

PLAYBOOK

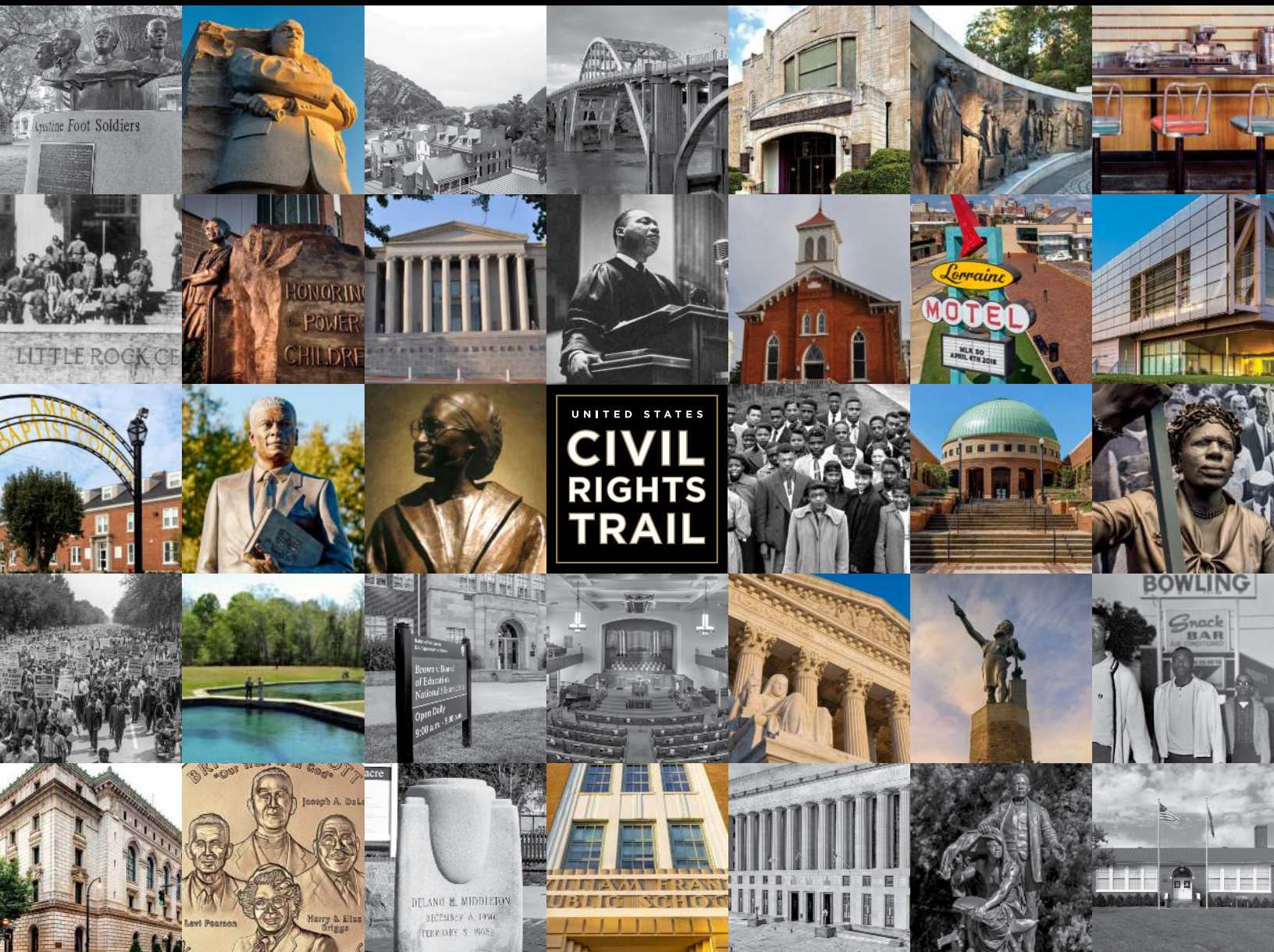


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Our History

Become a Part of the Story



The U.S. Civil Rights Trail is a collection of churches, courthouses, schools, museums and other landmarks across 15 states that played a pivotal role in advancing social justice in the 1950s and 1960s, shifting the course of history. Part cultural experience and part pilgrimage, the trail is a rite of passage for those seeking to learn from our past and build hope for our future.

Today, more than ever, it's time to stand for something. This is an invitation to make history meaningful. Join us in sharing the stories of those who've gone before in order to better the lives of those yet to come.



Why Partner With the U.S. Civil Rights Trail

Partnering with the U.S. Civil Rights Trail gives you the opportunity to be part of something bigger. It provides a turnkey way to tap into storytelling gold that will show travelers that their trip can be a purpose-filled experience that goes beyond merely sightseeing. We can connect your history to cultural movements and tell the truths of the past through each experience.



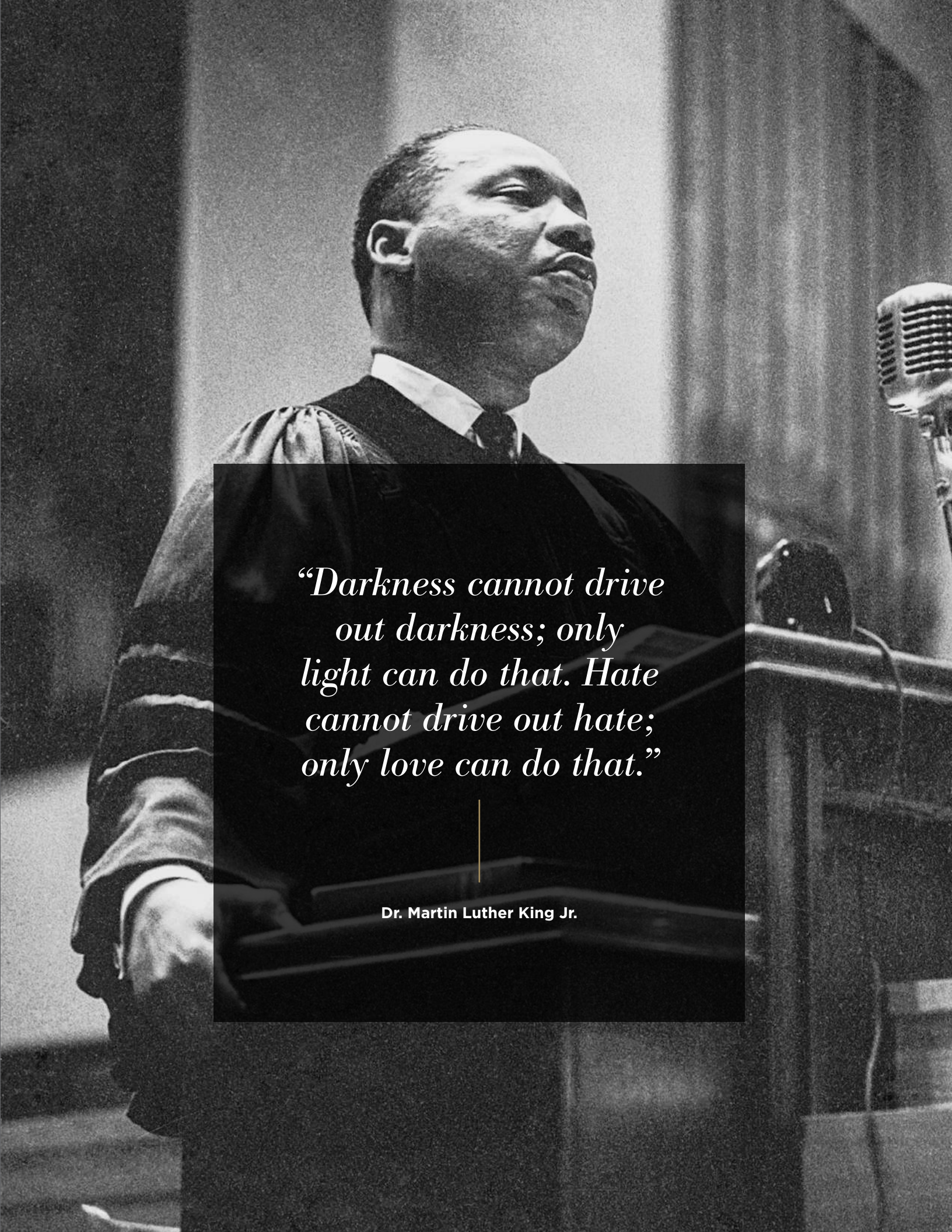
UNITED IN
COURAGE



THROUGH
SONG

Looking Forward

From past to present, and heading toward a brighter future, the U.S. Civil Rights Trail is continuing to find exciting ways to bring our history to life. Campaigns like **Ordinary Objects, Extraordinary Stories** showcase the ways you can highlight its history and tell truly amazing stories.



*“Darkness cannot drive
out darkness; only
light can do that. Hate
cannot drive out hate;
only love can do that.”*

Dr. Martin Luther King Jr.

A black and white photograph of a large crowd at a civil rights march, likely the 1963 March on Washington. The crowd is dense, filling a wide street lined with trees. Many participants are holding signs with various slogans. The text 'What We Do' is overlaid in a large, white, serif font, with 'What' on the top line and 'We Do' on the bottom line. The 'W' in 'What' is particularly large and extends across the width of the image. The 'We Do' is also large and spans across the middle of the image. The background shows a long perspective of the march down a tree-lined street.

What We Do





Brand Communication

What are messages?

Messages are what drive our creative concept to speak to who we want, where we want and how we want.

What role do they play in communication?

Even though the copy will change from execution to execution, we want you to talk about the U.S. Civil Rights Trail with a consistent tone, language and vibe. Our brand message remains honest and authentic, yet specialized per site and usage instance.

How can you use them?

We want you to use our brand messaging so that all touchpoints of communication consistently reflect your involvement with the U.S. Civil Rights Trail. This makes the communication highly recognizable no matter who creates it, letting your audience know it's part of the trail.



Campaign Messaging

1. What happened here changed the world.

Use this when you talk about:

- Integral sites to seeing where history took place
- The magnitude and importance of the trail
- People who changed history
- The U.S. Civil Rights Trail as a whole

2. Walk in the footsteps of giants.

Use this when you talk about:

- The significance of the trail
- Any CTA to follow or visit the trail

3. Always tell our story with:

- Integrity
- Empathy
- Remembrance
- Authenticity
- Honesty
- Objectivity

Content Pillars

Our content pillars reflect the drivers behind our audience's journey along the U.S. Civil Rights Trail. Instead of being site-focused, the journey is action-focused. Use the content pillars to spark inspiration for your storytelling, which will lead the audience to learn more and will enhance your trip.

Celebrate

and revel in change.

CIVIL RIGHTS LAW
COURTHOUSES
EDUCATION EQUALITY

Explore

sites and the local culture
that shaped them.

SCHOOLHOUSES
UNIVERSITIES
PERSONAL STORIES
CULTURAL HIGHLIGHTS

Be Inspired

to change today into a
better tomorrow.

CHURCHES
CIVIL RIGHTS
GATHERING AREAS
COMMUNITY CENTERS

Create

and personalize your journey
through history.

DYNAMIC PLANNING TOOL
TRAVEL GUIDEBOOK
TRIP ITINERARIES
PODCASTS

Learn

and understand the
truths of history.

MUSEUMS
INFORMATIVE LANDMARKS

Remember

civil rights leaders as you
walk in their footsteps.

PARKS
STATUES
CULTURAL CENTERS
MEMORIALS

Social Media Funnel

Our message can be differentiated depending on when and where we are talking to our customers. Knowing where they are on their journey — scrolling on social media, searching online, looking for vacation inspiration, ready to choose a destination, or continuing a relationship with us after their visit — lets us better communicate with them and meet them where they are. Shown below are the mindset phases of the customer journey.

Awareness

Pillars: Remember, Celebrate, Be Inspired

KPIs: Likes, shares, comments, reposts, follower count,
community mentions (#s)

Consideration

Pillars: Create, Explore, Learn

KPIs: Saves, click-throughs to website, DMs/comments

Conversion

Pillars: Create, Explore, Learn

KPIs: Saves, click-throughs to website, DMs/comments

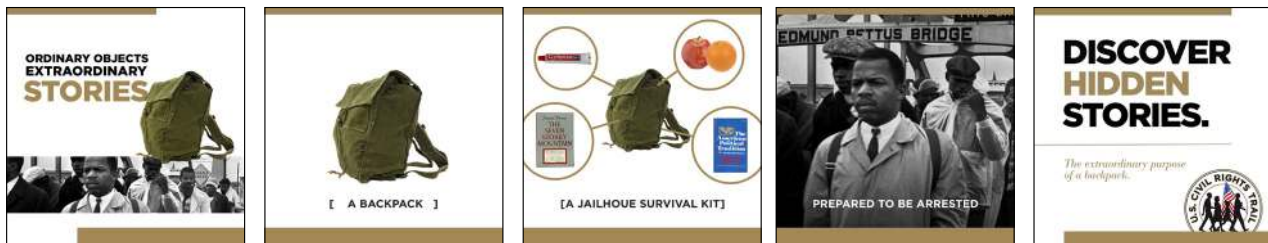
Nurture

Ordinary Objects, Extraordinary Stories

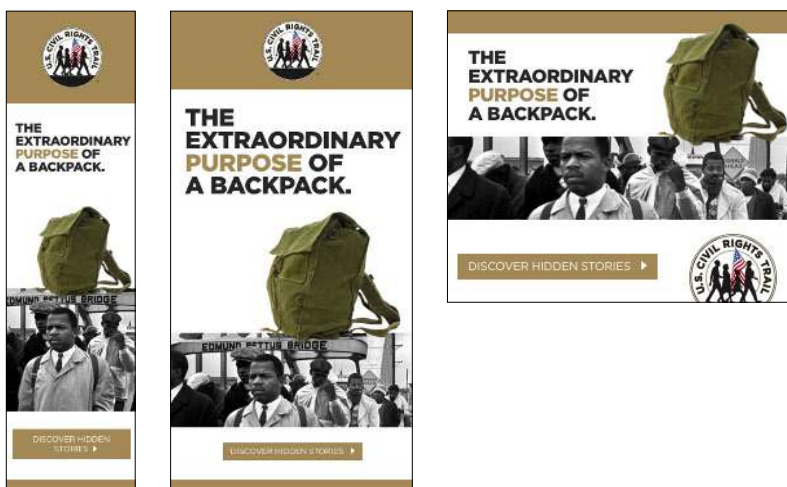
The U.S. Civil Rights Trail reveals the hidden and extraordinary stories behind everyday objects that played a pivotal role in the Civil Rights Movement.

History buffs know the sites and stories of the U.S. Civil Rights Trail. But music fans, fashionistas and art lovers may not realize just how big a role a simple song, outfit or symbol played in changing America. Introducing a way to get people interested in the history of the movement through ordinary objects — everyday things with unexpected and intriguing importance: Ordinary Objects. Extraordinary Stories.

Instagram Carousel



Display Banners



Social Carousel

The Power of “Sunday Best”

When activists wore their Sunday best, it wasn’t a fashion statement. It was a political one. They hoped that press coverage of well-dressed people being manhandled by the police would turn public opinion in their favor.



The Lesson a 10-Year-Old Taught Us

In 1954, a 10-year-old taught the country a lesson when *Brown v. Board of Education* established that “separate but equal” was not equal after all.



Well-heeled Marches

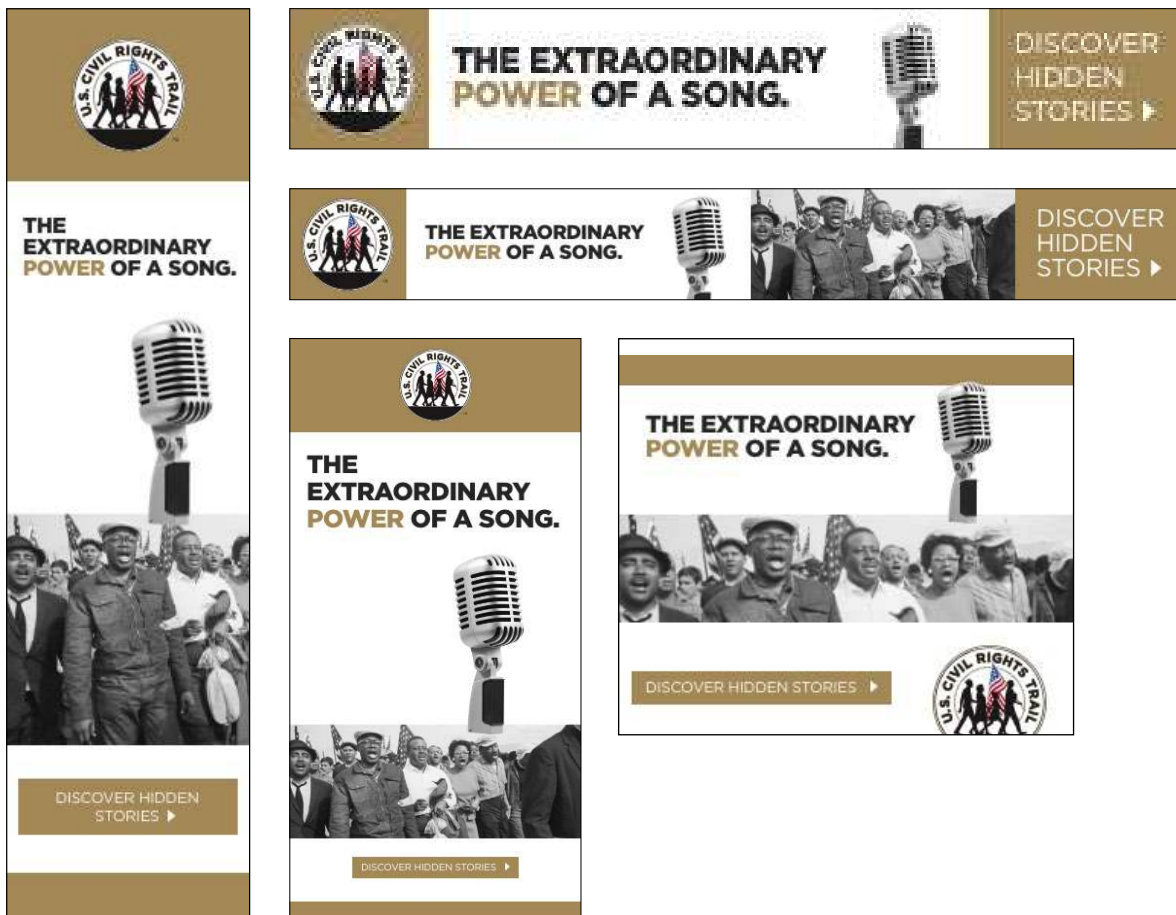
Thousands of people marched and participated in sit-ins across the South to demonstrate their right to equal access. Although businesses initially closed their doors entirely to escape the pressure, the voices of the people were ultimately heard and played a pivotal role in advancing equality.



Digital Executions

Display Banners

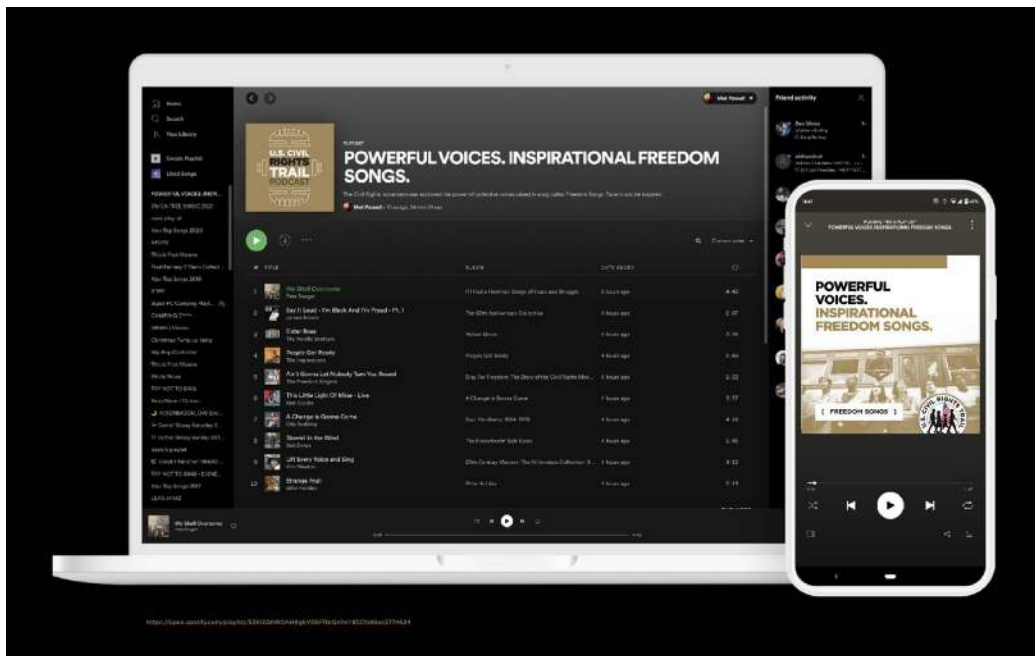
Freedom songs like “We Shall Overcome” were a powerful weapon in the Civil Rights Movement. Thousands of voices raised in song brought unity and courage to activists and elicited a strong emotional response in those who heard them.



Spotify Playlist

Spotify Playlist and Spotify Ad

The Civil Rights Movement was anchored by the power of collective voices raised in Freedom Songs. Tune in and be inspired.



Podcast Social Post



Crowdriff / UGC

Be a part of the journey. In addition to what we do for you, it is important that you upload your pictures to this link (<https://upload.crowdriff.com/uscivilrightstrail>).

We encourage you to use the hashtag #USCivilRightsTrail to share your sites with the world.

Images From CrowdRiff



First Baptist Church, Ripley Street | Montgomery, AL



Little Rock Nine Memorial | Little Rock, AR



Andrew Rankin Memorial Chapel | Washington, DC



John Philip Sousa Middle School | Washington, DC



Emanuel AME Church | Charleston, SC



Historic Liberty Hill AME Church | Summerton, SC



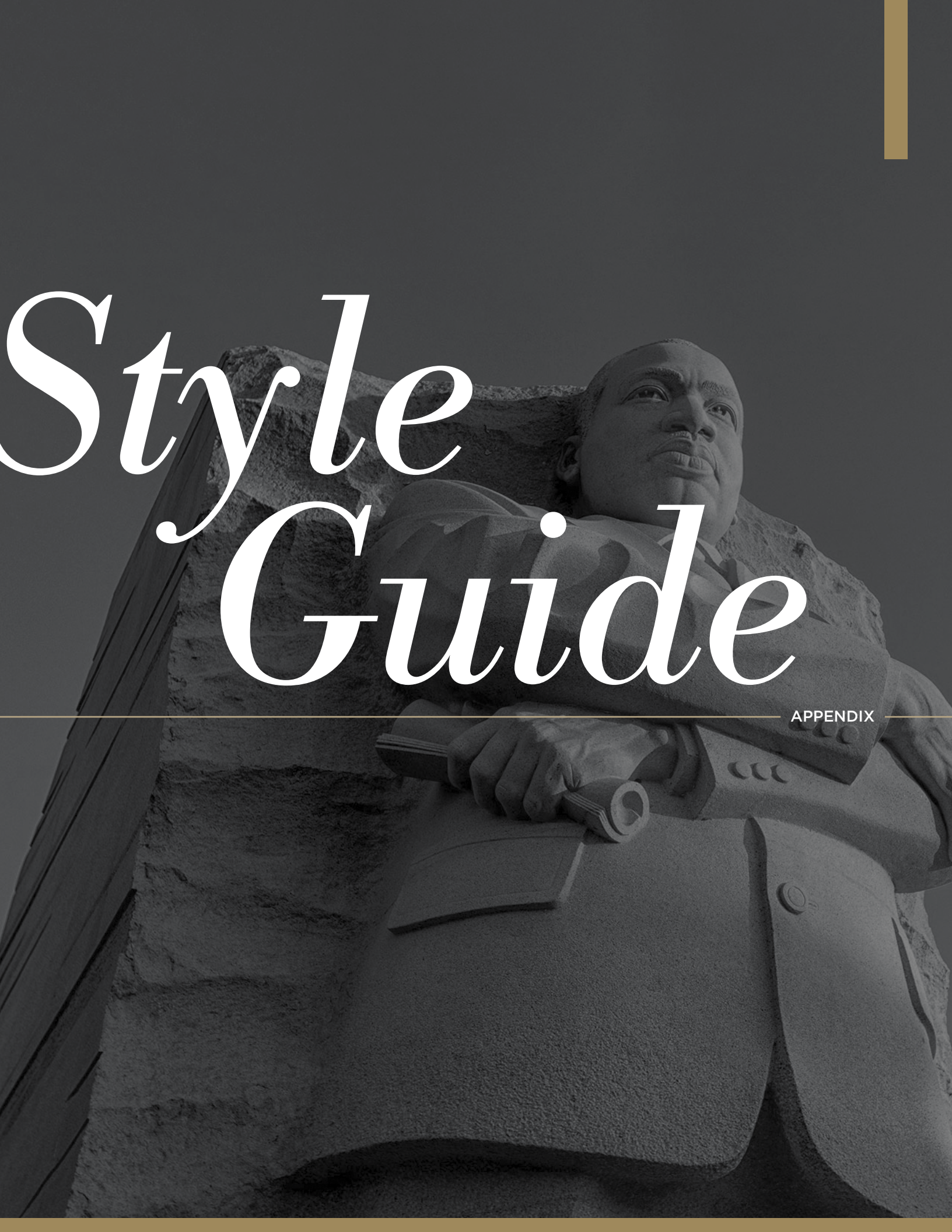
Take the Journey With Us

Become a part of the United States Civil Rights Trail.

To apply to become a part of the United States Civil Rights Trail, fill out an application [here](#).

For more information about the “Ordinary Objects, Extraordinary Stories” campaign or how you can get involved with your own object + story, please reach out to CivilRightsTrail@luckie.com.

For questions about your sites or the trail as a whole, please reach out to contact@civilrightstrail.com.



Style Guide

APPENDIX

01 BRAND GUIDELINES



BOOKER T. WASHINGTON
1856 - 1915

HE LIFTED THE VEIL OF IGNORANCE
FROM THE PEOPLE AND POINTED

BRAND GUIDELINES OVERVIEW

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



for American flag only

03 Typography

Gotham

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

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

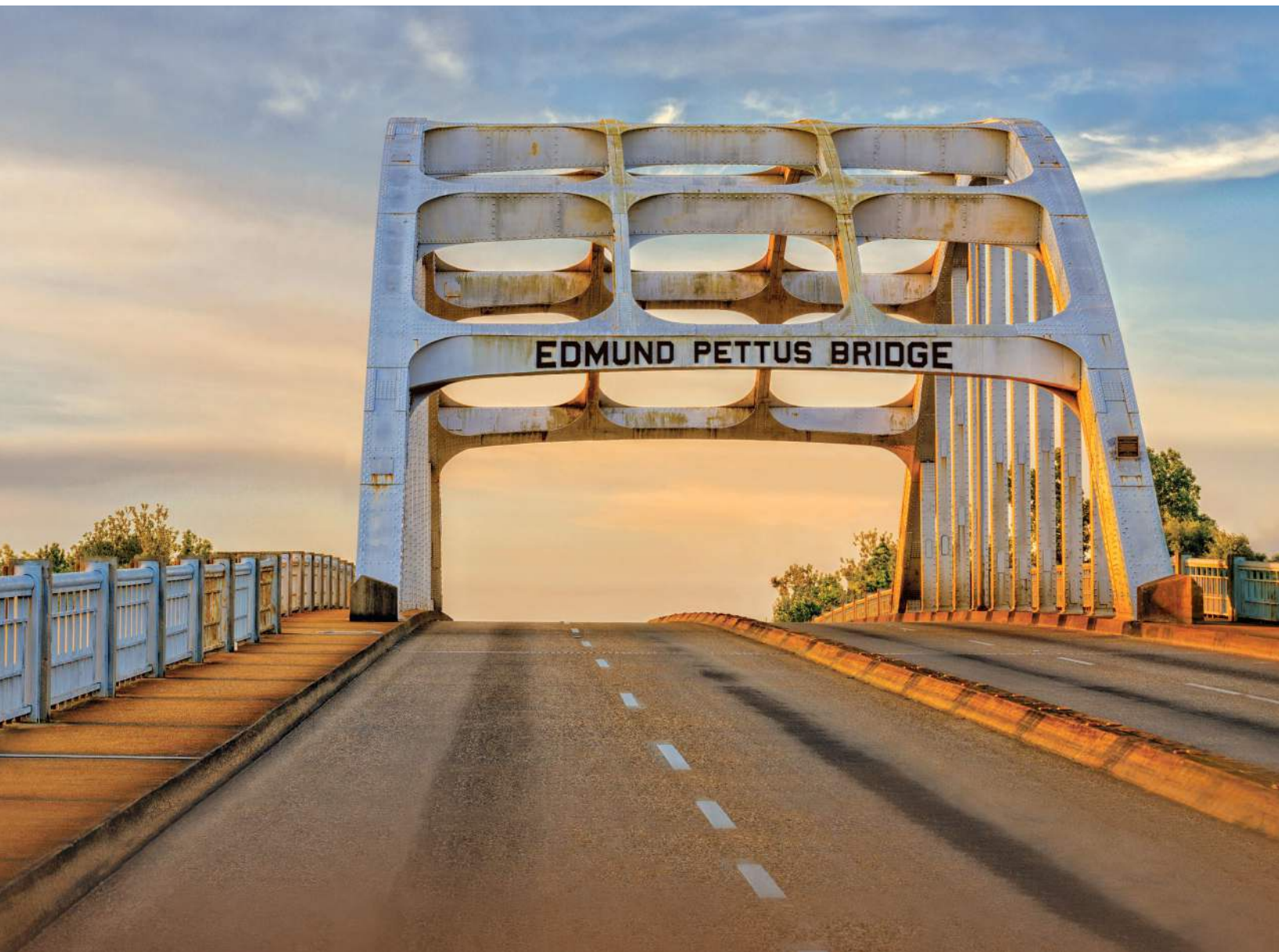
04 Photography



05 Tone of Voice

Respectful, truthful and objective

02 LOGOS



SQUARE LOGOS

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.

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

Full-Color Square



One-Color Square (Black)



One-Color Square on Dark Background



Reversed on Dark Background (Square Only)



COLOR VARIATIONS

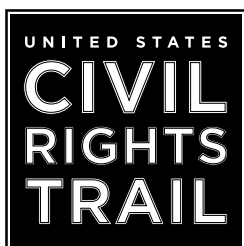
Different versions of the logo have been created to accommodate different applications.

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 Square (Black)



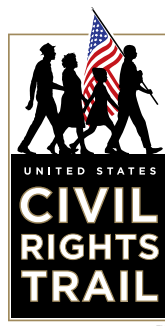
One-Color Square on Dark Background



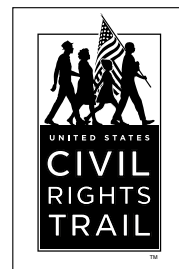
Reversed on Dark Background (Square Only)



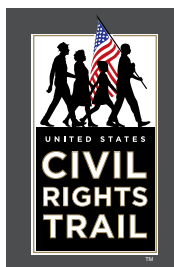
Full-Color Vertical



One-Color Vertical (Black)



Full-Color Vertical on Dark Background



CLEAR SPACE

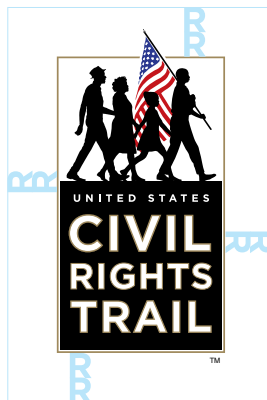
The clear space is the area surrounding the logo that must always be kept free of any text or graphic elements. It ensures that the logo stands distinctively in any environment.

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 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 Clear Space



Minimum Sizes for Print and Online



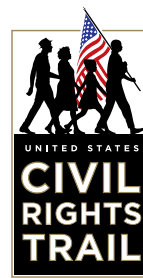
0.3125"



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



CIRCULAR LOGOS

The circular 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.

Full-Color



Cropped Logo



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 circular logo. If a reversed logo must be used, please use the square logo.

Full-Color



One-Color Circular (Black)



Full-Color on Dark Background



One-Color on Dark Background (Circular 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 SIZE

To ensure the clarity and legibility of the United States 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 Clear Space



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 elements of the logo.
3. Do not distort the logo.
4. Do not encroach on the clear space.
5. Do not reverse the circular logo. Use the reversed square logo.
6. Do not knock out the white in the center of the logo.

1



2



3



4



5



6



03 COLORS



CHERRY
PIE 15c

CHOCOLATE EGG
LAYERED CAKE 15c

BACON & TOMATO
SLIP
SANDWICH 45c

BREADED
HAM STEAK 65c

TURKEY CLUB
SANDWICH 65c

Pepsi Cola 5c

HOT
COFFEE

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

BLACK

C 0
M 0
Y 0
K 100

R 0
G 0
B 0

WHITE

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

GOLD

PMS 871
METALLIC
COATED

OR

PMS 7557
UNCOATED

C 43
M 45
Y 75
K 0

R 159
G 137
B 93

Secondary

GRAYS

RED

PMS 186

C 0
M 100
Y 100
K 20

R 197
G 20
B 28

BLUE

PMS 293

C 100
M 95
Y 5
K 0

R 43
G 56
B 150

For American flag only

For American flag only

04 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.

FONT IS AVAILABLE FOR FREE HERE:

fonts.google.com/specimen/Montserrat

Gotham

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

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

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

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

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

Light **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!@#%&()?

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 IS AVAILABLE FOR FREE HERE:
fonts.google.com/specimen/Montserrat

Montserrat

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

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

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

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

05 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.

For image requests, please email contact@civilrightsrail.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](https://www.gettyimages.com) (Getty Images)

[apimages.com](https://www.apimages.com) (Associated Press)

[loc.gov](https://www.loc.gov) (Library of Congress)

[crdl.usg.edu](https://www.crdl.usg.edu) (Civil Rights Digital Library)

Black-and-White Historical Imagery



Credit: Flip Schulke/Corbis/Getty Images



Credit: Bill Hudson/Associated Press

06 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

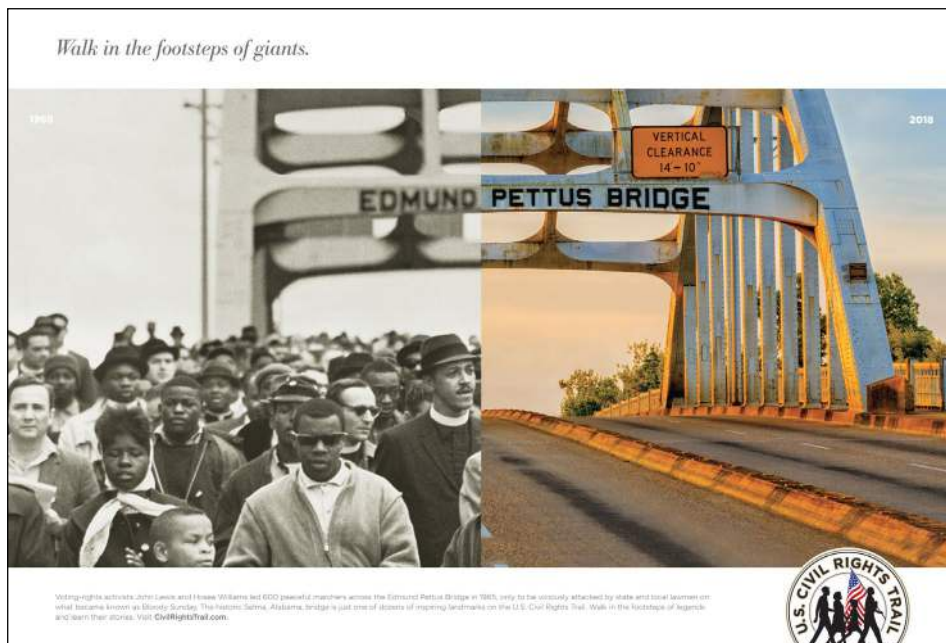
Walk in the footsteps of giants.

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](https://www.civilrightstrail.com).

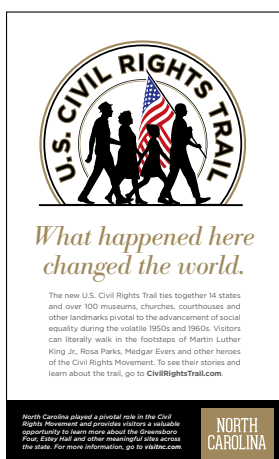
VISUAL EXAMPLES

Below are visual examples of the correct use of all brand guidelines in ad placements.

Poster



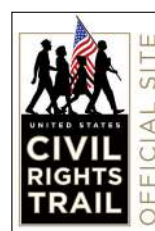
Print Ad



Co-Op Ad



Sticker





Visit [CivilRightsTrail.com](https://www.CivilRightsTrail.com) today.

Contact and Approval

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

3500 Piedmont Road NE

Suite 210

Atlanta, GA 30305

Office: 404-231-1790

Fax: 404-231-2364

Email: contact@civilrightstrail.com

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