



# WVSTA / ALT Brand Guide

# Contents

WVSTA Logo	3
ALT Logo	12
Color Palette	23
Typography	25
Maps	28
Graphics	30
Resources	33



# WVSTA Primary Logo

## Priority Order: 1

The primary logo should be used in cases when we are communicating with an audience who is unfamiliar with our brand.

## Acceptable Use:

Print and digital marketing, social media, signage, promotional items, email, letterheads.



[WVScenicTrails.org](http://WVScenicTrails.org)



# WVSTA Primary Logo

Single Color Logo / White Background



[WVScenicTrails.org](http://WVScenicTrails.org)





WVScenicTrails.org



# **WVSTA**

## **Primary Logo**

**White Logo /Dark Background**

# WVSTA Landscape Logo

Full Color / White Background



**WEST VIRGINIA  
SCENIC TRAILS ASSOCIATION**

[WVScenicTrails.org](http://WVScenicTrails.org)



**WEST VIRGINIA  
SCENIC TRAILS ASSOCIATION**

# WVSTA Landscape Logo

Single Color / White Background



**WEST VIRGINIA  
SCENIC TRAILS ASSOCIATION**

WVScenicTrails.org



**WEST VIRGINIA  
SCENIC TRAILS ASSOCIATION**





**WEST VIRGINIA  
SCENIC TRAILS ASSOCIATION**  
WVScenicTrails.org



**WEST VIRGINIA  
SCENIC TRAILS ASSOCIATION**

# **WVSTA Landscape Logo**

**White Logo / Dark Background**

# WVSTA Legal Logo

Full, Single Color / White Background



THE WEST VIRGINIA SCENIC TRAILS  
ASSOCIATION, INCORPORATED



THE WEST VIRGINIA SCENIC TRAILS  
ASSOCIATION, INCORPORATED



THE WEST VIRGINIA SCENIC TRAILS  
ASSOCIATION, INCORPORATED

# **WVSTA**

## **Legal Logo**

**White Logo / Dark Background**



# ALT Primary Logo

## Priority Order: 1

The primary logo should be used in cases when we are communicating with an audience who is unfamiliar with our brand.

## Acceptable Use:

Print and digital marketing, social media, signage, promotional items, email, letterheads.



[HikeTheAlleghenyTrail.org](https://HikeTheAlleghenyTrail.org)



# ALT Primary Logo

Single Color / White Background



[HikeTheAlleghenyTrail.org](http://HikeTheAlleghenyTrail.org)





[HikeTheAlleghenyTrail.org](http://HikeTheAlleghenyTrail.org)



[HikeTheAlleghenyTrail.org](http://HikeTheAlleghenyTrail.org)



# ALT Primary Logo

White, Yellow / Dark Background

# ALT Landscape Logo

Full Color / White Background



**ALLEGHENY TRAIL**  
WEST VIRGINIA'S LONGEST TRAIL  
[HikeTheAlleghenyTrail.org](http://HikeTheAlleghenyTrail.org)



**ALLEGHENY TRAIL**  
WEST VIRGINIA'S LONGEST TRAIL



# ALT Landscape Logo

Single Color / White Background



**ALLEGHENY TRAIL**  
WEST VIRGINIA'S LONGEST TRAIL  
[HikeTheAlleghenyTrail.org](http://HikeTheAlleghenyTrail.org)



**ALLEGHENY TRAIL**  
WEST VIRGINIA'S LONGEST TRAIL



**ALLEGHENY TRAIL**  
WEST VIRGINIA'S LONGEST TRAIL  
[HikeTheAlleghenyTrail.org](http://HikeTheAlleghenyTrail.org)



**ALLEGHENY TRAIL**  
WEST VIRGINIA'S LONGEST TRAIL



**ALLEGHENY TRAIL**  
WEST VIRGINIA'S LONGEST TRAIL  
[HikeTheAlleghenyTrail.org](http://HikeTheAlleghenyTrail.org)



**ALLEGHENY TRAIL**  
WEST VIRGINIA'S LONGEST TRAIL

# **ALT**

## **Landscape Logo**

**Single, Two-Color / Dark Background**

# ALT 50th Anniversary Logo

Full Color, One color, /  
White Background





# **ALT 50th Anniversary Logo**

**One Color, Two Color /  
White Background**

# ALT 50th Anniversary Logo Landscape

Full Color, Single /  
White Background



**50**  ALLEGHENY TRAIL  
**50TH ANNIVERSARY**

**50**  ALLEGHENY TRAIL  
**50TH ANNIVERSARY**

# **ALT 50th Anniversary Logo Landscape**

**One Color, Two Color /  
White Background**

WVSTA Logo ALT Logo **Color Palette** Typography Maps Graphics Resources

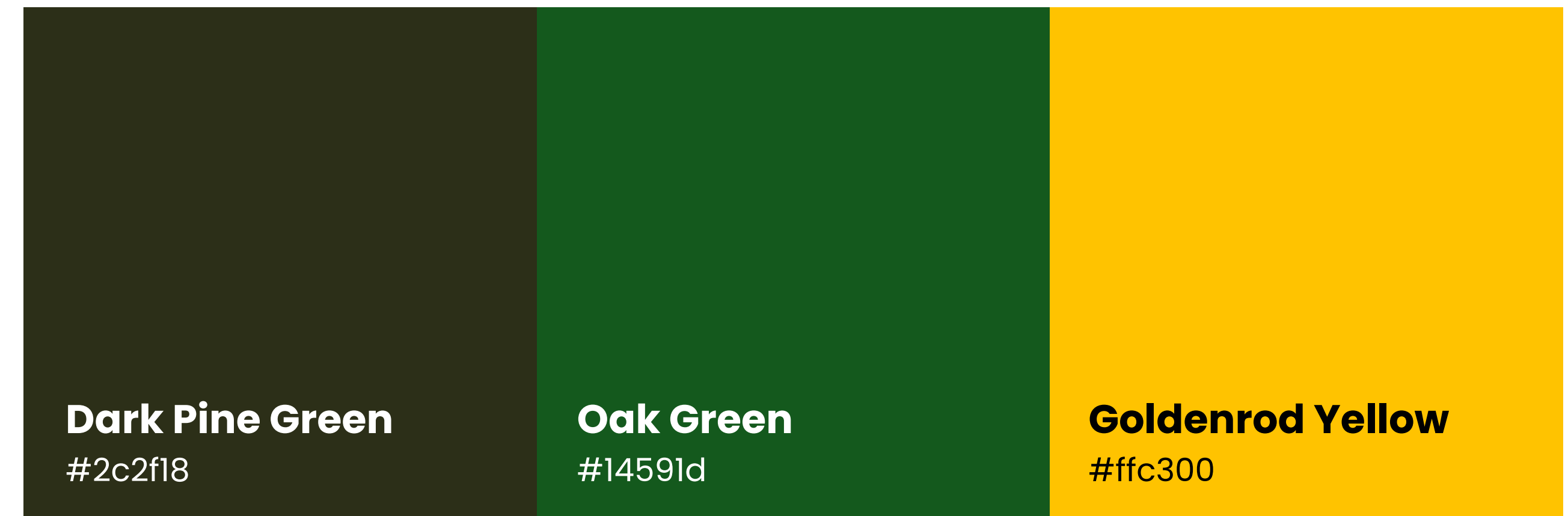
# Color Palette

Our color palette consists of Main Colors and Secondary Colors.

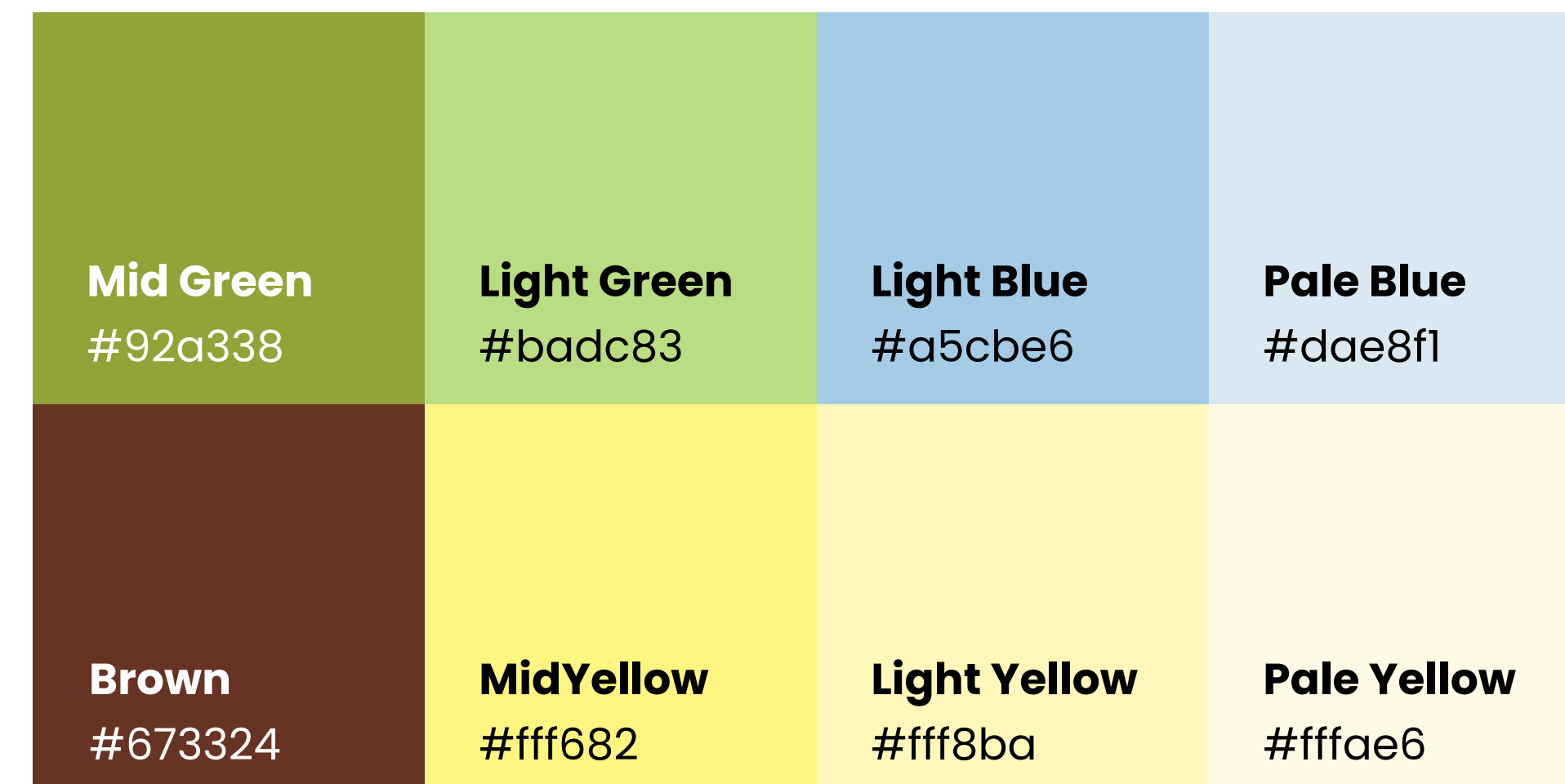
The Main Colors should be used for most design pieces.

The Secondary Colors may be used for informal pieces, such as illustrations and special campaigns in which deviation from the fundamental identity elements is deemed acceptable.

## Primary Palette



## Secondary Palette





WVSTA Logo ALT Logo Color Palette **Typography** Maps Graphics Resources

# Typography

Our type kit consists of two fonts: Fraunces and Poppins. Chosen for their clean and professional, yet friendly styles, these font families feature an extensive list of weights making them versatile for both digital and print media.

**Fraunces** is a Google font—it is available for [download](#) free of charge.

**Poppins** is also a Google font—it is available for [download](#) free of charge.

**Fraunces**

Fraunces

Fraunces

**Poppins**

Poppins

Poppins

Poppins

Poppins

Poppins

# Heading 1

## Heading 2

### Heading 3

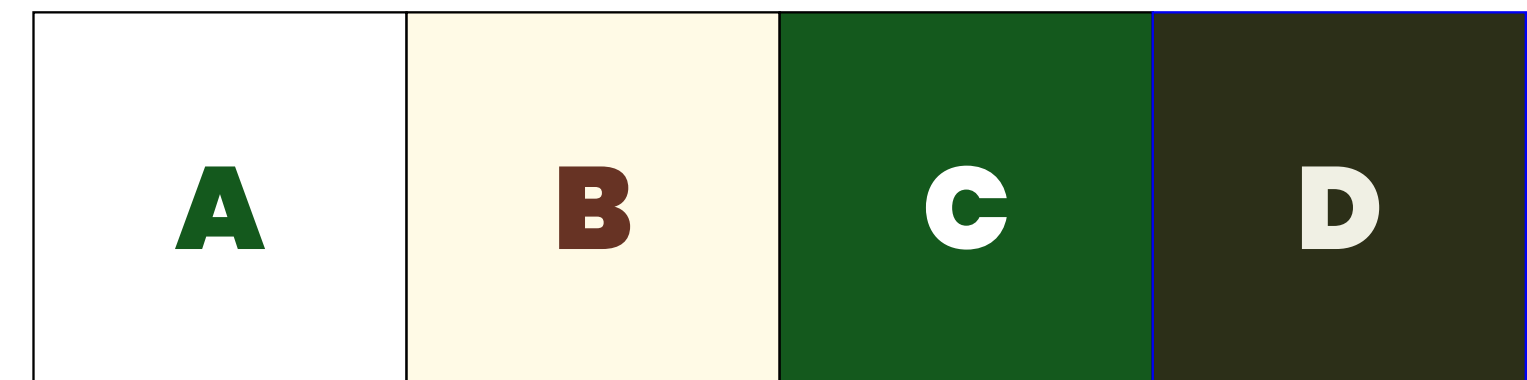
**Paragraph Text** minihilique disci volorporit que pel modis magnatur, alique et fuga. Ullaborum consequi aut fuga. Ut et re, nestibus dolupiet ium int volo eum eum voluptature ad ut assimenimus aut ea nos am. Ut et re, nestibus dolupiet ium int volo eum eum voluptature ad ut assimenimus aut ea nos am. assimenimus aut ea.

Piet ium int volo eum eum voluptature ad ut assimenimus aut ea nos am. assimenimus aut ea. et re, nestibus dolupiet ium int volo eum eum voluptature ad ut assimenimus.

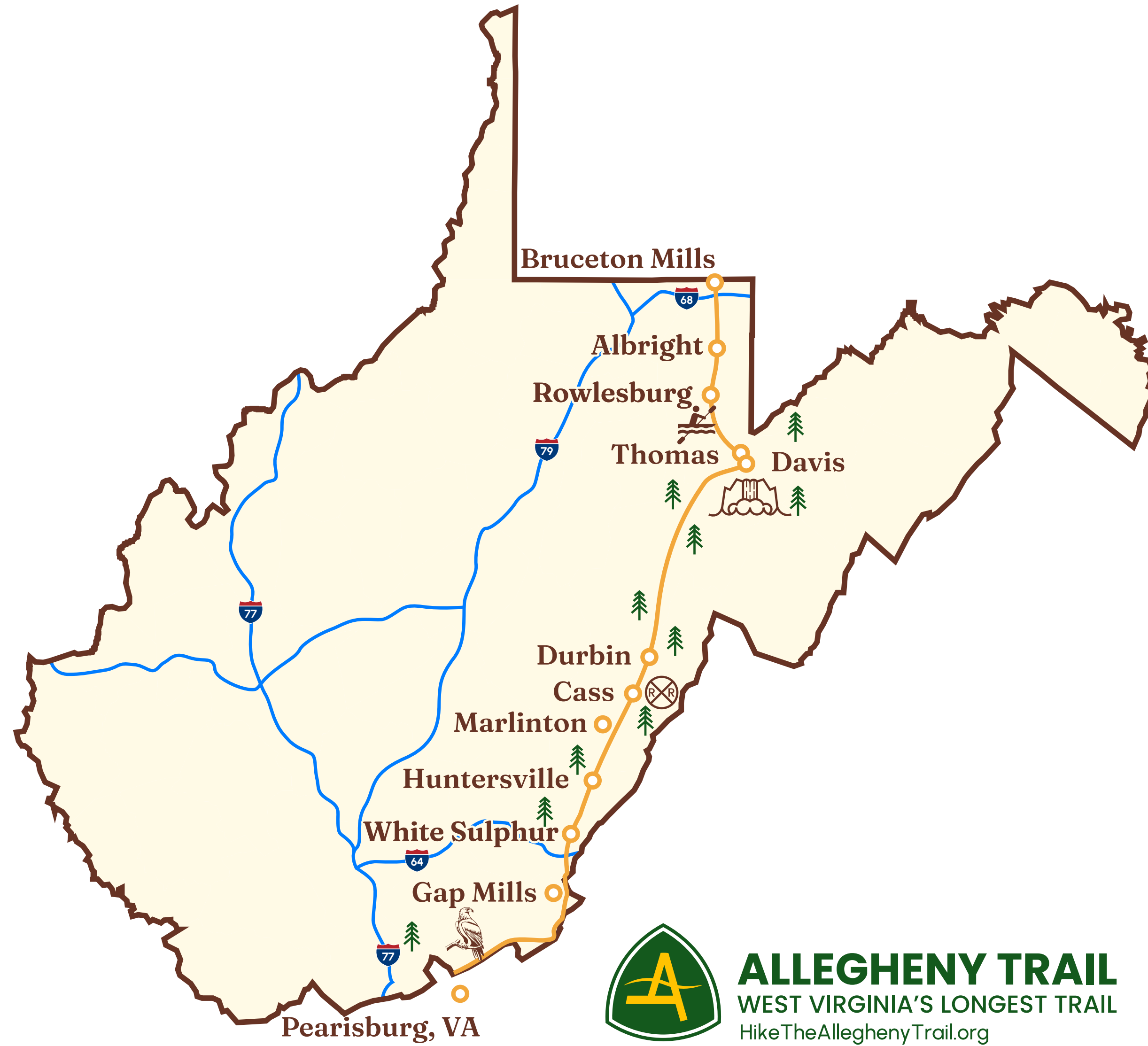
---

## Color

Primary text may be set in BLACK, OAK GREEN or BROWN on a white/beige background, or WHITE on a OAK GREEN or BLACK background.



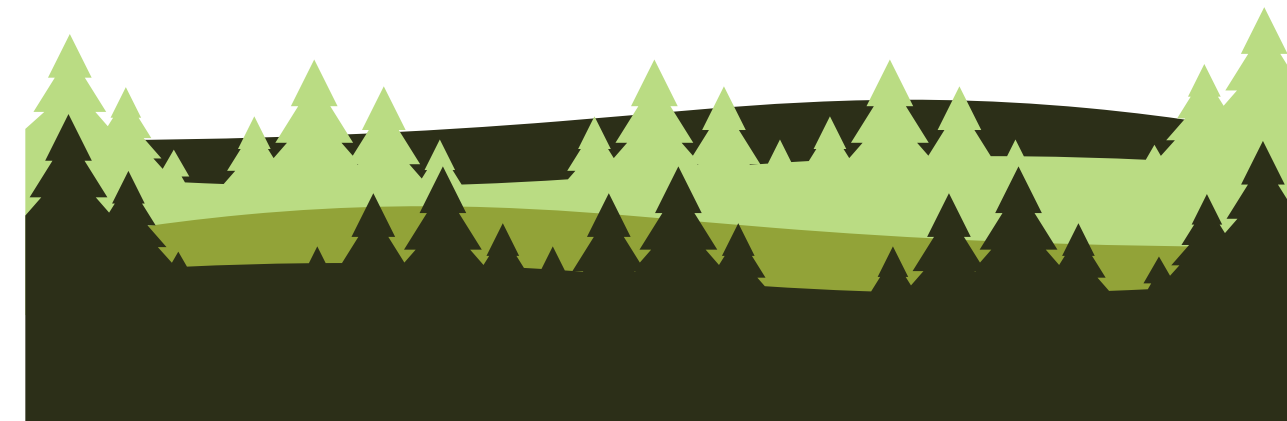
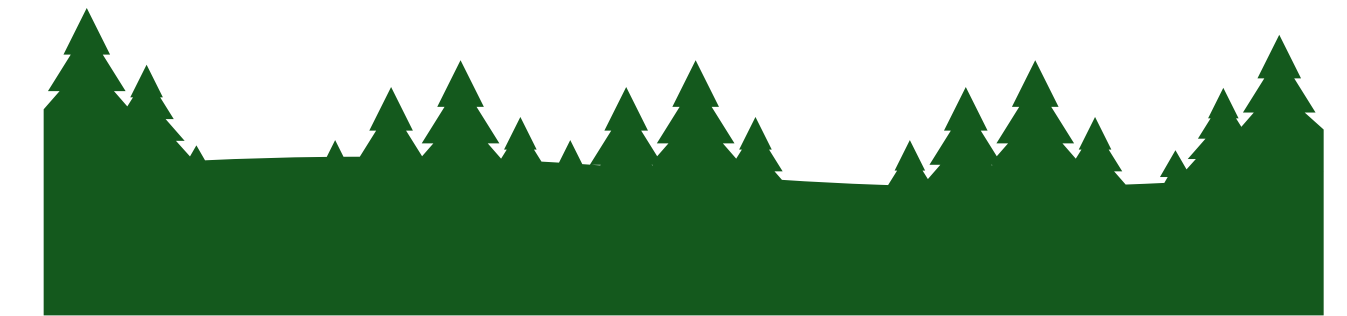
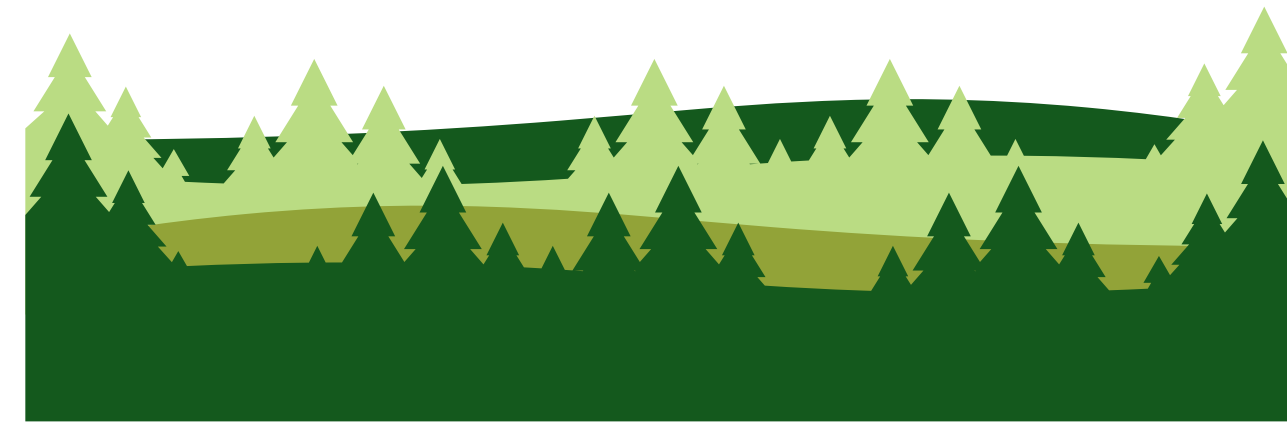
WVSTA Logo ALT Logo Color Palette Typography **Maps** Graphics Resources



[WVSTA Logo](#) [ALT Logo](#) [Color Palette](#) [Typography](#) [Maps](#) **[Graphics](#)** [Resources](#)

# Backgrounds

Background illustrations may be used to add visual interest to pages. You may adjust the opacity/transparency of these elements to make them as prominent or as subtle as you prefer.



# Letterhead



THE WEST VIRGINIA SCENIC TRAILS  
ASSOCIATION, INCORPORATED



2046 SAMS FORK ROAD, HURRICANE, WV 25526-6563 | [wvscenictrails@gmail.com](mailto:wvscenictrails@gmail.com) | [wvscenictrails.org](http://wvscenictrails.org) | [hiketheelleghenytrail.org](http://hiketheelleghenytrail.org)



[WVSTA Logo](#) [ALT Logo](#) [Color Palette](#) [Typography](#) [Maps](#) [Graphics](#) **[Resources](#)**

# Resources

## Assets

You can access brand assets via Full Circle Design's [Adobe CC Library](#).

<https://shared-assets.adobe.com/link/4ea160ad-62a8-4ff9-4b6f-ccc7f07e3c92>

Fraunces font family can be downloaded via [Google Fonts](#).

<https://fonts.google.com/specimen/Fraunces?query=fraunces>

Poppins font family can be downloaded via [Google Fonts](#).

<https://fonts.google.com/specimen/Poppins?query=poppins>

## File Formats

### JPEG

**Intended Use:** Social media, web, email, general digital and printed documents and marketing materials.

**Transparency:** Does not support transparency—it will always have a background color whether white, or another color.

**Bitmap:** JPEG files are bitmap format, meaning they can only be scaled to a limited extent before losing image quality.

### PNG

**Intended Use:** Social media, web, general digital documents, email.

**Transparency:** Supports transparency—PNG files will not have a background color.

**Bitmap:** PNG files are bitmap format, meaning they can only be scaled to a limited extent before losing image quality.

### EPS/PDF

**Intended Use:** Clothing and apparel vendors, signage, engraving (single color will likely be requested from engravers). Note that many vendors charge by color.

**Transparency:** Supports transparency—EPS and PDF files will not have a background color.

**Vector:** EPS and PDF files are vector format, meaning that they can be scaled infinitely without losing image quality.

**Vendors:** Most vendors accept/prefer these formats. When in doubt, check with your vendor. You may provide our agency's contact information to vendors for direct file transfers.

### Technical Formats

Due to the lack of general support for Adobe Creative Suite formats, we don't package these for clients unless specifically requested. These formats are stored indefinitely in our directory and can be provided upon request by your team or a vendor of your choice.

