

A Style Manual

for using the
Mon Forest Towns
brand
June, 2019



How might connecting towns near and within the Monongahela National Forest improve quality of life for all of them?

The recreation economy has been recognized by the United States Department of Agriculture as an emerging or priority area of national need. According to the Outdoor Industry of America, the outdoor recreation economy generates \$887 billion in spending, supports 7.6 million direct American jobs and generates \$125 billion in federal, state, and local tax revenue. Outdoor recreation is a growing and diverse economic super sector that is a vital cornerstone of successful communities that cannot be ignored, yet, many rural communities lack the capacity and resources needed to successfully support and capitalize on the recreation economy.

The Mon Forest Town Partnership (MFTP) seeks to cultivate relations across lands and forest gateway communities that will enhance the economy and quality of life for residents and visitors while sustaining the quality of the environment. In 2017 and 2018, community leaders, business owners, and non-profit partner organization representatives met in each of the Mon Forest gateway communities with District Rangers and WVU Extension specialist, Doug Arbogast. The outcomes of these meetings helped to shape a shared recreation vision to help guide the project. The vision is to connect communities to each other, to the forest, and to our natural resources to generate positive and tangible outcomes that will improve quality of life.



Mon Forest Towns strive to provide a Gateway for Escape, Exploration, and Adventure in Diverse Landscapes for local residents and visitors by supporting:

1. Community Health and Wellness
2. Business and Entrepreneurial Development
3. Regional Branding and Marketing
4. Sustainable Trail and Recreation Development
5. Rural Community Workforce Development

Mon Forest Towns Identity System

Design faculty Eve Faulkes, Rural Tourism Specialist Doug Arbogast and District Rangers held multiple branding meetings in 11 MNFP gateway communities with local stakeholders in June and July 2018 to co-design a brand that allowed residents an opportunity to be part of the forest story. In addition, the Forest Service working group also provided their input. Follow-up phone calls were held with each community to further refine draft design concepts. This identity system and style guide is the result of the collaborative effort with pilot gateway communities. Gateway signage, kiosk, brochure, web, and wayfinding implementation options are being prioritized and cost estimates are being explored. We are excited to be on this journey together!

Almost one million acres, eight counties, and more than four hours travel from top to bottom, the Monongahela National Forest touches not only our pilot towns, but dozens more communities.

Their distances make it hard to connect, but connecting could be a boon for visitors planning multi-day activities. Coordinated planning could allow for communities to work together to apply for regional grants or receive regional funding..

These benefits are in addition to the braintrust of shared ideas.

Let's do it!





Many thanks to all who participated in the community meetings and waited patiently while we reviewed and applied the feedback from each round.



Much of the deliberation surrounded finding the appropriate name that avoided Coalition, Conservancy, Gateway and other terms that held political connotations or implied goals not matching ours. Mon Forest Towns emerged the favorite.

From the meetings we heard that the message should be about connection to nature and the ecosystems as well as being personable, active and life-giving. The bear became that symbol, a creature almost mythical in its infrequency of being spotted, yet is directly connected to the health of the forest. It is also a fierce protector and has a historic connection to the forest and the stakeholders in its towns.



Photo in the symbol is an August morning in Elkins, heading into the Forest.

The symbol needs to work for communities in the mountains, the valleys, where histories ranged from farming to mining or lumbering, with differing natural wonders and recreational opportunities nearby.

Now that we have agreed on what it should look like, how might we use it?



Mon Forest Towns Symbol/black and white

The MFTP symbol may be used in black and white on a white background in such a way that the white N, T and S blend into the background. This is part of the design that allows the mark to become wed to the page and is a visual gestalt property called figure-ground.

This mark, when downloaded as an .ai file or .svg file may be enlarged to billboard size without loss of detail. A .jpg, however, should be used only at the size of the original or smaller to maintain clarity.



use black
wordmark
instead



3/4" wide

is the limit for this wordmark



1/8" tall

application to pens



1/4"

favicons for maps, web
and phone apps



Mon Forest Towns Symbol/size modifications

As the symbol gets smaller, the word mark can become too small to be legible as white letters.

In a space 3/4" tall, the bear should be dropped and the stacked word mark MON FOREST TOWNS should be used instead.

When needed for an even smaller space, the single line word mark should be used.

The smallest space could be the favicon, 1/4", for use on web sites and digital map legends.



Mon Forest Towns Symbol/color

The MFTP symbol will normally be used in green and black, with the town name in white when it is added. When the color mark is used, the word mark extends beyond the black boundary.

The space at the bottom of the word mark can accommodate long and short names of towns in the Univers font. When a name fits in the Univers extra black, it has the most impact. However, the other Univers forms can handle longer names.



Town name in **Univers 85**
extra black



Town name in **Univers 67**
bold condensed
with -30 kerning



The usage of these forms of the mark may generally be for signage, but could have other applications such as apparel, event posters or patches.

The color symbol with no town names below will have a slightly smaller black space beneath the word mark as shown at the top right corner above.



Mon Forest Towns Road signs with 18 Sticker options



One option for highway signs could be this arch shaped aluminum sign with graphics made of car wrap material that is weather-proof and fade-proof.



The sign could be created with or without three sticker choices from a catalog of town amenities having to do with the recreation economy, nearby history and heritage, or a few cultural and drink offerings. The list came from requests from the pilot towns in the community conversations. A white outline separates them from the background.



services
available in
the town



Wildlife and hunting



Climbing and outdoor recreation



Train and lumber heritage



Train and logging front view



Fishing



Waterfall

The sticker designs are always in the set of greens that are the brand. They also always have part of the circle in white figure-ground that makes them belong to the set.



Music heritage and events



Arts and crafts heritage and events



Dark skies
(with and without telescope)



Hiking



Birdwatching



Craft brewery

If the sign is placed too far from the road to allow reading the stickers, or access by pedestrians is not feasible then the normal version of the sign should be used.



Oak and lumber industry



Oak and sycamore forest



Oak and Wild Cherry



Kayaking



Biking



Skiing

The posts for the signs may be prescribed by the Mon Forest Towns steering committee which will try to identify local sources to produce them.



Poster or shirt application

Stitched patch application

Mon Forest Towns Sticker APPLICATIONS

Another use of the round sticker designs suggested was as coasters for local craft breweries. This design would adapt the Mon Forest Towns bear to a round format.

A circle icon could be used in conjunction with the Mon Forest Towns logo for an event that was closely associated with the icon, such as a fishing tournament or an art or music festival in a member town.

A circle design may NOT be used for a town symbol, because it stands for the group.

Mon Forest Towns Coaster APPLICATIONS



Two sides of a Coaster





c0m0y0k0
#ffffff
R255B255G255

Circle icons

c45m0y100k0
#99ca3c
R154G202B60

Circle icons

Word mark

c66m20y100k4
#669a40
R102G154B64

Circle icons

Bear

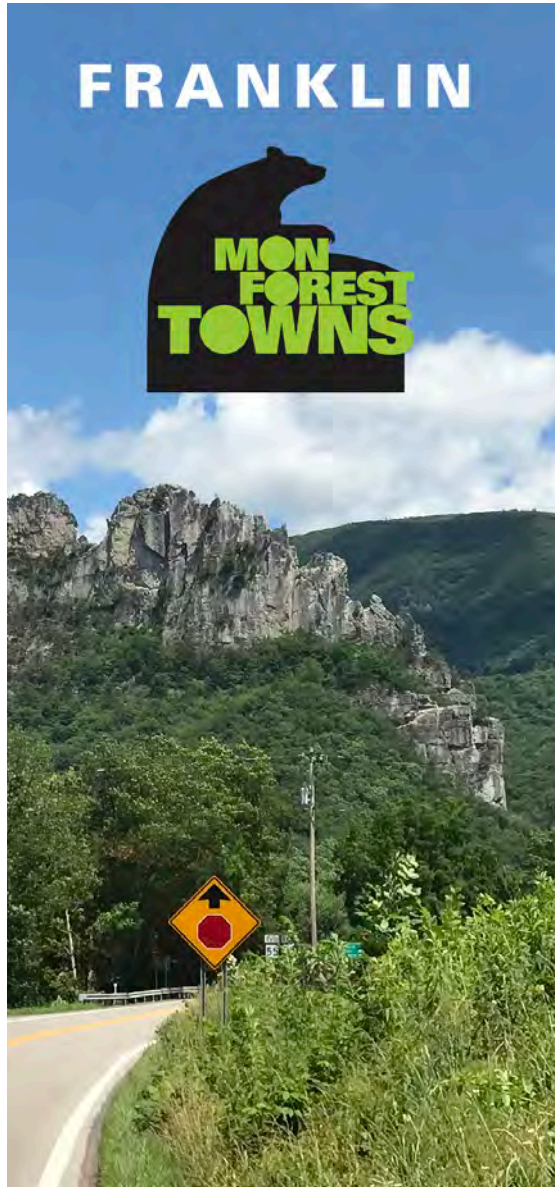
c90m43y68k36
#03564b
R3G86B75

Circle icons

c75m68y67k90
#010200
R1G2B0

Mon Forest Towns Color Specifications

The color palette steps evenly from light to dark with two greens in the middle that can read on white and have black over them and remain legible. A third darker green is used rarely on the circles and would not have black next to it. The lightest green should not be used for small text. The numbers beside the colors are useful for designers to specify web or print colors.

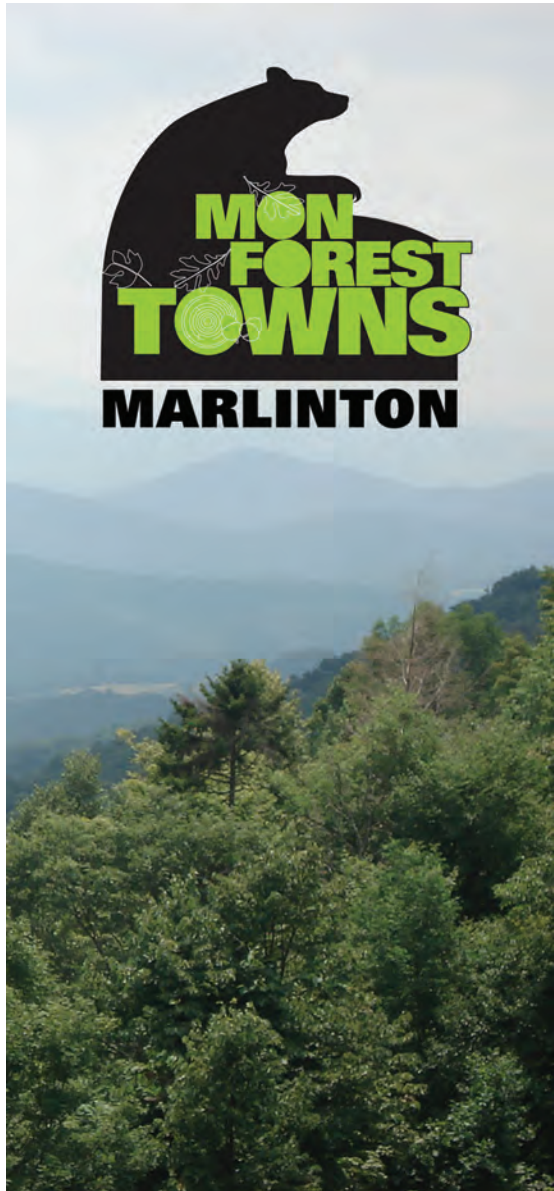


Rack cards show only the top inch or two in a full rack. In this case, the town name would show first at the top, and the Mon Forest Towns logo would be featured about this size where it best fits in the image for contrast.



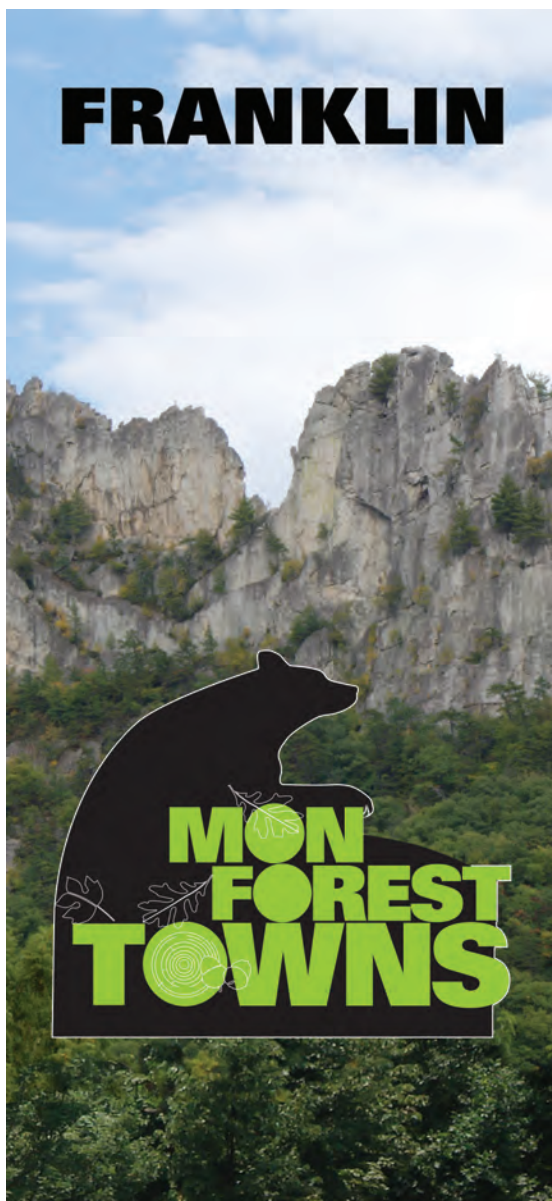
Mon Forest Towns with hardwood leaves

The solid green and black of the symbol can have a white linear pattern to give it more detail and feeling when it will be used large for print materials. This version has the least linear material, using only hardwood leaves of oak and tulip. This distinguishes the Monongahela National Forest as the diverse hardwood forest of the east coast, having over 400 species of trees and being the resource that supports the lumber industry.



Hardwood linear pattern
in use on a brochure
cover

FRANKLIN



An outline around the periphery of the symbol can allow it to hover over a dark part of the photo to avoid covering an important feature.



Another configuration of the logo with the town name that preserves the full beauty of Blackwater Falls.

Univers 85 (extra black)

A B C D E
a b c 1 2 3

Univers 67
(bold condensed)

A B C D E F G
a b c d e f 1 2 3

Univers 45 (light)

A B C D E F
a b c d 1 2 3

Mon Forest Towns Font Family: **UNIVERS**

A B C D E F G
a b c d e f g 1 2 3

Univers 39
(thin ultra condensed)

The Mon Forest Towns workmark is derived from **Univers 85** with perfect circles exchanged for the three Os in the name. The Univers family of fonts has a wide range of weights and condensed forms to allow for a nice contrast between headings and text as well as to accomodate the difference in town name length on signage while presenting a heavy readable word from a distance. for instance, Davis and Marlinton use **Univers 85**, while White Sulphur Springs would use **Univers 67**, a bold condensed version. The system is numbered to include italic and extended versions, as well as the weights.

MON FOREST TOWNS

Univers 85 (extra black)



The **text** used throughout this style guide is **Univers 45**, 10/12

The **subheadings** are **Univers 65**, 12/14.

If Univers cannot be acquired by the designer using the brand, a sans serif font with an equivalent amount of weights can be substituted for the text and headlines. The wordmark in the logo and for a town name built within will be outlined for use in the downloadable file.



Mon Forest Towns Window Clings and Bumper Stickers

The window cling is the one occasion where the symbol can be produced in white, because white is the only color that reads on a window which looks dark inside. Any other time it runs the risk of becoming a polar bear.

Bumper stickers have this general appearance with some modification accomodating a short or long town name.



SURROUNDED BY NATURE



Mon Forest Towns sunburst and music linear pattern

This version of the symbol with a river, music, mountains and a sunburst give more evidence of people and activity. It again can only be used large so the lines show up well, which could be on a print ad with high resolution, or a shirt where the image can be 10" across.



The white of the shirt subtracts from the number of colors to be printed, making this a two-color silkscreen print.

A one-color black symbol could print on any color shirt, like this one that picks up Richwood's heritage colors.



Mon Forest Towns pedestrian kiosk

When a town has a kiosk in a pedestrian location, the symbol and information about the recreation opportunities and town amenities can be advertised. Parsons is implementing this kiosk for their new town identity and their Mon Forest Towns affiliation. One side shows the map of locations featured in town, and another side shows a map of the largest Mon Forest Towns and their distances with a QR code that can take you to the web site to find out about all of them for trip planning.





Mon Forest Towns trail kiosk

At Visitor Centers, Ranger stations and other Forest-owned kiosks, posters with more information can also direct visitors to the nearby towns and their offerings.



Interpretive signage

This is an existing format for interpretive signage within the Monongahela National Forest. As this project progresses, an option for usage of this kind of sign may be funded for particular stories that may enhance the visitor experience and make use of the knowledge of community historians.

This is one of many ideas that can come from the Partnership of Mon Forest Towns Partnership. The Marlinton Opera House Discovery Junction is another example of a project already underway that you should go and see.



Mon Forest Towns symbols as windows

One of the attributes of the word mark being so thick and solid is that its legibility can hold up even when it appears to be a window into the landscape. In this case, the river and mountains converge at a horizon in solid colors.

At the right, a photograph has been carefully selected to show up across the word mark. It is important that the colors in the photo can be lighter than the back of the bear so that the letters stay clear. These busier versions of the symbol might be used in print and web by CVBs.



MON
FOREST
TOWNS

surrounded by nature

rooted in history

rural in nature

epic in adventure

heartbeat of the forest



Taglines

Taglines can be used with the logos. Two are seen earlier in the style guide on page 27. They might apply to shirts, stationery, posters for events, etc.



How to access the graphics

The basic logos without town names will be coming soon to a website in black and white and RGB or CMYK .eps, .svg, or .jpg files. The .svg files can be scaled up larger, the .eps files can be used with transparent backgrounds, and the .jpg files can be used at the size or smaller, but will show pixels if enlarged. Please use the symbols as shown in the style guide. **Be observant that the logo is not accidentally stretched horizontally or vertically to fit a space.**



Bumper stickers and logo files with town names of the pilot communities may be downloaded now from the site. As other communities join, names will be added for them by designers working with the Mon Forest Towns Partnership.

Usage of the Mon Forest Towns symbol system

The Mon Forest Towns Partnership (MFTP) has developed this regional branding system that can be used by TOWNS, businesses, and other partners in marketing, advertising, and way-finding efforts. The branding was developed to capture the symbiotic relationship of the TOWNS with the MNF, connect them under a unified identity to help increase visibility of the region, and allow for individualization to promote unique aspects of each town. The MFTP will work collaboratively to identify resources to support implementation of the brand including marketing, advertising, and way-finding efforts.

Approval for use of MFTP intellectual property will be granted only if the requested use contributes to purpose and objectives of the MFTP.

As more designs are developed for the MFTP towns, they may become available in the library of options on the web site.

Thank you for your ideas and for partnering with us in this collaborative endeavor.

Road Signs and circle illustrations

Whomever is in charge of your town (Mayor, City Council, etc) should pick 3 of the circular illustrations to be used on the Os in the MFT word mark. One of those is larger. These can be made into car wrap material adhesive stickers to be added to the sign for your town.



Usage of the mark with your town can include those circular illustrations if the symbol will be four inches in diameter or more. Smaller than that, the symbol should be used with the green Os for legibility.



Other symbols, such as the ones with lines, or images within can be accessed along with a designer who is familiar with the system. The symbols with linear pictures are to be used only when large enough for the lines to read well, such as on the shirt designs or in offset printing. Designers will help you get a good result for your need.

Contact Cindy Sandeno for queries about using the logos for applications for your town.

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