



APPALACHIAN TRAIL
CONSERVANCY®

GRAPHIC STANDARDS MANUAL

ATC

THE BRAND

Appalachian Trail Conservancy



BRANDING

One Organization, One Mission, One "Look"

What sets the Appalachian Trail Conservancy (ATC) apart from other conservation groups? What unites us, an organization with several different offices and thousands of supporters? What makes us instantly recognizable and connects us to volunteers, members, media, and the general public? There's our mission and our good work, of course. Then there's what marketers call branding.

Branding is the clear and consistent communication of our mission, vision, and use of the elements of graphic design to project a positive, cohesive image of ATC. In this booklet you will find general rules and principles for using the ATC identity – from using the organization name in a sentence to using the logo on paper, signage, or product. Every employee and independent contractor is responsible for upholding and reinforcing ATC's brand by adhering to the standards and procedures set forth in this manual. By being true to these standards, we are able to insure that ATC continues to deliver a consistent message to our volunteers, members, supporters, and friends in the years to come.

If you have questions or suggestions about these standards, are considering new communication materials, or need a copy of the official logo, please contact ATC's Marketing and Communications department at 304.535.6331 ext 117.



MISSION & VISION

Goals & Objective

Mission Statement

Our mission statement describes who we are and what we do into a single sentence. This statement captures the essence of ATC. When using this mission statement in any marketing collateral **copy it exactly as worded below**, without excluding any words or phrases.

Our Mission:

To preserve and manage the Appalachian Trail – ensuring that its vast natural beauty and priceless cultural heritage can be shared and enjoyed today, tomorrow, and for centuries to come.

Vision Statement

Our vision statement defines the desired future state of the organization in terms of its fundamental objectives. When using this vision statement in any marketing collateral **copy it exactly as worded below**, without excluding any words or phrases, or copy the first paragraph only.

Our Vision:

The Appalachian Trail Conservancy aspires to connect the human spirit with nature – preserving the delicate majesty of the Trail as a haven for all to enjoy.

We are committed to nurture and protect this sacred space through education and inspiration. We strive to create an ever-expanding community of doers and dreamers, and work to ensure that tomorrow's generations will experience the same mesmerizing beauty we behold today.



LOGO

Brand Identity

ATC's logo incorporates colors, typeface and graphic treatments to help solidify the organization brand identity.



Sunburst - CMYK 100 45 0 18

Ring - CMYK 100 0 77 22

A.T. Symbol - CMYK 100 45 0 18

APPALACHIAN TRAIL
C O N S E R V A N C Y®

Name - CMYK 100 45 0 18

Registered Trademark

Name - CMYK 100 0 77 22

www.appalachiantrail.org

Tag Line - Font: Frutiger

CMYK 100 45 0 18

*See tagline (Page 9)



LOGO

Logo Versions



APPALACHIAN TRAIL
CONSERVANCY®



APPALACHIAN TRAIL
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Join the Journey®



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www.appalachiantrail.org



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TAGLINE

Promotional and Motivational

There are two types of taglines used with ATC's brand: promotional and motivational.

Promotional

The promotional tagline "www.appalachiantrail.org" can be used in conjunction with the logo. This method is meant to increase web traffic to the organization's website and therefore should be used as much as possible for promotional purposes.



Motivational

The motivational tagline "Join the Journey®" can also be used in conjunction with the logo. This method is meant to provide a call to action or motivate the reader.





TRADEMARKS

Intellectual Rights

The traditional trademark symbol (™) or federal registration symbol (®) are used once the logo or tagline has been registered with the United States Patent and Trademark Office. These marks are used to indicate intellectual rights. **These marks should be used whenever possible.**



APPALACHIAN TRAIL
CONSERVANCY®

Join the Journey®





CLEAR SPACE

Never Looks Crowded



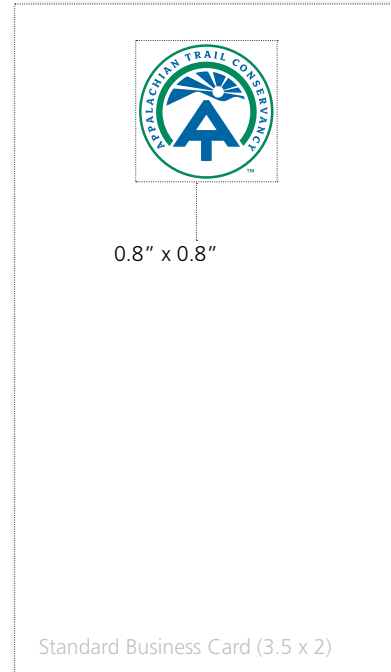
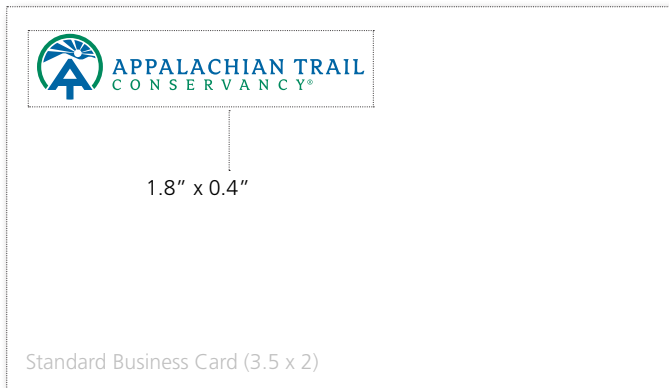
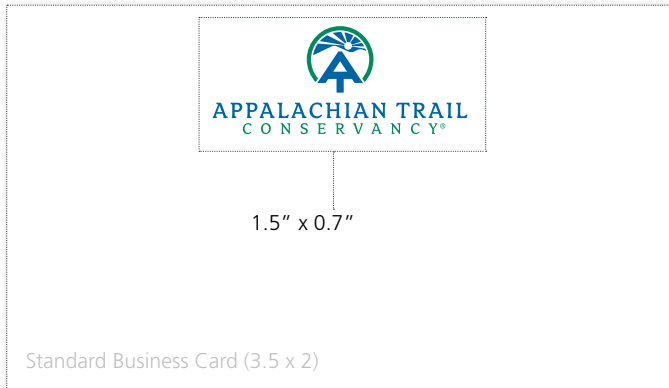
Minimum clear space around the logo should be equal to the height of "Conservancy" as illustrated above.



MINIMUM SIZES

Visual Integrity

The minimum size specified assures that the logo always maintains its visual integrity. Suggested minimum 1.5" in width (centered logo), 1.8" in width (left aligned logo) and 0.8" in width and length (circular logo). Demonstration below is a visual scale of logo on a standard business card (3.5" x 2").



008A5E

COLORS

Blue | Green | Black | White



COLOR

Color Specifications

Listed here you'll see standard color values for ATC as well as its accent colors. 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

PANTONE 2945 PC
TRUMATCH 34-a3

RGB
00 101 164

Websafe
#0065A4



CMYK
100 00 77 22

PANTONE 348 PC
TRUMATCH 20-a4

RGB
00 138 94

Websafe
#008A5E

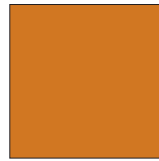


CMYK
00 60 100 60

PANTONE 725 PC
TOYO o839

RGB
124 63 09

Websafe
#7C3F09

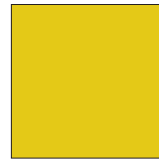


CMYK
00 54 95 17

PANTONE 153 UP
TRUMATCH 8-a3

RGB
209 120 33

Websafe
#D17821



CMYK
00 07 95 13

PANTONE 606 PC
TRUMATCH 11-a3

RGB
229 200 24

Websafe
#E5C818



CMYK
100 100 100 100

Black

RGB
00 00 00

Websafe
#000000



CMYK
00 00 00 00

White

RGB
255 255 255

Websafe
#FFFFFF



COLOR

Expanded Color Palette (CMYK Value)

									
50 01 13 00	81 19 39 01	12 07 02 00	49 02 01 00	51 24 01 00	01 02 10 00	05 20 51 00	09 100 54 01	100 99 10 02	34 95 00 17
									
00 05 00 02	30 14 00 05	70 32 00 13	100 45 00 18	100 50 00 64	100 90 00 00	368 76 00 18	10 19 00 13	100 00 00 00	71 53 05 83
									
10 00 08 02	20 00 15 04	40 00 31 09	100 00 77 22	100 00 83 78	100 00 54 00	100 00 100 00	69 47 75 18	55 33 60 17	27 05 33 13
									
00 01 10 01	00 02 19 04	00 03 38 05	00 07 95 13	00 08 100 46	00 14 90 00	05 00 93 00	00 46 00 00	62 100 00 00	00 100 00 00
									
00 05 10 02	00 11 19 04	00 22 38 07	00 54 95 17	00 60 100 60	00 100 90 00	00 79 86 11	26 69 74 18	12 55 60 17	00 20 22 13
									
00 00 00 05	00 00 00 10	00 00 00 20	00 00 00 30	00 00 00 40	00 00 00 50	00 00 00 60	00 00 00 70	00 00 00 80	00 00 00 90



COLOR

One-Color Positive

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



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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 the ATC's icon without clearly stating the organization's name.



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 fade out the logo as a background and overprint it with text.



Do not add your own tagline.



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

FRUTIGER

TYPOGRAPHY

Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuv

0123456789



TYPOGRAPHY

Primary (*Graphic Design Use Only*)

Frutiger has been selected as ATC's 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



TAGLINES

Special Tags

When used in conjunction with the logo, the promotional and descriptive taglines used with the ATC's brand should be in the font **Frutiger 66 Bold Italic**.



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www.appalachiantrail.org



ATC

Organization Name in Copy

When ATC's name is featured in text with body copy, it should appear as follows:
"Appalachian Trail Conservancy".

The proper abbreviation for the organization's name in body copy is: "ATC".

NOT: A.T.C.

Keep in mind that you cannot use the abbreviation version of the organization's name without having the full name spelled out prior to it. Individuals who are not familiar with the organization will not know what "ATC" stands for, so it is important that you provided clarification – Ex. Appalachian Trail Conservancy (ATC).



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.



Logo in full color over clean space on photo



Logo in one color over clean space on photo



Logo in reverse color over colored space on photo

Questions? Comments?

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