

BITTERROOT TRAIL LOGO BRAND GUIDE



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BRAND LOGOS

The Bitterroot Trail logo must be presented consistently. Please adhere the following guidelines. If you have any questions, please contact Windfall Inc.

Windfall Inc
Megan Richter
Art Director
(406) 532-7967
megan@windfallstudio.com

The primary logo should be used without alteration, in full color when possible.

DOWNLOAD CREATIVE FILES

To access all approved logos and artwork, please visit:

BitterrootTrail.com/logos

FILE FORMATS

Professional and print usage:
eps, ai, pdf

Digital usage: jpg, png

PRIMARY LOGO



TEXT WITH FLOWER ICON



TEXT ONLY



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LOGO VARIATIONS

The primary logo should be used without alteration, in full color when possible. Black and white, one color and text only versions are available.

MINIMUM SIZE

The logo should always be clearly legible. Always size logo proportionally.

If the primary logo is too small to be legible, use the text with flower icon or the text only logo variations.

PROTECTED AREA

The protected area surrounding the Bitterroot Trail logo should be kept clear of text and/or other logos. The size of the protected area is equal to the height of the Bitterroot text.

PRIMARY LOGO



BLACK AND WHITE LOGO



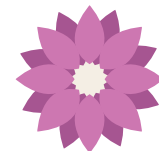
ONE COLOR LOGO



BADGE ONLY



FLOWER ICON



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INCORRECT USES

To the right are examples of incorrect uses of the Bitterroot Trail logo.

Do not stretch or distort the logo.

Do not use any variations other than the approved logos.

Do not add a stroke around the logo.

Do not adjust or change the color of the logo.

Do not change the position or proportions of the text.

DO NOT STRETCH LOGO



DO NOT ADJUST COLOR



DO NOT ADD A STROKE



DO NOT CHANGE THE POSITION OR PROPORTION OF THE TEXT



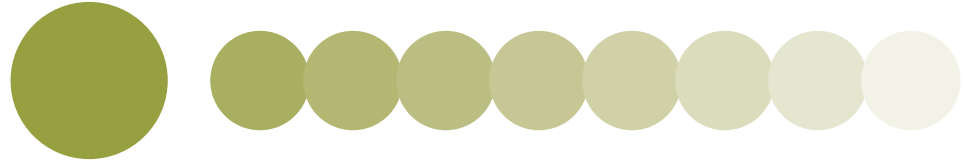
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COLOR PALETTE

Presented on the right is the approved color palette for the Bitterroot Trail branding. When possible, stay within the color palette provided while creating any promotional materials.

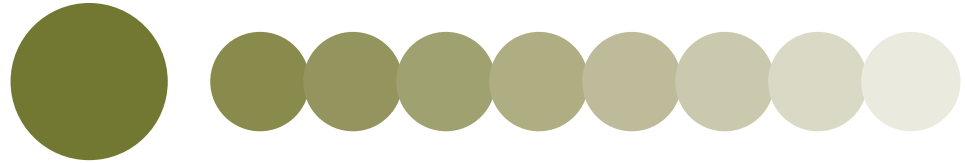
LIGHT GREEN

Pantone 7495 C
C5 M0 Y60 K38
R151 G159 B63
Hex #979f3f



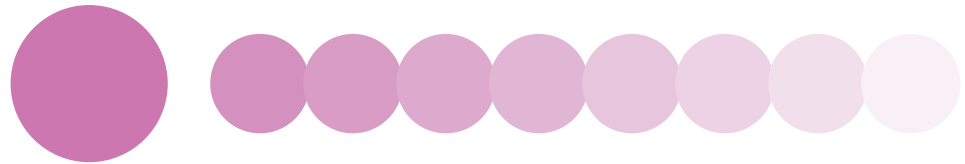
DARK GREEN

Pantone 5757 C
C4 M0 Y58 K53
R115 G120 B50
Hex #737832



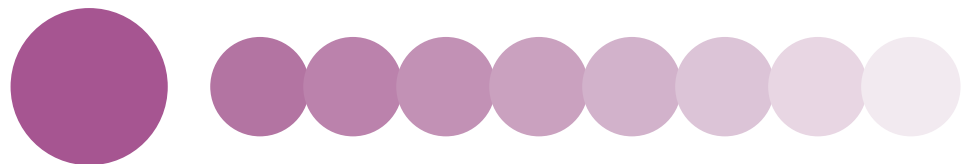
LIGHT PINK

Pantone 2060 C
C0 M41 Y14 K20
R205 G120 B177
Hex #cd78b1



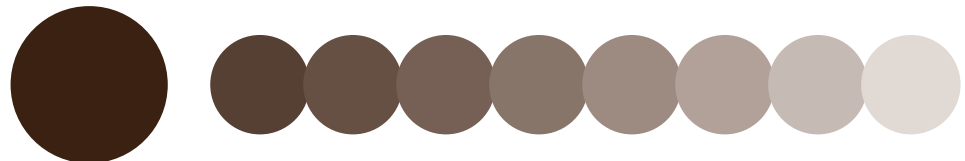
DARK PINK

Pantone 7655 C
C0 M49 Y13 K35
R167 G86 B145
Hex #a75691



BROWN

Pantone 2322 C
C0 M40 Y65 K76
R60 G36 B21
Hex #3c2415



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FONTS

The suggested font for main headlines and signage is DIN Condensed Bold.

If DIN Condensed Bold is not available, use a sans serif such as Helvetica Bold Condensed, Helvetica Bold or Arial Bold.

DIN CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

1234567890

SIGNAGE EXAMPLE



SIGNAGE EXAMPLE

