

NORTH COUNTRY TRAIL ASSOCIATION BRAND STANDARDS + STYLE GUIDE



INTRODUCTION

The mission of the North Country Trail Association is to develop, maintain, protect, and promote the North Country National Scenic Trail as the premier hiking path across the northern tier of the United States, through a trail-wide coalition of volunteers and partners.

This Brand Standards + Style Guide offers guidance to those seeking to support the mission of the NCTA, especially through marketing, outreach, and other communications materials. Maintaining brand consistency ensures that the North Country Trail and the North Country Trail Association are quickly, easily, and professionally recognized, and thus, remembered.

An NCTA Branding Package is available for free download at **northcountrytrail.org/outreach-and-communication**. Upon visiting this web page, an Access and Use Disclaimer message will appear. Please review these terms before proceeding. The NCTA Branding Package is a .zip file containing multiple variations of the NCTA logo (e.g. with and without the eight-state map, with and without the tagline), as well as typography and font files. Download this package and install typography on your computer before designing marketing, outreach, and other communications materials.

For more resources, visit **northcountrytrail.org**. If you have additional questions or need additional assistance, contact the NCTA Marketing and Communications Coordinator.

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LOGOS + MARKS

A variety of marks are available for promoting the NCTA and the NCNST. The simplest and most common is the main logo featuring “North Country Trail Association,” the North Star, and an S-shaped trail graphic.

The eight-state map logo is another popular choice for promoting the North Country National Scenic Trail (NCNST). This design includes a map graphic of the eight NCNST states and the full Trail line. Depending on the version, this can also include the NCTA logo, NCNST emblem, and/or NCTA tagline. The colors of the states and Trail line may be altered, and the Great Lakes (blue) may be removed if this graphic is used in map-only form (without the NCNST emblem and/or NCTA logo and/or NCTA tagline).

Chapters are encouraged to utilize their custom marks that have been produced for them. A Chapter mark consists of the NCTA logo with a Chapter name beneath it.

All of these options are available for free download at northcountrytrail.org/outreach-and-communication or by contacting the NCTA Marketing and Communications Coordinator.



The North Country National Scenic Trail (NCNST) emblem (left) is not to be used as an alternative to the North Country Trail Association logo. The emblem is a National Park Service (NPS) mark and therefore, its use must be approved by *NPS.

Questions about or permission requests for use of the emblem should be directed to the NCNST NPS administration office in Lowell, Michigan, or to the NCTA Marketing and Communications Coordinator.

*The NCNST emblem’s placement within the eight-state (NCTA) logo has been approved. Use of this version of the eight-state map logo is acceptable with NCTA permission.



▲ Main logo, no tagline



▲ Main logo + tagline



▲ NCTA Chapter logo



▲ White + gold



▲ White + black



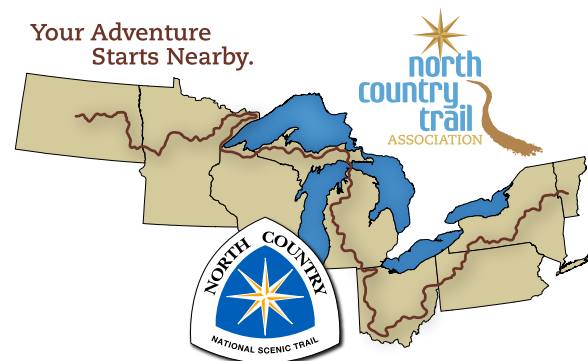
▲ Blue, letterhead



▲ White



▲ Black



▲ Eight-state logo + NCTA, NCNST emblem, and tagline

LOGOS + MARKS

A variety of marks are used by the NCTA for programs such as the Next Generation Coalition and the Hike 100 Challenge, and for giving (donor and member) levels. There are also established design templates and components (e.g. email header images) for NCTA email communications.

Use of the giving level marks is typically reserved for NCTA staff. Requests to utilize these marks must be approved by the NCTA Director of Development and Communications.

Use of the NCTA program marks in NCTA/NCNST marketing and outreach efforts is encouraged. The NCTA reserves the right to request content removal or alteration if these program marks are used inappropriately (e.g. not for NCTA/NCNST marketing and outreach efforts, or if paired with offensive messaging).

Use of the following email header templates is reserved for NCTA staff.

PROGRAMS



▲ Next Generation Coalition mark, black



▲ Next Generation Coalition mark, white



▲ Next Generation Coalition mark, blue



▲ Abbreviated mark, black (L), white (R)



▲ NCTA Trail Town program mark



▲ 2022 Hike 100 Challenge patch

GIVING LEVELS + MEMBERSHIP



▲ Founders Circle giving level mark (\$500+ annually)



▲ Founders Circle sticker



▲ Trail Angels giving level mark (\$250+ annually)



▲ Trail Angels sticker



▲ Trail Scouts giving level sticker (\$100+ annually)



▲ Mile Makers Club mark + sticker (monthly donors + members)

LOGOS + MARKS

EMAIL HEADER TEMPLATES



▲ Blue Blaze Bulletin, NCTA monthly e-news



▲ e-North Star, quarterly NCTA membership magazine



▲ Hike 100 Challenge participant email, delivered (approx.) seasonally or quarterly



▲ NCTA Chapter + Affiliate Leadership monthly e-news

NORTH STAR MAGAZINE

The North Star is published quarterly for promotional and educational purposes, and as a benefit of membership in the NCTA. All rights reserved. No part of this publication may be reproduced in any form without written permission of the NCTA.



LOGOS + MARKS

MISCELLANEOUS

The NCTA consistently utilizes a variety of custom icons for marketing, outreach, and development communications.

Use of these icons is typically reserved for NCTA staff. Requests to utilize these icons should be directed to the NCTA Marketing and Communications Coordinator.



▲ Trail Use icon



▲ Trail Work icon



▲ Partnership icon



▲ Volunteers icon



▲ Events icon

LOGO APPLICATION

Blank Space. To ensure maximum visibility and impact, and to avoid crowding with other nearby text, graphics, or edges, a “cushion” of blank space should surround every mark upon placement. Use the height of the “C” in “Country” of the NCTA logo as a guide for the minimum amount of blank space around the entire mark (right).



Position. Always place marks upright. Do not rotate, alter proportions, or distort.

Size. Consider clarity of the mark and its placement purpose. Preferably, the NCTA logo should not be made smaller than one inch tall (left). Vector files of NCTA marks are ideal for print projects like clothing or large-scale items like banners. Unlike flat image files (such as .jpg) vectors are not made of pixels and can be scaled up or down indefinitely without losing visual quality.

Color. To ensure brand consistency and maximum visibility, do not significantly alter the *colors of the marks. There are a few acceptable alternatives to the traditional logo (page 3). Do not place marks on background colors or textures that make them illegible (right).

Effects. It is not recommended to add special effects such as inner or outer glow. A drop shadow can occasionally be helpful for visibility, but consider the spread and opacity of the shadow, as well as the background color.

Alteration. To ensure brand consistency, do not substitute any typeface within the marks. Do not add text or alter components. NCTA Chapter logos are available.

*If color alteration is required for print production purposes, contact a professional graphic designer, print production specialist (e.g. print shop staff where the products are being produced), or the NCTA Marketing and Communications Coordinator.



The black dotted lines are the minimum blank space border. Other objects or text should be placed outside of that, and the mark should be placed that far in from any edges. A copy of the “C” from “country” is shown in the top-left corner to display its height guidance from the edges of the logo itself.



Do not rotate.



Do not alter proportions.



Do not distort.



Do not alter color.



Do not place on colors that make the marks unreadable.



Consider effects like drop shadow carefully.



Do not substitute typefaces.



Do not alter logo components.

COLORS




The NCTA logo is comprised of three primary brand colors: blaze blue, yellow, and gold. The secondary brand colors that can compliment the primary colors well. It is totally acceptable to use colors not listed here for promotion of the NCTA/NCNST. For example, the *North Star* magazine's color palette is quite robust. Contact NCTA Marketing and Communications Coordinator for additional insight into the *North Star*'s color palette.

It is not permissible to alter colors within the NCNST emblem. Colors within the NCTA logo may be altered in alignment with the options listed on page 3 of this document.







Use CMYK color values for printed materials. Use RGB color values for digital materials. Hex values (e.g. #A1B2C3) are helpful for use in applications such as the Adobe Creative Cloud. Professional print shops and vendors often reference Pantone color values. Their representatives will usually work with you to match colors. There are also online resources available.



PRIMARY BRAND COLORS

 #5CA8D8 R92 G168 B216 C61 M20 Y2 K0	 #B3854D R179 G133 B77 C28 M47 Y79 K7	 #D9B65D R217 G182 B93 C16 M26 Y76 K0
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SECONDARY BRAND COLORS

 #6B342A R107 G52 B42 C37 M78 Y78 K45	 #4D8BB3 R77 G139 B179 C72 M15 Y15 K0	 #3C6E8C R60 G110 B140 C81 M50 Y30 K7
 #D9D9D9 R217 G217 B217 C14 M10 Y11 K0	 #799B50 R121 G155 B80 C57 M22 Y87 K4	 #262626 R38 G38 B38 C71 M65 Y64 K69

MISCELLANEOUS ADDITIONAL COLORS

 #FDEB01 R253 G235 B1 C4 M1 Y98 K0 <i>(Hike 100 Challenge)</i>	 #426F67 R66 G111 B103 C76 M40 Y57 K19 <i>(Mile Makers Club)</i>	 #9C92AB R156 G146 B171 C41 M41 Y20 K0 <i>(Mile Makers Club)</i>
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TYPOGRAPHY + FONTS

Multiple typefaces and fonts are available for NCTA/NCNST promotion and correspondence. To ensure brand consistency, use of these typefaces is strongly encouraged in outreach materials, though not required.

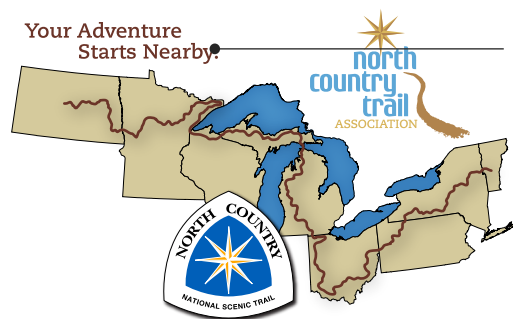
Since 2019, the National Park Service utilizes NPS Rawlinson and Frutiger (and all font variations of both, such as **bold** or *italic*). Contact the National Park Service about use of these typefaces.

Most typefaces listed here, that are part of NCTA branding, are available for download and installation at northcountrytrail.org/outreach-and-communication. Contact the NCTA Marketing and Communications Coordinator with questions about this process.



Rogue Sans

Caecilia Lt Pro



Caecilia Lt Pro

Caecilia LT Pro

Recommended for headlines and subheaders.

45 Light
46 *Light Italic*
55 Roman
56 *Italic*
75 **Bold**
76 **Bold Italic**
85 **Heavy**
86 **Heavy Italic**

Verdana

Recommended for body copy in promotional materials, and standard text in documents and emails.

Regular
Italic
Bold
Bold Italic

Gotham

Good for a variety of uses, including both headlines and body copy.

ExtraLight, *Italic*
Light, *Italic*
Thin, *Italic*
Book, *Italic*
Medium, *Italic*
Bold, Italic
Black, Italic
Ultra, Italic

Rogue Sans

Recommended for headlines and subheaders.

Medium

Quincy

Good for a variety of uses, including both headlines and body copy.

Thin, *Italic*
Light, *Italic*
Text, *Italic*
Regular, *Italic*
Medium, *Italic*
Bold, Italic
Extra Bold, Italic
Black, Italic

VENEER

TWO, *ITALIC*

RECOMMENDED FOR HEADLINES.

IMAGES

The North Country Trail Association utilizes **Flickr**, an online platform for photography storage and sharing:
[flickr.com/northcountrytrail](https://www.flickr.com/photos/northcountrytrail/)

Any images on the NCTA Flickr may be downloaded and used as long as proper photographer credit is included in the final product. If a photographer's name is not listed with the photo on Flickr, use **"Provided by the North Country Trail Association."**

While many images on the NCTA Flickr have been provided by NCTA staff, most are provided by volunteers and trail users. To this, not every image on the NCTA Flickr is guaranteed to be directly representative of the North Country National Scenic Trail (NCNST). For example, an image may be from a spur trail that is not officially NCNST.

A caption on Flickr might suggest the photo is from the NCNST, but exercise caution when captioning photos for alternative use, to ensure accuracy and appropriate representation of the NCNST. **The best indications that an image was captured on the North Country National Scenic Trail are visible blue blazes or official NCNST signage.**



Photo by Kate Lemon



Photo by Kate Lemon

Quality images and video clips that represent the NCTA/NCNST are always encouraged to be submitted to NCTA staff for consideration of inclusion in NCTA marketing, outreach, development, and training materials. Images, photographer credit, and optional captions can be emailed to any NCTA staff member. (Contact information can be found at **northcountrytrail.org/staff**.)

For consideration of inclusion in the *North Star* magazine, email images, photographer credit, and captions to **northstar@northcountrytrail.org**.

Photo and video submissions are typically accepted on a volunteer basis, but paid projects may be considered.

STYLE GUIDE

When writing about or on behalf of the NCTA or NCNST, please adhere to this Style Guide to ensure consistency and accuracy. Outside of this guide, the NCTA adheres to the AP Style Guide.

COMMON ABBREVIATIONS

NCTA	North Country Trail Association
NCNST	North Country National Scenic Trail
NCT	North Country Trail
NOCO	North Country Trail (<i>National Park Service</i>)
NST	National Scenic Trail
NPS	National Park Service
A-100	Allegheny 100 Hiking Challenge
BBB	Blue Blaze Bulletin
BOD	Board of Directors
GIS	Geographic Information System
H100	Hike 100 Challenge
JEDI	Justice, Equity, Diversity, Inclusion
LNT	Leave No Trace
NGC	Next Generation Coalition
RTC	Regional Trail Coordinator (<i>NCTA staff</i>)
VIP	Volunteers-In-Parks
ADK	Adirondacks, Adirondack Mountain Club (<i>N.Y.</i>)
BLM	Bureau of Land Management
BRT/BRTA	Border Route Trail, Association (<i>Minn.</i>)
BT/BTA	Buckeye Trail, Association (<i>Ohio</i>)
DCNR	Department of Conservation and Natural Resources
DEC	Department of Environmental Conservation
DNR	Department of Natural Resources
FLT/FLTC	Finger Lakes Trail, Association (<i>N.Y.</i>)
MALT	Middlebury Area Land Trust (<i>Vt.</i>)
NORTA	Northwestern Ohio Rails-to-Trails Association
PNTS	Partnership for the National Trails System
RCT/RCTC	Rachel Carson Trails, Conservancy (<i>Pa.</i>)
SHT/SHTA	Superior Hiking Trail, Association (<i>Minn.</i>)
TAM	Trail Around Middlebury (<i>Vt.</i>)
USFS	U.S. Forest Service
USFW	U.S. Fish and Wildlife Service

CHAPTER ABBREVIATIONS + STATES

ANF	Allegheny National Forest	Pa.
ARW	Arrowhead	Minn.
BSC	Brule-St. Croix	Wis.
BUT	Butler County	Pa.
FLY	Central Flyway	N.D.
CNY	Central New York	N.Y.
CHE	Chequamegon	Wis.
BAW	Chief Baw Beese	Mich.
CND	Chief Noonday	Mich.
CLA	Clarion County	Pa.
DPC	Dakota Prairie	N.D.
GTR	Grand Traverse Hiking Club	Mich.
HRB	Harbor Springs	Mich.
HTG	Heritage	Wis.
HSS	Hiawatha Shore-to-Shore	Mich. (UP)
ITM	Itasca Moraine	Minn.
J45	Jordan Valley 45°	Mich.
KEK	Kekekabic Trail	Minn.
LLC	Laurentian Lakes	Minn.
MAC	Marquette Area	Mich. (UP)
MWP	Minnesota Waters and Prairie	Minn.
NMK	Ni-Miikanaake	Mich. (UP)
PWC	Peter Wolfe	Mich. (UP)
SRV	Sheyenne River Valley	N.D.
SPW	Spirit of the Woods	Mich.
STN	Star of the North	Minn.
SSC	Superior Shoreline	Mich. (UP)
WAM	Wampum	Pa. + Ohio
WMI	Western Michigan	Mich.

Each Chapter maintains an email address that begins with the three letter abbreviation and ends with **@northcountrytrail.org** (e.g. anf@northcountrytrail.org).

CAPITALIZATION

- + Capitalize Trail when referencing the NCNST directly.
Example: "I hiked over 100 miles on the Trail this year."
- + Capitalize Chapter, Affiliate, and Partner when referencing an official NCTA Chapter, Affiliate, or Partner organization.
Example: "The Chapter maintains the Trail in this region."
- + Capitalize staff and Chapter leadership titles.
Example: Executive Director, Regional Trail Coordinator, President, Secretary
- + Capitalize Upper Peninsula and Lower Peninsula (Mich.) when without "of Michigan." Use lowercase with "of Michigan."
Example: "I hiked the entire lower peninsula of Michigan last year. This year, I am going to complete the Upper Peninsula."

SPELLING

- + **Roadwalk** is one word, when referencing a segment of Trail that shares pathway with a road (noun).
- + **Trailhead** is one word and capitalization is unnecessary.
- + **Thru-hike** with a hyphen and that specific spelling.
- + Mackinac Bridge, Mackinaw City

MISCELLANEOUS

- + Attempt to use North Country National Scenic Trail / NCNST in lieu of North Country Trail / NCT as often as possible
- + Use AP Style state abbreviations while writing.
Example: Mich. instead of MI
- + Use all-caps and no periods when abbreviating Upper Peninsula
Example: UP
- + Write out all numbers and use periods for time
Example: 7:00 p.m.
- + A-100: Use a hyphen when abbreviating Allegheny 100 Challenge.

- + Italicize *North Star* (magazine).

- + Hyphenate Hiawatha **Shore-to-Shore** Chapter

WEBSITE URLS

- + Remove **https://www.** when listing a URL for a cleaner and more concise appearance, unless the https:// is necessary to include for the URL to work properly.
Example: northcountrytrail.org instead of https://www.northcountrytrail.org/

STATE ABBREVIATIONS

Ala.	Alabama	Neb.	Nebraska
Ariz.	Arizona	Nev.	Nevada
Ark.	Arkansas	N.H.	New Hampshire
Calif.	California	N.J.	New Jersey
Colo.	Colorado	N.M.	New Mexico
Conn.	Connecticut	N.Y.	New York
Del.	Delaware	N.C.	North Carolina
Fla.	Florida	N.D.	North Dakota
Ga.	Georgia	Okla.	Oklahoma
Ill.	Illinois	Ore.	Oregon
Ind.	Indiana	Pa.	Pennsylvania
Kan.	Kansas	R.I.	Rhode Island
Ky.	Kentucky	S.C.	South Carolina
La.	Louisiana	S.D.	South Dakota
Md.	Maryland	Tenn.	Tennessee
Mass.	Massachusetts	Vt.	Vermont
Mich.	Michigan	Va.	Virginia
Minn.	Minnesota	Wash.	Washington
Miss.	Mississippi	W.Va.	West Virginia
Mo.	Missouri	Wis.	Wisconsin
Mont.	Montana	Wyo.	Wyoming

The following states should not be abbreviated:
Alaska, Hawaii, Idaho, Iowa, Maine, **Ohio**, Texas, and Utah.

Ref: Purdue University Online Writing Lab (OWL), AP Style State Abbreviations