Logo Standards

The Three Rivers Trail
Wayfinding Signage System

TRAIL LOGO REDESIGN

LOGO HERITAGE AND HISTORY

The original logo for the Three Rivers Trail has a tight connection to the railroad heritage of the trail. The trail was formerly part of the Chicago and Northwestern Railway. The logo, in use since the early 1990's, is derived directly from the railroad's corporate logo.

The logo is strong. It has a lot of merit with it's close connection with it's railway past. This project does not intend to replace it as a whole. Rather this logo, as part of a new signage system, looks to simplify the design a little and give it a modern edge. Creating a more robust and dynamic logo system.

The TRT logo drastically simplifies the complexity of the original Three Rivers Trail design. I did not want to lose the connections created by the more than 30 years of brand recognition in the original logo. The new logo retains the railway logo form, but simplifies the text to more of an iconic TRT mark.

WHY A SIMPLIFIED LOGO?

The new TRT logo will be easily readable at considerable distance. For a signage system this becomes very important. The new TRT logo will be branded across an array of sign types. It will also be used on phone based apps, on a revamped website, and on promotions and advertising. The new design will be easily installed across this network of mixed media applications. It will quickly become as iconic as the original design.
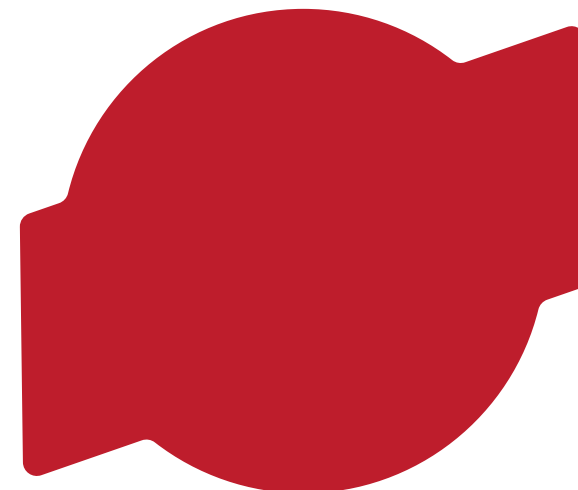

OUTLINE LOGO

SOLID LOGO

OUTLINE SHIELD LOGO - BORDER

SOLID SHIELD LOGO - BACKGROUND

TRT LOGO MEANING

THE **BORDER** DESIGN IS AN HOMAGE TO THE ORIGINAL TRAIL AND RAILWAY LOGO DESIGNS. RETAINING A CLOSE CONNECTION TO THAT LEGACY.

THE **T** DESIGNS REPRESENT THE WORDS "THREE" AND "TRAIL". THEY WORK AS A REFERENCE TO THE OLD TELEGRAPH POLES ON EITHER SIDE OF THE TRAIL. STILL STANDING IN SOME AREAS TO THIS DAY. A FUN LEGACY OF THE FORMER RAILROAD.

TYPOGRAPHICALLY, THIS TRT LOGO USES THE SAME FONT IN USE BY THE CURRENT FULL LOGO DESIGN. THE FONT IS CALLED "**MILIBUS**".

THE **R** DESIGN FOR "RIVERS" WORKS AS A VISUAL OF WHERE THE TRAIL SITS IN CORRELATION TO THE TELEGRAPH POLES. WHILE THE R REPRESENTS "RIVERS" IN THE LOGO IT CAN ALSO REPRESENT RAILROAD. WE ARE ABLE TO GENERATE MULTIPLE MEANINGS IN THIS SIMPLIFIED LOGO DESIGN.

TRT LOGO VARIATIONS

The TRT logo has three main design variations. The primary logo design is what we'll refer to as the "outline" version. This primary logo is the closest visual connection to the original Three Rivers Trail logo design. The next variation is the "solid" version. This would be a secondary logo to be used in situations where the outline version would be difficult to read or reproduce well. The final variation is the wordmark. This typographic treatment is derived directly from the original Three Rivers Trail logo.

All three logos can be used independently of each other when and where needed. They are NOT intended to ever be used together to represent the official TRT logo. This document will show the logos in use in multiple situations and will make for a good reference.

The TRT logo should always be used at its correct proportions. The logo should never be compressed or elongated to fit in any situation. Maintaining strict adherence to the integrity of the design will ensure quality branding and longevity of the logo design.
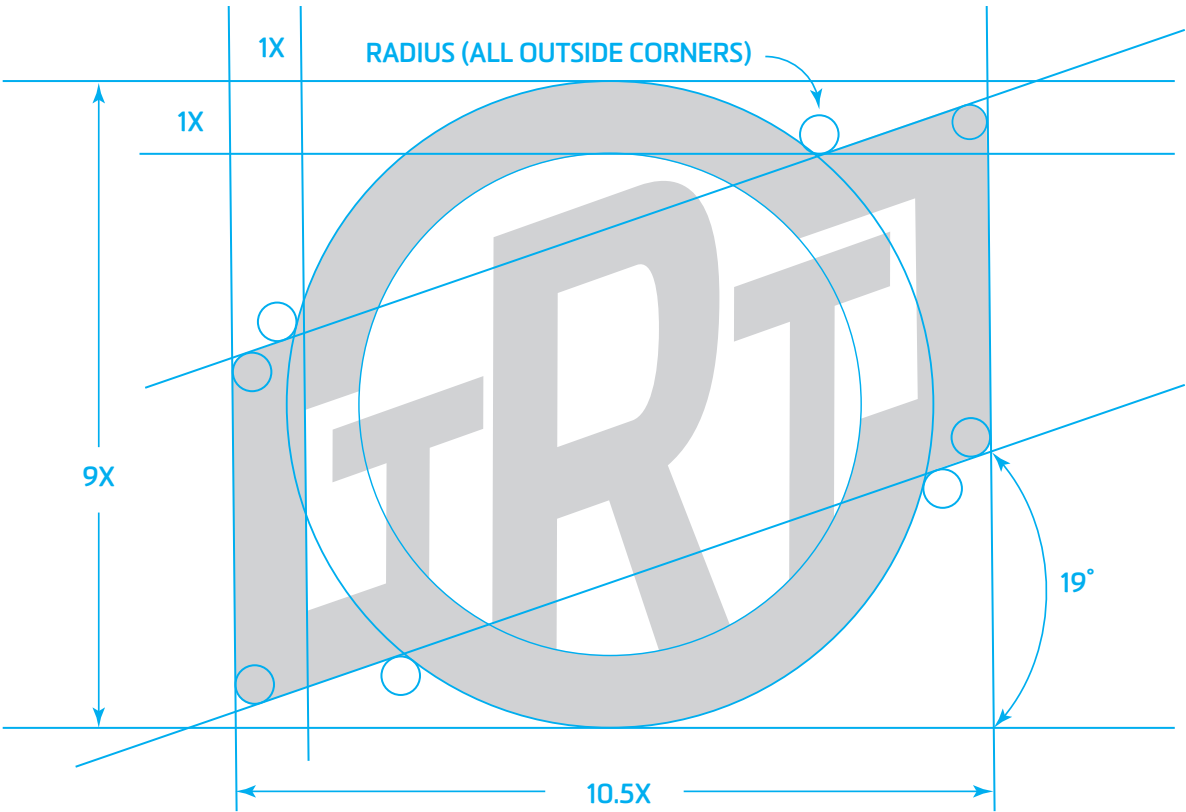
PRIMARY LOGO

SECONDARY LOGO

WORDMARK

1X

RADIUS (ALL OUTSIDE CORNERS)

1X

9X

19°

10.5X

TRT LOGO COLORS AND TYPOGRAPHY

All typographic parts of the TRT logo are made from or derived from the font "Milibus". **The wordmark logo is set partially in all caps and weight variation in small caps for "Three Rivers"**. The typography is set to the same 19 degree angle as the primary and secondary logos' shield designs. They type should always appear at this same 19 degree angle skew when used as part of the logo.

To match the look of the original Three Rivers Trail logo the font has been customized to retain a mix of rotation and skew. Also when set in small caps the T and the R in Three Rivers should be one weight lighter than the rest of the text, and letter spacing decreased to balance correctly.

The Milibus font should be used sparingly, but can be used in materials relating to the logo and trail system such as guides, signs, advertising, etc. Use discretion when utilizing this font as to not dilute the power and impact of the TRT logo itself.

TYPOGRAPHY

Milibus Regular

Milibus Regular Italic

Milibus Semibold

Milibus Semibold Italic

Milibus Bold

Milibus Bold Italic

MILIBUS ALL CAPS

MILIBUS SMALL CAPS

MILIBUS - BOLD

MILIBUS - SEMIBOLD - SMALL CAPS

MILIBUS - REGULAR - SMALL CAPS

19°

19°

PRIMARY LOGO

SECONDARY LOGO

WORDMARK

LOGO COLORS

CMYK 15, 10, 90, 10	CMYK 80, 10, 45, 0	CMYK 25, 40, 65, 0	CMYK 0, 0, 0, 100
HEX #BE1E2D	HEX #00A79D	HEX #C49A6C	HEX #000000

The logo should be set in a single color. Variation is fine. **For the wayfinding signage system, colors should come from this** pallet. Use white against dark colored backgrounds.