tread lightly!® .org

BRAND STANDARDS MANUAL

OCTOBER 2023 EDITION

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WHAT WE DO

Tread Lightly! is a non-profit organization that leads a national initiative to promote the responsible use of motorized vehicles when recreating outdoors. Our goal is to balance the off-road and off-highway vehicle (OHV) users' need for adventure with the need to conserve the places where they ride and explore.

To support this, we offer a wide range of projects, programs, trainings, and educational materials to promote a responsible outdoor recreation message. Our work includes educating off-road and OHV users on responsible riding practices, reducing the impact on the environment and protecting natural and cultural resources.

As a member-based organization, we rely on the support of our members and industry partners to deliver programs and complete trail restoration projects that make a meaningful impact on the environment, the off-road community and the neighboring communities where they play.

T.R.E.A.D. PRINCIPLES

TRAVEL RESPONSIBLY

RESPECT THE RIGHTS OF OTHERS

EDUCATE YOURSELF

AVOID SENSITIVE AREAS

DO YOUR PART

TREAD LIGHTLY! THREE PILLARS

EDUCATION AND TRAINING

Tread Lightly! is the nation's only source for a full line of motorized and even non-motorized outdoor ethics training and education materials. Tread Lightly!'s educational materials include: quick-tip brochures, online awareness courses, how-to videos, teaching materials, and a line of children's materials featuring Tread Lightly!'s mascot, named Lightfoot®.

In 2003, Tread Lightly! launched its Tread Trainer™ program. Tread Trainer is a train-the-trainer program designed to develop a nationwide community of volunteers promoting Tread Lightly!'s ethic of responsible, motorized vehicles use.

COMMUNICATIONS AND OUTREACH

Tread Lightly!'s positive message of balancing outdoor ethics with motorized recreation has reached more than 200 million people through strategically-designed public service announcements for print, radio, television and the web. More than $1 million in advertising space is donated each year to expose Tread Lightly!'s important issue-related messages. News coverage highlighting Tread Lightly! and its message reaches millions of people every year.

TRAIL PROJECTS AND PROGRAMS

The Tread Lightly! trail maintenance projects and programs, some times called "stewardship projects", are designed to keep motorized recreation trails and riding areas open and accessible by providing much needed resources for backlogged maintenance and trail restoration projects. Importantly, funding for these initiatives comes heavily from contributions from our members and industry partners.

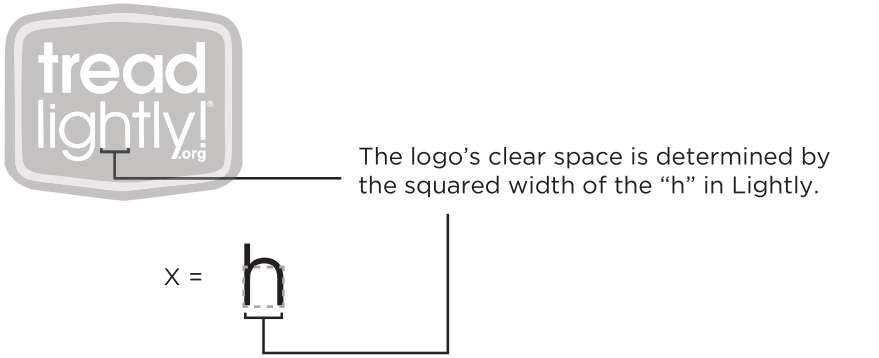
Through the support of multiple industry partners, Tread Lightly! facilitates over 100 trail restoration and maintenance projects every year. Tread Lightly! recognizes that one of the best ways to promote responsible motorized recreation is to get off-road and off-highway vehicle (OHV) users involved in the care of their favorite recreational areas. Tread Lightly! can help individuals and clubs organize clean-ups, trail maintenance work days, or conduct ethics education and outreach in their local communities.

BADGE LOGO

Tread Lightly's badge logo identifies Tread Lightly!, symbolizes its purpose and brand and, by printing it in collateral material, recognizes those companies and organizations that are active members of the educational program.

CLEARSPACE

Clearspace is the room around the brand mark that is off limits for copy and other design elements. This keeps the brand mark from becoming crowded and distorted throughout its use, and the more space given around the brand mark, the better. Examples of clearspace are as follows.



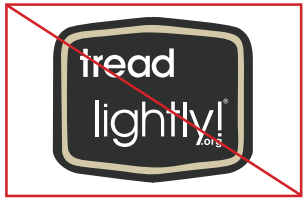
INCORRECT USAGE

The logo should be unaltered and unedited in all its uses. Please follow the guidelines exactly, and avoid incorrect usage at all times. Don't reproduce the logos in any other way than those specified in this manual. The examples shown here, and all other deviations from the guidelines, are incorrect and strictly prohibited.

Do not change logo colors

Do not use gradients in the logo

Do not stretch the logo



Do not resize the logo parts

Do not reflect the logo

Do not add effects to the logo

Do not overlap the logo

Do not crop the logo

Do not rotate or shear the logo

ALTERNATE BADGE LOGO

The badge includes an alternate colored mark that can be used more efficiently on dark or busy imagery or backgrounds. All rules pertaining to the standard badge are to be applied to the alternate.

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The logo's clear space is determined by the squared width of the "h" in Lightly.

X = h

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VERTICAL WORDMARK

In addition to the badge logo, there are two versions of a Tread Lightly! wordmark. The wordmark must always be sized properly and shown in the appropriate colors.

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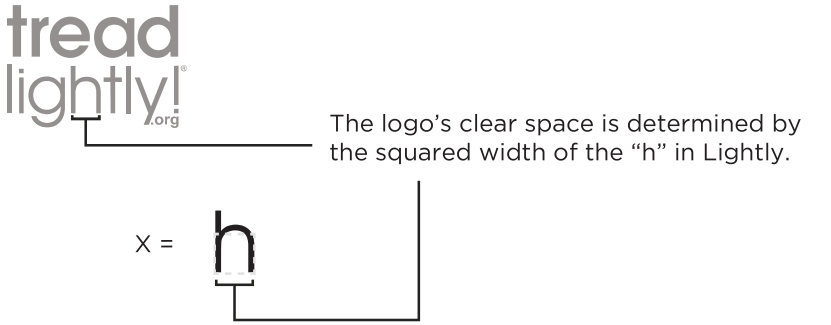

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Do not rotate or shear the logo

HORIZONTAL WORDMARK

In addition to the badge logo, there is a Tread Lightly! wordmark. The wordmark must always be sized properly and shown in the appropriate colors.

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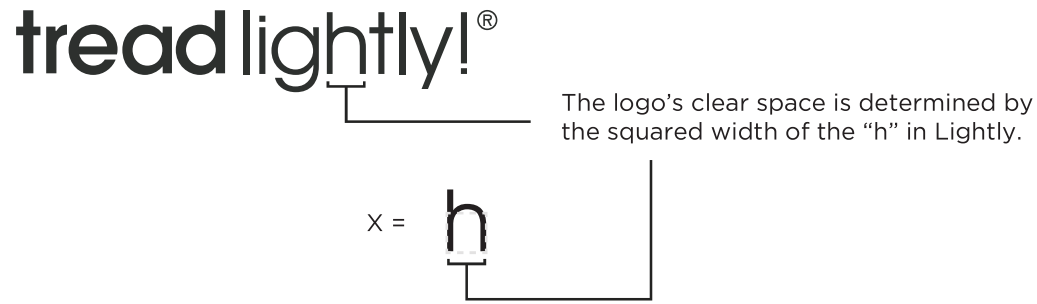

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.ORG USAGE

All logos *with* the .org should be considered primary versions and are to be used on all products *outside* of the website. Conversely, all logos *on* the webiste should be the versions *without* the .org.

versus

LOGO IMPLEMENTATION

The logo should be unaltered and unedited in all its uses. Please follow the guidelines exactly, and avoid incorrect usage at all times. Don't reproduce the logos in any other way than those specified in this manual. The examples shown here, and all other deviations from the guidelines, are incorrect and strictly prohibited.

The material or collateral the logos are being utilized on dictates which logo should be used. The primary black logo should be used on light backgrounds, while the primary tan logo should be used for darker backgrounds.

The .org versions of the logos should be used whenever possible, but in instances of very small print or intricate materials, the non-.org versions can be a better choice to avoid misprints.

TREAD LIGHTLY! ICONS

There are designated icons that reflect the different areas of focus for Tread Lightly!'s campaigns. These icons are to be treated in the same manor as the logos: not to be altered in proportion or color.

BADGE LOGO COLORS

There are three primary colors included in the Tread Lightly! badge logo and should never be changed or altered.

Primary Logo for light backgrounds

Alternate Logo for light backgrounds

PMS: 7500 C

Hex Code:
#d3c9a7

RGB:
R 211, G 201, B 167

CMYK:
18.16.36.0

PMS: Neutral Black C

Hex Code:
#2e302e

RGB:
R 35, G 31, B 32

CMYK:
0.0.0.100

PMS: 000 C

Hex Code:
#ffffff

RGB:
R 255, G 255, B 255

CMYK:
0.0.0.0

WORDMARK LOGO COLORS

Tread Lightly! wordmarks should only be utilized in the established colors in the badge logo: black, white, and tan.

SINGLE COLOR BADGE

The single color badges should only be utilized in black or white and only with the established secondary colors as a background. Any color other than black or white will need approval from Tread Lightly! Marketing.

SECONDARY COLORS

In addition to the primary logo colors, there are secondary colors that can be utilized as accents. Like the primary colors, these accent colors should never be changed or altered.

These secondary colors are used reflect the three different focuses of Tread Lightly!'s mission: being responsible on water, snow, and dirt.

Water PMS: 278 C	Hex Code: #83bce7 RGB: R 131, G 188, B 231 CMYK: 46.13.0.0
Snow PMS: 000 C	Hex Code: #ffffff RGB: R 255, G 255, B 255 CMYK: 0.0.0.0
Dirt PMS: 7568 C	Hex Code: #694d3b RGB: R 105, G 77, B 59 CMYK: 46.61.73.38
Accent PMS: 1235 C	Hex Code: #f9bd27 RGB: R 249, G 189, B 39 CMYK: 2.27.95.0

SECONDARY COLORS

The secondary color palette in use to define the water, snow and dirt themes.

WATER

SNOW

DIRT

TYPOGRAPHY

In order to retain a complete, cohesive brand identity, typography must be used consistently throughout all brandmarks, touchpoints, and collateral material. The typefaces used for TreadLightly! collateral are Druk for headers and Gotham for body copy.

For web design, Druk and Gotham can be used, while Oswald and Verdana are more web-safe typefaces and can be supplemented for the aforementioned headers and body copy.

HEADERS

DRUK MEDIUM
DRUK MEDIUM ITALIC
DRUK BOLD
DRUK BOLD ITALIC
DRUK HEAVY
DRUK HEAVY ITALIC
DRUK SUPER
DRUK SUPER ITALIC

Body Copy

Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black

WEB-SAFE HEADERS

OSWALD LIGHT
OSWALD REGULAR
OSWALD MEDIUM
OSWALD SEMIBOLD
OSWALD BOLD

Web-Safe Body Copy

Verdana Regular
Verdana Regular Italic
Verdana Bold
Verdana Bold Italic

SIZE RECOMMENDATIONS:
32PT FOR POWERPOINT HEADERS
18PT FOR PRINT HEADERS

Size Recommendations:
14pt for Powerpoint Subheaders
9pt for Powerpoint body copy
9pt for print body copy

USAGE IN COPY

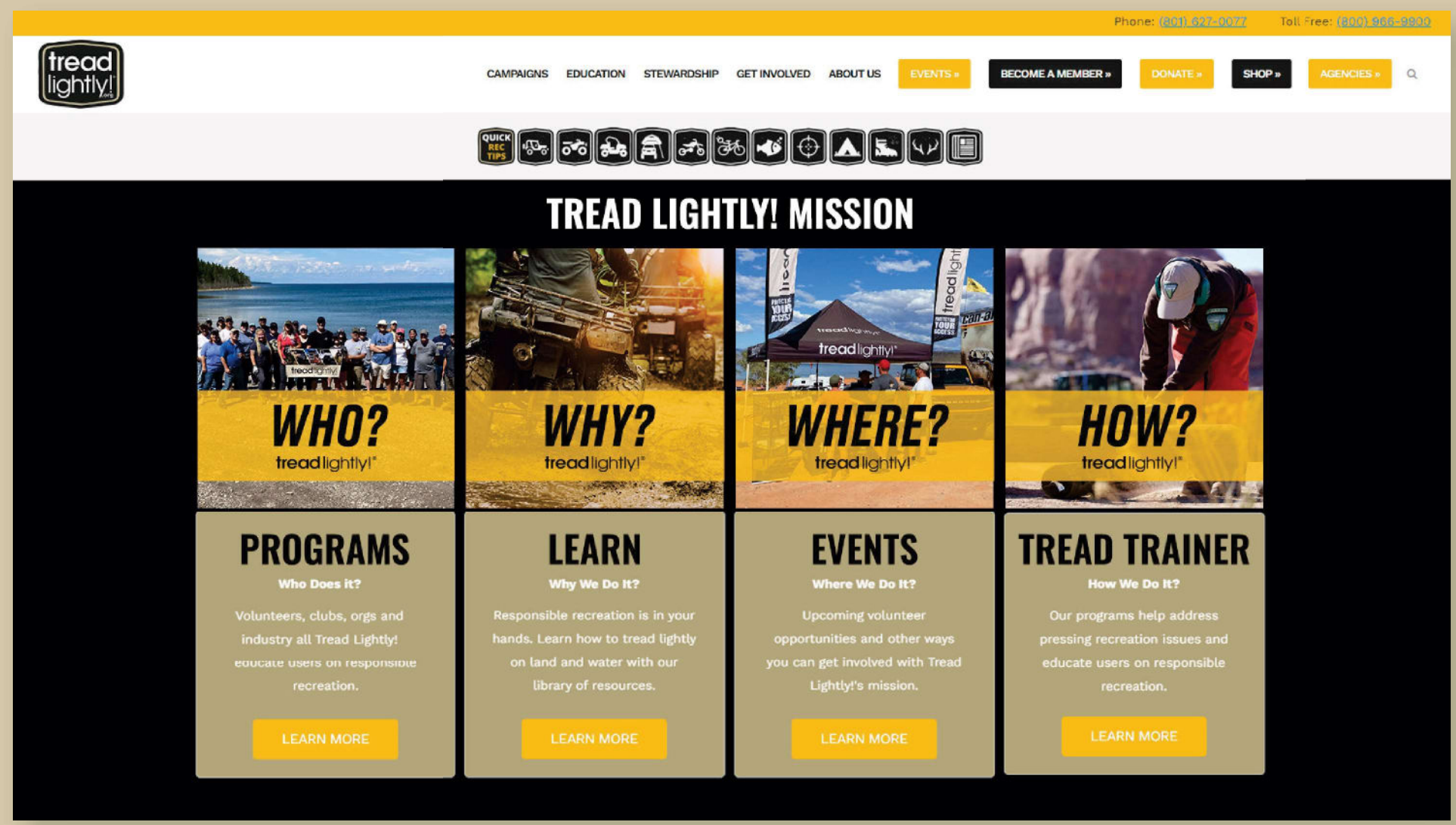
When referenced in body copy, the name “Tread Lightly!” should always be as such: a space between “Tread” and “Lightly”, as well as use of the exclamation point.

HEADER

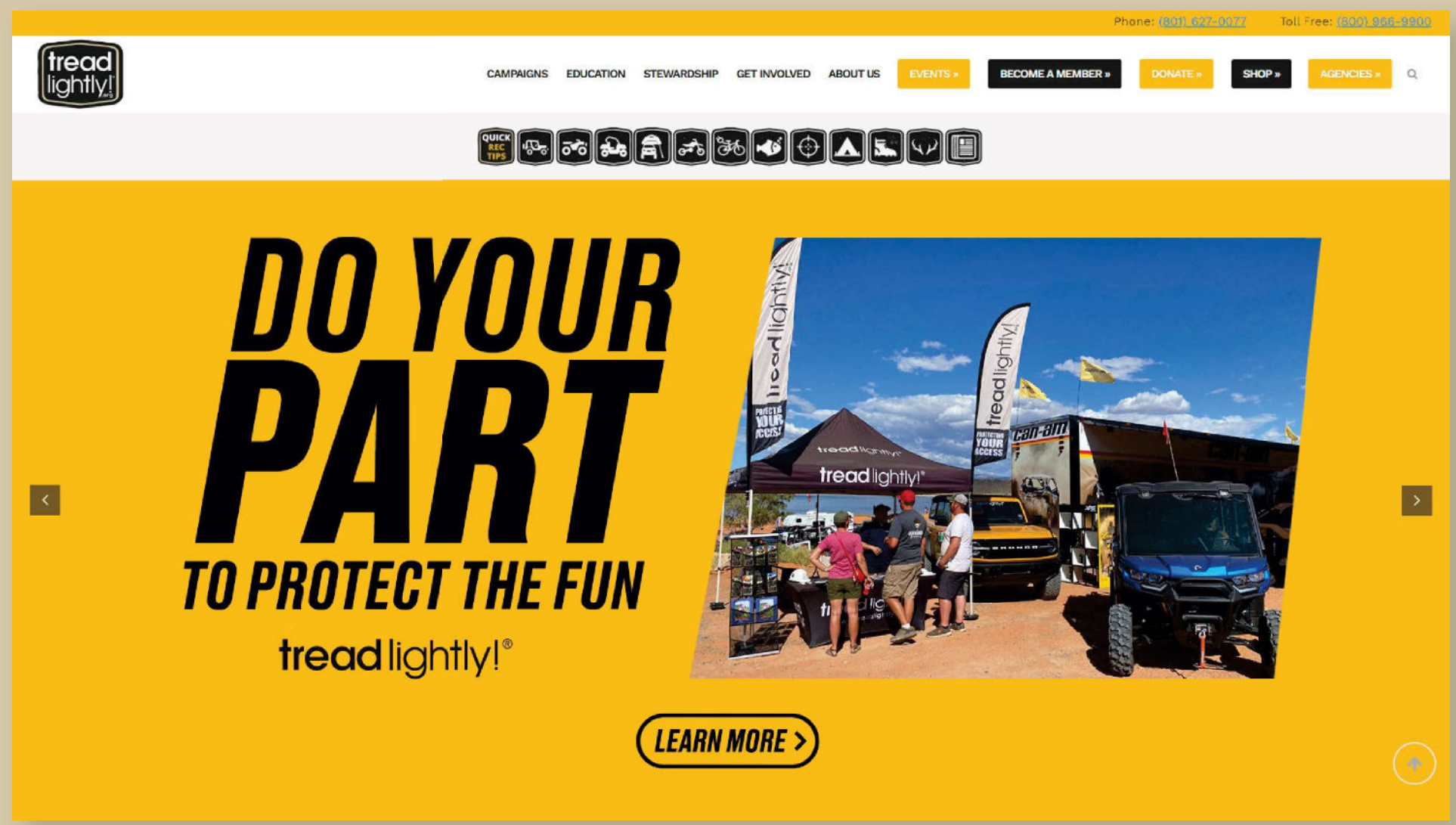
TREAD LIGHTLY!

Body Copy

Tread Lightly!



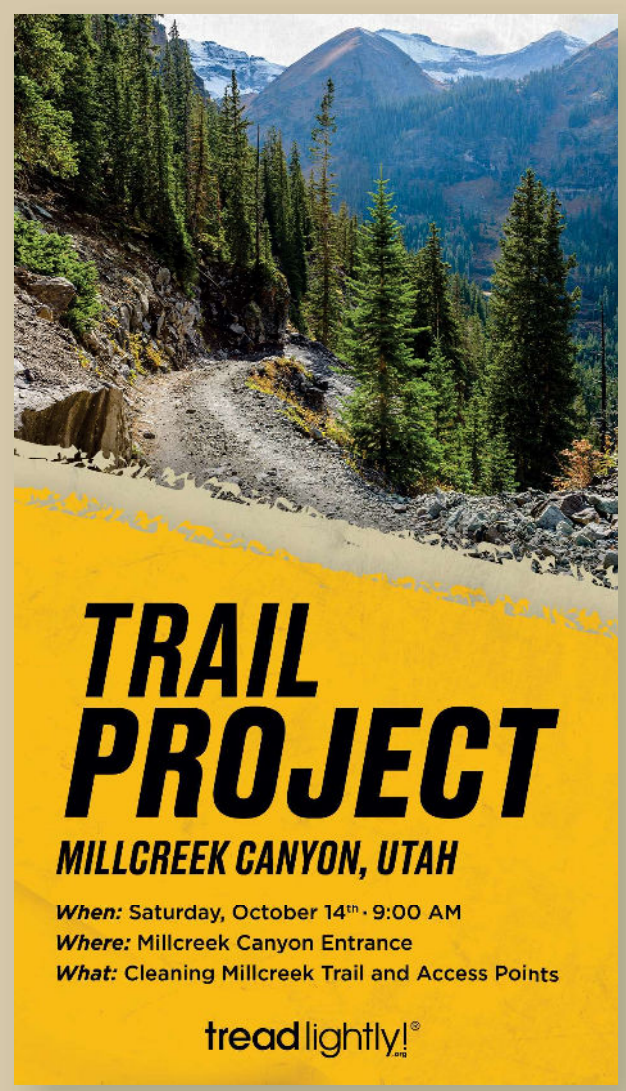
UPDATED BRAND APPLICATION - WEBSITE



UPDATED BRAND APPLICATION - WEBSITE

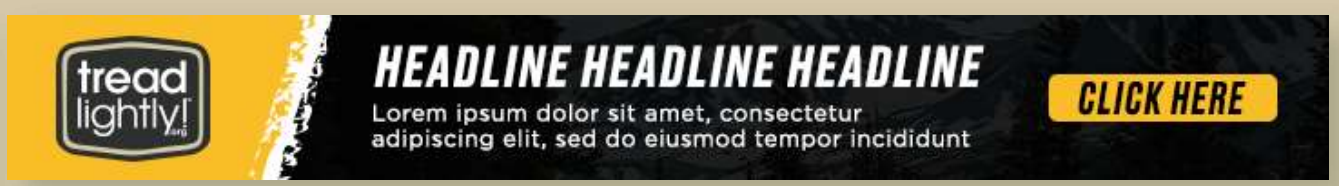
UPDATED BRAND APPLICATION - HORIZONTAL AD EXECUTION

UPDATED BRAND APPLICATION - HORIZONTAL AD EXECUTION

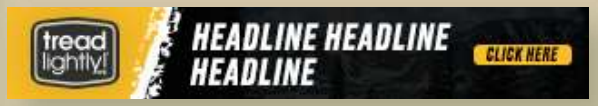


UPDATED BRAND APPLICATION - VERTICAL AD EXECUTION

300x600



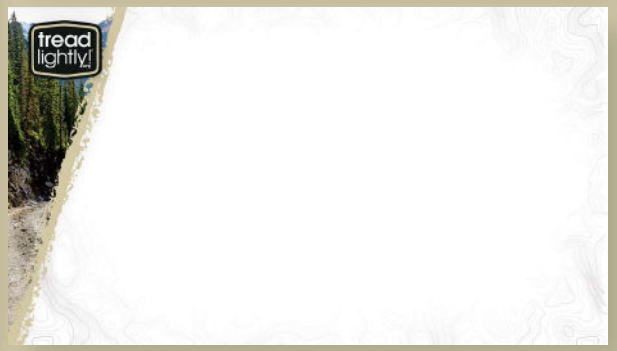
728x90

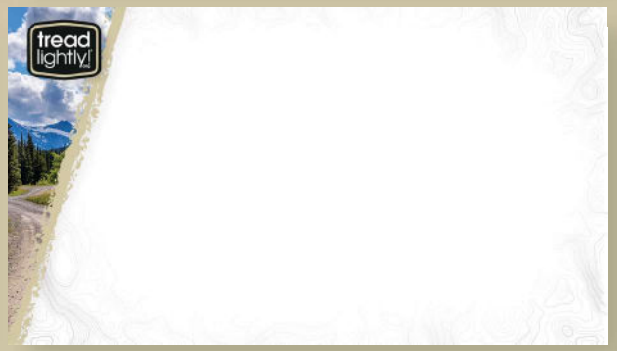


320x50

300x250

UPDATED BRAND APPLICATION - DIGITAL ADS





UPDATED BRAND APPLICATION - POWERPOINT TEMPLATE

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