

**Visual Design System for**

# Washington Trails Association



### About the Client

As the nation's largest state-based hiking nonprofit organization, Washington Trails Association (WTA) is the voice for hikers in Washington state. We protect hiking trails and wildlands, take volunteers out to maintain trails, and promote hiking as a healthy, fun way to explore the outdoors. Our mission is to preserve, enhance, and promote hiking opportunities in Washington state through collaboration, education, advocacy and volunteer trail maintenance. We believe that hiking trails are our link to wilderness, that people will protect the places they love to hike, from local parks to remote wilderness, and that it is vitally important for everyone to have the opportunity to access the outdoors, and we are committed to reducing barriers to hiking trails and lands.

#### Brand Attribute #1

Relationship with nature. WTA hopes to foster a connection between Washington residents and visitors and the outdoors.

#### Brand Attribute #2

Protecting the environment. WTA strives to maintain the serenity of the Washington outdoors through hiking trails.

#### Brand Attribute #3

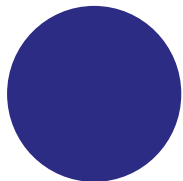
Accessibility of nature. WTA seeks to create a organization that can best share the resources that Washington has to offer regardless of exposure or ability.

## Typographic System

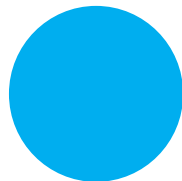
There are two different typefaces used in our typographic system. One is Arial, used for the logo to get a softer more playful type face that fit the curves of the mountain edges. This allows the user to focus on what we offer whenever they utilize the WTA in any form, which is in essence the simplicity of nature. Myriad Pro is utilized for the rest of the text which we enjoy because it also gives a very simple feel while being slightly thicker and heavier. This suggesting the text a bolder look without distracting from page content, alluding to a feeling of adventure. The logo font big to stand out and is right aligned to emphasize separation as well as to create a clean break and transition the eyes to the mountain logo. The mobile landing page has small body text in boxes, allowing it to be differentiated from the tiles which make up the background. For mobile subpages, all text is left aligned to make a clear differentiation from the logo and to increase readability. The title of each subpage is 30.65 pt, headings are 17.16 pt, body text is 11.03 pt and the smallest text is 8.58 pt for small detailed information that is not generalizable across the site. For the web landing page, logo text is 21 pt, headings are 22 pt, and body text is 12 pt. For web subpages, the title is 36 pt, headings are 14 pt, and body text is 12 pt.

## Brand Colors

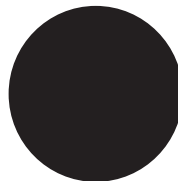
We use cold analagous colors (blue and purple) are to capture a feeling of wonder, excitement, and beauty that can only be seen in nature at night. This creates a specific feeling which invokes serenity without using the typical greens and browns. The purple is used as the most prominent color, providing background for tiles on the landing page and headings on the subpages. We also use black and white for simplicity, and to make our purple and blue colors draw the attention of the user. All together, this color scheme brings out the a love and passion for nature to users.



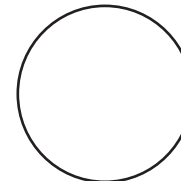
CMYK: 100/100/5.1/5.88



100/0/0/0



0/0/0/100



0/0/0/0

## Mobile Landing Page



## signpost blog

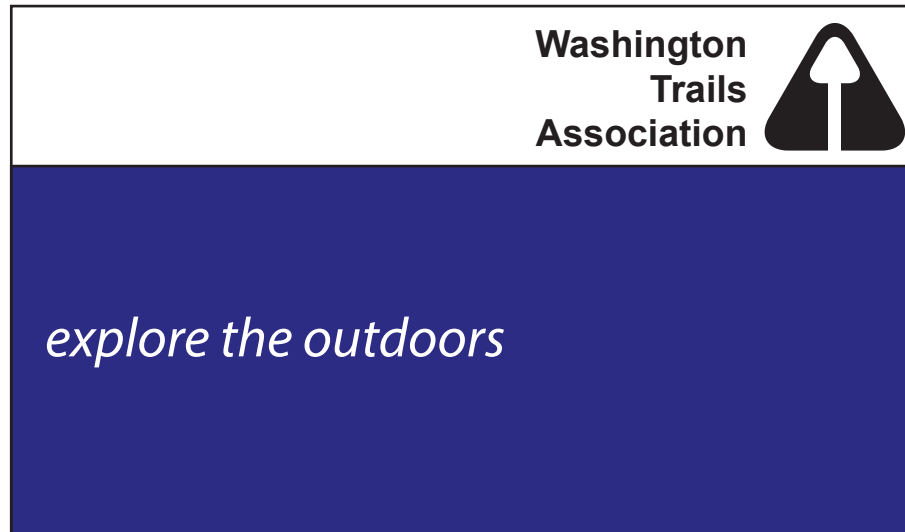
### Help Save Land and Water Conservation Fund

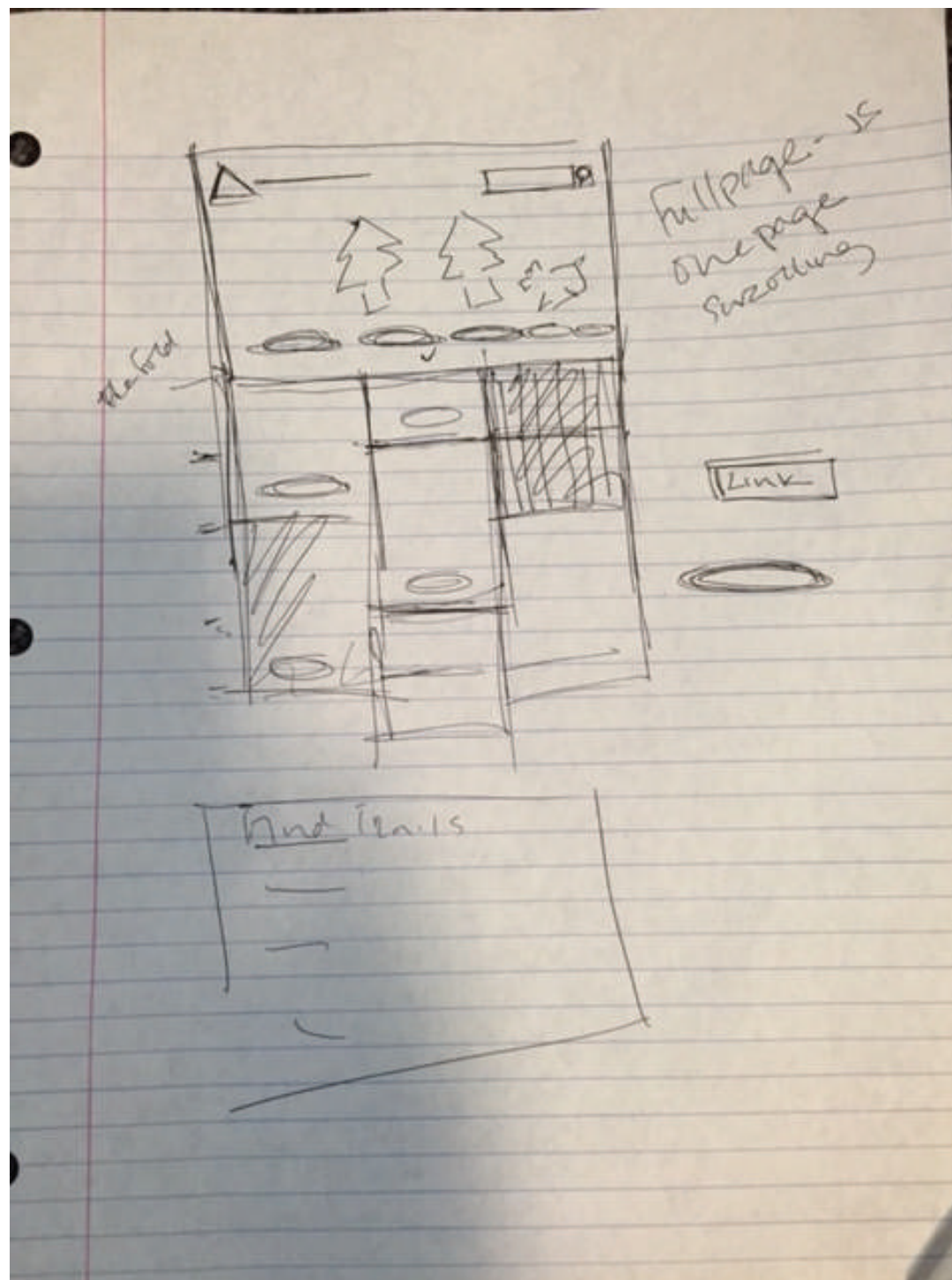
Posted by Frances Chiem Nov 25, 2015 12:45 PM



#### How LWFC Ended up in Limbo

On Sept. 30, Congress allowed the Land and Water Conservation Fund to sunset, putting proposed projects into limbo. For the past 50 years, LWCF has been used to permanently protect land threatened with development by working with willing seller private landowners to add land to national, state and local parks, trails and other public lands.

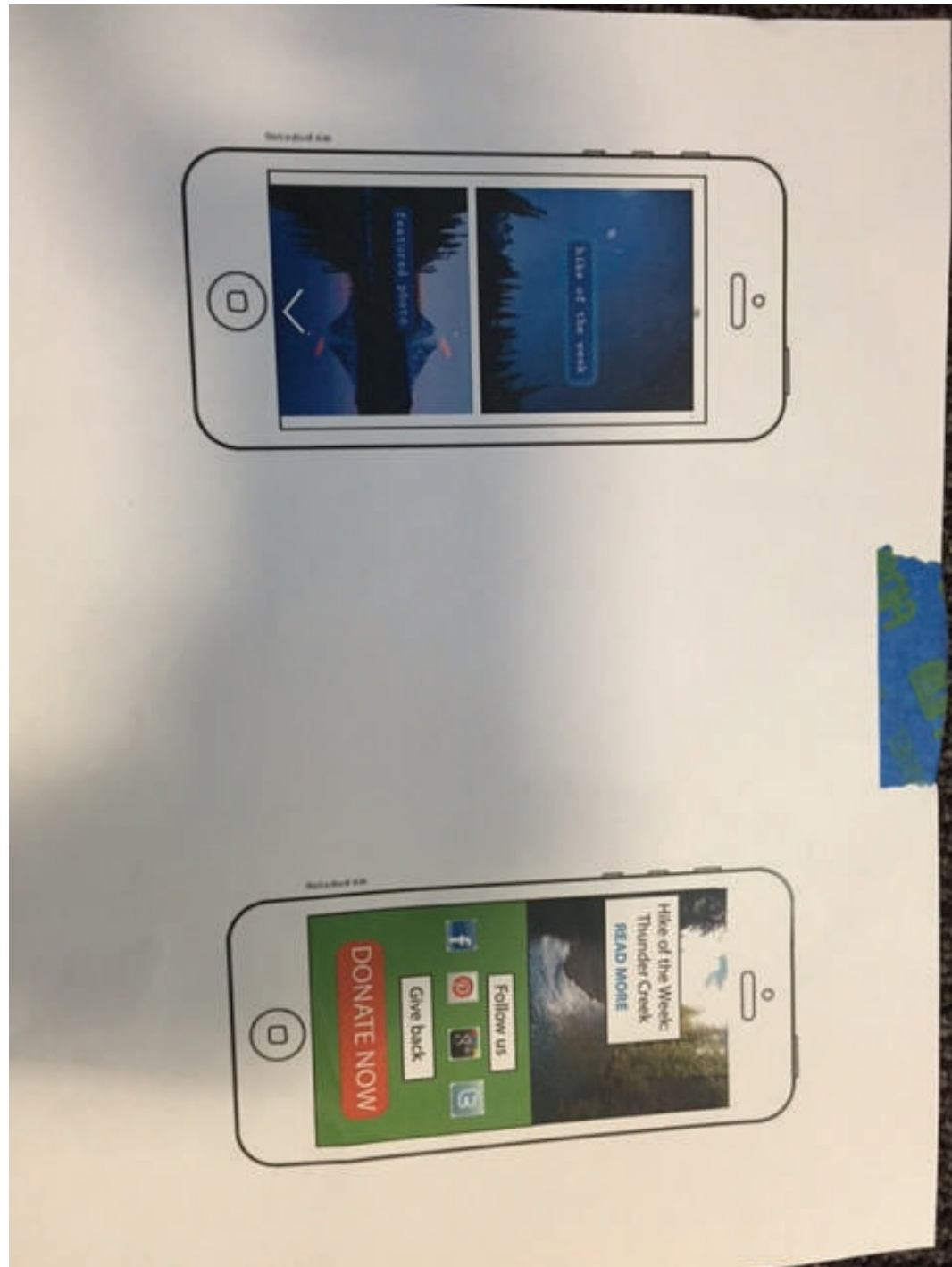




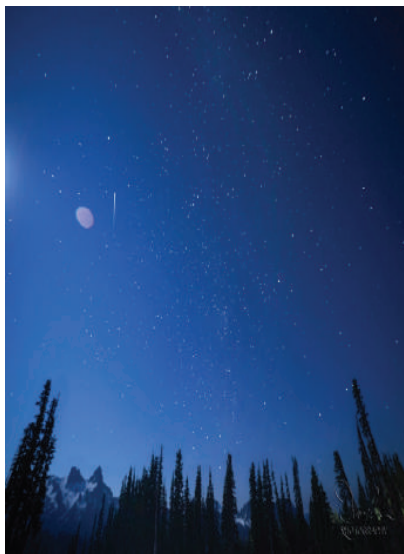




## Process



These are some of the kind of graphics we use in our layouts. We only use graphics of nature in Washington, and focus on mountain and forest imagery. This allows us to connect to our logo which is a mountain and tree, and is of key importance because these are two of the most common natural occurring elements in the Washington outdoors so they strongly connect with what we are expressing as a brand, which is the outdoor experience in Washington. Mount Rainer is the most common image used, and though settings in images vary widely, evening scenes are most typically used to evoke the constant sense of wonder which is so strongly connected to nature.





Safari Browser



# Washington Trails Association



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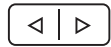
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New Tab 01

New Tab 02



# Hiking Guide

WTA's hiking guide is the most comprehensive database of hikes in Washington, and comprises content from eight guidebooks, user submitted info, and data compiled by WTA.

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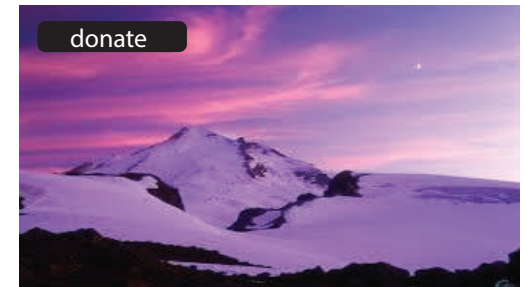
Input Hike Name or Select from List

## List of Hikes

- > [Mount Si via Mount Teneriffe](#)
- > Teneriffe Falls (Kamikazie Falls)
- > Little Si
- > Mount Si
- > Turnbull National Refuge
- > Hoh River - Five Mile Island
- > Little Giant Pass
- > Stagman Ridge
- > Palouse Falls
- > Pulaski Tunnel Trail



## hike of the week

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