



2019
TRINITY TRAILS
Brand Guidelines

CONTENTS

LOGO SPECIFICS.....	1 - 2
ICONS	3
TAGLINES & TYPEFACE DETAILS	4
COLOR SPECIFICATIONS	5
ADVERTISING EXAMPLES	6 - 7



Trinity Trails

The highlight of the logo is the mark. For the most part, the logo will have the type and logo mark combined, but there are some instances when the logo mark can be used separate from the type.



Trinity Trails

Vertical



Trinity
Trails

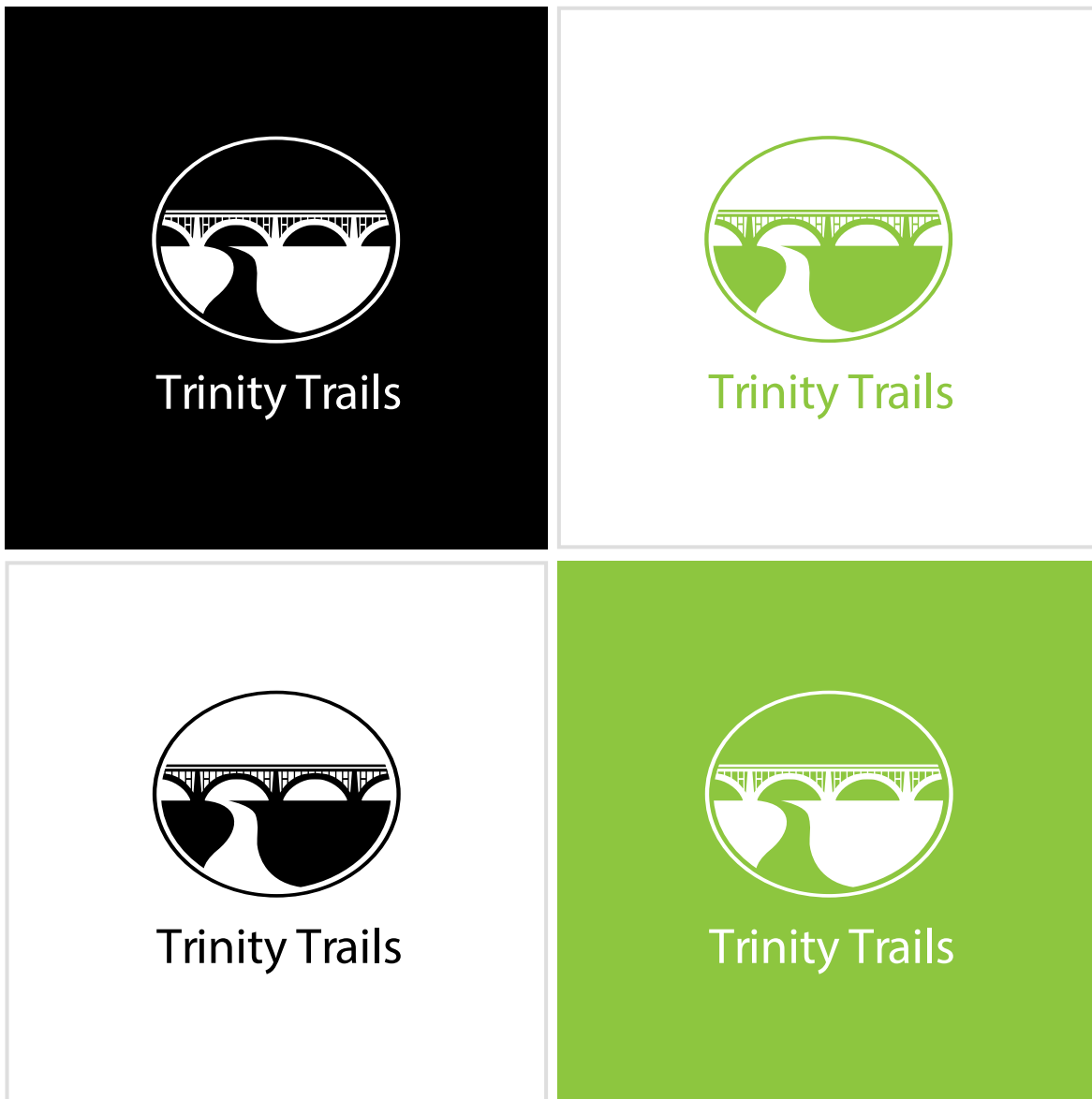
Horizontal



Logo Mark

U.S. Trademarks and Copyrights. ©2013 "TRINITY TRAILS" mark is registered mark and owned by Tarrant Regional Water District a Texas Water Control and Improvement District TEXAS 800 East Northside Dr. Fort Worth TEXAS 76102. SERIAL NUMBER: 85852495. The mark consists of the words "TRINITY TRAILS" in a box. In a circle above and extending into the box is the design of a stylized bridge with a walking trail leading up to the bridge.

Alternate logos



ICONS



Restrooms



Water Fountain



Parking Areas



Wheelchair Accessible



Picnic Table



Bike Route



Horse Friendly



Kayak Launch



Pavilion



Benches



Fishing Area



Trailhead



Trash



Map/
Interactive map



Geocaching



Pictures/
Find an event



Bike Racks



Playground



Grill



Misters



Dog Fountain

Main Taglines

**EXPLORE
FORT WORTH**

**trinitytrailsFW.com
trinitytrailsFW.com**

ROBOTO FONT

This font is available in a number of weights that allows versatility across a wide range of designed and printed applications.

The main Roboto font is Roboto Regular. Roboto Regular should be used for most branding materials, both print and online if possible. For headers or important text, use Roboto Black.

ROBOTO - REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO - MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO - BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO - BLACK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

C:100 M:0 Y:85 K:29
#00754A
HTML/HEX:
007749
PANTONE:
3415C / 3415U

SECONDARY COLORS



C: 23 M: 0 Y: 56 K: 0
#C0DF88
HTML/HEX:
#C2E189
PANTONE:
365C / 365U



C: 30 M: 0 Y: 100 K: 16
#99CC00
HTML/HEX:
#97D700
PANTONE:
375C / 375U

PRIMARY COLORS



C: 100 M: 30 Y: 0 K: 13
#0096D6
HTML/HEX:
#009CDE
PANTONE:
2925 C / 2925 U



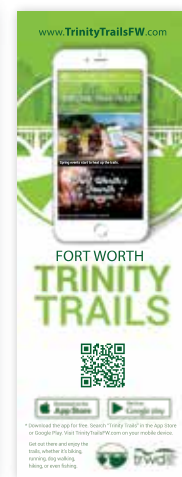
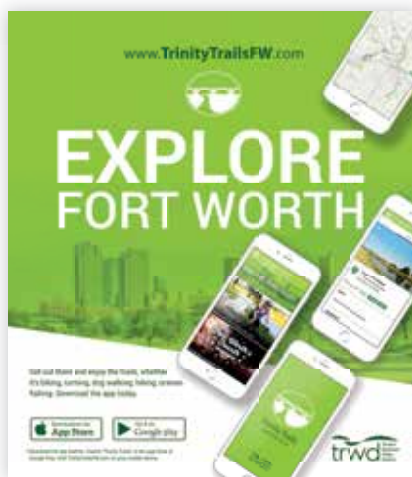
SECONDARY COLORS

C: 93 M: 2 Y: 25 K: 4
#0095A9
HTML/HEX:
#0097A9
PANTONE:
7711C / 7711U



C: 60 M: 0 Y: 16 K: 0
#1DCAD3
HTML/HEX:
#2CCCD3
PANTONE:
319C / 319U

2019
MOBILE
APP





trinitytrailsFW.com

Get out there and enjoy the trails, whether it's biking, running, dog walking, hiking, or even fishing. Download the app today.

trwd

Download on the App Store

GET IT ON Google play

* Download the App for the Search "Trinity Trails" at the App Store or Google Play. Visit trinitytrailsFW.com on your mobile device.

Receive the most current trail news & event information with our new Trinity Trails App.

- Tour the interactive map
- Find trailhead hot spots
- Browse upcoming Urban Fishing events
- Connect to our Geocaching Adventure
- Get involved with trail cleanups
- Find events happening on the trails

About Us:

Collectively, we work together to manage, promote, and enhance the Trinity Trails in Fort Worth, providing access to recreation along the river and throughout the city.

Fort Worth trwd Streams & Volleys

EXPLORE FORT WORTH trinitytrailsFW.com