



BRAND GUIDELINES.

PURE AND SIMPLE.



WHAT ARE BRAND GUIDELINES?

Our brand is more than a logo or tagline. It encompasses our essence and every way we communicate it to others. The strength of our brand depends on the consistency of its implementation. Consistency leads to brand recognition.

That's where these guidelines are helpful. They help us promote the Ramblers in a consistently recognizable manner with visuals and words derived from our brand attributes. Reference these guidelines whenever you create something new for the brand. If working with external partners, give them these guidelines so they have all the tools they need to successfully add to the brand.



RAMBLERS



CREATED NOVEMBER 2019

 **RAMBLERS**

OUR VOICE.



THE RAMBLERS BRAND GUIDELINES · VERSION 001

OUR VOICE OUR BRAND PURPOSE

The Ramblers brand serves Beaver County's vision of economically sustainable and integrated tourism. The brand draws from the region's beautiful landscape, rich history, and multifarious attractions and activities to speak to visitors who will find the uncrowded, wide-open spaces, peaks, and trails of the Ramblers attractive.

MISSION

ABeaver County has a cohesive brand and marketing plan that reaches the right sector of the tourism market: those who are looking for simple, convenient adventures in the Utah wilderness.

VISION

Tourism provides a moderate economic boost to the county while being a minimal interference to locals or the current way of life. It aligns with other economic development initiatives to the mutual benefit of all communities.



OUR VOICE

OUR BRAND

AUDIENCE

Visitors to the Ramblers seek different things. For some, it's the thrill of an extreme trail. For others, it's easily accessible camping with friends. And for some, it's the surprise attraction discovered after pulling over for a bathroom break. Our four main audiences may be visiting the Ramblers for different purposes and lengths of time, but they all seek authenticity, convenience, and something new to discover.



PASSING THROUGH



INDEPENDENT ADVENTURER



EASYGOING VACATIONER



EVENT ATTENDEE

PURPOSE	passing through - regular (trucker/snowbird) - one-time (roadtrip)	visiting with a specific objective: to do xyz.	Seeking an "authentic" Utah experience - family: cheap investment - Gen-zennial: undiscovered moments	participate or attend a special event
TIME	5 minutes - 2 hours	1-3 days	1-3 days	1-3 days
SEEKING	bathroom, food, gas, diversion	food, supplies, gas	bargain price, no crowds, no planning required, lodging, dining, (guided)activities, rentals	engagement before and after the event, lodging, dining
PLACES	The Creamery, courthouse, restaurants, convenience stores/gas	Eagle Point, Frisco Peak, Paiute Trail, 3 Peaks, Wah Wahs/Minerals	Tushars, Minersville Lake, Frisco, Rock Corral, Courthouse	Tushar Mountains, Rock Corral, Frisco, The Creamery, Courthouse
ACTIVITIES	dining, gift-buying museums/quick sites	hang gliding, mountain biking, mountain summiting, ATV riding, rockhounding	skiing, hiking, biking, ATV riding, fishing, swimming, rockhounding	climbing, biking, skiing, ATV riding, rockhounding

OUR VOICE OUR BRAND PILLARS

The Ramblers brand rests upon fundamental attributes that describe our place, people, and experiences. These attributes guide our presentation, both verbal and visual, to locals and visitors. No matter how long someone may spend exploring the Ramblers, their experience should embody these characteristics.

RUGGED SCENIC

EXTREME ROOTED

ACCESSIBLE ENGAGED

INVITING KNOWN



OUR VOICE MESSAGING

Our messaging emphasizes the wealth of activities available in the Ramblers, the sense of simplicity, quiet, and tradition a visitor may find in our mountains, and the awe of discovering something new.

Our tagline, “Utah. Pure and Simple.” may be used as standalone messaging or it may be integrated into a more detailed description. In both cases, it serves as a call to action for those looking for a slower-paced, less crowded destination.

FOCUS:

UTAH. PURE AND SIMPLE.

Activities
Tradition and simplicity
Discovery

**Think you know Utah?
Think there’s no vista left unphotographed?
Think it’s all been discovered?**

We know places. Mountains with names like Tushar, Frisco, and Wah Wah. Mountains where you can still experience the simple joy of riding the trail, pitching your tent, and building a campfire. Mountains you can trek by foot, hoof, two wheels, or four and not see another soul. Mountains cradling clear alpine lakes, the remnants of ghost towns, and rare precious gems.

From the lung-pumping trail to the summit of Delano Peak (top out above 12,000 feet!) to the scenic crests of the Indian Peak Range—best experienced as a backdrop for stunning desert sunsets—the solitude and thrill of the Ramblers offer a bounty of experiences, memories, and photo ops. This is Utah, pure and simple.



OUR VOICE

MESSAGING

VARIATIONS

PRIMARY

UTAH. PURE AND SIMPLE.

VARIATIONS

The subject of the tagline may be replaced to emphasize visiting in a certain season or to do a specific activity:

WINTER. PURE AND SIMPLE.
SPRING. PURE AND SIMPLE.
SUMMER. PURE AND SIMPLE.
AUTUMN. PURE AND SIMPLE.
HIKING. PURE AND SIMPLE.
SKIING. PURE AND SIMPLE.
FISHING. PURE AND SIMPLE.

CAMPAIGN TAGLINE

COME TAKE A PEAK.

ACTIVE VERBS

Associate the Ramblers with all the activities visitors can do here by creating a verb catalog that always ends with “Ramble.”

SKI.
HIKE.
RIDE.
CAMP.
RAMBLE.



OUR VOICE

MESSAGING

VARIATIONS

In certain contexts, emphasizing a specific mountain range may be necessary. In this case, lead with messaging that is range-forward.

TUSHARS

Go big on the slopes or just chill on the shores of Puffer Lake. Topping out over 12,000 feet, the Tushars can get a little extreme. They host an annual bike race called the Crusher in the Tushar, for crying out loud. So push your limits, on foot, skis, or ATV.

MINERALS

They may look unassuming from the east, but around the western side of the Minerals cracked and jagged granite form what looks like the ruins of an ancient city of giants, a city that's all yours to explore. (Oh, and the minerals? Smoky quartz and feldspar.)

FRISCOS

(Yes, short for San Francisco), The Friscos used to be the site of a huge mining operation, and you can still see remnants of the town of 6,000 and the conical charcoal kilns used for smelting. Or you can go to the top of Frisco Peak and hang glide to the other side of the state. Your choice.

WAH WAHS

You have to go WAY out there to experience the wilds of the Wah Wahs. And you'll have to go even longer before you might find the red emerald found in the mountains--the only place on earth where it's big enough to cut into gems.

INDIAN PEAK

Maybe you're a peakbagger collecting all the Utah highpoints. Or maybe you just like the way the sun sets behind purple desert mountains. Either way, these are your mountains.



CREATED NOVEMBER 2019

 **RAMBLERS**

OUR LOOK.



THE RAMBLERS BRAND GUIDELINES · VERSION 001

OUR LOOK

PRIMARY MARK

Our primary mark is the cornerstone of the visual brand. It not only evokes the natural landscape of Beaver County and the surrounding areas, but with the inclusion of the arrow, calls back to the action of “rambling.”

As these vast mountain ranges ramble across the horizon, visitors are invited to ramble their way through the experiences the area has to offer.

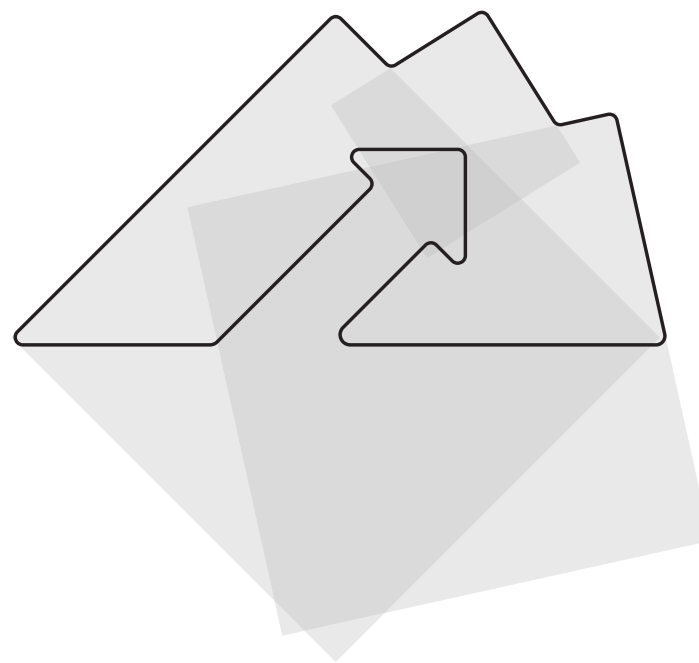
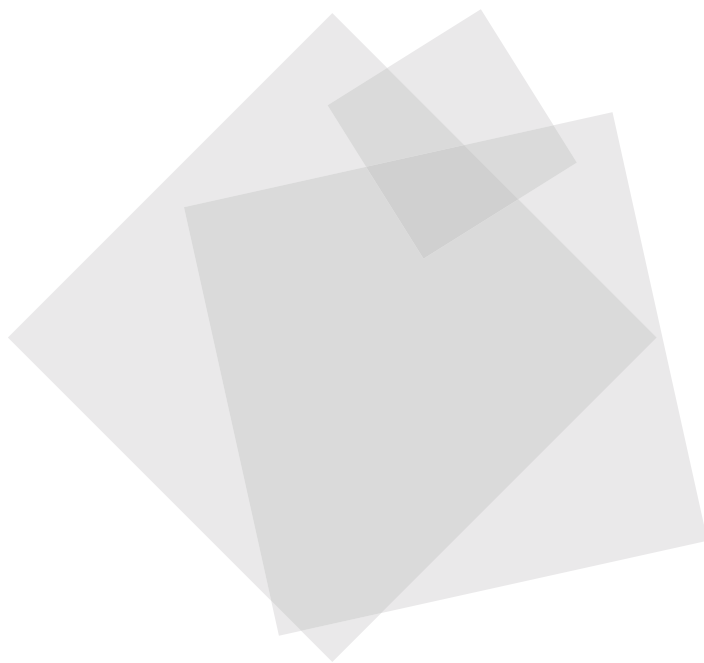


OUR LOOK

PRIMARY

MARK

Our main logo mark was built from three tilted squares, with the internal arrow built upon a standard, 45° angle. The upward slope of the arrow communicates the action of climbing up the angular mountain silhouette, as well as the lateral movement a traveler would take as they traverse the rugged landscape of the area.



OUR LOOK

PRIMARY

LOCKUPS

Our primary lockups include the primary logo mark and our brand name.

“Ramblers” is set in all caps Prompt Black, paired with the primary mark either center aligned above it, or arranged on the left. These are the only two acceptable ways to represent the brand in contexts where the brand isn’t already sufficiently represented or well-known, such as advertising, welcome signs, and the like.



RAMBLERS



RAMBLERS



OUR LOOK

PRIMARY

LOCKUPS

The spacing of our primary lockups is based on the bisected width of the uppercase “M” in “Ramblers.” This width acts as a guideline for the placement of the primary mark relative to the wordmark, as well as how much space to generally give the logo in various applications and layouts.

For more ways to lockup our primary mark and logotype, look to the next page.



OUR LOOK SECONDARY LOCKUPS

These secondary lockups act as supplementary, yet iconic representations of the brand in certain use cases. They can be used freely and interchangeably with each other in social media posts, bumper stickers, pins, accessories, and the like. Feel free to use these in places where the existing brand is clearly represented, or in close proximity to brand messaging.

RAMBLERS



OUR LOOK

LOCATION

LOCKUPS

Whenever it's necessary to produce location-specific branded content or touchpoints, these location lockups can be used.

We've provided a lockup for each of Beaver County's most well-known mountain ranges, as well as a few others for more general, non-specific region markers.

When utilizing these lockups, it's important to keep the intended audience in mind—a traveler from out of state might be more familiar with the location of the Great Basin than an in-state roadtripper who's headed specifically toward the Tushar Mountains for a weekend trip.



THE

RAMBLERS

GREAT BASIN, UTAH



THE

RAMBLERS

HIGH ALPINE, UTAH



THE

RAMBLERS

HIGH DESERT, UTAH



THE

RAMBLERS

TUSHAR MOUNTAINS, UTAH



THE

RAMBLERS

MINERAL MOUNTAINS, UTAH



THE

RAMBLERS

FRISCO MOUNTAINS, UTAH



THE

RAMBLERS

WAH WAH MOUNTAINS, UTAH



THE

RAMBLERS

INDIAN PEAK RANGE, UTAH



OUR LOOK

LOGO

CONTAINER

In specific use cases (think advertising, social media, video content, merchandise, etc.) the primary logo mark can be used as a container for photography. This can be a great way to reinforce the brand mark's recognizability while using beautiful imagery to communicate what the area has to offer.

For some more specific guidelines on how to best utilize the logo as a container, look to the next page.



UTAH. PURE AND SIMPLE.



OUR LOOK

LOGO

CONTAINER

Whenever using the logo container as a representation of the brand, legibility must always be top priority. Even if a photo looks great outside of the container, the primary logo must always be recognizable and readable when paired with imagery. When used correctly, it can be a great way to visually communicate the breadth of outdoor activities the Ramblers have to offer.

Some key things to avoid include, but are not limited to:

- A) obstructing faces and key subjects of the photo, and
- B) using low-contrast imagery that makes the inner arrow difficult to see.



UTAH. PURE AND SIMPLE.



UTAH. PURE AND SIMPLE.



OUR LOOK

LOGO USAGE

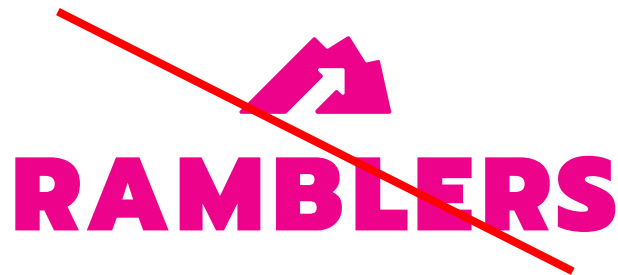
While the Ramblers brand is dynamic, the brand marks and typography should not do the following:

DO NOT STRETCH OR DISTORT THE LOGOS

DO NOT SET LOGOS IN NON-BRAND COLORS

DO NOT ROTATE THE LOGOS

DO NOT ADJUST LAYOUT OR TYPOGRAPHY PLACEMENT OF THE LOGOS



OUR LOOK COLOR PALETTE

Our brand color palette is inspired by the rich, naturally occurring colors of the Ramblers' environment, mixed with a few modern, vibrant colors to keep the brand feeling contemporary and energetic.

For most color applications, you can rely on the earthier, more neutral tones: Charcoal, Mustard Yellow, and Moss Green. The brighter colors, Sky Blue, Terracotta and Mint Green can be used to add energy and life if the palette starts to get too neutral.

C31 M9 Y41 K0
R180 G202 B165
#b4caa5

C21 M62 Y71 K5
R192 G114 B83
#c07253

C59 M15 Y41 K0
R110 G174 B160
#6eaea0

C50 M45 Y100 K23
R118 G108 B44
#766c2c

C21 M51 Y96 K4
R196 G131 B48
#c48330

C68 M62 Y58 K45
R66 G65 B67
#424143



OUR LOOK

PRIMARY

TYPOGRAPHY

This typeface is a free-to-use, open-source font family. You can download it from <https://fonts.google.com/specimen/Prompt>

This typeface should only be used in all caps and only in instances of clear callouts, headline communication or pull quotes. Do not use this typeface for small print or body copy.

PROMPT IS AN APPROACHABLE AND FRIENDLY GEOMETRIC FONT FAMILY.

TO MAINTAIN BRAND CONSISTENCY, WE RECOMMEND THIS FONT BE SET IN **ALL CAPS, SEMIBOLD, BOLD AND/OR BLACK**, WITH OPEN TRACKING.



OUR LOOK

PRIMARY TYPOGRAPHY

This typeface is a free-to-use, open-source font family. You can download it from <https://fonts.google.com/specimen/Work+Sans>

Work Sans is a grotesk typeface family optimized for both on-screen and print usage, maintaining readability even at small sizes.

Feel free to use this typeface in *Light*, *Regular*, *Medium*, **SemiBold**, **Bold**, and their italic counterparts.



OUR LOOK

EXAMPLE

TYPE USAGE

We use a variety of typefaces, weights and styles to bring the Ramblers brand to life. Below is an example of how and when to use the breadth of the brand's typographic palette.

WORK SANS BOLD LOOKS GREAT HERE

PROMPT BLACK MAKES A GREAT HEADER.

For Body Copy, Work Sans Regular is going to be a great choice. Marit. Ecientred cupionsus mei istic pereoris? Ad me molut L. Aris orei erictui consulin reisquam Romne auderid confect usultorum, uredes nonemoentis. Iveris, Catque tam. Nem facio ingultorum tam tem, verviribus acchus et L. Me con iam consul cus; in reis. Occhus; hebatus. Solia noverrips, silissolturs con hoctasterem, te tem mum te horacre conentea in ad num. Ostuam. Dum consua num que patua Si pat, es crevitat. Volicaetem fici caes orenatque es es! Ti. maiortuis intis.

“ALL CAPS PROMPT BOLD IS GREAT FOR A SHORT AND ENGAGING PULL QUOTE.”

WORK SANS REGULAR IS GREAT FOR FOOTNOTES AND CAPTIONS.



OUR LOOK

ICONS

Much like our primary mark, our brand iconography utilizes a silhouetted visual style to communicate specific activities a visitor can experience.

To maintain a visual consistency with the main brand mark, the activity icons must be illustrated as a knocked out silhouette that exists inside the mountain shape. For this reason, each icon must be a single color.



OUR LOOK

ICON USAGE

When using any of the icons to represent an activity, it must be paired with relevant messaging to reinforce the icon's meaning. There are times when the icon can be the focal point of a design, but in order to maintain clarity for viewers who are unfamiliar with the brand, captions and copywriting must be used wisely.



OUR LOOK

ACTIVITIES

Our brand iconography is only one way to represent the Ramblers' many activities.

Reminiscent of our secondary lockups, using a sideways vertical type motif can be another bold and creative way to call attention to specific ways to recreate.

However, these activity representations come with guidelines. When utilizing the brand icons, they must remain at a large enough size to be legible alongside the messaging they're paired with.

In the case of these sideways type lockups, only the primary mark should be paired above the type. Since it's visually much simpler than the brand icons, it's much more legible at a small scale. To further communicate the specific activity, imagery may be used to heighten the excitement and experience that comes with a certain activity. Think posters, web banners, and social media posts.



CLIMBING.
**PURE AND
SIMPLE.**



BIKING.
**PURE AND
SIMPLE.**



SKIING.
**PURE AND
SIMPLE.**



FISHING.
**PURE AND
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CLIMBING
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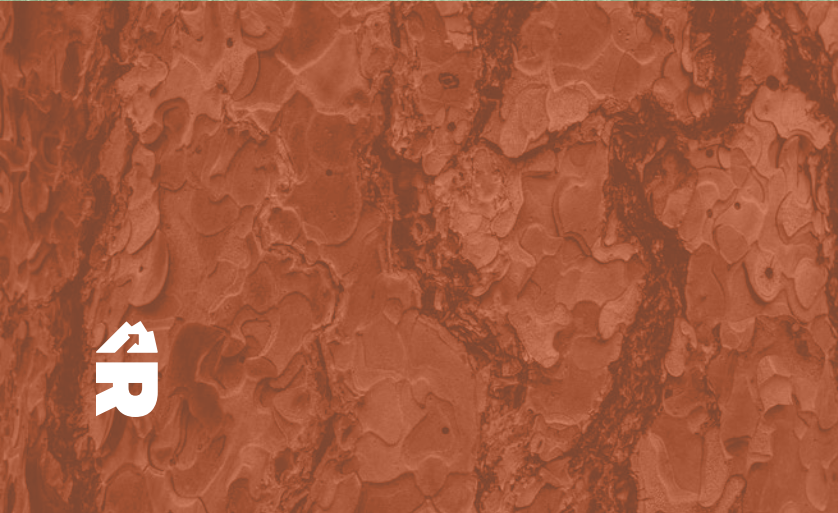
FISHING
PURE
AND
SIMPLE.



OUR LOOK TEXTURES

One way to introduce visual interest to a brand while maintaining a clear canvas for logos, illustrations and type is to use texture. In our brand, that texture is communicated through rugged, elemental, and slightly abstract natural terrain and surfaces that have been edited with color overlays.

These simple, natural photographic elements help to communicate the brand's tagline: Pure and simple.



OUR LOOK

PHOTO

STYLE

The Ramblers brand photography should be active, vibrant, and expansive. It should prioritize capturing the breadth of the county's natural environment to tell an overall story about the experience a tourist should be able to expect.

Visually, the style of the brand photography should be slightly cool-toned, with a focus on the natural environment rather than built environments. Overall, it should capture the brand's ethos of "Utah, pure and simple."

These photography guidelines apply to everything regarding our brand's outward-facing visual personality—from Instagram to the visitor guide, print advertising, and everything in between.

NOTE: DO NOT USE THE PHOTOS FROM THIS SECTION IN ANY BRAND COLLATERAL. THESE PHOTOS ARE FOR REFERENCE ONLY.



OUR LOOK PHOTOS OF PEOPLE

When photographing people, an activity should always be involved, and it should be fairly obvious what they're doing. People's faces should generally be visible to the camera where appropriate, without looking or smiling directly into the lens.

All brand imagery should include representation of the natural landscape in some form—it should always be pretty clear where the subjects are while they're enjoying their activities.

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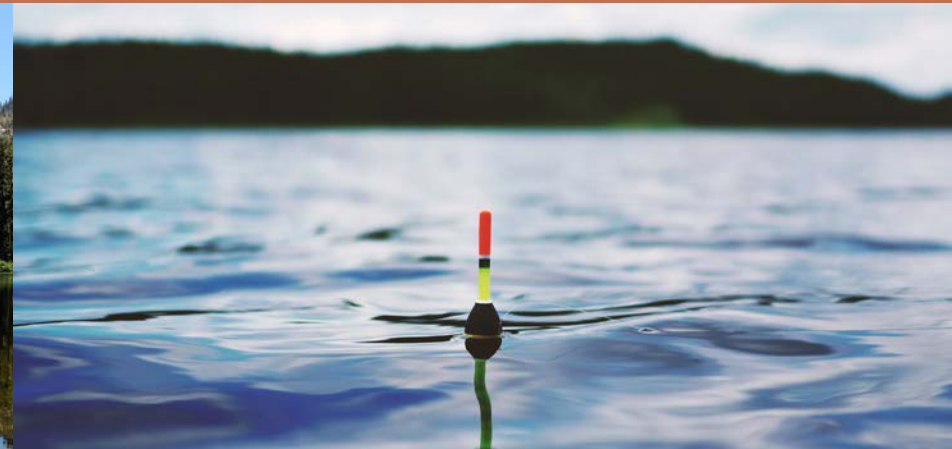


OUR LOOK PHOTOS OF LANDSCAPES

One of the main draws of the Ramblers is how undiscovered so much of the area is—free from crowds and overly popular spots, and full of wonder and untapped potential.

Photography of the natural landscape should communicate just that. Photos should be generally free from showing humans, and focus on how expansive and open the surrounding wilderness really is. Think big, sweeping aerial shots and long distance perspective framing, where even if a subject is in focus in the foreground, the landscape is omnipresent behind it.

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OUR LOOK PHOTOS OF TRAVEL

With many of the area's mountain ranges being accessible by car, it's important to call upon the upbeat attitude and sense of adventure that comes with road travel. Showing people getting their gear together, packing up, and building anticipation for their trip can entice future visitors to do the same.

As with previous guidelines for photographing people, showing action is key. Subjects should look like they're getting ready to do, or already doing something. Even if it's an aerial shot of a car driving on a road, outer details like gear, bikes, luggage and the like should give a sense of travel.

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OUR LOOK PHOTOS: DON'TS

Some things to avoid include, but are not limited to: low/poor lighting, lack of saturation, lack of contrast, lack of color, and obviously posed shots. When shooting people, make sure the light is illuminating the subjects from the front, and not from behind. Brand photography should always look vibrant, colorful, welcoming, and authentic.

The purpose of the Ramblers' photography is to evoke a sense of adventure, travel, and experience. To do so, photography should be creatively shot and stylized, and shot professionally whenever possible.

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gettyimages
Michael Warren

CREATED NOVEMBER 2019

 **RAMBLERS**

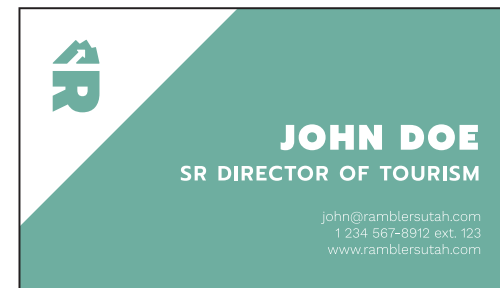
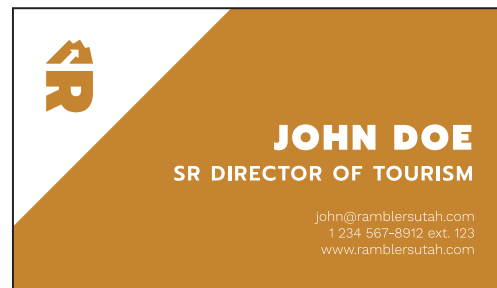
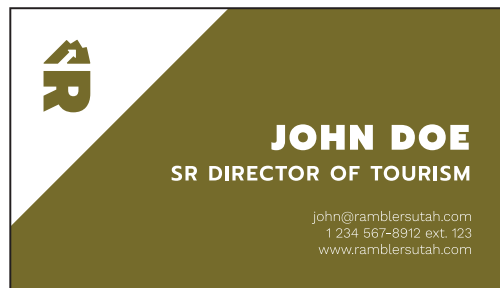
OUR BRAND, APPLIED.



THE RAMBLERS BRAND GUIDELINES · VERSION 001

BRAND APPLICATIONS

BUSINESS CARDS



BRAND APPLICATIONS PRINT & ADVERTISING



BRAND APPLICATIONS PRINT & ADVERTISING



OUR COLLATERAL CLOTHING & ACCESSORIES



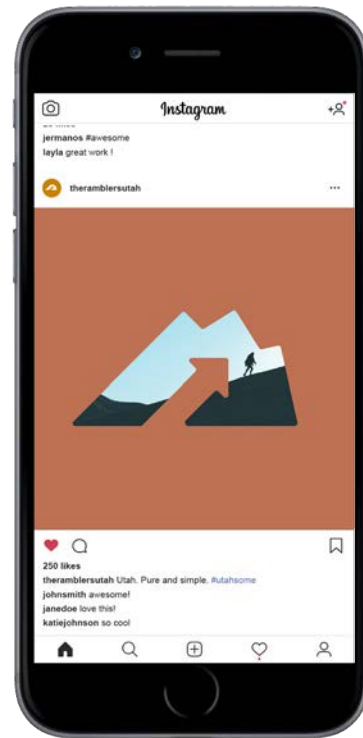
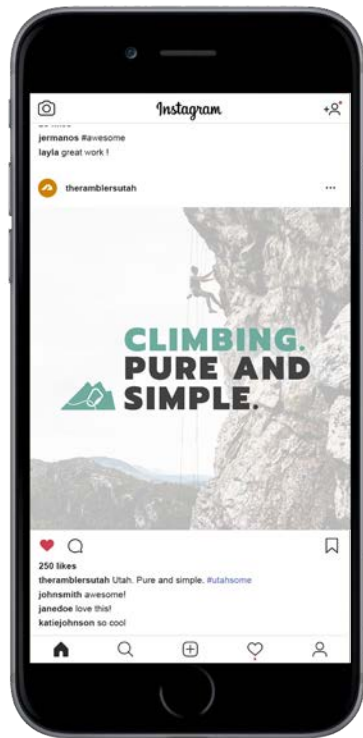
BRAND APPLICATIONS

CLOTHING & ACCESSORIES



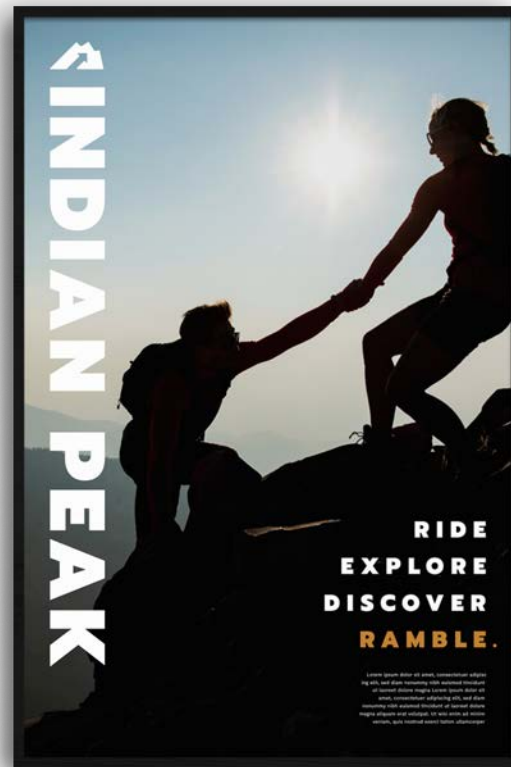
BRAND APPLICATIONS

SOCIAL MEDIA



BRAND APPLICATIONS

PRINT & ADVERTISING



CREATED NOVEMBER 2019

 **RAMBLERS**

THANK YOU!



THE RAMBLERS BRAND GUIDELINES · VERSION 001