




U.S. CIVIL RIGHTS TRAIL

BRAND GUIDELINES

What happened here changed the world.



The U.S. Civil Rights Trail is a collection of churches, courthouses, schools, museums and other landmarks in the Southern states and beyond that played a pivotal role in advancing social justice in the 1950s and 1960s, shifting the course of history.

A grayscale photograph of a Gothic Revival style building. The image shows a balcony with a decorative railing in the foreground. Behind the balcony is a large arched window. To the right, there are two smaller arched windows above a larger arched entrance. The building is made of brick or stone. The text "BRAND ELEMENTS" is overlaid in white, bold, sans-serif font in the center of the image.

BRAND ELEMENTS

BRAND ELEMENTS

The U.S. Civil Rights Trail brand consists of five main elements designed to work together to create a powerful, distinctive and consistent identity.

These elements are:

- 01** Logos
- 02** Colors
- 03** Typography
- 04** Photography
- 05** Tone of voice

Consistency is key – but that doesn't mean everything has to look the same.

Keep layouts clean and simple. Never over clutter or complicate.

Give our identity space. Make use of white space and check minimum sizes, clear spaces, etc.

Our typeface is open and clean. Keep headlines short and simple for maximum impact.

01 Logos



02 Colors



03 Typography

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&()?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&()?

04 Photography



05 Tone of Voice

01

LOGOS



PRIMARY LOGO

The U.S. Civil Rights Trail logo serves as the trail's official identifier to our audience. It establishes our presence and should appear on all communication materials and related items.

The U.S. Civil Rights Trail logo is rich in meaning. The silhouetted marchers represent the foot soldiers of the Civil Rights Movement and their journey to equal rights. The American flag represents their rights as guaranteed in the U.S. Constitution. Our marchers are always in step and moving forward.

When reproducing the logo, always use the digital artwork provided. The logo should not be redrawn or altered in any way.

Full-color



Cropped logo



In the interest of space, the primary circle logo can be cropped at the bottom. Special attention should be given to make sure the marchers' feet are fully visible and not cut off.



Color variations

Different versions of the logo have been created to accommodate different applications.

The full-color logo is preferred and should be used whenever possible.

For cases in which the full-color logo cannot be used, a grayscale logo and one-color black and reversed white logos are provided.

There is no reversed primary logo. If a reversed logo must be used, please use the secondary square logo.

Full-color



One-color (black)



Full-color on dark background



One-color on dark background



Clear space

The clear space is the area surrounding the logo that must always be kept free of any text or graphic elements. It ensures that the logo stands distinctively in any environment.

Clear space is measured by the height of the “R” in the logotype. The minimum clear space must be double the size of the letter “R.”

Minimum clear space



Minimum size

To ensure the clarity and legibility of the U.S. Civil Rights Trail logo, a minimum reproduction size has been defined. The logo may scale up as large as desired but should not be used smaller than the recommended minimum size shown on this page.

Minimum sizes for print and online



0.3125"



40 Px

Unacceptable use

For the U.S. Civil Rights Trail brand to be properly presented, care must be taken to ensure correct and consistent use in every application. Altering or redrawing the logo in any way weakens the power of the brand and what it represents.

Some common misuses are shown here.

1. Do not reassign colors.
2. Do not alter or substitute the logo's graphics.
3. Do not distort the logo.
4. Do not encroach on the clear space.
5. Do not reverse primary logo.
6. Do not knock out the white in the center of the logo.

1



2



3



4



5



6



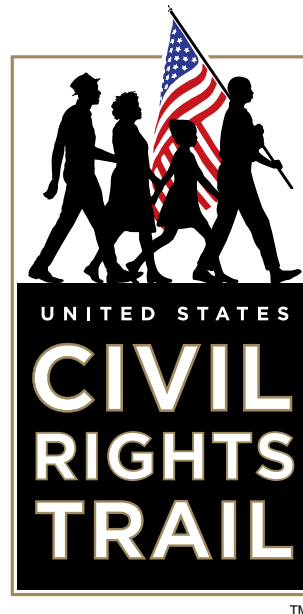
SECONDARY LOGOS

These two logo options can be used when the primary logo does not fit comfortably in the allotted space or cannot be clearly represented.

Our one-color logos, both vertical and square, should be used selectively and only in small applications (not on large posters or as the main element on a page). A one-color logo should be used only when a full-color logo doesn't work well.

When a reversed logo is needed, use only the square reversed logo.

Full-color vertical



TM

Full-color square (no marchers)



Color variations

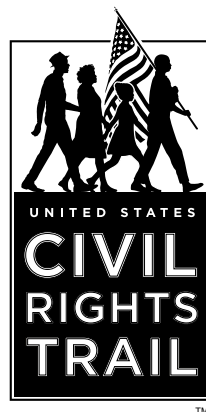
Different versions of the logo have been created to accommodate different applications.

The full-color logo is preferred and should be used whenever possible.

For cases in which the full-color logo cannot be used, a grayscale logo and one-color black and reversed white logos are provided.

If a reversed logo is needed, use the secondary square logo.

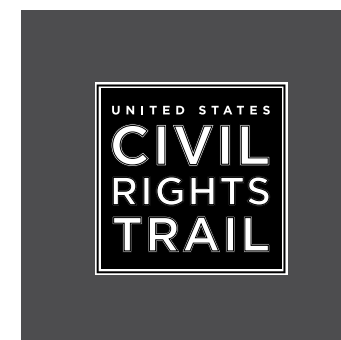
One-color vertical (black)



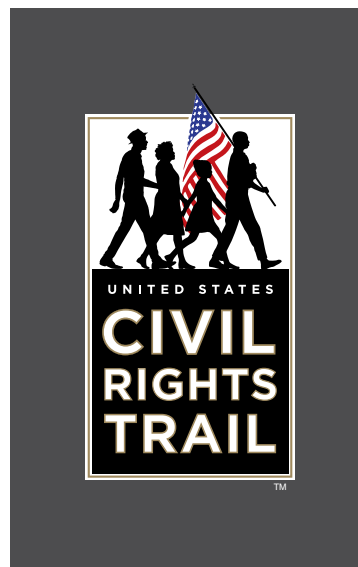
One-color square (black)



One-color square on dark background



Full-color vertical on dark background



Reversed on dark background (square only)

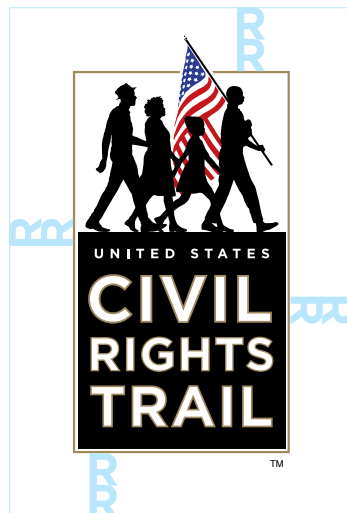


Clear space

The clear space is the area surrounding the logo that must always be kept free of any text or graphic elements. It ensures that the logo stands distinctively in any environment.

Clear space is measured by the height of the “R” in the logotype. The minimum clear space must be double the size of the letter “R.”

Minimum clear space



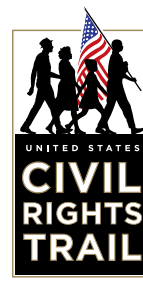
Minimum size

To ensure the clarity and legibility of the U.S. Civil Rights Trail logo, a minimum reproduction size has been defined. The logo may scale up as large as desired but should not be used smaller than the recommended minimum size shown on this page.

Minimum sizes for print and online



0.3125"



40 Px



0.3125"



40 Px

Unacceptable use

For the U.S. Civil Rights Trail brand to be properly presented, care must be taken to ensure correct and consistent use in every application. Altering or redrawing the logo in any way weakens the power of the brand and what it represents.

Some common misuses are shown here.

1. Do not reassign colors.
2. Do not alter or substitute the logo's letterforms.
3. Do not distort the logo.
4. Do not encroach on the clear space.
5. Do not reverse the secondary vertical logo. Use the reversed square logo.
6. Do not knock out the white in the center of the logo.

1



2



3



4



This text sits too close to the logo

5



6



02

COLORS



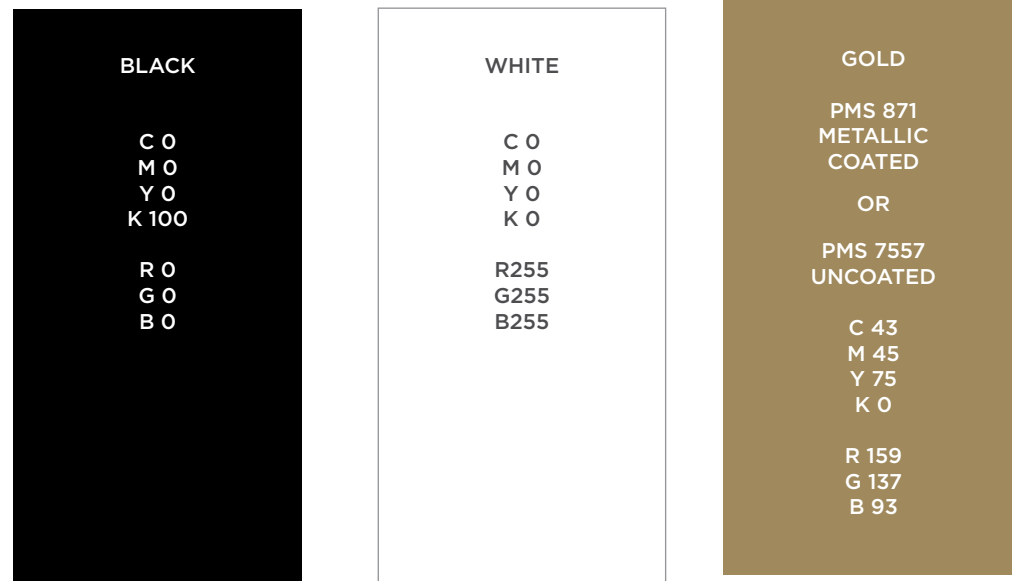
COLOR PALETTE

Our primary color palette consists of a rich black, white and gold. Our secondary color palette consists of grays, red and blue.

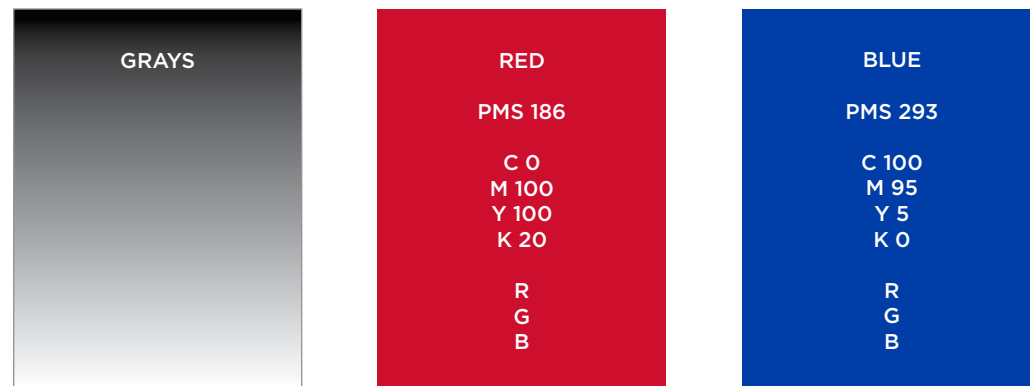
Any of the primary colors can be used as a background color or for headlines. To maximize visual recognition of our brand, gold should be used as an accent color. Gold is a vibrant color and should be used with discretion. Black and white help the gold stand out.

For secondary colors, shades of black can be used. The red and blue secondary colors are pulled from the U.S. flag in the logo and should be used only when an accent is needed.

PRIMARY

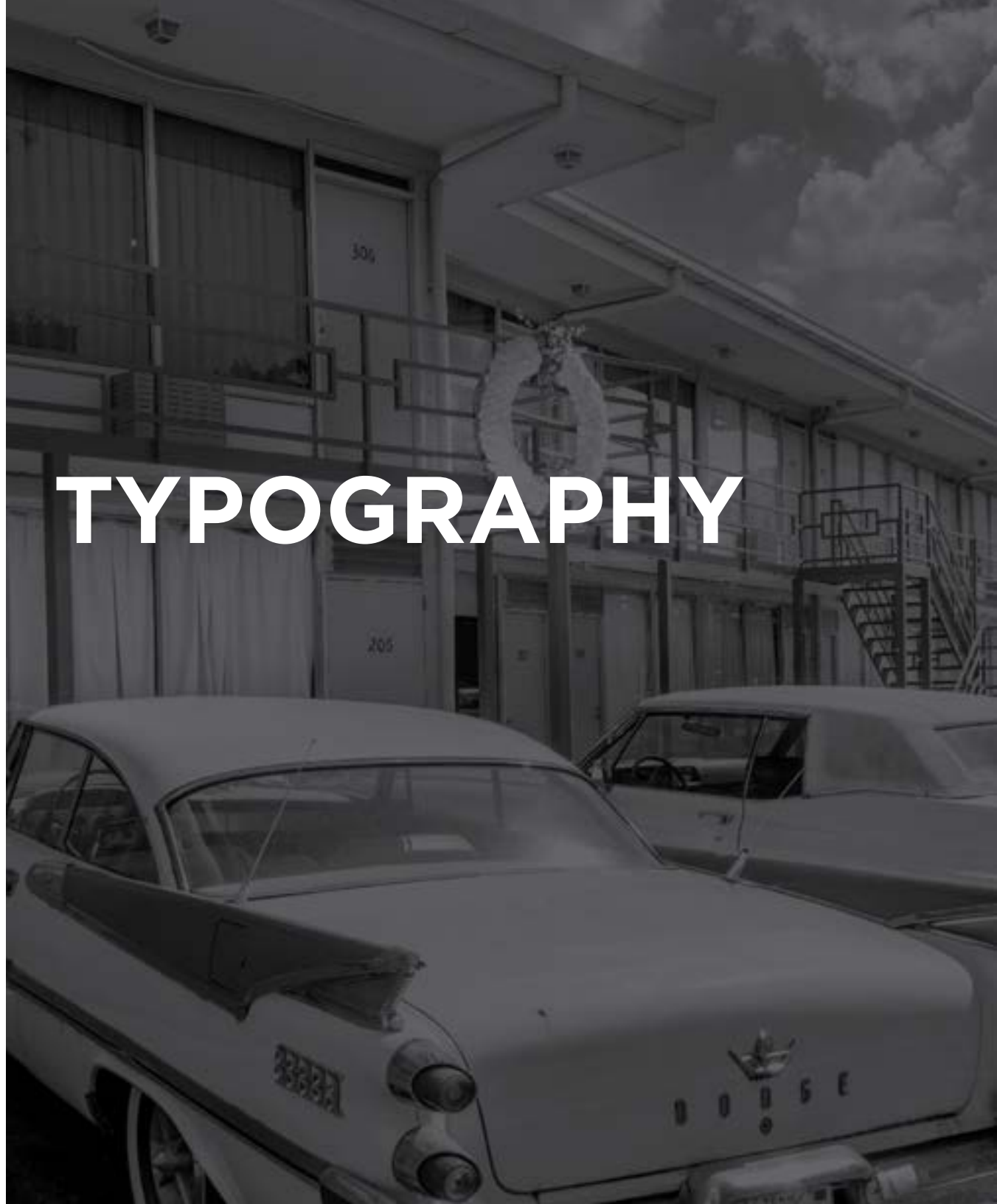


SECONDARY



03

TYPOGRAPHY



Primary typeface

Our primary typeface is Gotham, a modern, clean, professional sans-serif font that is easy to read even at small sizes. The typeface can be used in a number of weights and styles to create visual interest.

Italicized versions of the font may be used sparingly in body copy and for functional reasons.

As a general rule, we do not hyphenate headlines, subheads or body copy.

Font is available for purchase here:
typography.com/fonts/gotham

Alternative typeface

In presentations and HTML text, where our typeface may not be available, our alternative typeface, Montserrat, may be used instead.

Gotham

Black **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%&()?

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%&()?

Medium **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%&()?

Book **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%&()?

Light **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%&()?

Book Italic *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%&()?

Light Italic *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%&()?

Secondary typeface

Our secondary typeface is Bodoni, a modern, serif font that can be used for emphasis. The typeface is available in a number of weights and styles, but only the regular and medium weights should be used.

Italicized versions of the font may be used for emphasis, like in illustrating a quote.

As a general rule, we do not hyphenate headlines, subheads or body copy.

Font is available for purchase here:

fonts.adobe.com/fonts/bodoni-urw

(Included with Adobe Type subscription)

Bodoni

Medium **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&()?**

Medium Italic ***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&()?***

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&()?**

Regular Italic ***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&()?***

Alternative typeface

In presentations and HTML text, where our typeface may not be available, our secondary typeface, Montserrat, may be used instead.

Montserrat is a Google font that has been selected for its simplicity and clarity. It should be used only for internal communications when Gotham is not available, e.g., in Word, PowerPoint, Excel and in email systems.

Italicized versions of the font may be used sparingly in body copy and for functional reasons.

As a general rule, we do not hyphenate headlines, subheads or body copy.

*Font can be downloaded from here
free of charge:*

fonts.google.com/specimen/Montserrat

Montserrat

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%&()?**

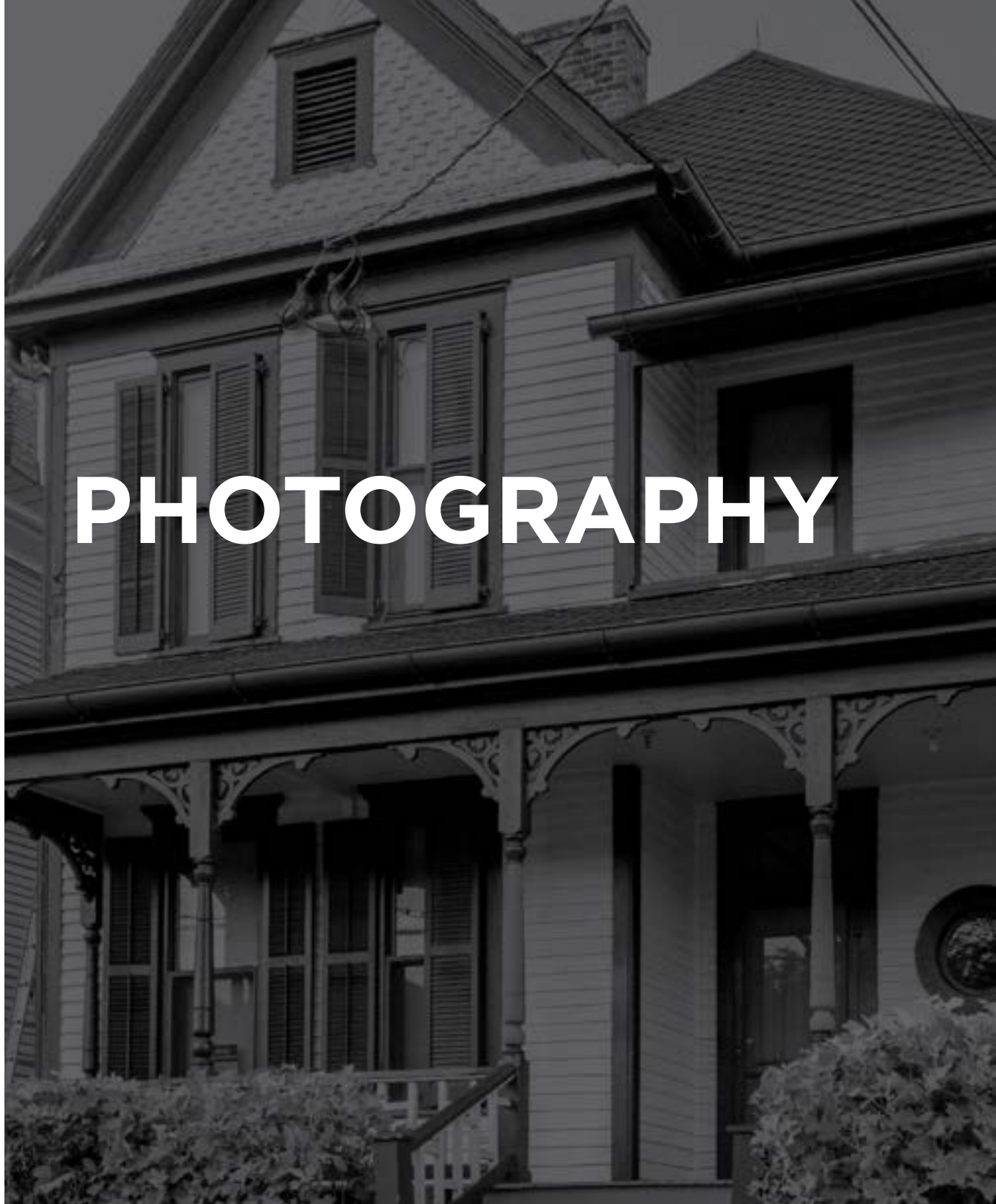
Bold Italic ***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%&()?***

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%&()?**

Italic ***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%&()?***

04

PHOTOGRAPHY



A unique look

Imagery is a powerful tool that brings our messaging to life and helps communicate our brand and brand attributes.

We have an extensive photography library and continue to add to it. These professional images have been approved and released for use on any official U.S. Civil Rights Trail piece.

To access these images, please go to XXXXXXX.com

Image licensing

Images are not licensed for individual use. U.S. Civil Rights Trail partners must purchase their own images when developing pieces.

Images as backgrounds

Darkened black-and-white imagery and orange duotones can be used as background graphics, allowing for maximum legibility of text elements.

Full-color



Darkened black-and-white imagery used for background graphics



Historical photography

The use of historical photography helps the reader gain a greater understanding of the civil rights events that took place over 50 years ago. These images are available from several stock photography companies, libraries and government archives. Any use of historical photography must be licensed and credited. The U.S. Civil Rights Trail does not have permission to provide these photos for partners' use.

A partial list:

gettyimages.com (Getty Images)

apimages.com (Associated Press)

loc.gov (Library of Congress)

crdl.usg.edu (Civil Rights Digital Library)

Black-and-white historical imagery



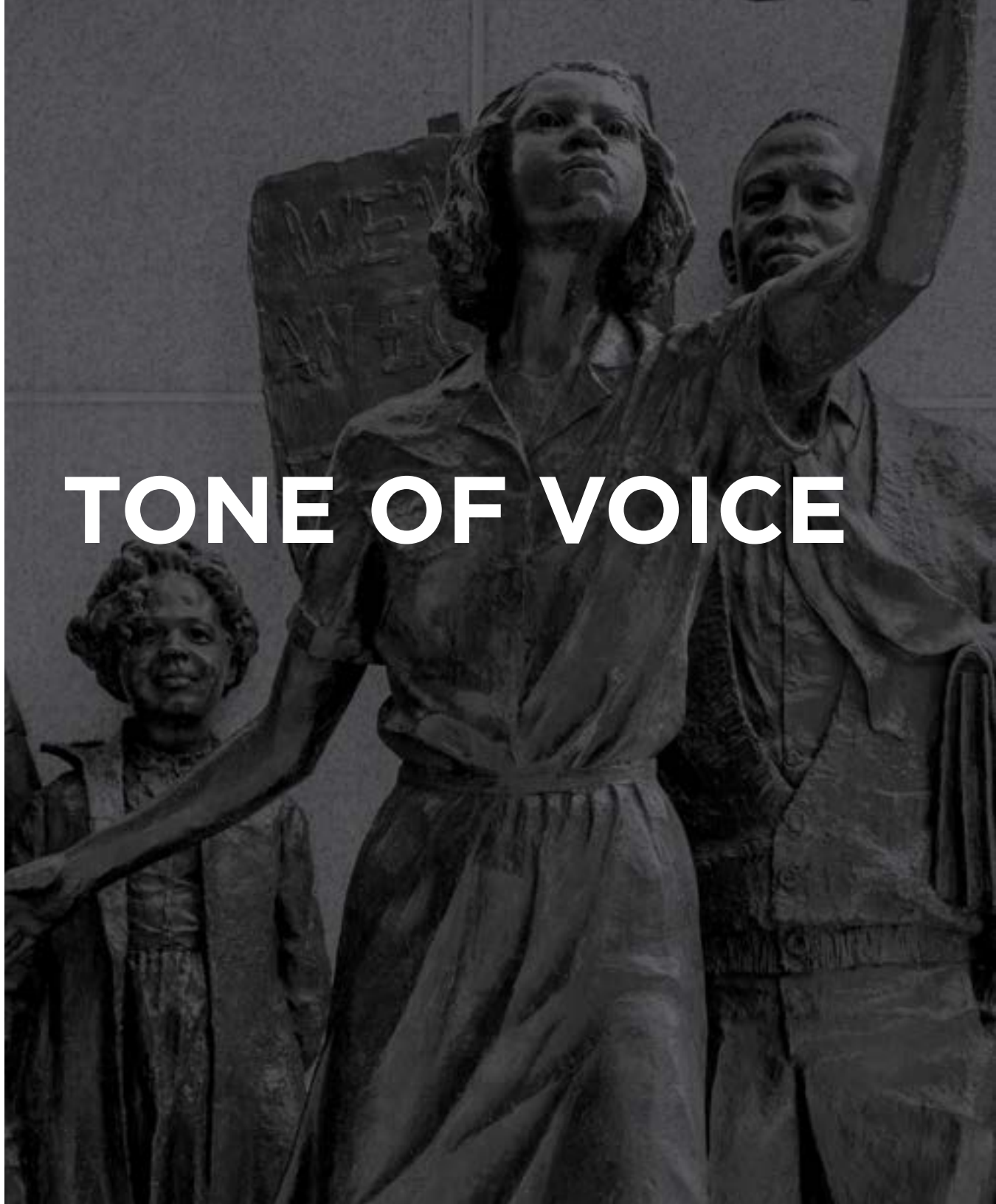
Credit: Flip Schulke/Corbis/Getty Images



Credit: Bill Hudson/Associated Press

05

TONE OF VOICE



TONE OF VOICE

The U.S. Civil Rights Trail tone of voice should be a reflection of the values that drive our cause.

The trail is about integrity, empathy and remembrance, and these tenets are communicated in a respectful, truthful voice. Overly exaggerated or promotion-heavy language should be avoided.

All language should be objective, showing no bias toward one political party or agenda over another. Copy should not contain political rhetoric.

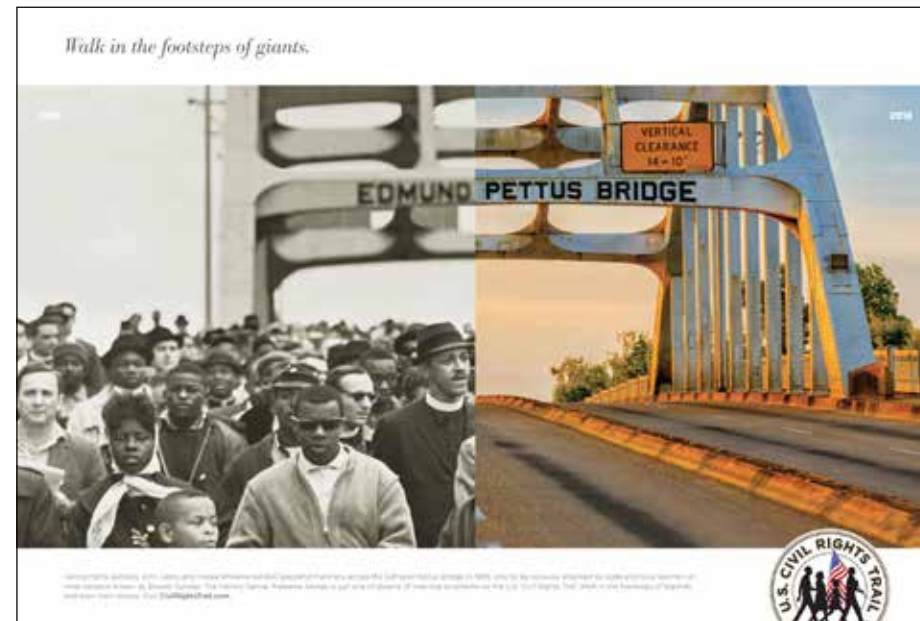
Example

Walk in the footsteps of giants.

Voting-rights activists John Lewis and Hosea Williams led 600 peaceful marchers across the Edmund Pettus Bridge in 1965, only to be viciously attacked by state and local lawmen on what became known as Bloody Sunday. Today, you can walk across the historic Selma, Alabama, bridge, just one of dozens of inspiring landmarks on the U.S. Civil Rights Trail. To learn more about heroes as diverse as Georgia's Martin Luther King Jr. and Virginia's 16-year-old Barbara Johns, go to **CivilRightsTrail.com**.

VISUAL EXAMPLES

Poster



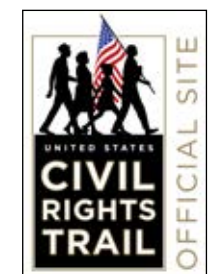
Print ad



Co-op ad



Sticker



A grayscale photograph of a classroom. In the foreground, there are several wooden tables and chairs. In the background, there is a piano, a doorway leading to another room, and some posters on the wall. The word "CHECKLIST" is overlaid in large white letters.

CHECKLIST

Correctly use these five elements to achieve a consistent brand look and feel.

1. Logos

Ensure the correct U.S. Civil Rights Trail logo is used.

- Use the full-color logo on white
- Use the primary logo in most applications
- Apply the minimum size and clear space rules

2. Colors

Ensure only the U.S. Civil Rights Trail color palette is used.

- The primary colors are black, white and gold
- The secondary colors are red, blue and shades of gray

3. Typography

Ensure the correct typeface is used.

- Gotham is our typeface and should be used for all external communication
- Bodoni is our secondary typeface and should be used for accent text

4. Photography

Ensure the photography used adheres to the principles outlined in these guidelines.

- Full-color imagery should be used for all communication materials
- Historic imagery, if available, can be used to tell the story

5. Tone of voice

Ensure the tone of voice adheres to the principles in these guidelines.

- Language should be simple and straightforward without buzzwords
- Tone should reflect respect and empathy for the portrayed experiences and events
- Exaggeration and promotion-heavy language should be avoided

SUMMER 2019 VERSION

Contact and Approval

All advertising materials must be approved by the U.S. Civil Rights Trail Marketing Alliance.

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Atlanta, GA 30305
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Fax: 404-231-2364
Email: contact@civilrightstrail.com

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