

# Logo Guidelines

brand guidelines



Updated July 17, 2013 to include Pantone Values

## Brand Examples

The MAMMOTH LAKES TRAIL SYSTEM™ logo acts as a symbol and represents recreation in Mammoth Lakes.

Examples of where the logo can be used:

Wearables, promotion, outdoor accessories (water bottles, hats, etc.)



## Logo Variations

Proper application of the MAMMOTH LAKES TRAIL SYSTEM™ logo is essential for promoting and protecting the brand. It is our goal to be consistent in order to achieve maximum recognition.

Below you will see four different variations of the logo:

- A four-color (4C) preferred logo
- A four-color (4C) logo to be used for specific purposes
- A grey scale (60% blk)
- A black (100% blk)



It is recommended that the standard color logo be used only on a white or grey background.

*File name: MLTS\_v1\_4C*



It is recommended that the special color logo be used only for wayfinding and signage purposes (bollards and trail signage).

*File name: MLTS\_v2\_4C*



It is recommended that the grey logo be used only if the background onto which it will be applied is black. This is not a preferred application.

*File name: MLTS\_v3\_wht*



It is recommended that the black-on-white logo be used only on colored backgrounds.

*File name: MLTS\_v4\_blk*

## Color Palette



### Green

Pantone 7491 C  
C 19 M 0 Y 86 K 48  
R 126 G 135 B 42



### Orange

Pantone 179 C  
C 0 M 78 Y 97 K 0  
R 241 G 95 B 38



### Brown

Pantone DS 324-2U  
C 47 M 78 Y 81 K 72  
R 60 G 25 B 13



### White

Pantone DS 148-9U  
C 0 M 0 Y 0 K 0  
R 255 G 255 B 255



### Background color

Pantone DS 324-C  
C 2 M 1 Y 7 K 0  
R 248 G 247 B 236

### Black

Pantone DS Process Black U  
C 0 M 0 Y 0 K 100  
R 35 G 32 B 31

## Exposure Restrictions

The MAMMOTH LAKES TRAIL SYSTEM™ logo is designed for specific uses to maintain consistency and the integrity of the brand. It is recommended that the logo be used without making modifications or alterations to the graphic. For example, changing the logo's orientation, applying effects, or rotating the logo is not recommended.

- The type and the icon work together as a composite graphic (the logo) and should always be represented as one element.
- The icon should remain centered above the type.
- The proportions of the two elements (icon and type) should stay the same and not be modified.
- The logo should be used with a **TM** symbol.

## Typography

# MAMMOTH LAKES TRAIL SYSTEM™

CENTURY GOTHIC REGULAR

Outline Stroke weight: 0.0048 in.

### Color version:

MAMMOTH LAKES

#### Orange

Pantone Pantone 179 C

C 0 M 78 Y 97 K 0

R 241 G 95 B 38

### Black-and-white version:

TRAIL SYSTEM

#### Black

Pantone DS Process Black U

C 0 M 0 Y 0 K 100

R 35 G 31 B 32