

North Country Trail Association

# **Brand Standards + Style Guide**



## Introduction

The mission of the North Country Trail Association (NCTA) is to develop, maintain, protect, and promote the North Country National Scenic Trail (NCNST) 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 promotion of the trail and/or the Association. Maintaining brand consistency ensures that the trail and the Association are quickly, easily, and professionally recognized, and thus, remembered.

Branding guidance including typefaces, color codes, and logo use can be found in this document. Requests for materials such as logo files or other graphics and images can be directed to the NCTA Marketing and Communications Director. Additional resources can be found and branded materials and templates can be ordered at **[northcountrytrail.org/outreach](http://northcountrytrail.org/outreach)**.

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## Logo + Emblem

A variety of marks are available for promoting the trail and the Association. The two most common are the main Association **logo** and the trail **emblem**.



^ NCTA logo



^ NCNST emblem

These marks are not to be used interchangeably. The emblem is used to mark or promote the trail. It is property of the National Park Service (NPS) and therefore, its use must be approved by the NPS. It also cannot be used in an altered state without NPS approval. Submit permission requests for use of the emblem to the administration office ([nps.gov/noco](https://nps.gov/noco)) or via the NCTA Marketing and Communications Coordinator.

The NCTA logo is available in a variety of color schemes to best match the design it is included in.



Volunteers are encouraged to utilize their NCTA Chapter logo. One is available for each Chapter, and they can also be made available in the same variety of color schemes that the NCTA logo is offered in.



## Logo Application

Consider the following guidance when utilizing the NCTA logo or a Chapter logo. Contact the NCTA Marketing and Communications Coordinator with questions or to obtain a specific file type.

- A cushion of **blank space** around the logo will ensure maximum visibility and impact, and to avoid crowding with nearby text, graphics, or document edges.
- Always **position** the logo upright. When shrinking or enlarging it, do so proportionally, as to not rotate or distort it.
- When choosing a **size** for the logo, consider its clarity and resolution to ensure legibility.
  - Depending on your project, you may need a specific file type, such as a .png image file or a vector file.
- To ensure brand consistency and maximum visibility, do not alter the **colors\*** of the logo. Do not place the logo on background colors or textures that make it illegible.
- **Special effects** like an outer glow or feathered edges are not recommended to be added to the logo. A *drop shadow* is

acceptable on occasion to help with visibility, but consider the spread and opacity of the shadow, as well as the background color.

- To ensure brand consistency, do not **alter** any components of the logo, including typeface or fonts, colors, or shapes. Do not add text to the logo.

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

## Other NCTA Marks

A variety of other branded marks and graphics are used by the NCTA for its programs and projects, and many are available to you.

The eight-state map is popular, helpful, and frequently used. It is offered in a variety of color variations and layouts, some of which include the NCTA logo and/or the NCNST emblem\*.



\*The emblem placement within the eight-state map has been approved by the NPS and therefore, additional NPS permission is not required for use of the eight-state map that includes the emblem.

## Programs



^ NCTA Trail Town program mark



^ Hike 100 Challenge annual patch (2024)

## Giving Levels + Membership



^ NCTA *Founders Circle* giving level mark (\$500+ annually)



^ NCTA *Trail Angels* giving level mark (\$250+ annually)



^ NCTA *Mile Makers Club* mark (monthly giving program)

## Typefaces

Multiple typefaces are available for NCTA and NCNST promotion. To ensure brand consistency, use of these typefaces is strongly encouraged when creating outreach materials.

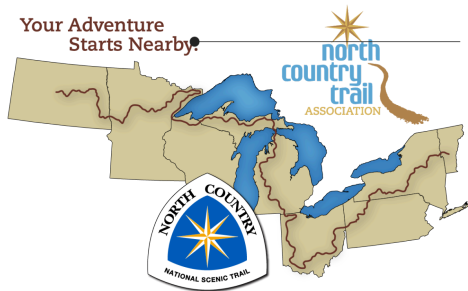
Most typefaces listed here are available to you. Contact the NCTA Marketing and Communications Coordinator with requests and questions about this process.

The National Park Service utilizes *NPS Rawlinson* and *Frutiger*. Contact the National Park Service about use of these typefaces: [nps.gov/noco/contacts.htm](https://www.nps.gov/noco/contacts.htm).



Rogue Sans

Caecilia Lt Pro



Caecilia Lt Pro

## Caecilia LT Pro

Recommended for headlines.

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

## Verdana

Recommended for body copy.

Regular  
*Italic*  
**Bold**  
**Bold Italic**

## Gotham

Recommended for 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.

Medium

## Quincy

Recommended for both headlines and body copy.

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

## VENEER

RECOMMENDED FOR HEADLINES.

**TWO, ITALIC**

## Colors




The NCTA logo contains three primary brand colors: blaze blue, a yellow, and a gold. The secondary brand colors are utilized across a variety of NCTA communications and can be used in tandem with the three primary brand colors. It is acceptable to use colors not listed here for promotion of the NCTA/NCNST too, but this guidance is recommended to help maintain branding consistency.

It is not permissible to alter colors within the NCNST emblem without National Park Service (NPS) approval, as it is property of the NPS. Submit permission requests for use of the emblem and/or alterations to the administration office ([nps.gov/noco](https://nps.gov/noco)) or via the NCTA Marketing and Communications Coordinator.

Colors within the NCTA logo may be altered in alignment with the options listed on Page 2 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; they will usually work with you to match colors. There are also online resources available to find the Pantone match from a Hex value.



## Primary Brand Colors

	<b>#5CA8D8</b>		<b>#B3854D</b>		<b>#D9B65D</b>
	R92 G168 B216 C61 M20 Y2 K0		R179 G133 77 C28 M47 Y79 K7		R217 G182 B93 C16 M26 Y76 K0

## Secondary Brand Colors

### Winter Scheme

	<b>#005359</b>		<b>#D32027</b>
	R0 G83 B89 C93 M51 Y54 K31		R211 G32 B39 C11 M100 Y100 K2
	<b>#DEE5F4</b>		<b>#643843</b>
	R222 G229 B244 C11 M6 Y0 K0		R100 G56 B67 C48 M77 Y55 K40



### Spring Scheme

	<b>#AAB291</b>		<b>#416F66</b>
	R170 G178 B145 C36 M22 Y48 K0		R65 G11 B102 C76 M40 Y58 K19
	<b>#CCE9E3</b>		<b>#9C92AB</b>
	R204 G233 B227 C19 M0 Y12 K0		R156 G146 B171 C42 M41 Y20 K0





*Continued on next page.*

## Secondary Brand Colors (continued)

### Summer Scheme

 #3956A6 R57 G86 B166 C87 M75 Y0 K0	 #F7AA1B R247 G170 B27 C1 M39 Y100 K0
 #D0D2C7 R208 G210 B199 C18 M12 Y20 K0	 #D6424B R214 G66 B75 C11 M89 Y70 K1

### Fall Scheme

 #AE837C R174 G131 B124 C31 M50 Y46 K4	 #D0C7BF R208 G199 B191 C18 M18 Y22 K0
 #39482D R57 G72 B45 C70 M49 Y83 K49	 #D83827 R216 G56 B39 C9 M93 Y100 K2

## Images

The North Country Trail Association utilizes Flickr, an online platform for photography storage and sharing:

[flickr.com/northcountrytrail](https://www.flickr.com/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 please exercise caution when captioning photos to ensure accuracy and appropriate representation of the NCNST. The best indication that an image was truly captured on the NCNST is a visible blue blaze and/or official signage (e.g. the NCNST emblem or the eight-state map graphic).



Photo by Kate Lemon



Photo by Kate Lemon

High resolution images and video clips that represent the NCTA and/or NCNST are always encouraged to be submitted to NCTA staff for consideration of inclusion in NCTA marketing, outreach, development, and training materials. Image(s), photographer credit, and an explanation/caption can be emailed to any NCTA staff member: [northcountrytrail.org/staff](mailto:northcountrytrail.org/staff). For consideration of inclusion in the *North Star* magazine, email image(s), photographer credit, and caption(s) to [northstar@northcountrytrail.org](mailto: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 and/or NCNST, reference this guidance to ensure consistency and accuracy. The NCTA also consults the AP Style Guide.

### Common Abbreviations

For its first use in a document or post, etc. spell out a full title or phrase followed by its acronym in parentheses.

*Example:* The North Country Trail Association (NCTA) is...

<b>NCTA</b>	North Country Trail Association
<b>NCNST</b>	North Country National Scenic Trail
<b>NCT</b>	North Country Trail
<b>NOCO</b>	North Country Trail ( <i>National Park Service</i> )
<b>NST</b>	National Scenic Trail
<b>NPS</b>	National Park Service
<b>A-100</b>	Allegheny 100 [Hiking Challenge]
<b>BBB</b>	Blue Blaze Bulletin ( <i>NCTA monthly e-news</i> )
<b>BOD</b>	Board of Directors
<b>GIS</b>	Geographic Information System ( <i>mapping</i> )
<b>H100</b>	Hike 100 Challenge
<b>JEDI</b>	Justice, Equity, Diversity, Inclusion
<b>LNT</b>	Leave No Trace
<b>RTC</b>	Regional Trail Coordinator ( <i>NCTA staff</i> )
<b>VIP</b>	Volunteers-In-Parks

### Affiliates + Partners

<b>ADK</b>	Adirondack Mountain Club ( <i>New York</i> )
<b>BLM</b>	Bureau of Land Management
<b>BOR</b>	Bureau of Reclamation
<b>BRT/BRTA</b>	Border Route Trail, Association ( <i>Minnesota</i> )
<b>BT/BTA</b>	Buckeye Trail, Association ( <i>Ohio</i> )
<b>DCNR</b>	Department of Conservation and Natural Resources
<b>DEC</b>	Department of Environmental Conservation
<b>DNR</b>	Department of Natural Resources
<b>FLT/FLTC</b>	Finger Lakes Trail, Conference ( <i>New York</i> )
<b>MALT</b>	Middlebury Area Land Trust ( <i>Vermont</i> )
<b>NORTA</b>	Northwestern Ohio Rails-to-Trails Association
<b>PNTS</b>	Partnership for the National Trails System
<b>RCT/RCTC</b>	Rachel Carson Trails, Conservancy ( <i>Pennsylvania</i> )
<b>SHT/SHTA</b>	Superior Hiking Trail, Association ( <i>Minnesota</i> )
<b>TAM</b>	Trail Around Middlebury ( <i>Vermont</i> )
<b>USACE</b>	U.S. Army Corps of Engineers
<b>USFS</b>	U.S. Forest Service
<b>USFW</b>	U.S. Fish and Wildlife Service



## NCTA Chapters + States

<b>ANF</b>	Allegheny National Forest	PA
<b>ARW</b>	Arrowhead	MN
<b>BSC</b>	Brule-St. Croix	WI
<b>BUT</b>	Butler County	PA
<b>FLY</b>	Central Flyway	ND
<b>CNY</b>	Central New York	NY
<b>CHE</b>	Chequamegon	WI
<b>BAW</b>	Chief Baw Beese	MI
<b>CLA</b>	Clarion County	PA
<b>DPC</b>	Dakota Prairie	ND
<b>ELY</b>	Ely Northwoods	MN
<b>GTC</b>	Grand Traverse	MI
<b>HRB</b>	Harbor Springs	MI
<b>HTG</b>	Heritage	WI
<b>HSS</b>	Hiawatha Shore-to-Shore	MI-UP
<b>ITM</b>	Itasca Moraine	MN
<b>J45</b>	Jordan Valley 45°	MI
<b>KEK</b>	Kekekabic Trail	MN
<b>LLC</b>	Laurentian Lakes	MN
<b>MAC</b>	Marquette Area	MI-UP
<b>MWP</b>	Minnesota Waters and Prairie	MN

<b>NMK</b>	Ni-Miikanaake	MI-UP
<b>PWC</b>	Peter Wolfe	MI-UP
<b>SRV</b>	Sheyenne River Valley	ND
<b>SPW</b>	Spirit of the Woods	MI
<b>STN</b>	Star of the North	MN
<b>SSC</b>	Superior Shoreline	MI-UP
<b>WAM</b>	Wampum	PA
<b>WMI</b>	Western Michigan	MI

Each Chapter is assigned a Google account and email address that begins with the three-letter acronym and ends with **@northcountrytrail.org** (e.g. anf@northcountrytrail.org). Likewise, each Chapter's NCTA webpage can be accessed using these three-letter acronyms (e.g. northcountrytrail.org/anf).

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## Capitalization

- Capitalize *Chapter* and/or *Affiliate* when referencing official NCTA Chapters or Affiliate organizations.
  - **Example:** "The Chapter maintains the trail here."
- Capitalize staff and Chapter leadership titles.
  - **Example:** Executive Director, Vice President
- Capitalize *Upper Peninsula* and *Lower Peninsula* (Michigan) when using without "of Michigan" in the sentence. Use lowercase with "of Michigan."
  - **Example:** "I hiked in the lower peninsula of Michigan last year, but this year I'm going to the Upper Peninsula."

## Spelling

- *Roadwalk* is one word, when referencing a segment of trail that shares its corridor with a road.
- *Trailhead* is one word. Capitalize only when referencing a formal name/location.
- *Thru-hike* includes a hyphen and “thru,” not “through.”
- Mackinac Bridge, Mackinaw City

## Website URLs

Remove **https://www.** when listing a link for a cleaner and more concise appearance, unless they are totally necessary for the link to work properly - though it usually is not.

- **Example:** northcountrytrail.org instead of <https://www.northcountrytrail.org>