

# East Coast Greenway

GRAPHIC STANDARDS MANUAL

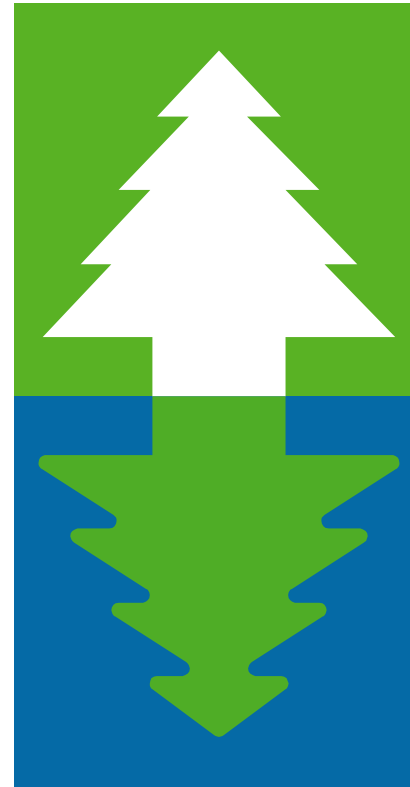
The East Coast Greenway identity program is now successfully in place. A critical aspect of making the long term image effective is continuity. Presenting our image clearly and effectively to the public is crucial to its success. Deviations will only confuse our audience and weaken East Coast Greenway's image.

Through careful use of the graphic standards presented in this manual, you will help ensure its success.

The East Coast Greenway's symbol is designed as the defining graphic element for a premier venue for recreation, transportation, exercise, adventure and heritage tourism. It considers a variety of trail environments, is friendly, engaging and visually supports the name.

The symbol has been drawn especially for the East Coast Greenway and may not be altered for any reason. It is a registered trademark of the East Coast Greenway Alliance. In order to maintain its value and retain its proprietary use, always use approved electronic reproduction art whenever reproducing the symbol.

# East Coast



# Greenway®

The East Coast Greenway typeface is Futura Book. Futura Book is also the primary typeface used for all graphic materials. It is available as part of the International Typeface Corporation (ITC) type library and is available from Adobe Systems for use in desktop publishing applications.

For the identity system, this typeface can be used for major headlines and text.

ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ  
1234567890  
abcdefghijklmn  
opqrstuvwxyz

The East Coast Greenway secondary typeface used for all graphic materials is Futura Heavy. It is available as part of the International Typeface Corporation (ITC) type library and is available from Adobe Systems for use in desktop publishing applications.

For the identity system, this typeface should be used, with no additional tracking or letter spacing, for headlines and subheads in printed materials.

**A B C D E F G H I J**  
**K L M N O P Q R S**  
**T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**  
**a b c d e f g h i j k l m n**  
**o p q r s t u v w x y z**

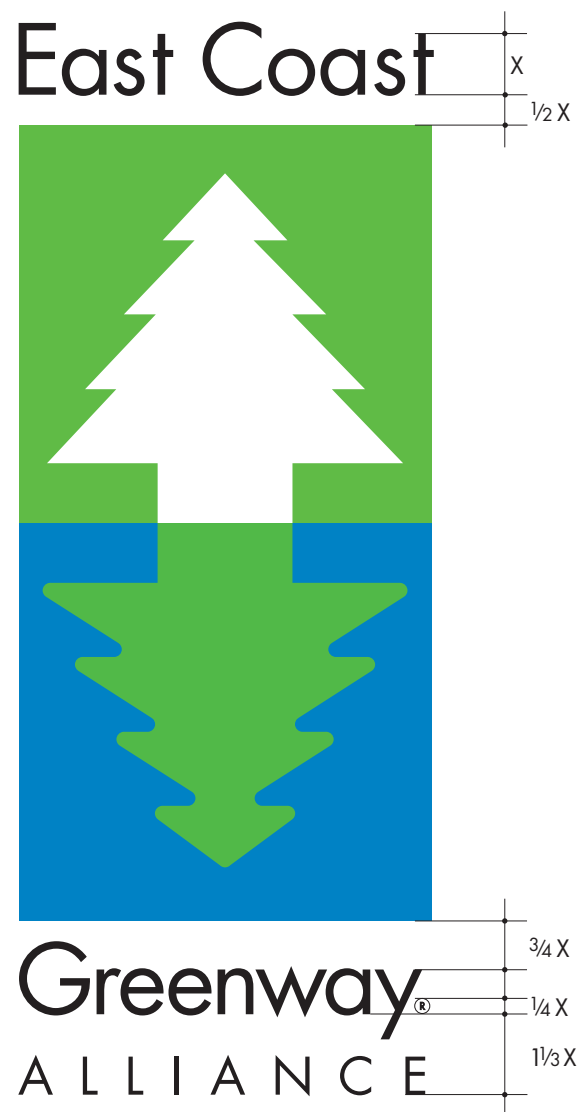
The drawing of the individual elements and the relationships between the elements of the symbol and name must not be altered for any reason.

The relationship between the symbol and name is based on a standard dimension referred to as "x". The dimension "x" is equal to the height of the letter "t" in the phrase "East Coast". By using the dimension of "x" to establish the position of the name and other type elements in relation to the symbol, a unified and consistent signature is created.



The drawing of the individual elements and the relationships between the elements of the symbol and name must not be altered for any reason.

The relationship between the symbol and name is based on a standard dimension referred to as "x". The dimension "x" is equal to the height of the letter "t" in the phrase "East Coast". By using the dimension of "x" to establish the position of the name and other type elements in relation to the symbol, a unified and consistent signature is created.



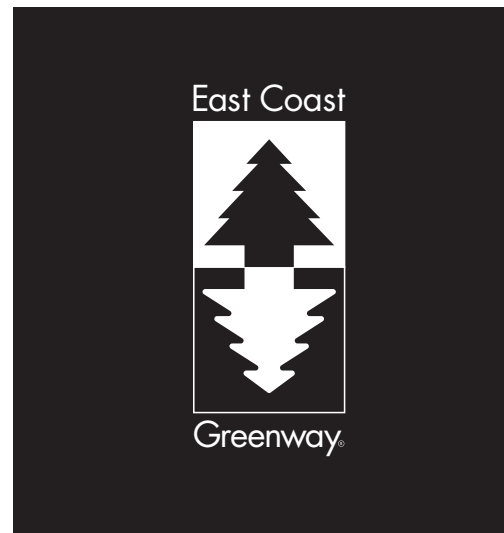
The East Coast Greenway color scheme is based on three colors: green, blue and black. These colors have been approved to allow for use on a variety of different types of applications.

The examples show the approved color variations. The three color version is the standard color version to be used on stationery, business cards, envelopes, web site and whenever the use of three colors is available. A black and white version has also been designed for use when limited color is available.

Approved colors may be matched using the following color systems:

Pantone Matching System (PMS):  
368 U (green), 3005 U (blue) and Black

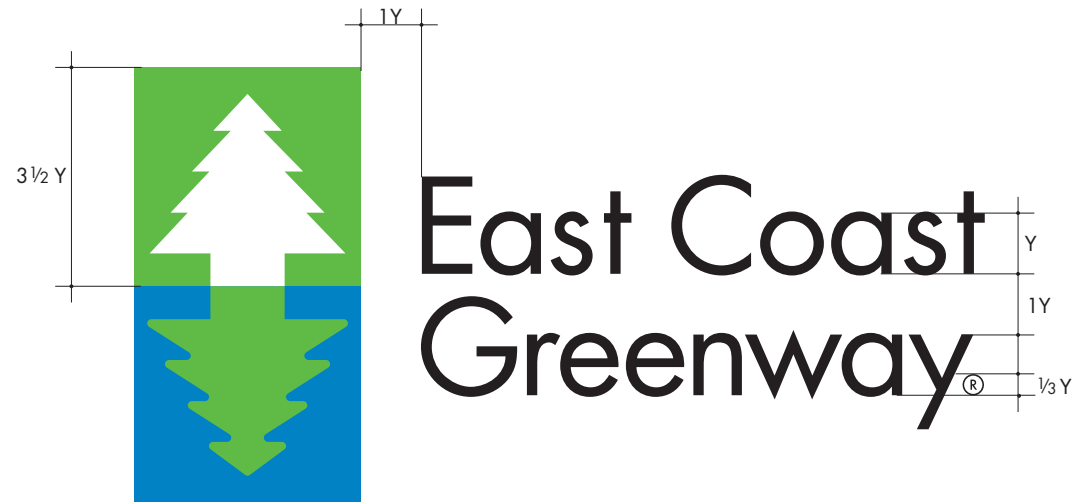
CMYK /Process Colors:  
Green: Cyan: 50% and Yellow: 100%  
Blue: Cyan: 100% and Magenta: 15%



In order to accommodate a wide variety of applications while maintaining a unified identity among different market segments and audiences, an alternative horizontal layout combination is approved for combining the symbol and the name. In order to maintain the mark's value and its proprietary use, always use approved reproduction art.

The drawings of the individual elements and the relationships between the elements of The East Coast Greenway symbol and the name must not be altered for any reason.

The relationship between the symbol and the name is based on a standard dimension referred to as "y". The dimension "y" is equal to the height of the letter "a" in the phrase "East Coast". By using the dimension of "y" to establish the position of the name and other type elements in relation to the symbol, a unified signature is created.



In order to accommodate a wide variety of applications while maintaining a unified identity among different market segments and audiences, an alternative horizontal layout combination is approved for combining the symbol and the name. In order to maintain the mark's value and its proprietary use, always use approved reproduction art.

The drawings of the individual elements and the relationships between the elements of The East Coast Greenway symbol and the name must not be altered for any reason.

The relationship between the symbol and the name is based on a standard dimension referred to as "y". The dimension "y" is equal to the height of the letter "a" in the phrase "East Coast". By using the dimension of "y" to establish the position of the name and other type elements in relation to the symbol, a unified signature is created.



The “protected area” is a clear margin surrounding the East Coast Greenway signature. It provides a graphic buffer to separate the signature from any other graphic elements.

The protected area is based on the “x” measurement found within each respective East Coast Greenway signature. Nothing is allowed to violate the “x” width protected area surrounding the signature.

It is essential that the protected area remain sacrosanct from any infringement. It should be treated as the minimum buffer area separating the signature from any other graphics or type that accompanies the signature. A wider margin of separation is encouraged, wherever possible.

