GRAPHIC STANDARDS MANUAL

THE BRAND

LOGO
Brand Identity

Our logo incorporates colors, typeface and graphic treatments to help solidify this program's brand identity.

Community Ring CMYK 100 0 77 22

Community - CMYK 100 0 77 22

A.T. Symbol - CMYK 00 00 00 00

Sky - CMYK 100 45 0 18

Community Outline
CMYK 100 0 77 22

Hiker - CMYK 00 00 00 00

Trail - CMYK 00 00 00 00
Conservancy CMYK 100 45 0 18

Trademark

ATC - CMYK 100 45 0 18

Outer Ring
CMYK 100 45 0 18

APPALACHIAN TRAIL COMMUNITY

APPALACHIAN TRAIL CONSERVANCY

TM

MINIMUM SIZES
Visual Integrity

The minimum size specified assures that the logo always maintains its visual integrity. Suggested minimum size is 1.2" in width and length. Demonstration below is a visual scale of logo on a standard business card (3.5" x 2").

1.2" x 1.2"

Standard Business Card (3.5 x 2)
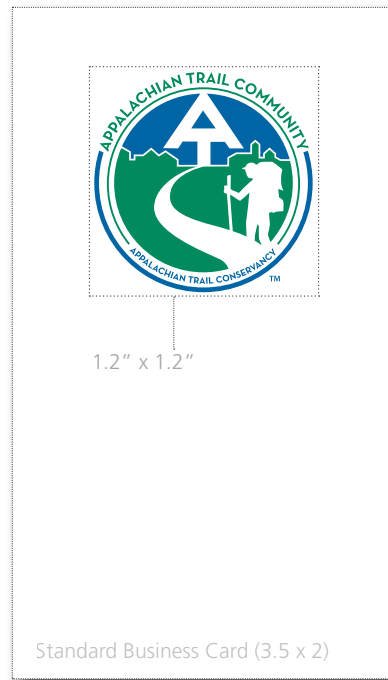
TRADEMARK
Intellectual Rights

The trademark symbol (™) is used to identify that the program to which the trademark appears originate from a unique source. **This mark should be used whenever possible.**

TM ·············· Trademark

CLEAR SPACING
Never Looks Crowded

Minimum clear space around the logo should be equal to the height of "Community" as illustrated below.

Clear Spacing

COLORS

COLOR
Color Specifications

Listed here you'll see standard color values for the Appalachian Trail Community™ brand. Below are the official PMS spot colors, CMYK values for use in full-color printed materials, and RGB values for use in digital environments like the Web, PowerPoint presentations, and multimedia. Note the slight difference between "Websafe" – or browser-friendly – colors and "actual" values. Use the actual values if the application allows this.
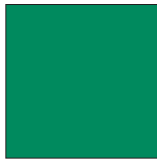
CMYK
100 45 00 18

CMYK
100 00 77 22
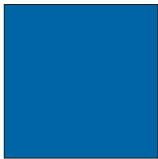
CMYK
100 100 100 100

CMYK
00 00 00 00

PANTONE 2945 PC
TRUMATCH 34-a3

PANTONE 348 PC
TRUMATCH 20-a4

Black

White

RGB
00 101 164

RGB
00 138 94

RGB
00 00 00

RGB
255 255 255
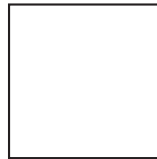
Websafe
#0065A4

Websafe
#008A5E

Websafe
#000000

Websafe
#FFFFFF

COLOR
One-Color Positive

All one-color positive logos should be printed in 100% black.

COLOR
One-Color Reverse

All one-color reverse logos should have the logo in all white with a clean background.

>> Gradient

All background colors below a 50% opacity value should revert to colored logo or one color positive logo.

USAGE
Incorrect Logo Usage

Do not print one-color positive logo in any color except 100% black.

Do not use at an angle.

Do not add three-dimensional effects to the logo, such as drop shadows.

Do not distort the logo or alter its proportions.

Do not add or subtract elements to create specialized versions of the logo.
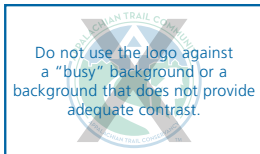
Do not use colors other than the approved green and blue or solid black.

Do not substitute or alter typefaces.

Do not use the logo against a "busy" background or a background that does not provide adequate contrast.

Do not fad out the logo as a background and overprint it with text.

Do not add your own tagline.

TYPOGRAPHY

TYPOGRAPHY
Primary *(Graphic Design Use Only)*

Frutiger has been selected as the official typeface. Frutiger Light for text, Frutiger Roman for subheads and Frutiger Bold for headlines are the recommended typestyles, but the entire Frutiger family is acceptable. For electronically distributed documents such as html, PowerPoint or Microsoft Word documents you may substitute Frutiger with Arial.

Frutiger 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger 46 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger 56 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger 66 Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger 75 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger 76 Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger 95 Ultra Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ALTERNATE TYPEFACES
Internal Use

Our alternate typefaces, *for internal use*, is **Arial**. This font reference the clean look of our primary typeface and should be used whenever possible. Some examples of usage include electronically distributed documents such as html, PowerPoint or Microsoft Word documents.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

APPALACHIAN TRAIL COMMUNITY
Program Name In Copy

When Appalachian Trail Community™'s name is feature in text with body copy. It should appear as follow: "Appalachian Trail Community™".

IMAGES

IMAGES
Logo Placement On Images

When the logo is placed over an image, it is important that the organization's name can be clearly read.

Questions? Comments?
Contact ATC's Marketing & Communications Department at
304.535.6331 ext. 117