



**Parks n' Trails**

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**Brand Style Guide**

The background features a light-colored wood-grain pattern on the left side. Overlaid on this are several overlapping circles: a large teal circle in the center, a slightly larger and more transparent teal circle behind it, and a yellow circle on the right edge. The word "Contents" is centered within the teal circles.

# Contents

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# **Our Story**

**Parks and Trails  
that move you**

At the Parks and Trails District (P.n'T.) in Southern Pasadena and Northern Severna Park Maryland, we strive to provide a place to laugh with friends, get a jog in or just go for a leisurely stroll. P.n'T. has a variety of parks in our district and many trails that run through our area. We welcome everyone to spend some time in nature with us (and pets too!)



A large teal circle with a lighter teal ring around it, containing the text 'Our Target Audience' and 'Active n' Social'.

# **Our Target Audience**

**Active n' Social**

Our target audience are members of the community between the ages of 21-35 years old. We speak to the population who values their family, friends and pets. Those whose surrounding peers influence many of their fears and frustrations, but also create some of their best memories. We hope to alleviate some of those frustrations by providing a place to be active and meet with loved ones.





# **Our Brand Personality**

**We are friendly and fun**



## Voice n' Tone

Inviting, relaxing, friendly & happy.

## Characteristics

Welcoming & fun

## Differentiation

At P.n'T., we focus on free daytime activities versus our nightlife and gym counterparts.

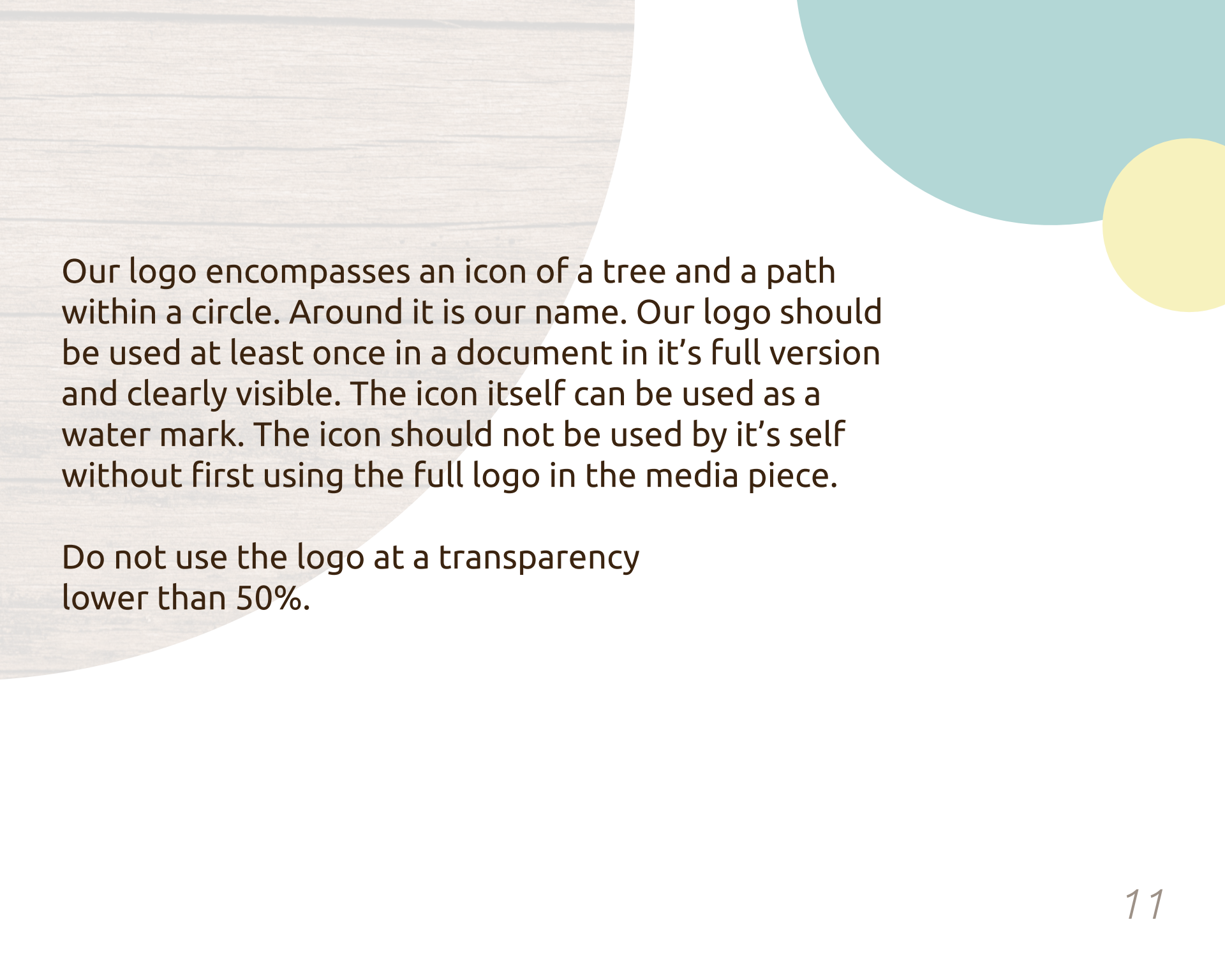
Our mission is for our parks and trails to be a meeting point for the community. Providing a place to be active, laugh, and grow!

| Do's                                | Don'ts                                               |
|-------------------------------------|------------------------------------------------------|
| Be welcoming                        | Be pushy                                             |
| Be refreshing<br>Be gentle          | Be inspirational<br>Be plain<br>Be Lazy<br>Be boring |
| Be open<br>Be thankful<br>Be casual | Be silly<br>Be obnoxious<br>Use slang                |
| Be cheerful                         | Be Wild                                              |

The slide features a light wood-grain background on the right side. In the center, there are two overlapping teal circles. The inner circle is a solid teal color, while the outer circle is a lighter, semi-transparent teal. The text is centered within the inner circle.

# **Our Logo**

**Our Identity**

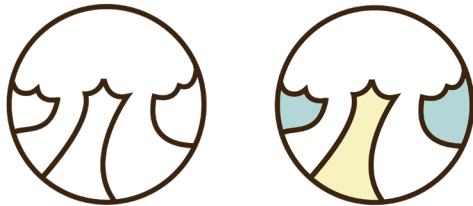


Our logo encompasses an icon of a tree and a path within a circle. Around it is our name. Our logo should be used at least once in a document in its full version and clearly visible. The icon itself can be used as a water mark. The icon should not be used by itself without first using the full logo in the media piece.

Do not use the logo at a transparency lower than 50%.


## Do

If the tagline is included, it goes underneath the logo in the font Boogaloo. Otherwise, a horizontal rule should separate the logo from the other text.



# Don't





# **Our Typography**

**Simple, but fun**

Our Typefaces are Boogaloo and Ubuntu, both of which can be found on Google fonts. These sans-serif typefaces are easily legible. Boogaloo has a flair, conveying our fun characteristics. Ubuntu has less distinguishing characteristics and therefore well suited for body text. Titles should be in Boogaloo. Headings should be in either Boogaloo or Ubuntu bold depending on the media. Section titles should be in Ubuntu Bold. Body text should always be in Ubuntu, notes or small features such as page numbers can be in Ubuntu light and/or italic.

## **Our Titles**

### **Headings**

This is our Body copy.



# **Our Colors**

**Bright n' cheery**



Our colors are bright, fun, and yet practical. We use a warm brown to replace black. Black on white can be harsh on our audience's eyes, and as we also use white as a main color, it is important to us that our visitors can read clearly without eye strain. Our yellow is paled out for the same reason. We use yellow to portray friendliness and to be inviting. Our blue calms the two warm colors in our palette and will hopefully calm our audience as well.



Hex: f7f2be

Hex: b3d7d6

Hex: 3b2410

Hex: ffffffff



# **Our Imagery**

**Diverse representation**

Images we use are a diverse population of 20-somethings (and their pets!) Because there is a farm in the district (Kinder Farm Park), images of goats, pigs, chickens and cows can also be used. A wooden texture at a low opacity can be used as a background, and the wood texture can be used as a rule as well.



Do



# Don'ts

All Images should be placed in a perfect circle, no ovals or squares. Images should be of parks or trails and not city life. Images of people being sad or participating in any dangerous activities should not be used.





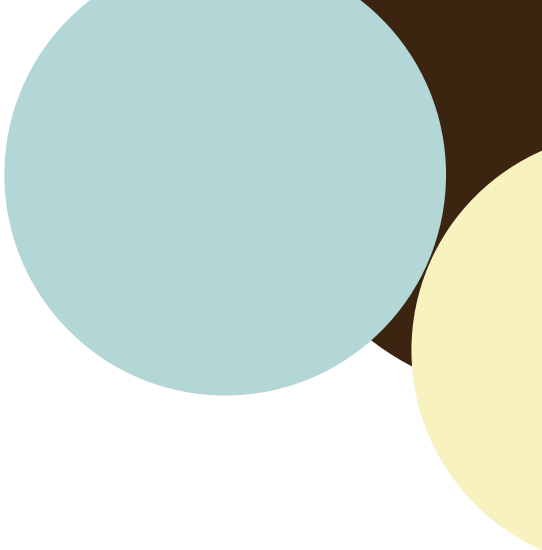
# **Our Media**

**Welcoming our community**

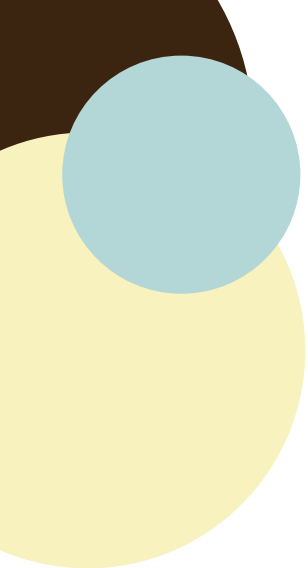
## Signage

Our signage's (Flag Banners) purpose is to welcome people into our district area. The design communicates the voice and tone through welcoming the audience to the location. The activities shown in the faded images are fun and happy. The relaxed tone is shown in some of the images but not all of them. (We don't want to be boring!) There are three banners as to separate text and also draw more attention to them. They would be placed at main roads entering our district.









1 Foot

5 Feet

10 Feet

# P.n'T.



## Parks n' Trails That Move You



Southern Pasadena  
Northern Severna Park



### **Pole Banner**

Our pole banner reminds the audience where they are. The pole banners would be placed on light poles throughout our district and primarily at key locations such as Kinder Farm Park and the Baltimore Annapolis Trail locations. The asset communicates the tone of the brand through showing a friendly animal and a man walking calmly.

## Bumper Sticker

The Bumper Sticker's primary focus is to tell the audience there is something in our location. Because our district did not have a name before, it was only just a clump of parks and trails. The bumper sticker shows a map and it is not necessarily important that the audience can read it. Just to see that there is a location that may be worth checking.

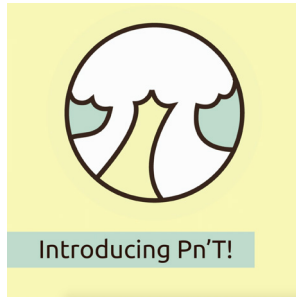
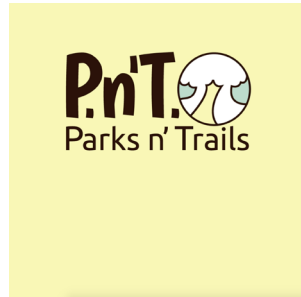


2.2 Inches

3 Inches

## **Instagram Video**

Our Instagram video ad points our viewers to our location. It's a 17 second video with an upbeat song in the background. The ad shows a map similarly to the bumper sticker. This way, after targeting zip codes for the ad, our viewers can see their own location and realize how close they are to our district. (Or that they're in it!) The song portrays a happy and friendly tone that doesn't have a bpm that is considered slow or too fast. There aren't too many extra effects in the ad, it is simple and to the point. Just the way we like it!



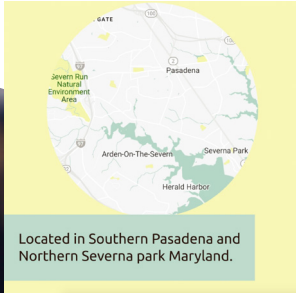
Introducing Pn'T!



The Parks n' Trails district



The Parks n' Trails district



Located in Southern Pasadena and Northern Severna park Maryland.



Located in Southern Pasadena and Northern Severna park Maryland.



<https://youtu.be/ipa9Bvm5xVg>



Kamilah Molyneaux