



# Trail Life

[www.TrailLifeUSA.com](http://www.TrailLifeUSA.com)

## BRAND STANDARDS & STYLE GUIDE

*For questions regarding any use not covered in this guide, or about these brand standards, please email [Branding@TrailLifeUSA.com](mailto:Branding@TrailLifeUSA.com). For special permissions regarding logo or brand usage, please allow at least five working days notice in advance of such requests to enable appropriate Trail Life USA personnel to review and respond in a timely manner.*

**TRAIL LIFE USA AND ITS REPRESENTATIVES RESERVE THE RIGHT TO REVOKE ANY USAGE OF THE TRAIL LIFE USA BRAND DETERMINED TO BE INAPPROPRIATE OR IN VIOLATION OF THESE STANDARDS OR THE VALUES OF TRAIL LIFE USA.**



# ◀ WALK WORTHY! ▶<sup>®</sup>

"... that you may walk worthy of the Lord, fully  
pleasing Him, being fruitful in every good work  
and increasing in the knowledge of God;..."

— Colossians 1:10







[www.TrailLifeUSA.com](http://www.TrailLifeUSA.com)

## TABLE OF CONTENTS

- 01 Brand Components**  
Primary Logo, Logo Clear Space, & Typography
- 03 Acceptable Color Variations**  
Logo File Naming & Production Guidelines
- 05 Unacceptable Logo Use**
- 06 Alternate Logo Forms**
- 07 Troop Logo**
- 08 Color Palette & Design Elements**
- 09 Photo Selection**
- 10 Apparel & Questions**
- 12 Block Logo**  
Block Logo with Tagline
- 13 Block Logo with URL**  
In-Line Logo
- 14 In-Line Logo with Tagline**  
In-Line Logo with URL
- 15 Trail Life Icon**  
Trail Life Typography
- 16 Walk Worthy Logotype**  
Trail Life Trailman  
Trail Life Peaks
- 17 Guidon Program**  
Adventurers Program
- 18 Navigators Program**  
Woodlands Trail Program
- 19 Woodlands Trail Icons**



## BRAND COMPONENTS

Trail Life USA's primary corporate trademark consists of two main elements:

1. **An icon** that portrays a Trailman in the foreground beckoning to those behind him as he climbs a rugged terrain, leaning on a standard.
2. **Proprietary typography** resting underneath the icon consisting of two words: Trail Life.

The alignment and space between the elements should not be altered in any way, nor should either element be used apart from the other.

A registered mark (®) must always appear at the bottom right hand corner of the icon.

## COLOR BREAKDOWNS

Trail Life USA's logo should always be produced in the defined brand colors. All approved Trail Life USA logo files can be requested by emailing [Branding@TrailLifeUSA.com](mailto:Branding@TrailLifeUSA.com).



Pantone 1795  
R186 G38 B46  
C19 M98 Y91 K9  
Web #ba262d



Pantone 7575  
R136 G98 B55  
C38 M56 Y85 K24  
Web #876237



True Black  
R0 G0 B0  
C0 M0 Y0 K100  
Web #010101

## PRIMARY BLOCK LOGO

**\*\*\* Trail Life USA's PREFERRED LOGO USE SHOULD INCLUDE OUR URL BELOW THE LOGO WHENEVER POSSIBLE — VERSION 03 IN YOUR LOGO SET \*\*\***

03-TL Block Logo URL — **PREFERRED LOGO WHENEVER POSSIBLE**



01-TL Block Logo



02-TL Block Logo Tag



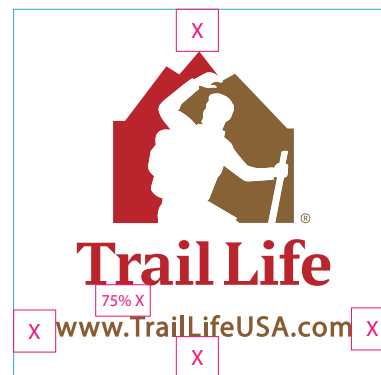


## LOGO CLEAR SPACE

Trail Life USA's logo should have adequate clear space surrounding its placement.

**Logo clear space is to be free of any copy or artwork and is defined as the 'X-height' which is measured by the height of the 'T' in Trail.**

The logo should never have words placed directly beneath it in a way that would give the impression of a slogan. This includes, in particular, the Trail Life USA motto: "Walk Worthy." The official Trail Life USA slogan (Adventure, Character, Leadership) may be used as directed as shown below.



### EXAMPLE:

Trail Life USA is a Church-Based, Christ-Centered, Boy-Focused mentoring and discipleship journey that speaks to the heart of a boy. Established on timeless values derived from the Bible and set in the context of outdoor adventure, boys age five through seventeen are



engaged in a Troop setting by male mentors where they are challenged to grow in character, understand their purpose, serve their community, and develop practical leadership skills to carry out the mission for which they were created.

## TYPOGRAPHY USE

The official text font of Trail Life USA is Open Sans (Google Font). It may be used in all weights. Download Open Sans for free:

<https://fonts.google.com/specimen/Open+Sans>

PT Serif should be used in the case of italics. This font may be downloaded for free: <http://www.paratype.com/public>

## HEADLINE TYPOGRAPHY

Open Sans Bold / All Caps / Minimum 16pt

### *Subhead Typography*

PT Serif Bold Italic / Minimum 14pt

### Body Copy Typography

Open Sans Regular / Minimum 10pt / Left Justified

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis gravida convallis velit, at vestibulum augue fringilla sit amet. Curabitur nec felis convallis, interdum leo at.

### *Callout (used for attention or special importance)*

PT Serif Italic / Match Body Copy Pt Size / Left Justified

Callouts should be styled in a way that set them apart from the body copy such as a colored box or use of clear space. Be sure to pick a complementary color from the full brand palette (pg. 8) and adjust copy color if needed to help legibility.



## ACCEPTABLE COLOR VARIATIONS

If the logo is produced in black and white, or in one color applications, only the approved versions provided and demonstrated below should be used. Specific and unique logo use scenarios are discussed on page 4. Whenever possible, the CMYK or SPOT version of a logo is to be used. All logo clear space rules apply, see pages 1 & 2.

**\*\*\* Trail Life USA's PREFERRED LOGO USE SHOULD INCLUDE OUR URL BELOW THE LOGO WHENEVER POSSIBLE \*\*\***

### LOGO FILE NAMING CONVENTION (Universal for all logo variations. JPG & PNG versions are also available.)

- |   |   |
|---|---|
| 1) 03-TL_Block_Logo-URL_CMYK_registered mark.eps      | 7) 03-TL_Block_Logo-URL_BW_registered mark.eps                      |
| 2) 03-TL_Block_Logo-URL_SPOT_registered mark.eps      | 8) 03-TL_Block_Logo-URL_White_registered mark.eps                   |
| 3) 03-TL_Block_Logo-URL_Red_registered mark.eps       | 9) 03-TL_Block_Logo-URL_CMYK_Outline-WhiteType_registered mark.eps  |
| 4) 03-TL_Block_Logo-URL_Brown_registered mark.eps     | 10) 03-TL_Block_Logo-URL_SPOT_Outline-WhiteType_registered mark.eps |
| 5) 03-TL_Block_Logo-URL_Black-Alt_registered mark.eps | 11) 03-TL_Block_Logo-URL_CMYK_Box_registered mark.eps               |
| 6) 03-TL_Block_Logo-URL_Black_registered mark.eps     | 12) 03-TL_Block_Logo-URL_SPOT_Box_registered mark.eps               |





## PRODUCTION GUIDELINES:

Different production mediums require different file types and resolutions. The Trail Life USA logo should be used only in the correct formats for each medium. When in doubt, ask production personnel associated with a particular medium for reproduction guidelines.

### BACKGROUNDS & LOGO CHOICE:

When placing a Trail Life logo on a light background, use the main logo with red "Trail Life" lettertype. See examples A & B.

When placing a Trail Life logo on a darker background, use either the "Outlined-WhiteType" version or the "Box" version. See examples C through F.

### BUSY BACKGROUNDS:

When placing a Trail Life USA logo on a busy background, use either the "Outline" version or the "Box" version. Each version has been specifically created as an option to be used with

busy backgrounds such as scenery, patterns, or textures.

When placing any Trail Life logo, select the version that allows for the best legibility of the icon and typography. As members of Trail Life, each of us should do our best to represent the Trail Life brand including which logo is used in any given context.

### CORRECT MEDIUM FORMATS:

**PRINT:** Vector EPS file or a [CMYK] JPG at 300dpi

**DIGITAL:** High quality [RGB ] JPG or PNG at 72dpi

**SCREEN-PRINTING:** Vector EPS file

A



B



C



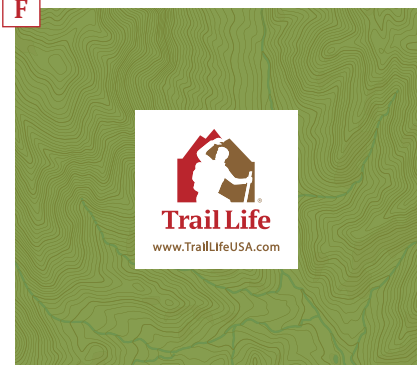
D



E



F





## UNACCEPTABLE LOGO USE

**DO NOT** alter the color of the icon or typography.



**DO NOT** stretch horizontally or vertically.



**DO NOT** redraw or reposition any element of the logo.



**DO NOT** pixelate the logo. Always use Hi-Res EPS files.



**DO NOT** crowd the logo.



**DO NOT** truncate or crop.



**DO NOT** flip the icon.



**DO NOT** add effects to the logo, icon, or typography.



**DO NOT** outline the typography.







## ALTERNATE LOGO FORMS

In order to maintain brand consistency of the Trail Life USA name and symbol, the Block Logo is always to be used. However, we recognize that some media and production formats do not allow the Block Logo to fit comfortably without interference or other graphic tension. For those situations we have provided an alternate In-Line logo form.

This alternate form has been provided for instances where the Block Logo is unworkable, and is not intended to replace the use of the Block Logo where it can be used properly.

### ALTERNATE IN-LINE LOGO

This In-Line logo is available for use in extremely narrow horizontal spaces that do not comfortably fit the Block logo. All general logo standards apply (pages 1 & 2) and the proper use of clear space outlined below.

**\*\*\* Trail Life USA's PREFERRED LOGO USE SHOULD INCLUDE OUR URL BELOW THE LOGO WHENEVER POSSIBLE \*\*\***

06-TL In-Line Logo URL — **PREFERRED LOGO WHENEVER POSSIBLE**



04-TL In-Line Logo



05-TL In-Line Logo Tag



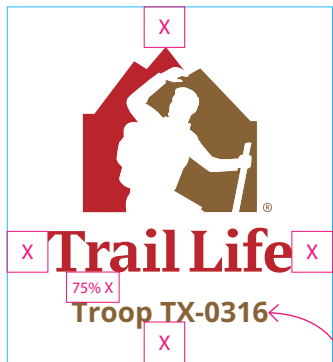


## TROOP LOGO

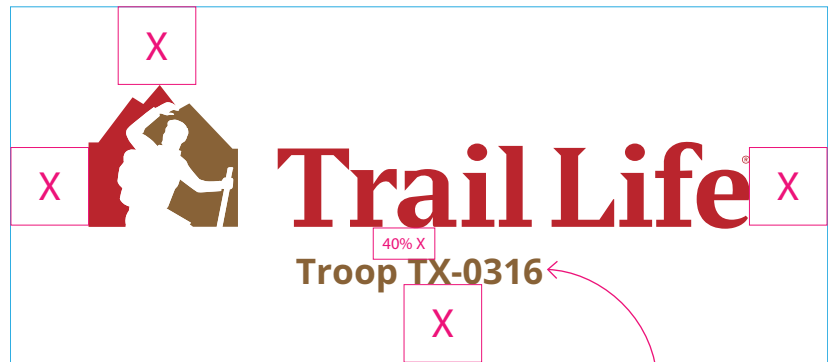
Troops are permitted to replace the slogan with their Troop designation as indicated in the configurations below for the Block Logo as well as for an alternate In-Line logo.

**The Troop designation is constructed using the Open Sans Bold font and colored using PMS 7575 or the CMYK equivalent.** When the Troop designation is reproduced in one or two color applications, the Troop designation should follow logo brand standards for one/two color applications (pg.3) and follow the coloring of the logo typography.

Should the logo and Troop designation be reproduced on a background that requires the Trail Life USA name to be displayed in reverse (white on a colored background), the Troop designation should also be reversed in the same manner as the Trail Life USA typography.



Font size approx. 50% X



Font size approx. 35% X



Font size approx. 50% X



Font size approx. 35% X

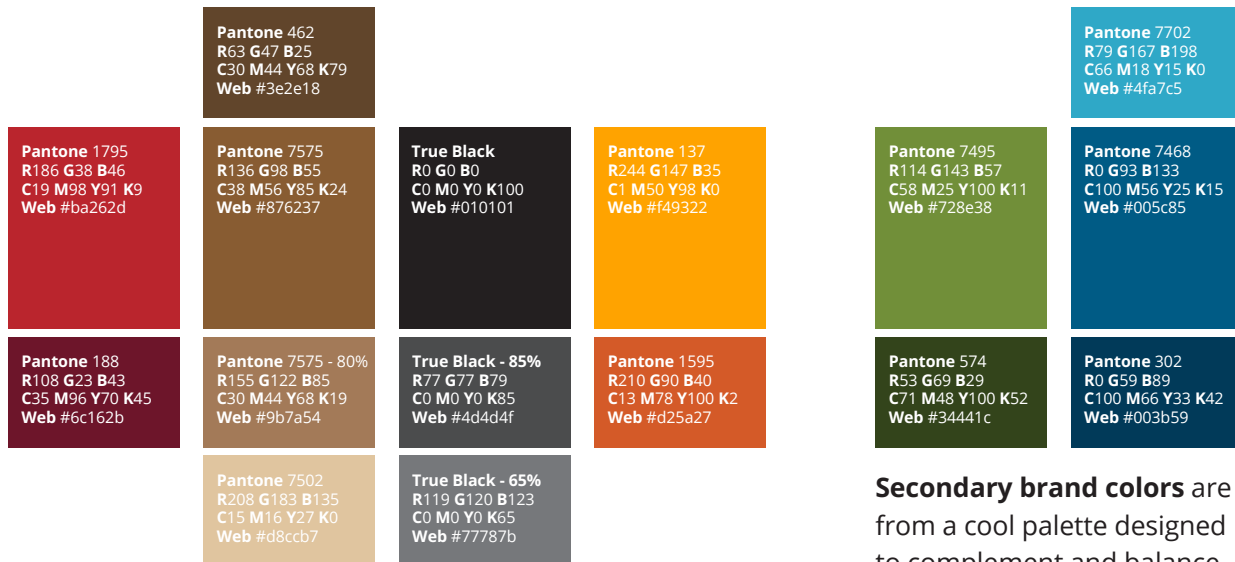




# DESIGN ELEMENTS

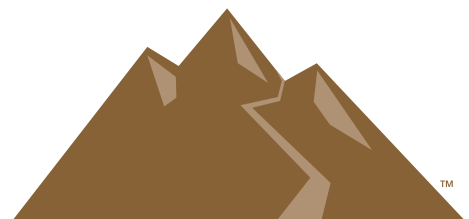
## BRAND COLORS

The Trail Life USA brand color palette is built with both warm and cool colors. This color palette is built on functionality, proper contrast, and color complementarity.



**Secondary brand colors** are from a cool palette designed to complement and balance the Primary warm colors.

The Primary brand colors are shown above and are not to be substituted by “close” colors or alternate colors. Each color is translated into coordinated formula for reproduction in any medium based on the Pantone Matching System (PMS). **Where possible the PMS color should be used.** The RGB (Red/Green/Blue) formulation is typically used for web or other online display. The CMYK (Cyan/Magenta/Yellow/Black) formulation is typically used for “process” color application in commercial offset printing. Also included is a Hex Color formulation. Hex or hexadecimal codes are used in HTML and CSS to tell web browsers what colors to display.



### THE SLANT LINE

////////////////////  
Open Sans Regular

### THE MOTTO

« WALK WORTHY! »

### THE TRAILMAN

The Trailman may be used as a graphic element for design or for decorative purposes. He should never be flipped, and should never have his staff cut off or hidden.



### THE PEAKS

The Trail Life USA peaks may be used as a background element or a graphic element. The peaks must always be a lighter color than the mountains (60% Tint). The contour of the mountain may be used without the path and peaks, but the angle or positioning of the peaks must not be altered.

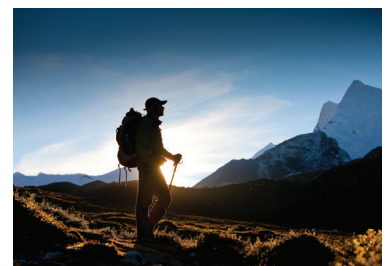


## PHOTO SELECTION

There are three types of photographic styles that should be considered in your design. Ideally, your chosen photo will combine qualities of each photographic style. Hi-Res photos of 300dpi are recommended for printing. Pixelated, or blurry photos should be avoided.

- 1. Troop photos.** As much as possible, Trail Life USA wants to promote Troop activity and Trailmen at events and involvement in the community. Troops are encouraged to take and share photos with Trail Life USA leadership by uploading them through our photo submission form <http://bit.ly/2iEEI30>.
- 2. Christ-Centered.** Trail Life USA Troop activities encourage Biblical knowledge and living a Christ-centered life. Suggested stock photos or Troop pictures should also encourage the same.
- 3. Outdoor scenery.** Trail Life USA Troop activities encourage outdoor activity, understanding, and knowledge. Suggested stock photos or Troop pictures should also encourage the same.

Contact Trail Life USA for any photography questions or image approval by emailing [Branding@TrailLifeUSA.com](mailto:Branding@TrailLifeUSA.com).



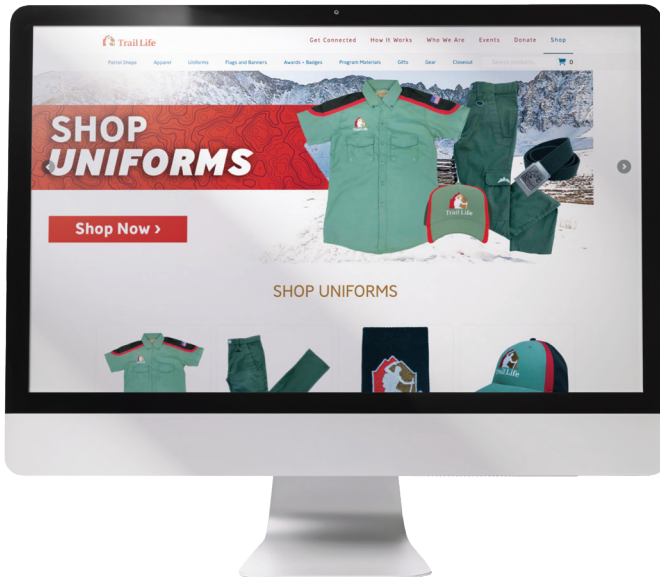




## APPAREL

### [www.TrailLifeUSA.com/shop](http://www.TrailLifeUSA.com/shop)

Trail Life USA has approved and ready made apparel for Troops and Trailmen to order on their online shop.



## QUESTIONS?

All questions regarding the use of the Trail Life USA brand or any part of their identity should contact [Branding@TrailLifeUSA.com](mailto:Branding@TrailLifeUSA.com).

**THE FOLLOWING PAGES OUTLINE  
THE APPROVED LOGO FILES TO BE  
USED WITH THESE GUIDELINES.**

**ACCESS TO THESE LOGOS CAN  
BE REQUESTED BY EMAILING  
[Branding@TrailLifeUSA.com](mailto:Branding@TrailLifeUSA.com)**

# 01

## 01 TL Block Logo

**FILE TYPES:** EPS - Print Use. Available in SPOT or CMYK color options.  
JPG / PNG - Screen Use. Available in RGB color.

### Regular Logos



### Outlined & Boxed Logos



# 02

## 02 TL Block Logo Tag

**FILE TYPES:** EPS - Print Use. Available in SPOT or CMYK color options.  
JPG / PNG - Screen Use. Available in RGB color.

### Regular Logos



### Outlined & Boxed Logos





# 03

## 03 TL Block Logo URL

**FILE TYPES:** EPS - Print Use. Available in SPOT or CMYK color options.  
JPG / PNG - Screen Use. Available in RGB color.

### Regular Logos



### Outlined & Boxed Logos

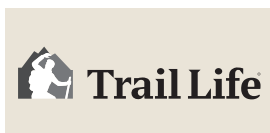
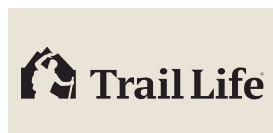
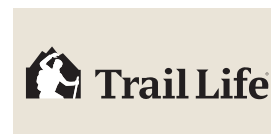
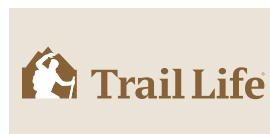
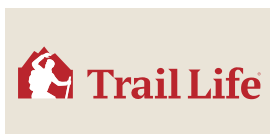


# 04

## 04 TL In-Line Logo

**FILE TYPES:** EPS - Print Use. Available in SPOT or CMYK color options.  
JPG / PNG - Screen Use. Available in RGB color.

### Regular Logos



### Outlined & Boxed Logos



# 05

## 05 TL In-Line Logo Tag

**FILE TYPES:** EPS - Print Use. Available in SPOT or CMYK color options.  
JPG / PNG - Screen Use. Available in RGB color.

### Regular Logos



### Outlined & Boxed Logos



# 06

## 06 TL In-Line Logo URL

**FILE TYPES:** EPS - Print Use. Available in SPOT or CMYK color options.  
JPG / PNG - Screen Use. Available in RGB color.

### Regular Logos



### Outlined & Boxed Logos



# 07

## 07 TL Icon

**FILE TYPES:** EPS - Print Use. Available in SPOT or CMYK color options.  
JPG / PNG - Screen Use. Available in RGB color.

Regular Logos



Outlined & Boxed Logos



# 08

## 08 TL Typography

**FILE TYPES:** EPS - Print Use. Available in SPOT or CMYK color options.  
JPG / PNG - Screen Use. Available in RGB color.

Regular Logos



Outlined & Boxed Logos





# 09

## 09 Walk Worthy

**FILE TYPES:** EPS - Print Use. Available in SPOT or CMYK color options.  
JPG / PNG - Screen Use. Available in RGB color.

Regular Logos

◀ WALK WORTHY! ▶

◀ WALK WORTHY! ▶

◀ WALK WORTHY! ▶

◀ WALK WORTHY! ▶

Outlined &  
Boxed Logos

◀ WALK WORTHY! ▶

# 10

## 10 The Trailman

**FILE TYPES:** EPS - Print Use. Available in SPOT or CMYK color options.  
JPG / PNG - Screen Use. Available in RGB color.

Regular Logos



# 11

## 11 The Peaks

**FILE TYPES:** EPS - Print Use. Available in CMYK color.  
JPG / PNG - Screen Use. Available in RGB color.

Regular Logos



# 12

## 12 Guidon Program

**FILE TYPES:** EPS - Print Use. Available in SPOT or CMYK color options.  
JPG / PNG - Screen Use. Available in RGB color.

Regular Logos



Outlined & Boxed Logos



# 13

## 13 Adventurers Program

**FILE TYPES:** EPS - Print Use. Available in SPOT or CMYK color options.  
JPG / PNG - Screen Use. Available in RGB color.

Regular Logos



Outlined & Boxed Logos



# 14

## 14 Navigators Program

**FILE TYPES:** EPS - Print Use. Available in SPOT or CMYK color options.  
JPG / PNG - Screen Use. Available in RGB color.

Regular Logos



Outlined & Boxed Logos



# 15

## 15 Woodlands Trail Program

**FILE TYPES:** EPS - Print Use. Available in CMYK or CMYK color options.  
JPG / PNG - Screen Use. Available in RGB color.

Regular Logos



Outlined & Boxed Logos



## 16 Woodlands Trail Icons

**FILE TYPES:** JPG / PNG - Screen Use. Available in RGB color.

Regular Logos

