



CAPITAL  
TRAILS

NEW YORK

BRAND BOOK &  
DESIGN GUIDELINES

V.1 » DECEMBER 2018



### CLEAR SPACE (X)

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

### LOGO ELEMENTS

The logo consists of an Icon, Wordmark and Designator. These elements have a fixed relationship and scale that is intentional and should not be altered. The logo should not be used smaller than the minimum dimensions of 1" in height.



1" H =  
MINIMUM  
LOGO SIZE

VERTICAL LOGO



HORIZONTAL LOGO



ICON



LOGO & USAGE

The Primary Logo exists in both vertical and horizontal orientations. The icon can be used on it's own in certain applications; as a social media avatar or website favicon, for example.

### TRAIL DESIGNATORS



The logo can also be used to identify specific trails when necessary. Both vertical and horizontal orientations exist, with the trail name directly below the wordmark. The Trail Designator logos allow for individual trails or trail systems to have their own identity, while remaining consistent with the overall brand.

### COLOR VARIATIONS



1-COLOR



BLACK



WHITE



GRAYSCALE

The logo can also be used in limited color variations, including 1-color, Black, White and Grayscale. Each version of the logo exists in these color variations so that the brand's integrity is maintained in every application.

» All logos can be downloaded here:  
<https://bit.ly/2R56FvB>

### PRIMARY COLORS



#### Pantone 662 C

--

HEX:  
#001C71

CMYK:  
C:100 M:94 Y:24 K:21



#### Pantone 123 C

--

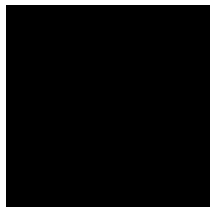
HEX:  
#FFC627

CMYK:  
C:0 M:24 Y:90 K:0

### COLOR MODES

The brand's primary colors were chosen to tie into New York State's official colors. The Pantone® colors are identified here, as well as the color conversions for RGB (in Hex Code) and CMYK. For black and white printing, or other applications where color is limited, the secondary colors can be used.

### SECONDARY COLORS



#### 100% Black

--

HEX:  
#000000

CMYK:  
C:0 M:0 Y:0 K:100



#### 30% Black

--

HEX:  
#B2B2B2

CMYK:  
C:0 M:0 Y:0 K:30

## FONT USAGE

---

There are two main fonts within the brand: **Nunito** and **Klinic Slab**.

Nunito is the main font, which has been modified for the logo. It is also used for the Trail Designators. Its rounded letters make it friendly and legible. It boasts a wide range of weights and styles, making it perfect for headlines and body copy alike.

Klinic Slab is a bold serif font that provides a nice contrast to Nunito and makes it the perfect compliment. It is also available in a number of weights.

## PRIMARY TYPEFACE

---

# Nunito

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!/?<>@#\$\$%

## SECONDARY TYPEFACE

---

# Klinic Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!/?<>@#\$\$%

## **CORRECT USAGE**

Maintaining the integrity of the logo is crucial to the success of the brand. Here are a few key things to avoid when using the logo on any and all materials.



**DO NOT WARP OR STRETCH**



**DO NOT ROTATE**



**DO NOT MOVE ELEMENTS**



**DO NOT CHANGE COLORS**



**DO NOT CROP**



**DO NOT PLACE ON BUSY BACKGROUND**



**DO NOT APPLY EFFECTS**



**DO NOT USE IN LOW-RESOLUTION**



## SIGNAGE OVERVIEW

---

The following pages detail design solutions for various signage opportunities. Perhaps the most visible element of a trail system, it is important that signage uses consistent branding and is easy for trail users to read and use.

--

### **Existing Signs:**

It is important to maintain existing trail recognition on any new signage. All existing trails should display their own names and branding first, with the Capital Trails NY brand being added in a secondary capacity.

### **Road Signs:**

**Route Signs:** Signage for on-road routes to let people know they are on the trail network and build awareness for motorists.

**Directional Signs:** Many people are unaware of trail access points, especially if they are not local. Directional signs along roads that are close to access points should be installed to increase awareness.

### **Trail Signs:**

**Trail Head Signage:** Should be placed at trail access points, include trail information and prominently feature the branding.

### **Trail Connection Signage:**

Directional signage with distance information and trail names should be placed at key connection points within the trail network.

**Trail Blaze:** These trail markers should be placed on trees or posts throughout trail network routes.

**Kiosks:** In high traffic areas, a kiosk should contain individual trail maps, the trail network map, the trail network brochure, a sign-in sheet, and any other trail-specific collateral or information.

### **Other Signs:**

**Pole Banners:** In high traffic areas where infrastructure allows, pole banners that indicate you are on a network trail with the trail's name and logo should be installed.

**Banners:** Large format vinyl banners with grommets are great for trail-specific events and can be easily moved from place to place. Banners can include sponsor logos and trail network branding.

### **Signage Examples »**

---

» Signage Templates can be downloaded here:  
<https://bit.ly/2Gz4rjV>

EXISTING SIGNAGE



ROAD SIGNAGE

ROUTE SIGN EXAMPLES



DIRECTIONAL SIGN EXAMPLES



» Signage Templates can be downloaded here:  
<https://bit.ly/2Gz4rjV>

TRAIL SIGNAGE

TRAILHEAD  
SIGNAGE



TRAIL CONNECTION  
SIGNAGE



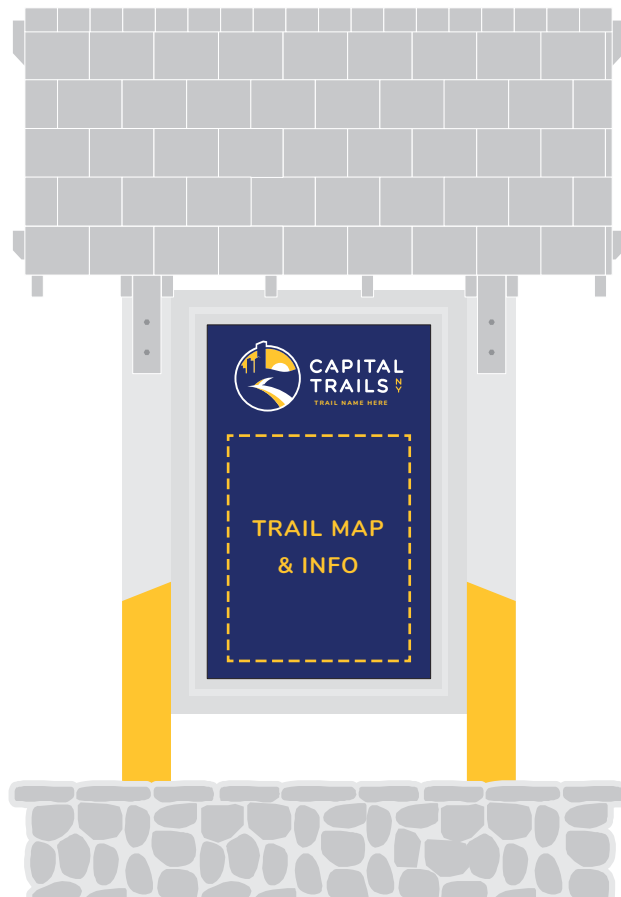
TRAIL BLAZE



» Signage Templates can be downloaded here:  
<https://bit.ly/2Gz4rjV>

TRAIL SIGNAGE

TRAIL KIOSK



OTHER SIGNAGE

POLE BANNER



» Signage Templates can be downloaded here:  
<https://bit.ly/2Gz4rjV>

OTHER SIGNAGE

STREET BANNER



» Signage Templates can be downloaded here:  
<https://bit.ly/2Gz4rjV>

