Sterling–Fair Haven
Community
Connection
Trail

Community Connection Trail
BRAND GUIDELINES

Spring 2024

Welcome to the Sterling-Fair Haven Community Connection Trail Brand Guide! This guide is your comprehensive resource for understanding and representing our trail's brand consistently and effectively.

The Sterling-Fair Haven Community Connection Trail brand embodies an artistic approach through implied shapes and textures, evoking a sense of exploration and community interconnectedness. Think of it as an abstract composition reminiscent of winding pathways through nature.

The textures and fluid movement within our brand create a feeling of access and inclusion. Our airy color palette, inspired by nature and featuring a variety of blues and greens, allows the natural essence to shine through while maintaining bold contrast for accessibility.

Whether you're designing signage, creating promotional materials, or communicating with our audience, this guide will provide you with the tools and knowledge you need to represent the Sterling-Fair Haven Community Connection Trail brand authentically.

Thank you for being a part of our trail's community and for helping us maintain a strong and consistent brand presence.

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Both the stacked and horizontal style logos may only appear in the proper 2-color, grayscale, all black, or reversed-out in white.

Always use one of the provided logo files—do not alter or adjust any part of the logo.

STACKED LOGO

INLINE LOGO

COLOR

GRAYSCALE

BLACK

WHITE

Avory I PE Variable family which includes Thin, Extralight, Light, Regular, Medium, Semibold, Bold, Extrabold and Black is the primary typeface. All collaterals produced In Adobe InDesign or Illustrator must use the Avory I PE Variable family font. Roboto family font is the secondary font. It is used for all Microsoft and Google applications. All collaterals produced in Word, Excel, PowerPoint, Google Slides, Sheets and Numbers must use the Roboto family font. Do not mix the fonts in the same application. Avoid using any underline in body copy or headlines. For emphasis, use bold or black.

PRIMARY FONT Avory I PE Variable Family (Logo Font) & Thirsty Script Family (Alternative Display Font)

Avory I PE Variable Black
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz 1234567890
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Avory I PE Variable Extrabold
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NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz 1234567890
¢?!$¢£Ææ™®©

Avory I PE Variable Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz 1234567890
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Avory I PE Variable Semibold
ABCDEFGHIJKLM
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Avory I PE Variable Medium
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Avory I PE Variable Regular
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Avory I PE Variable Light
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Avory I PE Variable Extralight
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Avory I PE Variable Thin
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Thirsty Script Black
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NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz 1234567890
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Thirsty Script Bold
ABCDEFGHIJKL
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz 1234567890
&?!$¢£Ææ℠®©

Thirsty Script Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
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SECONDARY/UNIVERSAL FONT Roboto Family

Roboto Black
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890
&?!$¢£Ææ™®©

Roboto Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
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stuvwxyz
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Roboto Medium
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
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stuvwxyz
1234567890
&?!$¢£Ææ™®©

Roboto Regular
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Roboto Light
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abcdefghijklmnopqr
stuvwxyz
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&?!$¢£Ææ™®©

Roboto Thin
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Color plays an important role in building and maintaining a strong and recognizable brand.

Primary Colors
Use our primary colors for core brand elements such as logos, typography, and key brand assets. These colors are foundational and should be used consistently across all brand communications to maintain brand recognition and identity.

Secondary Colors
Our secondary colors complement our primary colors and add depth and variety to our brand palette. Use these colors for supporting elements in marketing materials such as reports, maps, graphics, etc. for backgrounds, accents, and additional design elements to create visual interest while maintaining brand cohesion.

Primary Colors

PMS: 20-8C
CMYK: 0 50 100 0
RGB: 247 148 29
HEX: F7941D

PMS: Process Cyan
CMYK: 100 0 0 0
RGB: 0 174 239
HEX: 00AEEF

PMS: 114-6C
CMYK: 75 13 0 35
RGB: 0 122 164
HEX: 007AA4

Secondary Colors

PMS: 126-16C
CMYK: 100 0 41 60
RGB: 0 89 89
HEX: 005959

PMS: 139-6C
CMYK: 75 0 71 0
RGB: 40 182 122
HEX: 28B67A

PMS: 40-8C
CMYK: 0 83 92 0
RGB: 240 83 45
HEX: F0532D

Photography is critical to the branding of the Community Connection Trail. High-quality, clear and colorful photos are preferred. When selecting or creating photography, think exciting, adventurous, engaging, and fun. Making the brand stand out with your images is all about contrast and legibility. The logo should be able to be read at a glance, without any distracting elements or patterns underneath.

Use the full color (grayscale or black) version as an overlay on a photo with a light background.

Use the grayscale (or black) version as an overlay on a photo with a light background.

Switch to a reverse (all white) version with a photo with a dark background.

At times, a non-standard color treatment may be necessary. Using the same standards for readability and legibility colors may be appropriate.

FULL COLOR ON BLACK

WHITE ON BLUE

GRAYSCALE ON GOLD

BLACK ON RED

CLEAR SPACE

To protect the integrity and clarity of the Community Connection Trail logo, a minimum amount of clear space, equal to measure approximately 1/3 of the overall height should surround the logo when possible. To prevent other graphics from interfering with your brand, a minimum clear space around the logo is recommended. As the size of the logo changes, the clear space should proportionally remain the same. The objective isn't perfection, but rather to provide adequate space.

MINIMUM SIZE

To maintain the legibility of the mark, the minimum size at which the logo can be reproduced is 1.15" wide for print and 85px for digital.

To properly strengthen our brand and its effectiveness, care must be taken to ensure correct and consistent signature use in every application.
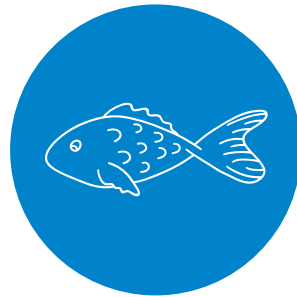
- DO NOT stretch or distort the logo.
- DO NOT turn the logo on an angle.
- DO NOT alter the icon in any way.
- DO NOT place color logos on clashing color backgrounds.
- DO NOT pair the logo with other phrases, or introduce other typefaces.

PRINT

.75 in

1.15 in

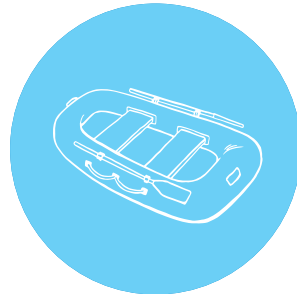**DIGITAL**

50px

85px
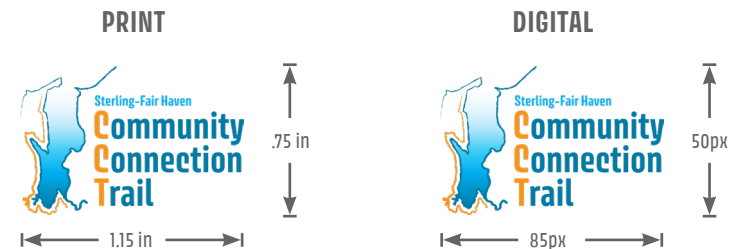
HIKING

FISHING

BIRD WATCHING

LEAF WATCHING

CAMPING

PADDLING

BICYCLING

WALKING

Linking People, Recreation, & Nature