



Great Rivers Greenway

BRAND STYLE GUIDE



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Great Rivers Greenway

INTRODUCTION

It's important to Great Rivers Greenway that our staff, vendors, Board of Directors, partners and media understand our mission, brand and voice. We need your help to keep our message consistent - this helps our organization have the best impact for our community. Please use this guide to understand how to communicate and showcase the greenways, our organization and how our work with partners makes the St. Louis region a more vibrant place to live, work and play.

These standards will be used to define business cards, letterhead, presentation templates, brochures, handouts, graphics for print or digital, and any other needs that arise.

Greenways and projects should not have their own brands, websites or standards unless they are regional efforts where Great Rivers Greenway is just one of many partners (CityArchRiver Project, Gateway Bike Plan, etc).

Thank you!



MISSION & VISION FOR GREAT RIVERS GREENWAY



MISSION (WHAT WE DO)

Great Rivers Greenway makes the St. Louis region a more vibrant place to live, work and play by developing a regional network of greenways.

VISION (OUR PERFECT FUTURE WORLD)

The dynamic network of greenways connects rivers, parks and communities, strengthening the social, economic and environmental well-being of our region. Community members and partners proudly invest in, care for and champion greenways for years to come.



TAGLINE

LIVE LIFE OUTSIDE

MESSAGING FOR GREAT RIVERS GREENWAY

WHO IS GREAT RIVERS GREENWAY?

Great Rivers Greenway is the public agency connecting the St. Louis region with greenways. In 2000, a vote of the people created a sales tax to leave a legacy for future generations by investing in and connecting together some of our region's best assets. Those funds allow us to collaborate with partners and communities to build, care for and bring to life your network of greenways, creating healthy habitats and watersheds along the way.

We serve the 2 million people throughout our 1,200 square mile district of St. Louis City, St. Louis County and St. Charles County. We collaborate with municipalities, public agencies, businesses and nonprofit organizations across the region to deliver on the community's vision for a vibrant, connected region.

In 2013, voters dedicated funds to support local parks departments, greenways and the transformation of the area surrounding the Gateway Arch, known as the CityArchRiver Project. As one of six partners in the CityArchRiver Alliance team, we are the stewards of the taxpayers' investment and we collaborate to create a seamless and excellent experience from downtown St. Louis to the Gateway Arch to the mighty Mississippi.

Great Rivers Greenway is governed by a 12-member appointed Board of Directors that represent the region, is led by a staff of 24 people, works with 265+ partners and is accountable to the taxpayers through annual reports, collaborative regional plans every five years and ongoing community engagement at multiple levels.

WHAT IS A GREENWAY?

Greenways are outdoor spaces connecting people & places.

Each greenway is unique, reflecting the character of the communities it connects.

Greenways can include:



Trails where you can take a walk, go for a run, ride a bike or just get some fresh air. These are almost always paved and accessible for all.



Conservation projects to maintain healthy habitats & watersheds, such as rain gardens, native plants, restored prairies, wetlands & floodplains.



Amenities like restrooms, water fountains, benches, bike racks, signage, parking & playgrounds.



Connections to business districts, neighborhoods, transit, jobs, schools, cultural destinations, rivers, creeks, parks & conservation areas.

*There are
128 miles of
greenways
(and counting)
for you to
explore and
enjoy!*

SUPPORTING MESSAGES FOR INDIVIDUAL BENEFITS

Greenways encourage active lifestyles and connect people to their rivers, parks and communities.

- The St. Louis region has an abundance of incredible parks, open spaces, rivers and creeks. Experience the sounds of the mighty Mississippi as you ponder our region's past. Meander along Dardenne Creek for some fresh air amongst the wildlife. Don't miss the stunning bluebell wildflowers along the Meramec Greenway in the springtime!
- Greenways are an easy, free and fun place to exercise outside. Take your pet for a walk along the River des Peres Greenway, go for a run through St. Vincent County Park or get some fresh air with your family on a weekend adventure.
- You can use the greenway to visit a friend for lunch, run to the grocery store by way of the Centennial Greenway, get to work or school or explore without a destination in mind. Greenway connections to Metro transit and street routes give you options. We invite you to live life outside as you visit your favorite places and fall in love with new ones.
- Greenways connect communities, breaking down real and perceived barriers like highways, rivers throughout our region, city limits or neighborhood boundaries. Out on the greenways, you meet new people, share unique experiences and find common ground.
- Events and programs bring our greenways to life. There is always something to see, try or learn. Show up to a bike ride on the Busch Greenway or nature walk along the Sunset Greenway to meet your neighbors that love the same things you do!

SUPPORTING MESSAGES FOR REGIONAL BENEFITS

We strengthen our region's vibrancy through collaboration.

We believe many hands make light work, and partnerships increase impact. Our citizens benefit when we work together.

- As a collaborator in the community, we bring people together, from citizens to government agencies, nonprofits to private companies and everyone in between to deliver the best possible greenway project.
- The greenways are planned, brought to life and cared for in partnership with the 100+ municipalities and institutions they connect. We help our partners with training, volunteer workdays and support to ensure that your experience is great no matter where you explore. These projects transcend political boundaries and unite us based on watersheds, not zip codes or city limits.
- We support and promote the many groups doing events and programs that invite our community to see, try and learn out on the greenways. Whether it's sharing resources, celebrating success or troubleshooting problems, working together strengthens the way our communities can connect and live life outside.

We're building connections to a vibrant future.

We're committed to the long-term well-being of the St. Louis region – our people, our environment and our economy. The network of greenways strengthens the health of all three. When our communities connect and grow together, the whole region thrives.

- Our community is at the core of what we do. We are here because of the vote and the voice of the people. We listen to their needs to deliver a great return on their investment. The greenways create healthy, connected communities and a high quality of life.
- To sustain our region, we must protect and enhance our natural resources and the watersheds that surround them. Our conservation efforts improve quality of life for all by creating and restoring healthy habitats and engaging people to take care of our region's watersheds.
- From increasing property values to hiring local companies to aiding in attracting businesses, talent and tourists alike, the greenways enhance our economy. 93 cents of every dollar the taxpayers' invest goes back to the community to build, promote and sustain the system.

GREAT RIVERS GREENWAY FOUNDATION

The Great Rivers Greenway Foundation, the 501(c)3 nonprofit that supports the work of Great Rivers Greenway, has its own logo and brand style, branching slightly from the main brand.

Many of the brand guidelines for Great Rivers Greenway still apply, but the tone and language of the Foundation should be high-level, professional, elegant and visionary. Messaging for the Foundation should include topics like connecting us like never before, a transformative vision for the region and careful stewardship of resources to keep our greenways thriving.

Example from the Gravois Greenway Case Statement:

Imagine changing the landscape of St. Louis in a way that transcends traditional physical, cultural or political barriers...

Picture a place where natural systems and the human spirit are equally renewed and restored...

Where extended greenways attract and retain residents and tourists alike, drawn by active transportation options...

Where expanding connections weave together a fragmented St. Louis region and result in healthier citizens, boosted property values, renewed ecosystems, and a united, competitive edge in our race for the future.

Example language to describe our impact:
Greenways create a common ground that enriches our lives, strengthens our relationships with nature and each other, and bridges our diverse communities.

PRIMARY LOGO

The primary Great Rivers Greenway logo is composed of the logomark and logotype with a separator rule in between. Whenever possible, the primary logo should be used on a field of white to maintain proper contrast.



CLEAR SPACE & SIZE REQUIREMENTS

In order to protect brand integrity, the guidelines below should always be followed when using any version of the Great Rivers Greenway logo. Following this guide will ensure the logo is visible and legible at all times.

Safe Area

The proper safe area of the logo is the height of the “sun” in the Great Rivers Greenway logomark. This area should be kept clear of any competing graphical elements, type or busy background colors.

Minimum Size

In order to maintain proper brand recognition, the Great Rivers Greenway logo should never be displayed at a width of less than 1.375”.



MINIMUM SIZE



1.375 inches or 132 pixels
(PRINT) | (WEB)

ALTERNATE LOGO USAGE

In some specific cases, the primary Great Rivers Greenway logo should not be used, specifically when height constraints do not allow. Instead, an alternate logo should be used to ensure the best visual contrast and representation of the Great Rivers Greenway brand.

The safe area for these logos is the same distance as the primary Great Rivers Greenway logo.

Tagline Logos

The tagline helps paint a picture of the brand's personality and goals. The tagline should not be used alone as a replacement for the full logo. Keep the lockup intact and use only the art provided. Do not alter the tagline.



Reduced Height Logos

When developing materials for certain print or web designs, these alternate logos could be used.



Dark Backgrounds

The logo for dark backgrounds should be used only for applications where placing the logo on a an image or dark background is unavoidable. This will ensure optimal contrast and clarity.



1.375 inches or 132 pixels
(PRINT) | (WEB)

Minimum Size

The small sizes logo should be used for applications where the logo absolutely must appear below the minimum recommended size as stated on page 6. These logos should never be used at a size of less than 1.375" wide.



1.375 inches or 132 pixels
(PRINT) | (WEB)

Logo Color Options

When branding materials, the green, white or black Great Rivers Greenway logos should be used.

The **green logo** should be used for on a white or light-colored background.
When creating artwork for print, the only logo color used should be PMS 7732 C.
When creating artwork for digital purposes, the only logo color used should be HEX #00783e

The **one-color black logo** should be used for all black and white or one-color black printing only.



Reversed Logo (White)

When a background is too dark to use the primary logo, use the reversed Great Rivers Greenway logo. This logo is white and will ensure the appropriate visual distinction remains intact.



Reversed Logo

LOGOMARK USAGE

With its dimensional color and shape, the Great Rivers Greenway logomark is ideal for use as a defining graphic element in certain design applications. As the Great Rivers Greenway brand continues to grow, the logomark will become a highly recognizable icon, synonymous with Great Rivers Greenway even when seen without the logotype.

The Great Rivers Greenway logomark can be used in various applications as a subtle background element or partially cropped graphic, but should not be used alone as a replacement for the full logo.



One-Color Green Logomark



One-Color Black Logomark



Reversed Logomark



DOs



Great Rivers Greenway

Use the primary logo whenever possible.



Great Rivers Greenway

Use the approved black-and-white version of the logo.



Great Rivers Greenway

Use the correct version of the logo for color or dark backgrounds.



Great Rivers Greenway

Scale the logo proportionally.



Great Rivers Greenway

Use the small version of the logo no less than 1.375" wide.



X



Do not flip the logo.

X



Do not delete/resize individual elements of the logo.

X



Do not rotate the logo.

X



Do not resize the logo disproportionately.

X



Do not solely use the logomark
as the only element of branding.

X



Do not modify the colors of the logo.

X



Do not use the primary logo at
sizes smaller than 1.375" wide.

X



Do not use the logo on a dark or competing background.

COLORS

The Great Rivers Greenway colors are a vital part of the overall brand. The colors help define the brand and should only be created using the values below to maintain consistency across all brand channels.

PRIMARY

PMS: **7732 C**

CMYK: **93, 27, 100, 16**

RGB: **0, 120, 62**

HEX: **#00783E**

PMS: **279 C**

CMYK: **71, 37, 0, 0**

RGB: **62, 142, 222**

HEX: **#3E8EDE**

SECONDARY

PMS: **1375 C**

CMYK: **0, 45, 96, 0**

RGB: **255, 158, 22**

HEX: **#FF9E16**

CMYK: **46, 70, 92, 60**

RGB: **77, 46, 19**

HEX: **#4D2E13**

PMS: **7735 C**

CMYK: **75, 43, 79, 38**

RGB: **56, 86, 60**

HEX: **#38563C**

PMS: **534 C**

CMYK: **98, 85, 36, 27**

RGB: **31, 53, 94**

HEX: **#1F355E**

TYPOGRAPHY

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples should be followed to ensure all of our communications appear consistent.

PRINT

Gotham

Aa

LIGHT

Aa

BOOK

Aa

MEDIUM

Aa

BOLD

Aa

BLACK

Aa

ULTRA

Aa

LIGHT ITALIC

Aa

BOOK ITALIC

Aa

MEDIUM ITALIC

Aa

BOLD ITALIC

Aa

BLACK ITALIC

Aa

ULTRA ITALIC

Gotham should be used for all copy outside of headlines and subheads.

Clarendon

Aa

ROMAN

Clarendon should be used sparingly for headlines and subheads only, especially for the text “Great Rivers Greenway.”

DIGITAL

Source Sans Pro

Aa

REGULAR

Aa

ITALIC

Aa

BOLD

Aa

BOLD ITALIC

Aa

BLACK

Aa

BLACK ITALIC

SYMBOLS | GREENWAY ACTIVITY AND AMENITY

The symbols below are easily identifiable, clearly conveying Great Rivers Greenway’s greenway activity and amenities. These are based on national standards and can be used for digital, print, maps and signs.



PARKING



WHEELCHAIR
ACCESSIBLE



SCENIC
OVERLOOK



INFORMATION



CAMPING



CAMPFIRE



PICNIC AREA



RESTROOMS



BIKE RACK



ROW BOAT



TRAILHEAD



FISHING



BOAT LAUNCH



FOOD



PADDLE BOAT



BICYCLE TRAIL



RECREATION



SHELTER



PLAYGROUND



INTERPRETIVE
EXHIBIT



LITTER
RECEPTACLE



TRAIL



WILDLIFE



SWIMMING



PETS ON LEASH



BUS STOP



CARS


































































BENCHES



DRINKING WATER

SYMBOLS | GREENWAY CONDITIONS/MAP

The symbols below can help communicate the message and visually make the aesthetics more appealing.

	PINE TREE		METRO		TRAIL		FIREPIT		HIDDEN GEM
	CALENDAR		CAR		BINOCULARS		CAMP		FAMILY
	COMPASS		LEAF		FACEBOOK		RECREATION		PETS
	MAGNIFYING GLASS		SHOW		TWITTER		HIKE		GROUPS
	LOCATION		PARKING		INSTAGRAM		PAVED		RUN
	MAP		RESTROOM		SHARE		UNPAVED		LEARN
	LIST		PLAYGROUND		EXPLORE HISTORY		FOUR MILES OVER		VOLUNTEER
	SUN / SUNNY		BENCH		FISH		FOUR MILES UNDER		PADDLE
	CLOUD		TABLES		DINE		SUNNY		SUSTAINABILITY
	RAIN CLOUD		SHELTERS		SWIM		TREE / SHADE		MUSIC
	GRASS		DRINKING WATER		WILDLIFE		URBAN		ART
	WALK		TRASH		BOAT		RURAL		PLANNING
	BIKE		BIKE RACK				POPULAR		

PHOTOGRAPHY GUIDELINES

Through imagery, we are most interested in showing the diversity of ways that people activate our greenways, and the wide range of St. Louisans who use them.

Please include the following in Great Rivers Greenway photos:

- Showcase people
- Include the actual greenway in photos as often as possible
- Photos that show movement
- Diversity
 - » age
 - » gender
 - » race
 - » type of user (running, walking, biking, other)
 - » ability (wheelchair, recumbent bikes, guide dog)
 - » geography (balance representation throughout our region)
 - » season
 - » time of day
 - » type of greenway (urban, rural)



Tone:

Friendly

Upbeat

Credible

Accessible

Positive

Straightforward

Guidelines:

Do not use acronyms

Avoid big words

Use simple and clear language

Use language focused on people.
What's in it for them? Why does it matter?

Use language about communities or
greenways rather than the organization

TONE & VOICE

Please help us keep a consistent tone and voice when talking about Great Rivers Greenway.

Below are some examples of the language we do and don't want you to use:

HEADLINE EXAMPLE:



New 5-Mile Greenway Lets Kirkwood Residents Explore Gravois Creek, Connect to Grant's Farm



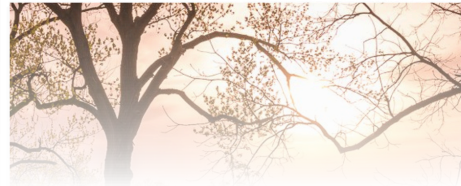
Great Rivers Greenway Announces Completion of 5-Mile Multi-Use Pathway

SOCIAL MEDIA EXAMPLE



Great Rivers Greenway
September 18 at 6:15pm

The Mississippi Greenway will be ready for you to explore this October, just in time for fall colors!



Great Rivers Greenway
September 18 at 6:15pm

Construction on the Mississippi Greenway is expected to reach substantial completion by Fall of 2016.





Great Rivers Greenway

at River