

National Trails System

**Official Guidelines
for National Trail Markers**

Revised 1997

**United States Department of the Interior
National Park Service
Bureau of Land Management**

**United States Department of Agriculture
Forest Service**

Guidelines for the National Trails System Markers

Overview

Layout instructions for markers and logos associated with national trails were first developed in 1970, based on authorities in the National Trails System Act. However, those early guidelines illustrating a rounded triangle proved insufficient and were revised in the mid 1990s. These revisions ranged from minor adjustments to extensive redrawing. Color selections for logos within the set were also revised and standardized. Typography was unified for all markers. One significant change is the use of a new marker shape that has a slightly flattened base than the earlier marker form, and is easier to use by allowing a smooth flow of lettering across the top. The revised logo system intends to create a clean, contemporary feel while keeping much of the traditional appeal and identity of these symbols. Though each design may appear simple, it is often quite complex. These are their official forms and should not be altered. Guidelines for the construction and use of the marker shape are provided below. The official electronic version for each trail is held by that trail's Federal administrator.

Logo design principles

The revised designs of the marker logos are based heavily on earlier graphic images since most trail users already identify with the imagery that has been used in the past. The total effect of the marker – shape, color, contrast, lettering, and image – must be legible from a distance, distinctive for each trail, and close enough in coloring and form to be displayed compatibly with other long-distance trail markers.

For future trail marker logos, the pictorial elements should be developed as color forms, with line used only as a form in itself. All shapes should read clearly. If possible, logos should be expressed in only two or three colors. All logos in the color versions do not use holding lines to delineate the shape of the interior or picture part of the logo. This is achieved instead by the use of color to define the interior shape (in black-and-white versions, an interior holding line is sometimes used). Line work should not be used to delineate the edges of graphic images. A substantial black line is used to reinforce the shape of the marker on its outside edge. This outside edge must appear whenever the logo is used in color or when used on a light background. The designated colors for each logo are Pantone Matching System (PMS) colors and are an integral part of each design.

Logo Lettering

The term “National Scenic Trail” or “National Historic Trail” across the base of each marker is now uniform in size and set in the font Helvetica Neue Bold. The trail name is set in the font ITC New Baskerville Bold at a 110% horizontal scale, based on a parabola centered in the white space outside the logo graphic. Because of the difference in length between trails with short names and several that are long, there are two type sizes that can be used for the trail name depending on its length. The letter spacing or tracking is particular to each trail's marker. It is not standardized, but custom for each

logo. The size of lettering for each trail is given in the attached tables. The historic and scenic trail designations also differ slightly in size and kerning and are so indicated.

Logo Use

These markers serve several roles along each trail and on other trail-related messages. They assure trail users that they are on the correct route. They invite passers-by to explore the trails. They give trail sites a distinct identity as part of each trail's story. They mark portions of the trail (or the trails' motor route in the case of historic trails) along roads and highways. And they are used to identify publications and exhibits distinct to each trail.

Specifically the National Trails System Act states in section 7(c):

Where the trails cross lands administered by Federal agencies such markers shall be erected at appropriate points along the trails and maintained by the Federal agency administering the trail in accordance with standards established by the appropriate Secretary, and where trails cross non-Federal lands, in accordance with written cooperative agreements, the appropriate Secretary shall provide such uniform markers to cooperating agencies and shall require such agencies to erect and maintain them in accordance with the standards established.

To accommodate a variety of uses, each logo is designed at a 9-inch size in color (for highway signs and similar markings), at a 3-inch size in color and black-and-white (for pathway markings and publications), and at a 1 inch black and white (for publications, pins, and business cards). Each size can be enlarged or reduced as needed. In the event that these logos are mounted with bolts, space has been left in the corners for bolt holes to be made without interfering with logo graphics or lettering.

Logo Protection

The National Trails System trail marker logos are established under authority of sections 3(a)(4) and 7(c) of the National Trails System Act. As official insignia of the United States Government they are protected from unauthorized uses, manufacture, and sale in the United States Code 18 USC 701. Therefore all uses of these logo trail markers must be approved and authorized in writing by the Federal administrator(s) designated for the trail(s) involved. When a number of these logos were originally published in the *Federal Register* in the 1980s, the notices stated that trademark status would be sought for them. Subsequently, the U.S.D.A. Department of Agriculture has officially registered as service marks the logos for the Pacific Crest, Continental Divide, and Florida National Scenic Trails, as well as the original version of the Nez Perce (Nee-Me-Poo) National Historic Trail. "TM" in the lower right corner indicates a marker is in the process of service mark protection. "®" indicates full protection by the U.S. Patent Office.

Size and Tracking for Logo Lettering at 3 inches

Consult the master Illustrator file for each logo for exact tracking used. (Intended for Adobe Illustrator 5.5, or higher, digital files.) Lettering is in sizes of 1/72-inch "points."

Horizontal Scale: 110% Font: New Baskerville Bold	Trail name Size	Size of Historic/Scenic Trail Font: Helvetica Neue Bold + tracking no.	
Appalachian NST	23.5	11.5	+ 40
California NHT	23.5	10	+ 90
Continental Divide NST			
Florida NST			
Ice Age NST	23.5	11.5	+ 40
Iditarod NHT	23.5	10	+ 90
Juan Bautista De Anza NHT	21	10	+ 90
Lewis & Clark NHT	23.5	10	+ 90
Mormon Pioneer NHT	23.5	10	+ 90
Natchez Trace NST	23.5	11.5	+ 40
Nez Perce (Nee-Me-Poo) NHT	21	10	+ 90
North Country NST	23.5	11.5	+ 40
Oregon NHT	23.5	10	+ 90
Overmountain Victory NHT	21	10	+ 90
Pacific Crest NST			
Pony Express NHT	23.5	10	+ 90
Potomac Heritage NST			
Santa Fe NHT	23.5	10	+ 90
Selma to Montgomery NHT			
Trail of Tears NHT (of is 19 pt.)	23.5	10	+ 90
National Recreation Trail	21	-	-

Size and Tracking for Logo Lettering at 9 inches

Consult the master Illustrator file for each logo for exact tracking used. (Intended for Adobe Illustrator 5.5, or higher, digital files.) Lettering is in sizes of 1/72-inch "points."

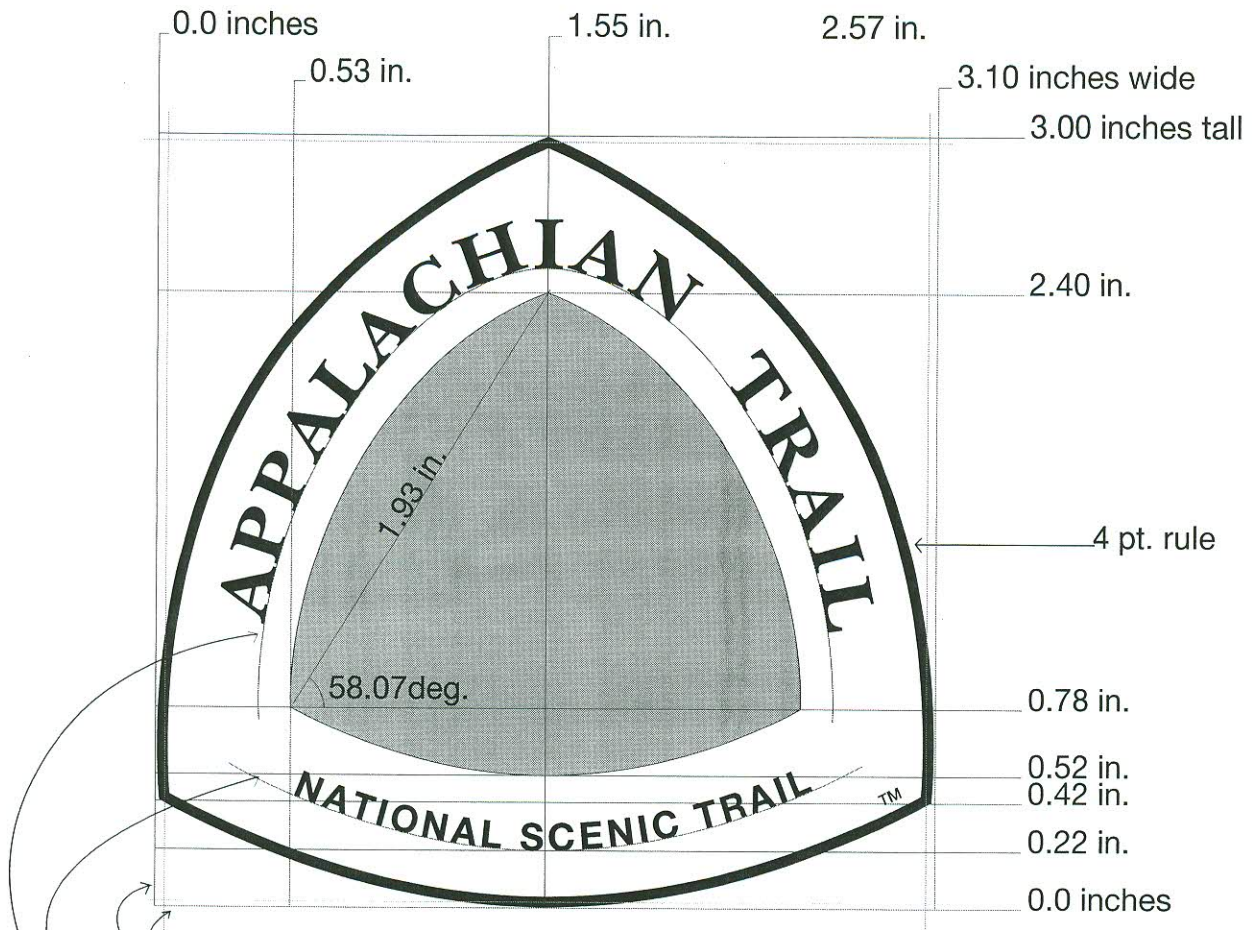
Horizontal Scale: 110% Font: New Baskerville Bold	Trail name Size	Size of Historic/Scenic Trail Font: Helvetica Neue Bold + tracking no.	
Appalachian NST	70	35	+ 40
California NHT	70	30	+ 90
Continental Divide NST			
Florida NST			
Ice Age NST	70	35	+ 40
Iditarod NHT	70	30	+ 90
Juan Bautista De Anza NHT	63	30	+ 90
Lewis & Clark NHT	70	30	+ 90
Mormon Pioneer NHT	70	30	+ 90
Natchez Trace NST	70	35	+ 40
Nez Perce (Nee-Me-Poo) NHT	63	10	+ 90
North Country NST	70	35	+ 40
Oregon NHT	70	30	+ 90
Overmountain Victory NHT	63	30	+ 90
Pacific Crest NST			
Pony Express NHT	70	30	+ 90
Potomac Heritage NST			
Santa Fe NHT	70	30	+ 90
Selma to Montgomery NHT			
Trail of Tears NHT (of is 60 pt.)	63	30	+ 90
National Recreation Trail	70	-	-

Color Specification for Logos

(All colors are 100% unless screens indicated in percentages)

<u>Trail</u>	<u>PMS colors</u>
Appalachian NST	348
California NHT	135, 499
Continental Divide NST	
Florida NST	
Ice Age NST	290, 652, 2985, 4665, 4695
Iditarod NHT	108, 281
Juan Bautista De Anza NHT	130, 185
Lewis & Clark NHT	454, 491
Mormon Pioneer NHT	471
Natchez Trace NST	127, 3435
Nez Perce (Nee-Mee-Po) NHT	468 80%, 491 25%, 491
North Country NST	130, 300
Oregon NHT	129, 5743
Overmountain Victory NHT	168
Pacific Crest NST	
Pony Express NHT	281, 1495
Potomac Heritage NST	
Santa Fe NHT	150, 201
Selma to Montgomery NHT	
Trail of Tears NHT	286, 2975 70% 421
National Recreation Trail	285, 485

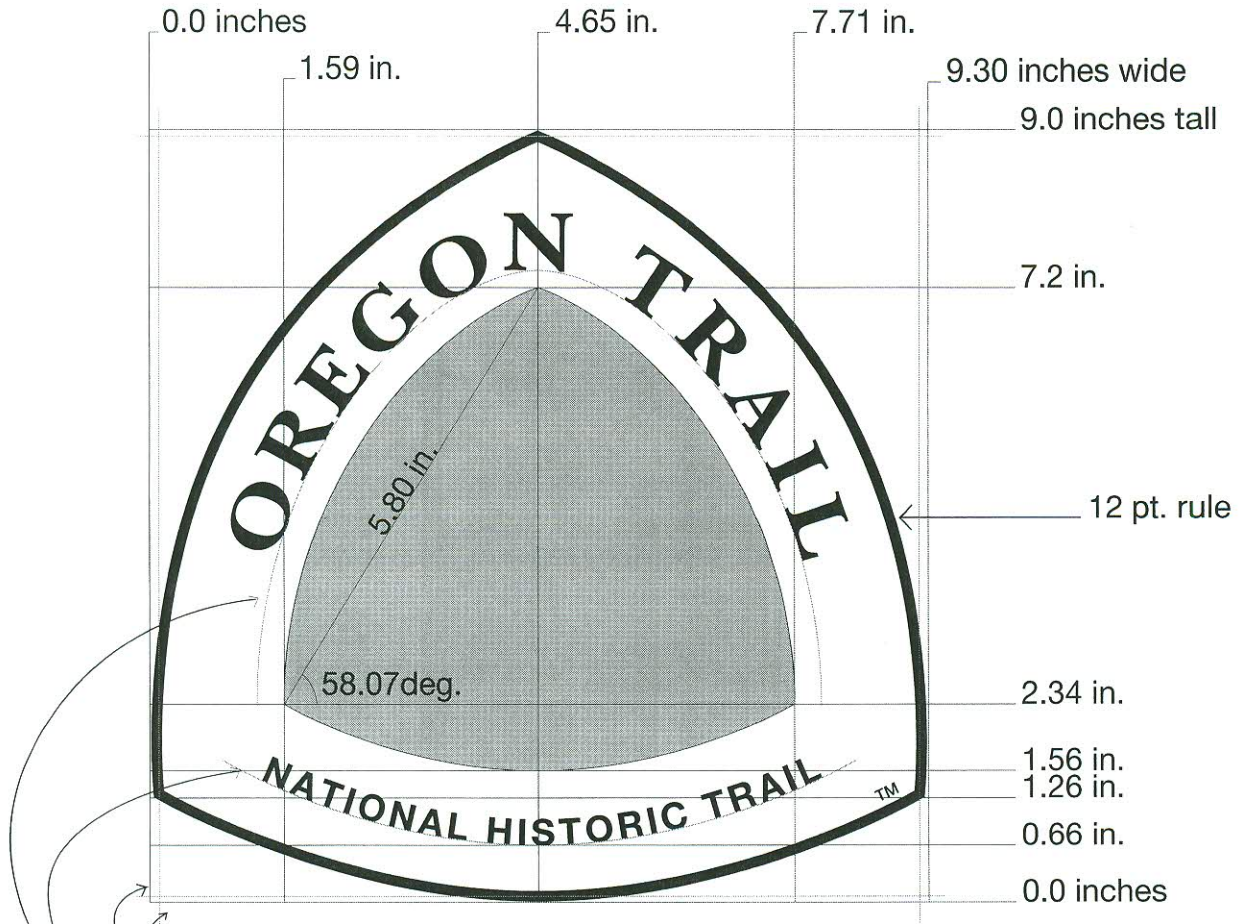
Layout Specifications for 3" Markers



Lines indicate center point of stroke at base, top, and corners.

Lettering is based on parabola baselines identical to existing markers. For new designs use electronic template for generic logo.

Layout Specifications for 9" Trail Markers



Lines indicate center point of stroke at base, top, and corners.

Lettering is based on parabola baselines identical to existing markers. For new designs use electronic template for generic logo.

1" Trail Markers in Black and White

