



# BRAND GUIDE

# WHAT WE DO

Today, our free time is finite. Spending that free time sifting through sub-par information to find a questionable off-road destination, is unacceptable.

Trails Offroad exists to help 4WD enthusiasts - of any level - easily find the perfect off-road trails with the confidence of knowing your time won't be wasted.

We support your drive to create lasting memories with quality, detailed information that is vetted in-person and organized in an easy to use app. Trails Offroad™ helps you quickly research, plan, and navigate the trails so you can focus on the adventure whether you're a weekend warrior or planning your very own overland expedition.

TRAILS OFFROAD BRAND GUIDE



# WE ARE

We are Confident

We are Grounded

We are Knowledgable

We are Responsible

# WE ARE NOT

We are not Reckless

We are not Elitist

We are not Know-it-all

We are not Extreme for the sake of extreme

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## CORRECT VOICE EXAMPLE

"Know your line. Drive with intention."

## INCORRECT VOICE EXAMPLE

"Send it through the rocks."



# OUR STORY

Todd Taylor founded Trails Offroad in the fall of 2013 to help fellow offroaders to find trails and roads that provide them with the level of adventure they want. The idea was conceived out of necessity. During the spring of 2013, Todd spent a weekend driving up and down Highway 285 in Colorado, looking for passable trails. He never found a passable trail, but he rescued three people and their vehicles over that weekend, all of which had been in situations beyond their capabilities. This trip, like many others, was a failure, and he drove home dejected. On the drive home, he thought about all the times he wasted his precious recreation time on trails that were either too boring, too scary, or not as expected. He couldn't let one thought go:

"There just has to be a better way to find accurate offroad trail information."

He pulled into his driveway and started walking into his house, and the idea came to him in those 20 footsteps. "How cool would it be if I could find 100 people across the country to create ultra-detailed guides about the trails they know by the back of their hand and keep them updated regularly." He spent the next year formulating plans of what would make the best type of trail guide format that could be replicated across the nation. What you see on Trails Offroad today still fits the edict he created of finding the perfect offroad trail, maximizing recreation time, and knowing before you go.

TRAILS OFFROAD BRAND GUIDE



# VISUAL IDENTITY



# COLOR PALETTE

The Trails Offroad color palette is bold and minimalistic, letting our product and photography be the main focus. Bringing life to the palette is our brand “Compass Orange”, representing adventure and enthusiasm. Complemented by a refined neutral palette of dark gray (Carbon), black, and white, providing a strong foundation while maintaining consistency across all brand materials.

Hex and PMS color codes for each shade are provided in the visual swatch layout to ensure accurate reproduction across all applications.

## COMPASS ORANGE

HEX #F7941D

PMS 1495 C

## CARBON

HEX #202020

PMS 426 C

## BLACK

HEX #000000

PMS Black C

## WHITE

HEX #FFFFFF

PMS Bright White



# BRAND FONTS

The Trails Offroad brand fonts are carefully selected to reflect the dependability and adventurous spirit that define our identity. Typeface pairings establish a strong presence, while maintaining clarity and legibility across all formats and point sizes.

## NOTE

Tracking and leading are based on Figma standards. When using alternative softwares, use this guide as a visual reference.

## NORWESTER

Regular | Uppercase  
Tracking: -4% | Leading :90%

## ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+{}[]:"<>?;

## ROBOTO CONDENSED BLACK

Regular | Uppercase  
Tracking -4% | Leading: 90%

## ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+{}[]:"<>?;

## Roboto

Regular | Sentence Case  
Tracking: 0 | Leading: 140%

## AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+{}[]:"<>?;



# FONT HIERARCHY

Multiple brand font variations are used to differentiate between main headlines, sub-headings, titles, body copy, call to action buttons, and captions.

It is important to stick to this hierarchy system to enforce brand consistency and show the reader which information to focus on in order of importance. See visual hierarchy example for reference.

## MAIN HEADLINES

Norwester

# DISPERSED CAMPING

## SUBHEADINGS

Norwester

## WE WERE TIRED OF BEING BURNED BY MAPS

## TITLES

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### SO WE DOCUMENT CAMPING WAYPOINTS IN-PERSON

## BODY COPY

Roboto Regular

Back in 2016, while exploring Colorado's Transfer Trail, we relied on an MVUM (Motor Vehicle Use Map) that showed dispersed camping was permitted. What looked promising on the map turned out to be rocky, sloped, and completely unsuitable for camping. Hours later, exhausted and disappointed, we finally found a flat patch of dirt to crash for the night. This method of sharing 'dispersed camping' based on government data is still used by popular map apps. But Government data doesn't always reflect the on-the-ground reality and your next adventure deserves better.

## CTA

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[LEARN MORE](#)

## CAPTIONS

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DISPERSED CAMPING INFORMATION IS AN ALL-ACCESS MEMBER FEATURE



# LOGO GUIDE

## BRANDMARK - COMPASS

The Compass is the quintessential representation of Trails Offroad at its core, a trusted leader guiding your adventures. When enthusiasts come into contact with the Trails Offroad product it is most frequently via the mobile app which presents as the stand alone brand mark in all app store locations.

The brand mark is bold, simple, and easily identified in the clutter.



# LOGO GUIDE

## COMBINATION MARK

Our preferred layout for Trails Offroad branding. This combines the brand mark with our original word mark. As our product has a heavy focus on mobile app usage, including the the brand mark continually links our newest platform with our original presence.



# LOGO GUIDE

## WORD MARK

The original brand representation of Trails Offroad is a stand alone word mark that is only displayed in white and compass orange. This layout is used sparingly, as priority is given to the combination mark depicted in the previous page.

TRAILS OFFROAD™

# TRADEMARK USAGE (™)

## CORRECT USAGE

Trails Offroad™ (first and prominent use)

Trails Offroad™ in press releases

Trails Offroad™ on first slide of presentations

## INCORRECT USAGE

Use ™ in navigation UI

Repeat ™ in every headline

Add ™ to hashtags



# THANK YOU

## QUESTIONS CAN BE DIRECTED TO

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