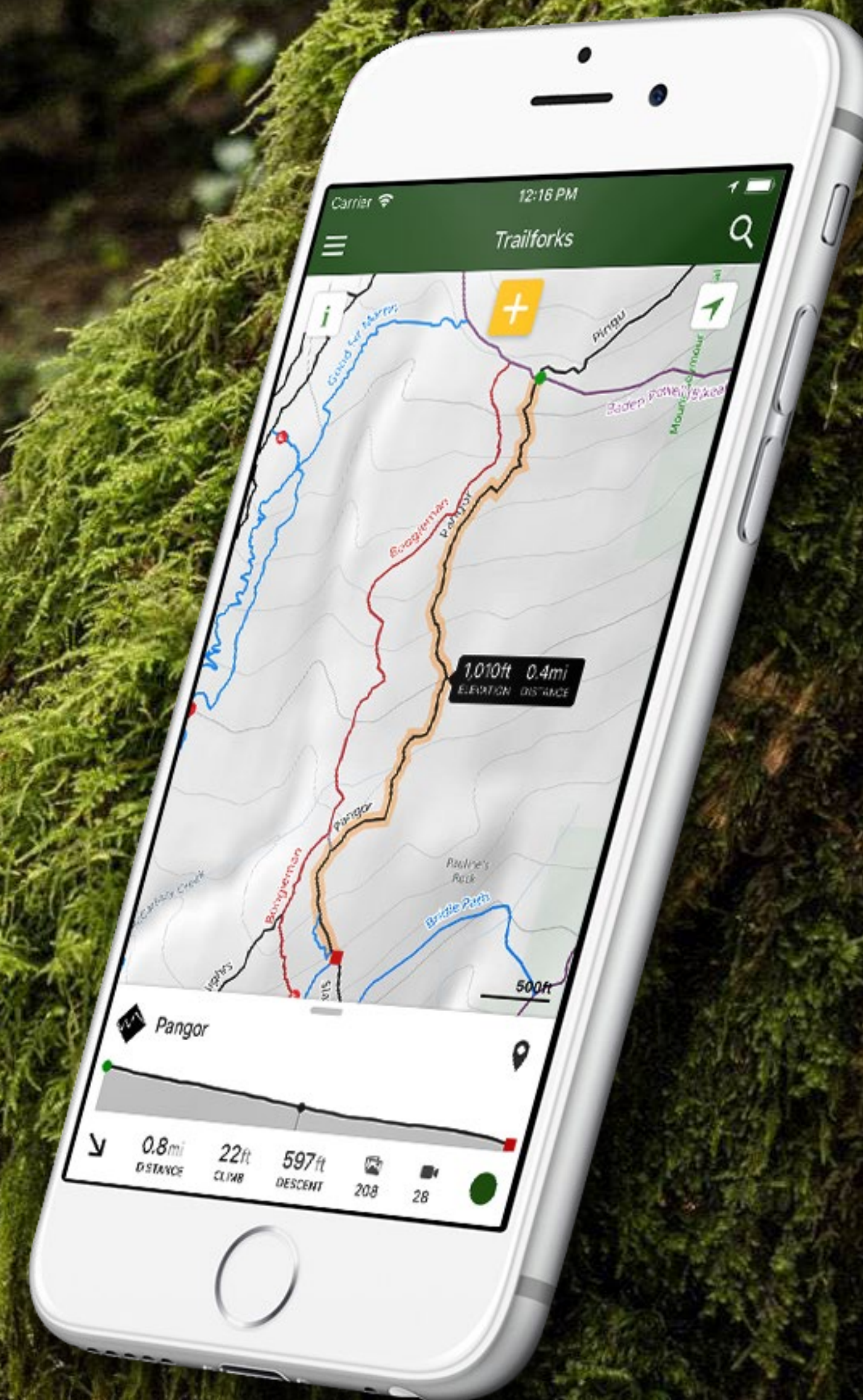




Style Guide

This simple kit is for using the Trailforks logo in conjunction with our brand guidelines.



Logo



This is our primary logo. Note the horizontal lockup.



When the primary logo doesn't fit your composition, use the secondary logo. Note the vertical lockup.

Clearspace



Whenever you use the Trailforks logo, it should be surrounded with clear space.



Clearspace is developed from the height of the wordmark in the logo. Our logo should always have space to breathe.

Colour



On light backgrounds, use our full-colour logo with dark wordmark.

Filename e.g. "trailforks-logo-horiz_RGB_Dark"



On dark backgrounds, use our full-colour logo with light wordmark.

Filename e.g. "trailforks-logo-horiz_RGB_Light"

Image Backgrounds



On light image backgrounds, use our full-colour logo with dark wordmark.

Filename e.g. "trailforks-logo-horiz_RGB_Dark"



On darker image backgrounds, use our full-colour logo with white wordmark. Ensure background images do not interrupt our logo.

Filename e.g. "trailforks-logo-horiz_RGB_Light"

Single Colour



Printing one colour over a light background? Use our “BW_Dark” logo

Filename e.g. “trailforks-logo-horiz_BW_Dark”



On coloured and darker backgrounds, use our “BW_Light” logo.

Filename e.g. “trailforks-logo-horiz_BW_Light”

Logo Don'ts



TRAILFORKS

Except for App icons, please don't use our triangle alone.

“Trailforks” wordmark should never be used without our triangle.

Logo Don'ts (Cntd)



Please don't change our brand colours.



Please don't swap the colours of our logo.



Please don't distort our logo



Please don't use our brand colours as a background over the color logo.



Please don't place the logo over a busy area of a photograph.

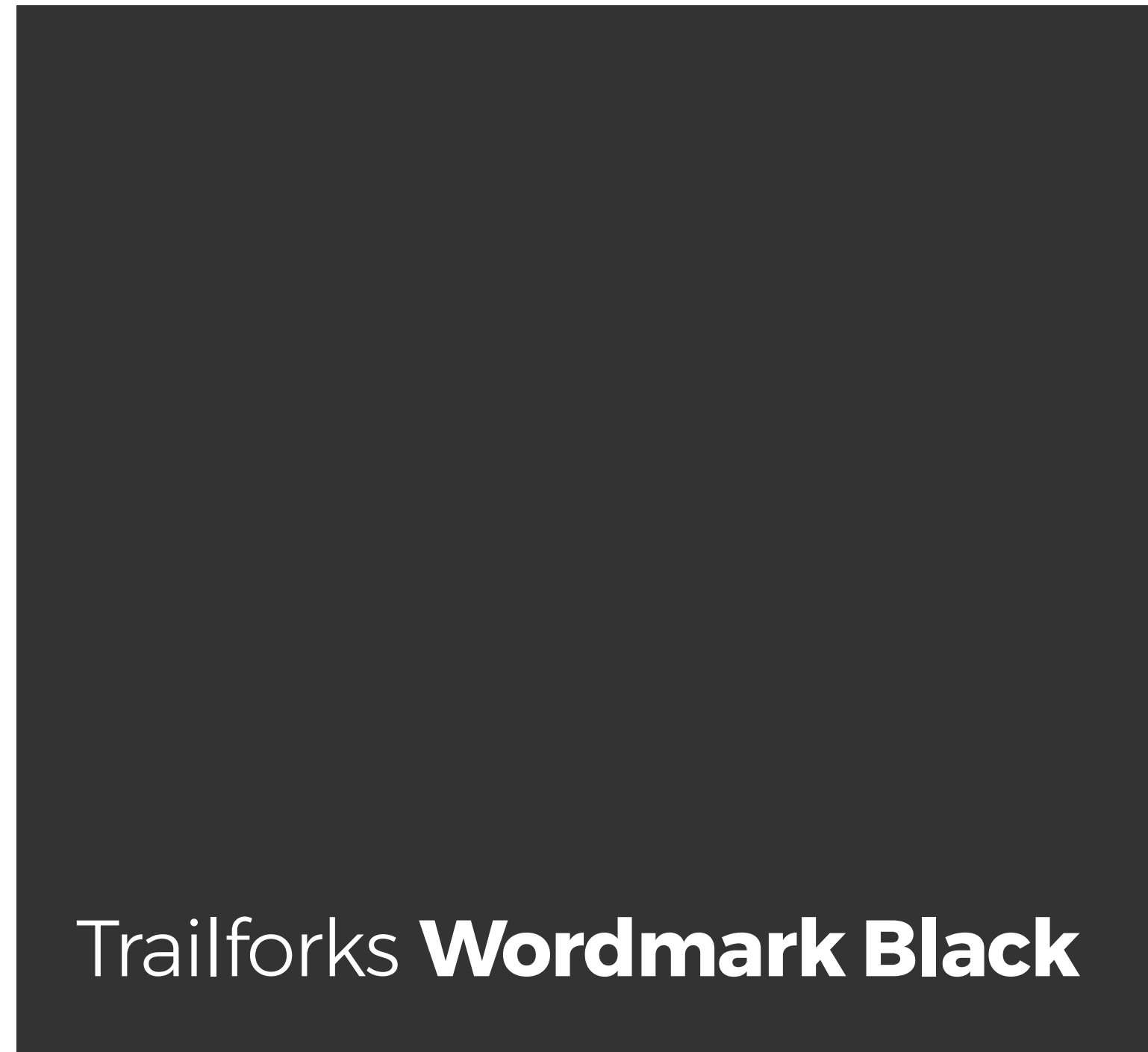


Please don't rotate our logo. Keep it at 180° horizontal.

Brand Colours



—
CMYK 100 / 100 / 100 / 100
RGB 0 / 0 / 0
HEX #000000



—
CMYK 0 / 0 / 0 / 94
RGB 51 / 51 / 51
HEX #333333



—
Pantone 116 C
CMYK 0 / 18 / 100 / 0
RGB 255 / 205 / 0
HEX #FFCD00

Trailforks Logo & Brand Guidelines

These guidelines have been created to help our customers, partners, licensees, outside vendors, and other third parties understand how to use Trailforks brand features correctly, including Trailforks logos. You are permitted to use the Trailforks name, logos, artwork, and other brand features only in accordance with our Brand Guidelines and Style Guide. Any use of Trailforks brand features contrary to our guidelines is prohibited.

Trailforks Logos

Trailforks brand features include the Trailforks word mark, the Trailforks vertical logo and horizontal logo, the Trailforks logo comprised of triangle with internal 'fork' icon format, and Trailforks slogans and taglines.

[Download our logos here](#)

Brand Guidelines

The Trailforks name, logos, artwork, and other brand features are valuable Trailforks intellectual property. It is important to use them properly. By using Trailforks brand assets, you agree to these brand guidelines, as may be updated from time to time, and you acknowledge that Trailforks is the sole owner of the Trailforks logo, and all goodwill derived from their use accrues only to Trailforks. Trailforks may review use of our brand assets at any time and reserves the right to terminate or modify any use.

If you have a separate written agreement with Trailforks, your agreement may include different or additional terms concerning the use of Trailforks brand assets. If so, please follow the specific guidelines in your agreement.

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How to Use (and How Not to Use) Trailforks Brand Features

You may use Trailforks logos only in the most current form provided by Trailforks, available [here](#).

Please don't modify the Trailforks brand assets in any way, including by changing any colors or dimensions or obstructing or printing over any part of any logo or adding your own design elements. Do not use an out of date version of any Trailforks logo.

When you reference Trailforks, your reference must be truthful and clearly and accurately indicate your relationship to Trailforks. For example, when you offer integration with the Trailforks platform, you may accurately indicate that you offer specific functionality for example “Trailforks Route Planner App.”

Do not use the Trailforks name or logos in a way that suggests or implies sponsorship or endorsement by Trailforks, in a way that could confuse Trailforks with any other brand (including your own), or any affiliation with Trailforks (other than, where applicable, your participation as an Trailforks Community Trail Association or User).

Do not imply that you work for Trailforks.

Do not use any Trailforks brand features in a damaging or derogatory way, or on any site that violates any law, as determined by Trailforks in its sole discretion.

Avoid the use of trademarks, logos, company names, icons, product or feature names, domain names, or social media handles or avatars that include “Trailforks,” variations that look or sound similar to “Trailforks,” or any Trailforks logo.

Do not register, purchase or use any domain names that include the word “Trailforks” (including any misspelling or transliteration of “Trailforks”).

Design your website and your collateral with your own branding and logos.

Do not copy or imitate the distinctive look and feel of any Trailforks website or apps, logos, trade dress, slogans, taglines, color scheme, icons or marketing materials as this could create user confusion.

Do not use or display Trailforks brand features more prominently in placement or size than your own brands.

Design your merchandise with your own branding and logos.

You are not authorized to use any Trailforks logos or any confusingly similar marks on any merchandise, including any apparel, toys, or other swag.

Trailforks Brand Guidelines last updated January 12, 2018. Trailforks reserves the right to revise or update these guidelines in the future.