



# Brand Guidelines

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Name:

New York-New Jersey Trail Conference

Tagline:

Connecting People to Nature Since 1920

Mission:

The New York-New Jersey Trail Conference is a federation of member clubs and individuals dedicated to providing recreational hiking opportunities in the region, and representing the interests and concerns of the hiking community. The Conference is a volunteer-directed public service organization committed to:

- Developing, building, and maintaining hiking trails.
- Protecting hiking trail lands through support and advocacy.
- Educating the public in the responsible use of trails and the natural environment.

## 1. Protect

At the forefront of the conservation movement for almost a century, the New York-New Jersey Trail Conference has been instrumental in most of the major open-space success stories in the greater New York metropolitan area.

### Program: Advocacy

- Trail Conference volunteers serve as the conservation community's eyes and ears, acting as a first alert system for the identification of the open-space threats and opportunities.
- Under the Trail Conference's umbrella, its 100 member organizations that collectively represent approximately 150,000 outdoor enthusiasts form an influential lobby for more open space and passive recreation opportunities.
- Trail Conference citizen advocates briefed with accurate, up-to-date information are effectively mobilized to contact public officials, decision makers and news media.

### Program: Conservation

- The only organization whose land acquisition is solely dedicated to creating protected corridors to link public parks and preserves in the region.

## 2. Access

The New York-New Jersey Trail Conference has a rich legacy of hard-working volunteers who provide public access to open spaces, a service that has never been more needed than in today's urban sprawl environment.

### Program: Trail Design and Construction

- Beginning with the Ramapo-Dunderberg Trail in 1920 and with the original section of the Appalachian Trail in 1923, Trail Conference volunteers have built and maintained the nation's finest network of hiking trails serving a major metropolitan area.
- The Trail Conference assist various public and private agencies to plan, build and restore new and existing trail networks.

### Program: Trail Maintenance

- Trail Conference volunteers visit each of the Trail Conference's 1,664-miles of trails at least once every six-months to blaze, clear and perform minor repairs.
- Hundreds of volunteers join Trail Crews every year to build and repair trails, bridges, boardwalks and stonework that most hikers take for granted.
- Most state parks do not have the resources to maintain their trails and rely on the Trail Conference for assistance.

### 3. Steward

The New York-New Jersey Trail Conference uses environmental best practices and monitors the ecological integrity of trail lands.

#### Program: Environmental Monitoring

- Trail Conference works with scientific researchers and public agencies to understand and monitor the ecological integrity of parklands and preserves.
- Trail Conference volunteers monitor occurrences of rare plant species found on trail lands.

#### Program: Research

- Trail Conference sponsors research designed to understand and minimize the ecological impacts of recreational use.

### 4. Inform

The New York-New Jersey Trail Conference is the premiere information resource for hikers in the greater New York metropolitan area.

#### Program: Publications

- Trail Conference publishes regional hiking books, including the New York Walk Book, which was called the “hiker’s bible” by the New York Times.
- Trail Conference produces the authoritative hiking maps for the region.

#### Program: Education

- Trail Conference promotes environmental conservation, responsible use of the backcountry and hiking etiquette in a variety of publications and training presentations.

## 5. Engage

The New York-New Jersey Trail Conference connects people with nature through hiking and active volunteering.

### Program: Hiking

- Trail Conference acts as a portal, connecting area hikers to various resources including approximately 100 various clubs that lead hikes and offer year-round outdoor expeditions.

### Program: Volunteering

- Over 1,200 volunteers per year are actively engaged in protecting and keeping open space accessible to the public.
- Volunteers receive training in advocacy, trail building and maintenance, mapmaking, and environmental stewardship.

## 6. Convene

The New York-New Jersey Trail Conference works with like-minded organizations to strengthen the region's commitment to natural open space.

- Trail Conference brings together a broad array of public and private interests to expand the responsible enjoyment of the region's parks and preserves.

## **New York/New Jersey Trail Conference (Consumer-Directed)**

Nearly a century ago when hikers and nature enthusiasts blazed the first section of Appalachian Trail, they set in motion a rich tradition of civic engagement in conservation, stewardship and advocacy for open spaces—the New York-New Jersey Trail Conference.

Now encompassing a network of over 1,650 miles of trails throughout greater metropolitan New York, the Trail Conference is a coalition that includes 100 clubs and 10,000 individual members dedicated to one purpose: creating, protecting and promoting the nation's finest network of foot trails in a major metropolitan area.

Hiking is more than a walk in the woods, especially in a densely populated region. Trails and the lands they traverse require care, responsible use, and vigorous support by the people who enjoy them.

As the leading trail organization in the region, our volunteers help public agencies provide safe and responsible public access to open space stretching from the Delaware Water Gap north to beyond the Catskills. Our nationally acclaimed hiking books and maps are your guide to some of the most remarkable trails in the country. Our passion for connecting people with nature connects you to a vast array of resources for year-round outdoor activities.

Don't take trails for granted, join the NY-NJ Trail Conference today.

## **New York/New Jersey Trail Conference (Professional-Directed)**

Nearly a century ago when hikers and nature enthusiasts blazed the first section of Appalachian Trail, they set in motion a rich tradition of civic engagement in conservation, stewardship and advocacy for open spaces—the New York-New Jersey Trail Conference.

A volunteer-directed organization that now encompasses a network of over 1,650 miles of trails, the NY-NJ Trail Conference is a vocal and active federation of 100 clubs and individual members totaling approximately 150,000 nature enthusiasts dedicated to one purpose: building, maintaining, monitoring and promoting the nation's finest network of foot trails serving a major metropolitan area.

Hiking is more than a walk in the woods. Trails and the lands they traverse require care, responsible use and vigorous support, especially in the most densely populated area of the country. NY-NJ Trail Conference members are the conservation community's eyes and ears, forming an active and influential voice for protection and expansion of open natural spaces throughout greater New York.

With state park resources stretched thin, the Trail Conference provides much-needed manpower and resources to fill the gap. As the leading hiking trail organization in the region, our skilled network of experienced volunteers help public agencies to preserve the environmental integrity and responsible use of trails stretching from the Delaware Water Gap north to beyond the Catskills.





The tagline is ideally placed to the right of the logo.



**Connecting People with Nature since 1920**

Color is an integral element of the New York-New Jersey Trail Conference identity and it is essential that it is reproduced consistently and accurately.

The Trail Conference Logo is created with two colors: forest green and trail tan.



### **forest green**

C: 100	R: 0
Y: 0	G: 136
M: 85	B: 81
K: 24	



Pantone 348



### **trail tan**

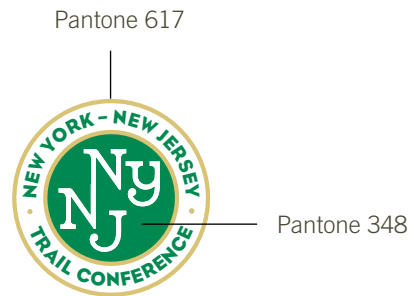
C: 0	R: 220
Y: 2	G: 206
M: 48	B: 135
K: 17	



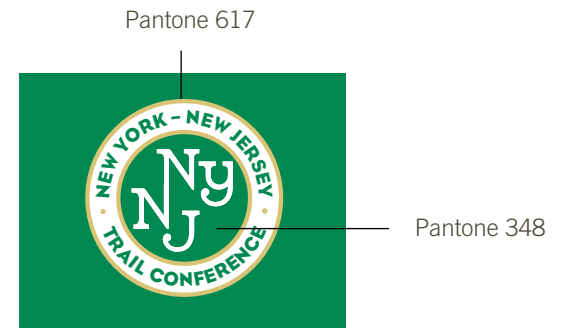
Pantone 617

Two colors →

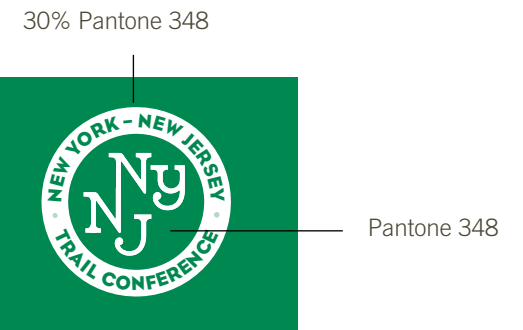
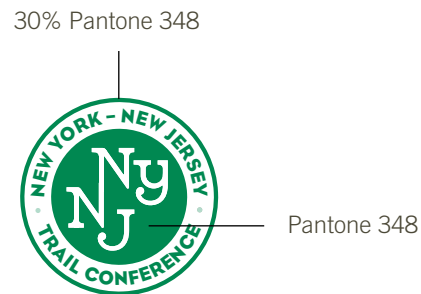
(on white)



(on solids)



One color →



Black & white →

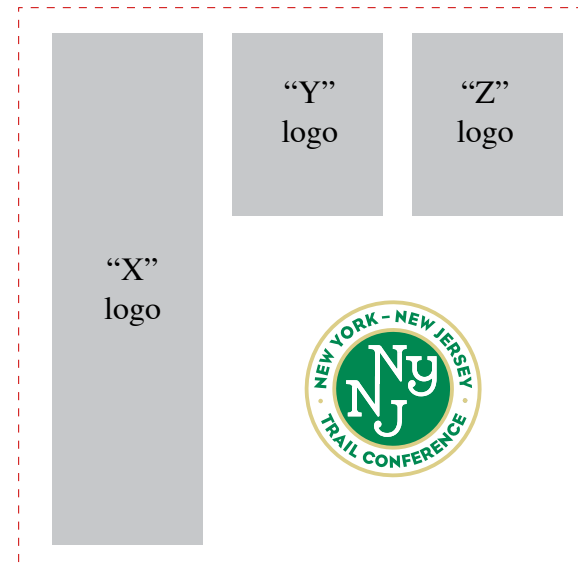


## Placement

It is important that the mark is impactful and legible across all applications. To ensure this, we suggest a minimum clear space area around the mark. This space is ideally double the width of the white outer band.



Always set the logo apart for maximum visual impact. This is especially important when Trail Conference's logo appears alongside other organizations logo's and marks.



# Protecting the Logo

The examples below illustrate misuse of the logo.

As a rule, always reproduce the logo from master digital artwork and do not modify or alter it in any way.



Do not use busy graphics behind the logo.



Do not delete any elements of the logo.

Connecting People with Nature since 1920



Do not change the placement of the tagline.



Do not change the logo's color.



Do not rotate the logo.



Connecting People  
with Nature  
since 1920

Do not alter the tagline.



Do not add new effects to the logo.



Do not change the logo's fonts.



*Connecting People with Nature since 1920*

Do not change the tagline's fonts.



Do not crop the logo.



Do not delete "the shield" from the logo.



Connecting People with Nature since 1920

Do not resize the logo or the tagline, in relation to each other.

The font family used for all New York-New Jersey Trail Conference headlines is Interstate. You may use this font for all headlines, subheads, and graphic text.

## Interstate Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(.,;:?\$&-\*)

## Interstate Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(.,;:?\$&-\*)

## Interstate Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(.,;:?\$&-\*)

Interstate Light may be used for the body copy or text documents. Interstate Bold should still be used for headlines or any graphical use of text in the documents. When not available, Arial should be used.

We discourage the use of additional fonts.

Use Interstate Regular to highlight important information in the text.



Example

### Header in Interstate Bold

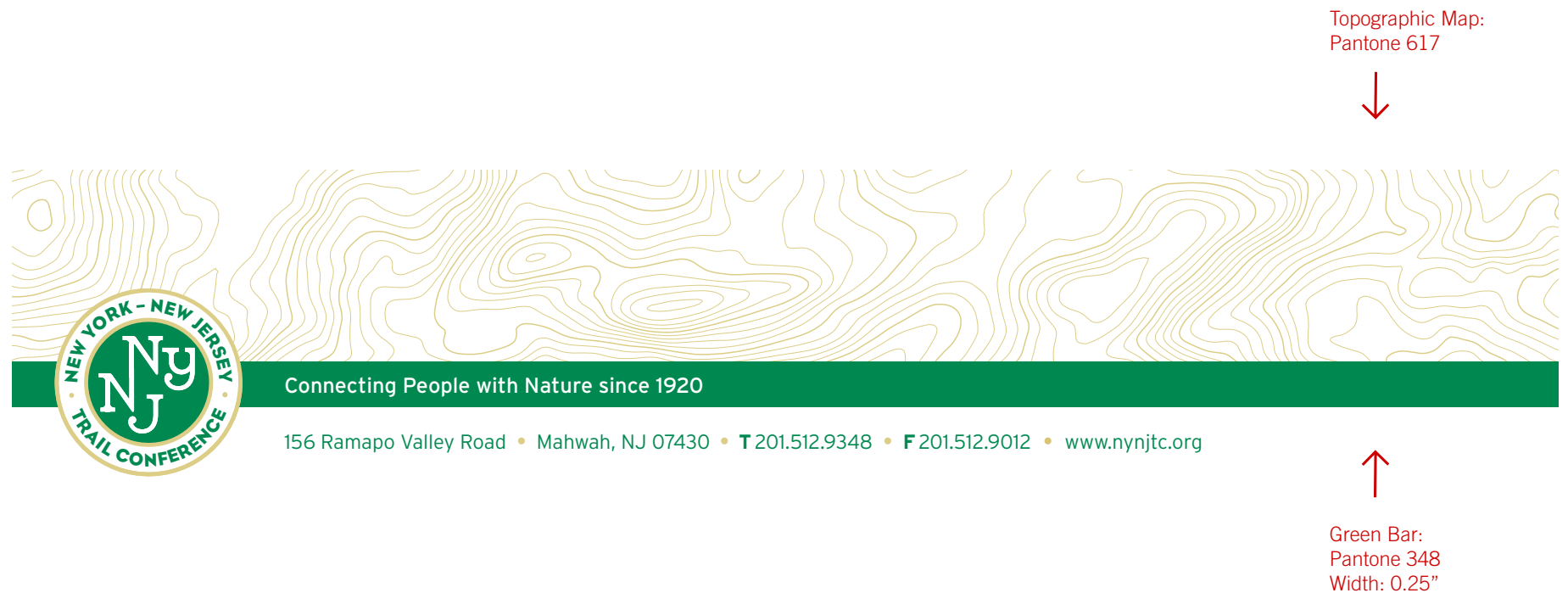
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sed nunc sit amet odio tristique dignissim. Sed eget quam. Duis bibendum fringilla leo. Nam est. Cras rutrum convallis leo. Nunc a lectus. Praesent dignissim nunc ut nulla consectetur ornare. Pellentesque blandit ultricies ligula. Etiam pulvinar odio vitae nisi. Nulla facilisi. In vehicula quam. Nunc fermentum diam adipiscing felis.

**Etiam egestas elit a orci.** Nam semper. Vestibulum vulputate elit vel nunc. Etiam ut quam sit amet massa faucibus accumsan. Sed nisi. Mauris gravida. Integer turpis. Nam id urna. Morbi hendrerit ornare quam. Phasellus at enim. Nam vitae ipsum. Proin porta, nisl placerat porttitor aliquet, massa nunc tincidunt odio, eu commodo pede tortor et felis. Quisque elit. Aliquam volutpat varius mauris. Phasellus pulvinar justo molestie nibh. Proin aliquam quam at eros. Aenean porttitor tristique mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

## Supporting Elements: Bar and Topographic Map

In standard printed documents such as the letterhead, a green bar and a topographic map can and should be used as supporting brand elements.

These supportive elements are illustrated below:





This shows the correct position for copy printed onto letterhead.

Letter should begin approximately 0.5" from the bottom of the Trail Conference banner.

Body copy: Interstate Light 10pt with 14pt leading

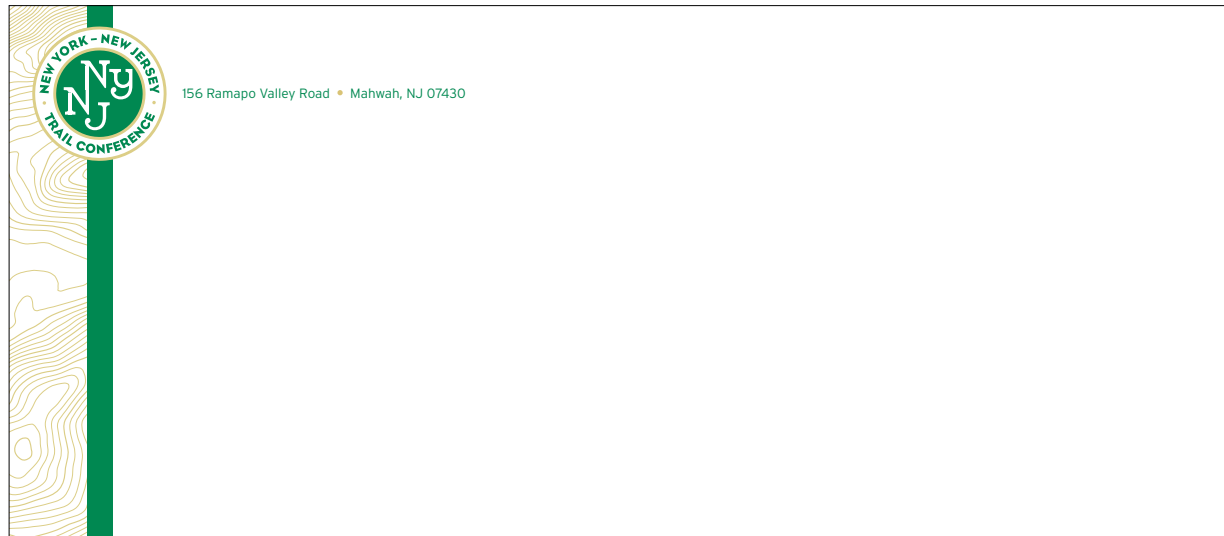
Letter should not come closer than 0.5" from the bottom of the page

left margin: 1.5"

right margin: 0.75"



This shows the layout for envelopes and business cards:



All materials should either be created under the supervision of the Executive Director or be approved by the Executive Director before being made public or sent to print.

