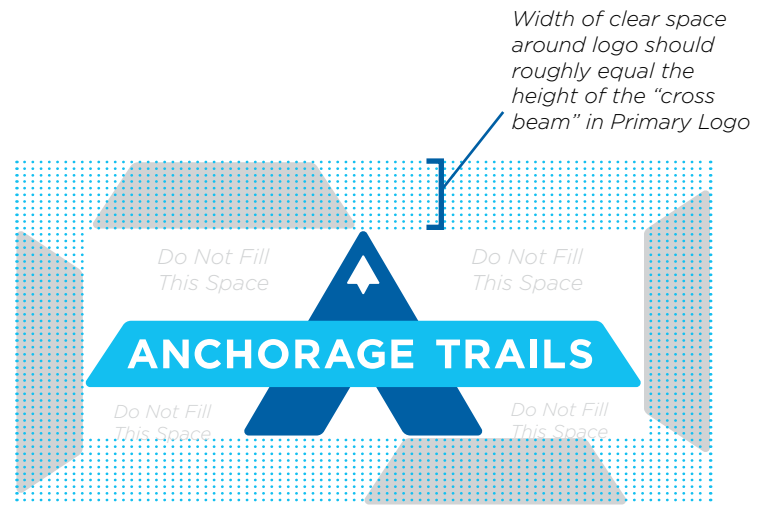
PRIMARY				
	Sky Blue CMYK 67,10,0 HTML 3DB7E4 Pantone 298	Water Blue CMYK 95,67,6,0 HTML 005BBB Pantone 2935		
TRAILS				
	Coastal Blue CMYK 89,0,20,0 HTML 00B0CA Pantone 3125	Chester Green CMYK 64,5,100,24 HTML 5B8F22 Pantone 370	Campbell Green CMYK 28,0,92,0 HTML BED600 Pantone 382	Ship Red CMYK 0,76,100,0 HTML DD4814 Pantone 1665
				
	Neutral 1 CMYK 15,9,8,22 HTML B2B4B3 Pantone Cool Gray 5	Neutral 2 CMYK 3,4,14,8 HTML DAD7CB Pantone 7527		
NEUTRAL				

1.5 Clear Space

Clear space is the area that surrounds the logo. To avoid visual clutter and potential distraction, this area should be kept free of any graphic elements.

The Anchorage Trails logo clear space is the area defined by the shading shown. The diagram below shows the height of the cross beam or "trail" in grey. This demonstrates the minimum amount of clear space the logo should reside in, allowing 1 space (1s) at all times.

Any time the logo is used, the clear space must be maintained to achieve the maximum impact in all graphic environments. Try and ensure that any vendor that is working with the logo preserves the clear space requirements.



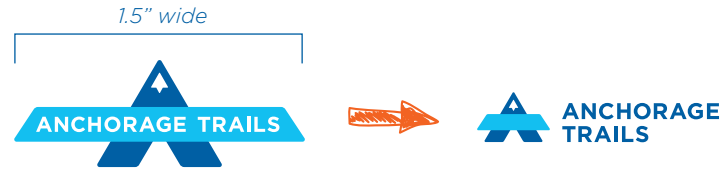
1.5 relative clear space requirements

1.6 Minimum Settings

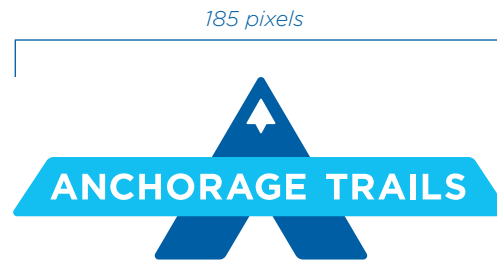
To ensure that the Anchorage Trails logo is always legible and accurately reproduced, the logo should never be printed at a size smaller than 1.5 inches in width.

Occasionally space and or printing requirements dictate that the logo appear smaller than the minimum size. In these instances, use the Alternate logo, which can be produced at smaller sizes and still remain legible.

For digital applications, the minimum size for the primary logo is 185 pixels wide. As with printing applications, when the logo needs to be produced at a size smaller than 185 pixels wide, use the Alternate logo.



1.6 Logotype minimum size for print: when being produced smaller, use the Alternate logo



1.6 Logotype minimum size for web

1.7 Incorrect Usage

The following examples represent unacceptable uses or modifications of the Anchorage Trails logo.

A) Do not alter, change or add other elements to the logo.

B) Do not alter the dimensions or proportions of the logotype and mark.

C) Do not change the typeface.

D) Do not use the primary logo at a size smaller than 1.5 inches wide.

E) Do not change the colors.

F) Do not use the logo as part of a phrase.

G) Do not use the positive logotype on a solid color, low contrast background.

A



E



B



F

Do not use the logotype as part of a phrase:



C



G



D



2 The Trails Logos

Anchorage has four large paved trails that highlight the entire system. Colors have been selected to represent each distinct trail in signage and collateral, along with related logo designs and alternate treatments for each trail. Each color was inspired by the trail's dominant characteristics. These colors should be used whenever possible to help distinguish the brand.

2.1 Individual Trails Color Set

Color numbers and spot colors are listed on page 7 of this manual.

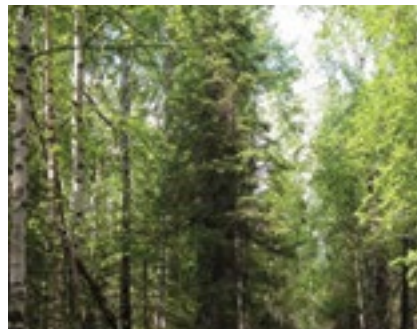
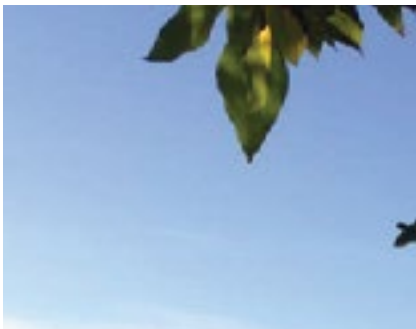


Blue coastal water

Dark green forest

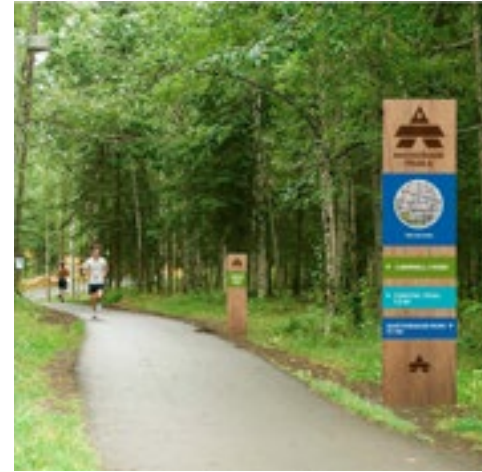
Grassy estuary

Industrial and salmon



2.2 Examples & Concepts

Below are examples of some of the possibilities for the Anchorage Trails logo and the individual trails logos. These images represent unfinished concepts only but will help in the design of the Anchorage Trails experience.



3 Typefaces

Specific typefaces have been selected for use in all Anchorage Trails materials in order to maintain a unique, consistent and high-quality appearance across all communications.

3.1 Gotham Family

The Gotham family is a group of sans serif fonts that communicate a sophisticated and professional, yet acutely approachable feel. The specific font weights are to be used for specific purposes:

Headlines

Gotham Bold

Subhead

Gotham Book

Body Copy

Gotham Light

► *If Gotham is not available on your computer, Arial is an acceptable replacement font.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold & Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book & Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light & Light Italic

3.1 Gotham Font Family

4 The Neighborhood Icons

The neighborhoods and parks that are connected to the Trail System have each been given their own icon for use in way finding. This set of icons will grow over time as the Trail System evolves. These icons are also used in neighborhood marketing “schwag” to help promote trail ownership.

4.1 The Icon Set

Icons are listed in alphabetical order. Colors for the individual neighborhood icons are set according to the trail they are connected to.

These icons are available for download in 6 formats on Anchorage





AIRPORT HEIGHTS



BANCROFT PARK



CAMPBELL



CAMPBELL CREEK PARK



DIMOND



DOWLING



DOWNTOWN



EARTHQUAKE PARK



ELDERBERRY PARK



FAIRVIEW



FOX RIDGE



GOOSE LAKE



GORILLA PARK



KINCAID



LYN ARY PARK



MOUNTAIN VIEW



MULDOON



NUNAKA VALLEY



ROGERS PARK



RUSSIAN JACK SPRINGS



SPENARD



SULLIVAN ARENA



TAKU LAKE



TIKISHLA



UNIVERSITY LAKE



VALLEY OF THE MOON



WESTCHESTER LAGOON

5 Supporting Graphic Elements

The logo is the symbol that represents a brand. It assimilates the meaning generated through the experiences that a brand offers. Smartly designed graphic elements can enhance a brand experience. The following pages contain graphic elements that can be used to complement the brand in any environment.

5.1 Neighborhood Icon Pattern

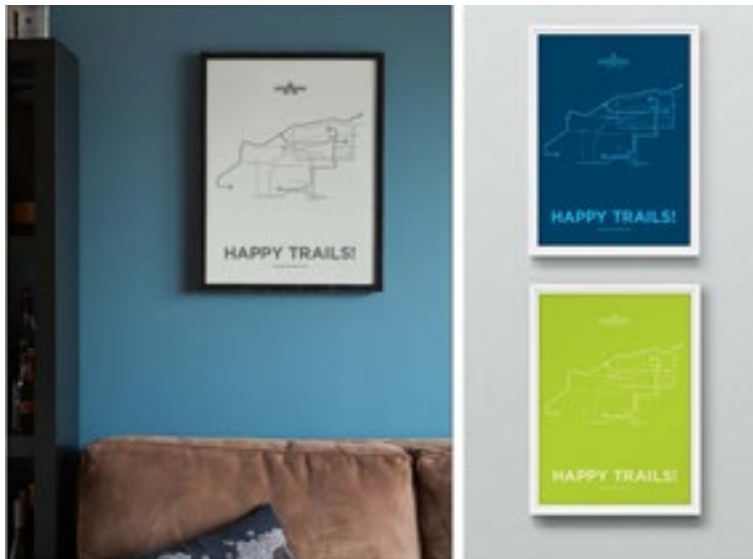
Arranged in random order, the neighborhood icons create an evocative, energetic pattern. They can also be combined with the logo, as in Figure 5.1.



5.1 Neighborhood Icon Pattern on t-shirt

5.2 Trails Map Graphic

The Trails graphic is an artistic depiction of the entire Anchorage Trail System. It's an iconic image to be used as art, on apparel, or wherever a "cool" factor is needed. Wherever it is used, it should be coupled with



6 Trail Use Icons

A set of trail use icons have been designed to have a similar aesthetic to the neighborhood and trail system icon designs. They indicated certain common activities that take place on the Anchorage Trail System. The icons are available in vector, high resolution raster and web formats.



SKIING



SKIJOR



ROLLERSKIS



DOG OFF LEASH



DOG ON LEASH



MOM WITH STROLLER



MOUNTAIN BIKING



ROAD BIKING



FAT BIKE



CANOEING



PICNIC AREA



SWIMMING



SKATING



SNOWSHOEING



BIRDS



FISH



WILDLIFE



EQUESTRIAN



WALKING



RUNNING



HIKER



RECUMBENT BIKE



WHEELCHAIR



PLAYGROUND



INTERP



SCHOOL

7

Anchorage Trails Digital Assets

The assets described in this manual are available on the Anchorage Parks Foundation Dropbox. Which file types are available are listed here. Note: some of these file types (such as .ai and .eps) require professional design software to open and are for use by graphic designers.

A Note About File Types

Print Both vector art and raster art are provided. When possible submit spot color .eps vector files for printing (vector art files can be scaled up or down without any loss of quality. Raster files can only be scaled down).

- ▶ *Warning: Increasing the size of a raster file (.tif, .jpg or .png file) will jeopardize legibility.*

Vector files may be viewed with an application such as Adobe Illustrator, and placed in layouts using applications such as Adobe InDesign. Raster files can be viewed in Adobe Photoshop and common image viewing software.

Web Lower resolution .png and .jpg files have been created for on-screen applications. These files may be viewed in an application such as Adobe Photoshop.

These files should not be modified. They should be provided to designers and production artists for use in layouts and digital applications only.



Anchorage Trails Logo

ADOBE ILLUSTRATOR CC
EPS
JPEG (web solid)
PDF
PNG (web transparent)
TIFF

Individual Trails Logos

ADOBE ILLUSTRATOR CC
EPS
JPEG (web solid)
PDF
PNG (web transparent)
TIFF

Neighborhood Icons

(all files in the following formats)

ADOBE ILLUSTRATOR CC
EPS
JPEG (web solid)
PDF
PNG (web transparent)
TIFF

Trail Use Icons

ADOBE ILLUSTRATOR CC
EPS
PDF

Graphic Elements

Trails Map

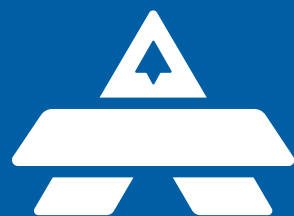
ADOBE ILLUSTRATOR CC
EPS
JPEG (web solid)
PDF
PNG (web transparent)
TIFF

Neighborhood Icon Pattern

ADOBE ILLUSTRATOR CC
EPS
JPEG (web solid)

Style Guide

PDF



ANCHORAGE TRAILS

3201 C St Suite 110,
Anchorage, AK 99503
(907) 274-1003

© Anchorage Park Foundation 2015, All Rights Reserved