

Trail Branding, Operations & Maintenance

Parksville Rail Trail



- Don't litter. If you carry it in, carry it out.
- Stay on the trail and respect wildlife.



Creating Healthy Schools
and Communities



Cornell University
Cooperative Extension
Sullivan County



BRAND GUIDE

FOR COMMUNITIES

The following is a guide for using Sullivan O&W Rail Trail branding elements, consistent with best practices for accessibility, in the graphic design of trail signs.

The purpose of having identity standards is to ensure that any time the public comes into contact with the Sullivan O&W Rail Trail, the message about “who we are” and “what we do” is communicated consistently, clearly, and memorably. Standardized, correct usage of the brand will serve the trail, its users, and stakeholders well, and help make the Sullivan O&W Rail Trail a strong and recognizable brand in the region.

The following Brand Guide was created to make using and reproducing the Sullivan O&W Rail Trail logo as easy as possible.

The intention of the guide is to provide a framework that allows local communities to create custom signs that meet their needs, while reinforcing and strengthening the Sullivan O&W Rail Trail brand and prioritizing universal access.

These identity guidelines contain detailed information such as color use, typographic style and acceptable formats, but you’ll see one rule repeated again and again: the Sullivan O&W Rail Trail logos should not be altered in any way.



LOGO

In addition to the main, badge-type logo, an expanded version, with the text straightened out and enlarged, is provided. The expanded logo is specifically designed for signs.

The badge and expanded versions of the Sullivan O&W Rail Trail logo may be used interchangeably as needed. Use the version that is most appropriate for the application and do not combine or alter in any way.



BADGE



**SULLIVAN O&W
RAIL TRAIL**

EXPANDED



CLEAR SPACE

To help the logo tell its story most effectively, a buffer of clear space must be maintained around the Sullivan O&W Rail Trail logo.

Do not use the logo in close association with text elements or in the context of a headline or copy, except in the specific context of trail signs as provided in the Sign Supplement of this document

A unit of space equivalent to half the height and width of the “O&W” graphic should be maintained so the logo has enough clear space. See diagrams at right.

MINIMUM SIZE FOR PRINT

To ensure readability, do not use the badge-type logo at a size smaller than .75” in height / width. The extended logo should not be used at a size that renders the O&W graphic smaller than 1/2” in height. Please see the Sign Supplement for guidance on minimum sizes for signs.



COLORS



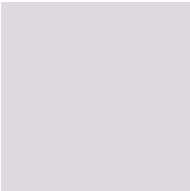

Color is a primary means of visual identification. Below are the designated colors for the Sullivan O&W Rail Trail logo. Do not apply unapproved colors to the logo.

For accurate reproduction, please use the appropriate color system:

PMS (Pantone©Matching System) inks are the industry standard for color specification in offset printing with spot color and for sign fabrication.

CMYK (Cyan,Magenta, Yellow, Black) mixes have been customized to match, as closely as possible, the color palette’s PMS values. CMYK inks are primarily used in four-color (or full-color) commercial and digital printing.

HEX (web code) color values are used for applications viewed on screen, such as web pages or digital documents.

	PRINT PMS	CMYK	WEB HEX	
	173 C	12/87/100/2	d2451e	
	123 C	0/23/91/0	ffc629	These colors may look different on uncalibrated monitors or printers. Please refer to approved swatch standards
	664 C	11/12/5/0	dfdae1	
	7616 C	48/66/58/33	6c4c4c	



COLOR VERSIONS

Badge Logo

Recommended for many print applications: report covers, letterhead, and collateral such as T-shirts, water bottles, caps, and buttons; also suitable for websites and apps.



FULL COLOR ON WHITE
BACKGROUND



1-COLOR ON WHITE
BACKGROUND



BLACK ON WHITE BACKGROUND



WHITE ON DARK BACKGROUND



COLOR VERSIONS

Expanded Logo

Recommended for applications with limited vertical space, and where legibility is constrained by space, time, and/or attention span, such as trail signs. Also suitable for general use including print and web, if desired.



FULL COLOR ON WHITE BACKGROUND



BLACK ON WHITE BACKGROUND



WHITE ON DARK BACKGROUND



WORKING WITH THE LOGOS

The O&W Rail Trail brand includes logo configurations designed specifically for print and for signs, and color versions suitable for high-quality print materials (including signs), one-color applications (such as newsprint) and screen viewing. Deviations from the official versions of the Sullivan O&W Rail Trail logo may weaken its effectiveness as a memorable, coherent brand for the region. Therefore, always use the provided high-quality logo files; do not alter or reinterpret the logo in any way.

Here are a few examples of typical logo violations. They're meant to be representative, however, and do not encompass all possible cases.



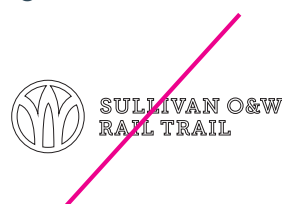
Do not redraw elements of the logo



Do not distort or change the shape of the logo



Do not re-typeset the logo



Do not outline any part of the logo



Do not apply unapproved colors to the logo



Do not rearrange elements of the logo



Do not place the logo on a busy background



OK The logo may be placed on a photograph with a contrasting, non-distracting background



FONTS

The Sullivan O&W Rail Trail logo is based on the font Ernestine Pro Demibold. The font and spacing have been manually adjusted for this purpose and should not be retyped or recreated in Ernestine Pro or any other font.

When developing print or web-based documents related to the Sullivan O&W Rail Trail, Ernestine Pro Demibold may be used sparingly, especially for headlines. A sans-serif font is recommended for body copy and subheads.

Sans-serif fonts specifically designed for signs, such as Clearview Hwy, are recommended for signs. Please see the Sign Supplement for sign-specific guidance on text in signs, including recommended letter height and color contrast for accessibility.

For Text and Body Copy:

Sans Serif recommended. Example: Proxima Nova Light. For emphasis: *Proxima Nova Light Italic*; **Proxima Nova Bold**.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

For Graphic Headlines (Use Sparingly):

Ernestine Pro Demibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

For Signs

Clearview Hwy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z



BRAND FORMATION

In order for the Sullivan O&W Rail Trail to maintain a strong identity, a logo and brand was created for the trail. The logo and brand will ensure that when the general public comes in contact with the Sullivan O&W Rail Trail, a message about who and what the trail is will be communicated consistently, clearly, and memorably.

For the first step of the logo and brand design process, the project team held a design charrette to gain feedback from the advisory committee on what kind of design types they prefer for the trail.

WHAT IS A BRAND?

The session started with a discussion of what a “brand” is, what should be considered when developing a brand, how a brand evokes feelings in people. Brands define relationships between people and the item being branded, it defines the potential experience that people should expect to have with the item, and it makes the item distinctive amongst similar products. The group reviewed successful and distinctive trail brands, how brand consistency strengthens the message, and finally, color and placement of a brand or logo in a trail environment.

WHAT IS A brand?

B
BLUEPRINT
A brand is a master plan of your customer experience. It needs to be delivered consistently across all areas of your business to help build trust and loyalty in your brand.

R
RELATIONSHIP
A brand is the thoughts, feelings and psychological relationship between a business and a customer.

A
AGREEMENT
A brand is a promise of what the consumer will experience from your business.

N
NATURE
A brand is the inherent nature of your business – the personality, the character, the style. It is the emotional association to your brand.

D
DISTINCTIVE
Branding makes your business stand out from the crowd. It is the unique identity of your business.

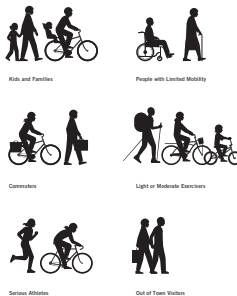
SUCCESSFUL TRAIL BRANDS





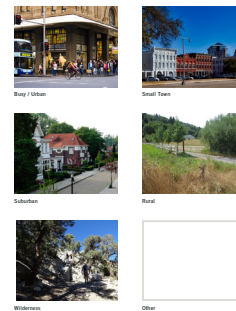
INTENDED AUDIENCE

Key Question:
Who are you trying to reach? How would you describe your target audience for the wayfinding system? Who would you like to attract to the area? **Identify the group (or groups) that you feel are a priority to serve through this project.**



ENVIRONMENT

Key Question:
Are there significant geographic features in the area? Will the wayfinding system be in an urban setting or surrounded by wilderness? Will it pass through or connect two or more environmental conditions? **Where on the continuum do you see this best?**



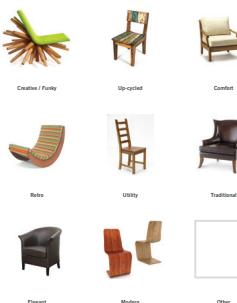
VISUAL IDENTITY SURVEY

Date: _____

1

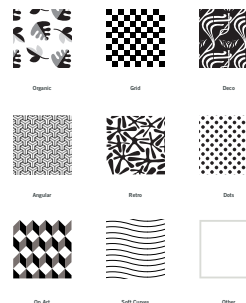
TYPOLGY

Key Question:
Do any of the example chair types resonate with vision / character of the wayfinding system, or can you suggest other inspiration for design style? **Select all that apply.**



PATTERN

Key Question:
Do any of the example patterns resonate with vision / character of the wayfinding system, or can you suggest others for inspiration? **Select all that apply.**



VISUAL IDENTITY SURVEY

Date: _____

3

VISUAL PREFERENCE BOARDS

The participant group then reviewed a host of visual preference boards to help refine what look and feel of a brand and logo might be appropriate for the Sullivan O&W Rail Trail. Several boards with different preferences on each board were taped to the wall for the advisory committee. Participants were then asked to place colored sticky dots on design elements which they preferred for the Sullivan O&W Rail Trail. Categories on the boards included “Intended Audience,” “Environment,” “User Experience,” “Vision,” “Typology,” “Pattern,” “Colour Palette,” “Material Selection,” “Font / Typography,” and “Themes.” At the completion of this exercise the project team could visually identify certain design elements the advisory committee was against and others they favored. For instance, the project team learned that the advisory committee preferred “wood” as a material, “up-cycled” as a typology, and “organic” as an overall pattern. Please see Appendix X to view all of the visual preference board results.



VISUAL PREFERENCE SURVEY

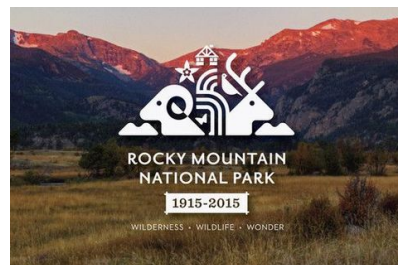
Finally, the group reviewed a wide array of actual trail brand logos to define, as a group, what elements of a brand would be appropriate for the O&W Trail in Sullivan County. Large 8.5"x11" photos of the actual brand logos from around the country were held up for the advisory committee to either "like" or "dislike." The logos placed in the "like" pile were revisited after the initial round and were discussed in more depth. Participants had a chance to explain why they "liked" some logos and their comments were recorded for the design team to revisit when designing the actual logo.



East Coast



Greenway®



RESULTS

From these exercises the projects Graphics and Marketing Team prepared some logo and branding options for the advisory committee. Of the four options, Concept 3, a new take on the historic O&W logo, was chosen as the logo for the trail. Based on discussions with the advisory committee and with guidance from the “Trail Naming Architecture” exercise, the official name of the rail trail was decided. The newly branded trail will now be consistently referred to as the “Sullivan O&W Rail Trail”.



CONCEPT 1 “TRACKS”
THIRD PLACE



CONCEPT 2 “BRANCHES”
FOURTH PLACE



CONCEPT 3 “HISTORIC O&W”
FIRST PLACE



CONCEPT 4 “LANDSCAPE”
SECOND PLACE



SIGN SUPPLEMENT

The Sullivan O&W Rail Trail logo is intended to be a regional brand that can help residents recognize the trail as a major amenity, and a draw visitors to the area. The following section is designed to assist local municipalities using the logo consistently, informed by best practices for bicycle and pedestrian wayfinding, and with enough flexibility to reflect local style and meet unique community needs.

Trail signs are used to guide people through districts and to local landmarks and destinations, as well as to communicate regulatory and interpretive information. Signs play an important role in accessibility, comfort, travel distance and time estimation, and confirmation that path users are where they want to be (and/or heading in the right direction).

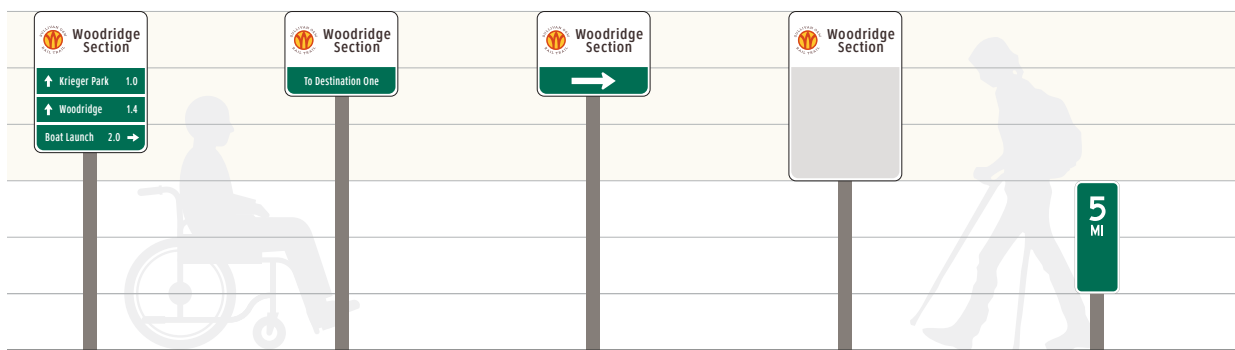
Trail signs also visually cue motorists and fast moving cyclists that they are arriving at the entrance of a trail and should use caution. Signs are typically placed at key locations leading to and along trails, including route intersections. Pavement markings work well for mile markers and street names in addition to bicycle and pedestrian symbols with directional arrows.

The following are examples of wayfinding signs for the Sullivan O&W Rail Trail. The creation of a complete wayfinding package is recommended for the trail so a preferred and unique wayfinding design package can be created.



SPECTRUM OF SIGNS

The Spectrum of Signs (below) represents a **non-exhaustive** range of elements that may be included in a path sign family.



DECISION

Clarify route options where two or more routes converge, or at complex intersections.

CONFIRMATION

Placed after a turn or intersection to reassure path users that they are on the correct route.

TURN

Placed before a turn or intersection to help users stay on the designated path

INFORMATIONAL

Approximately scaled maps and regulatory / interpretive panels can provide helpful information, and are most effective when placed in plazas, rest areas, or other locations where path users may congregate, rest or join the trail.

WAYMARKER

Reinforce path branding and supplement confirmation and turn signs.



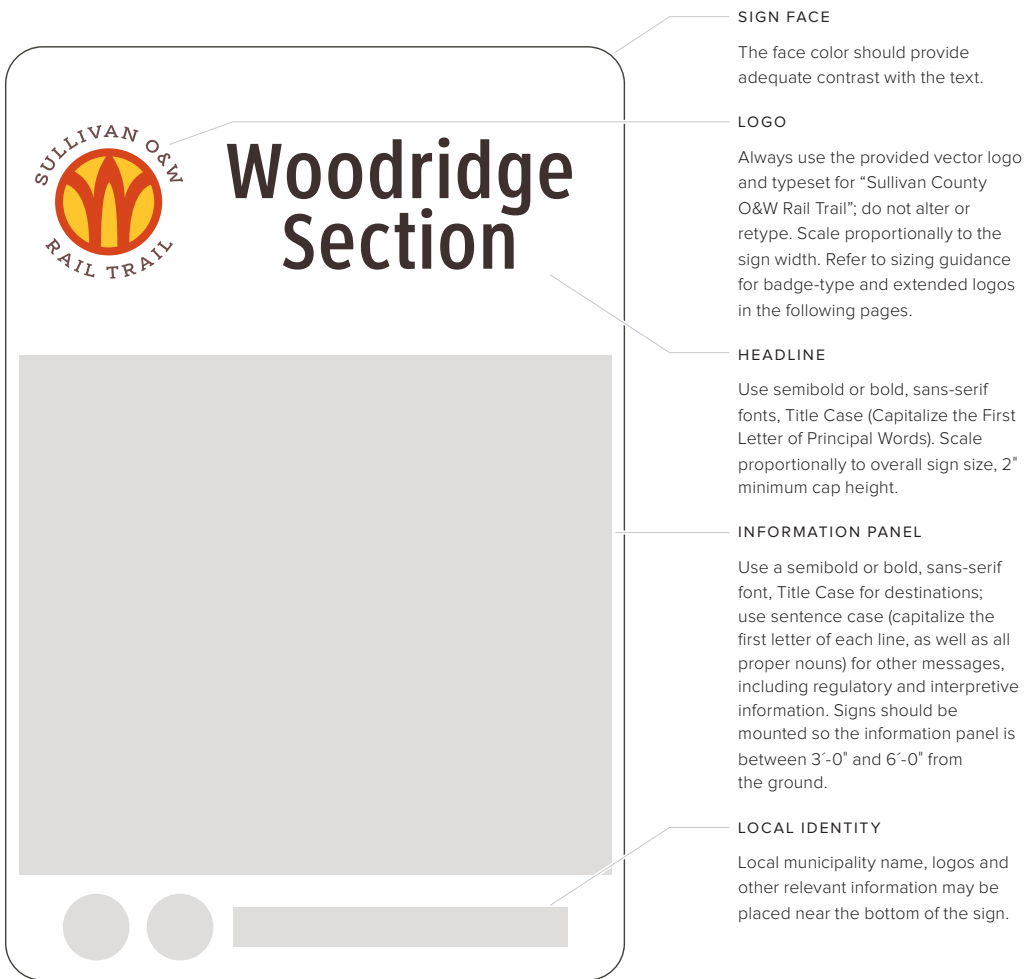
DECISION

Reinforce path branding, supplement confirmation and turn signs, and designate lanes for different modes, speeds or uses.



SIGN ELEMENTS

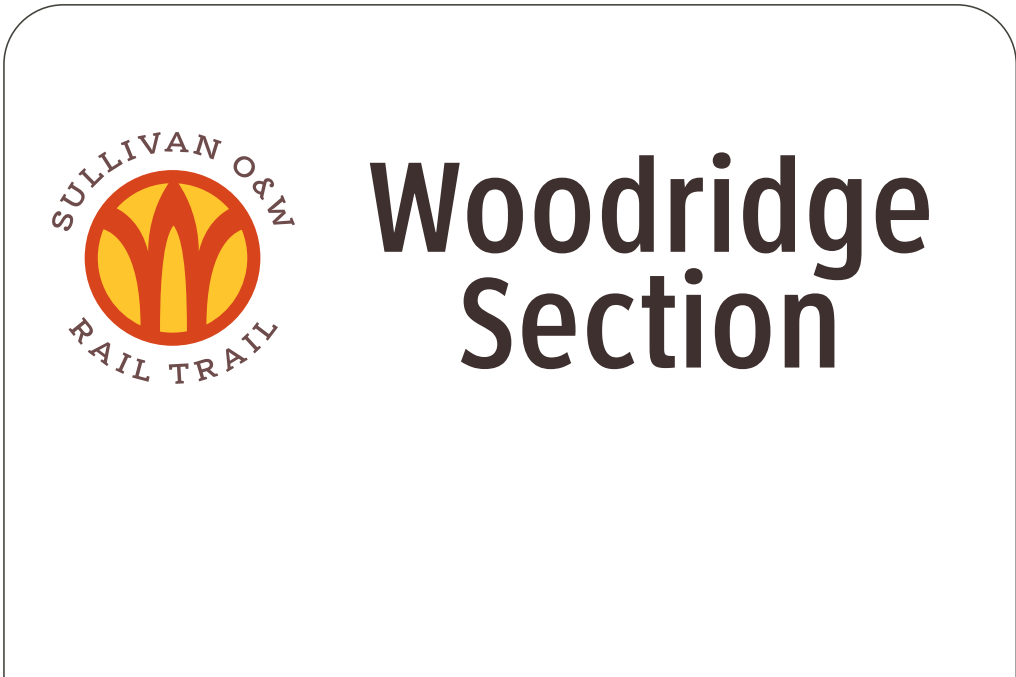
This diagram illustrates the main graphic components of an example informational trail sign. These guidelines are intended to provide framework that allows local communities to use the Sullivan O&W Rail Trail logo consistently in the creation of custom signs, that meet their needs, consistent with best practices for accessibility. This document does not contain a comprehensive summary of all relevant federal or local requirements for community signs. **Please refer to the Manual for Traffic Control Devices (MUTCD), Americans with Disabilities ACT (ADA), and local jurisdiction for additional guidance.**



SAMPLE HEADER

Recommended

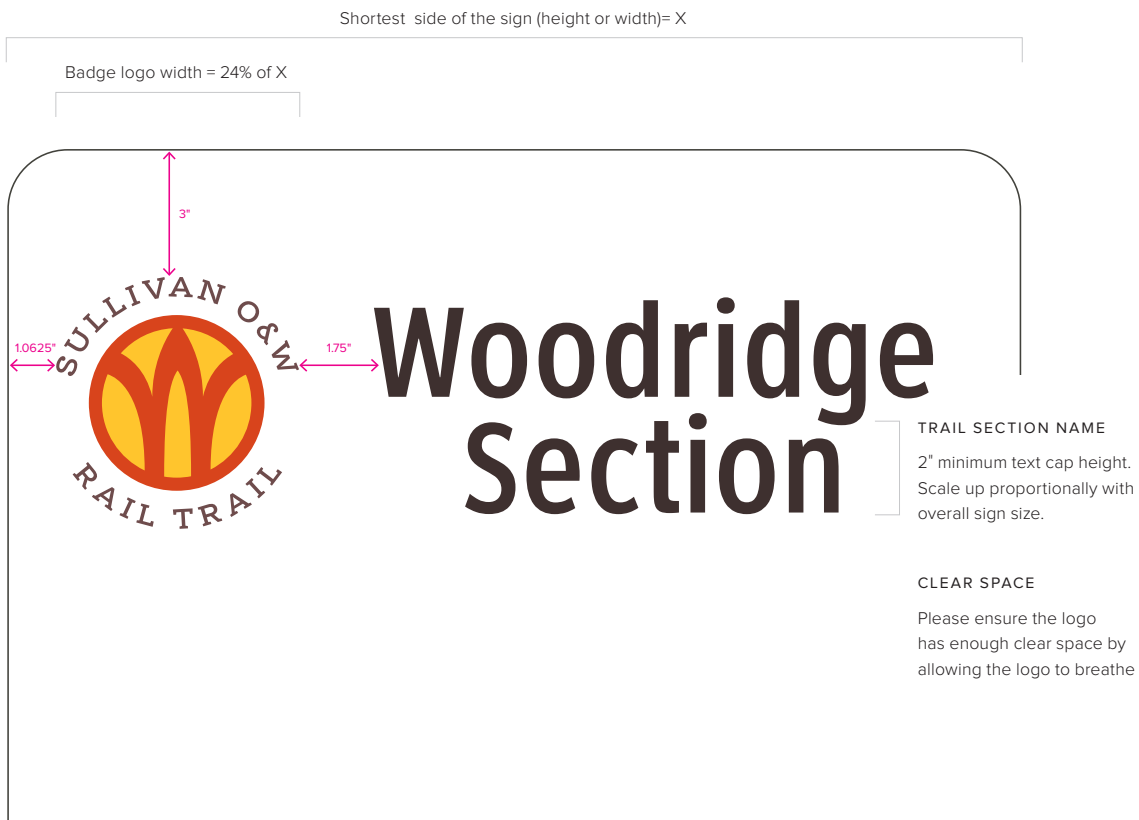
Badge logo with section name



SAMPLE HEADER DIAGRAMMED

Recommended

Badge logo with section name




SAMPLE HEADER

Alternate 1

Badge logo with section name and subhead

Note: In general the badge-type logo should be used to reinforce system-wide branding, but may need to be supplemented with straightened-out text to maximize legibility.



**Woodridge
Section**

A Section of the
SULLIVAN O&W RAIL TRAIL

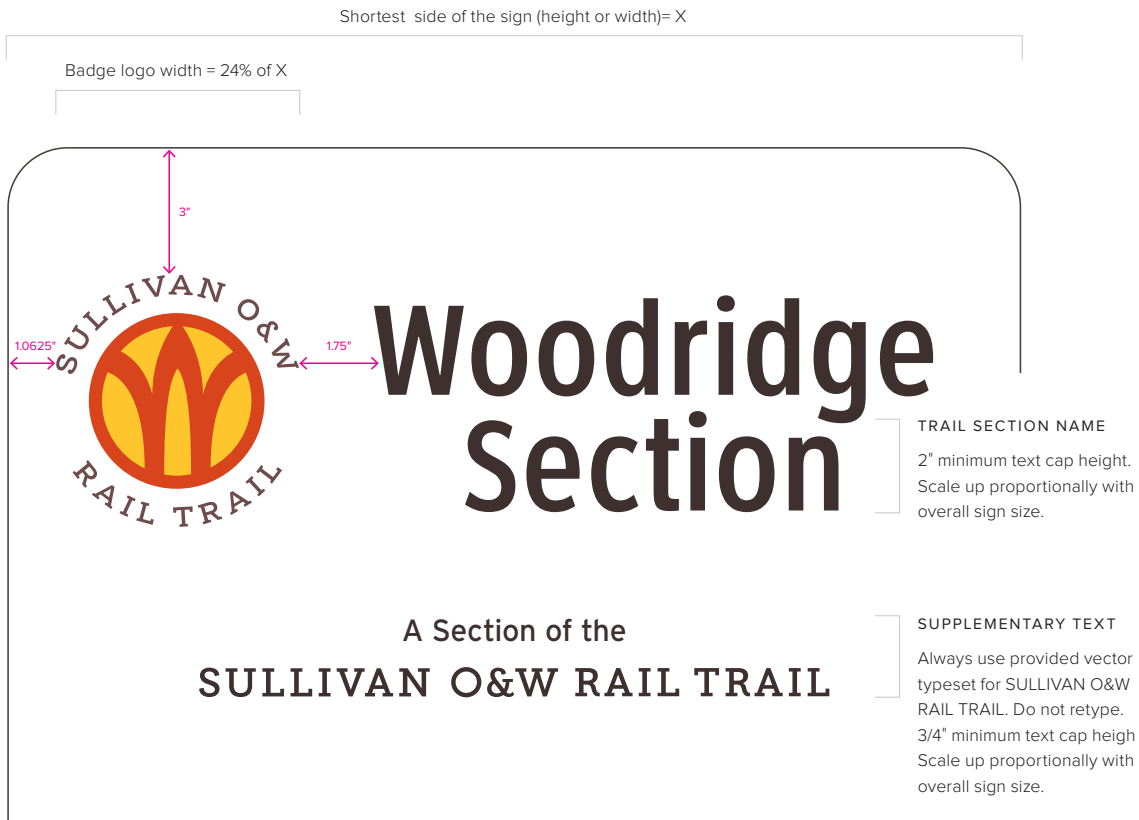


SAMPLE HEADER DIAGRAMMED

Alternate 1

Badge logo with section name and subhead

Note: In general the badge-type logo should be used to reinforce system-wide branding, but may need to be supplemented with straightened-out text to maximize legibility.



CO-BRANDING & SEGMENT THEMES

Sullivan County currently has existing trails with and without pre-existing branding. Strategies for branding on existing trails which will eventually become a part of the Sullivan O&W Rail Trail are necessary to ensure all new and old brands can be displayed together successfully.

The following examples in this section are from other wayfinding projects that describe different types of Co-branding techniques, which could be used for Sullivan O&W Rail Trail segment themes.

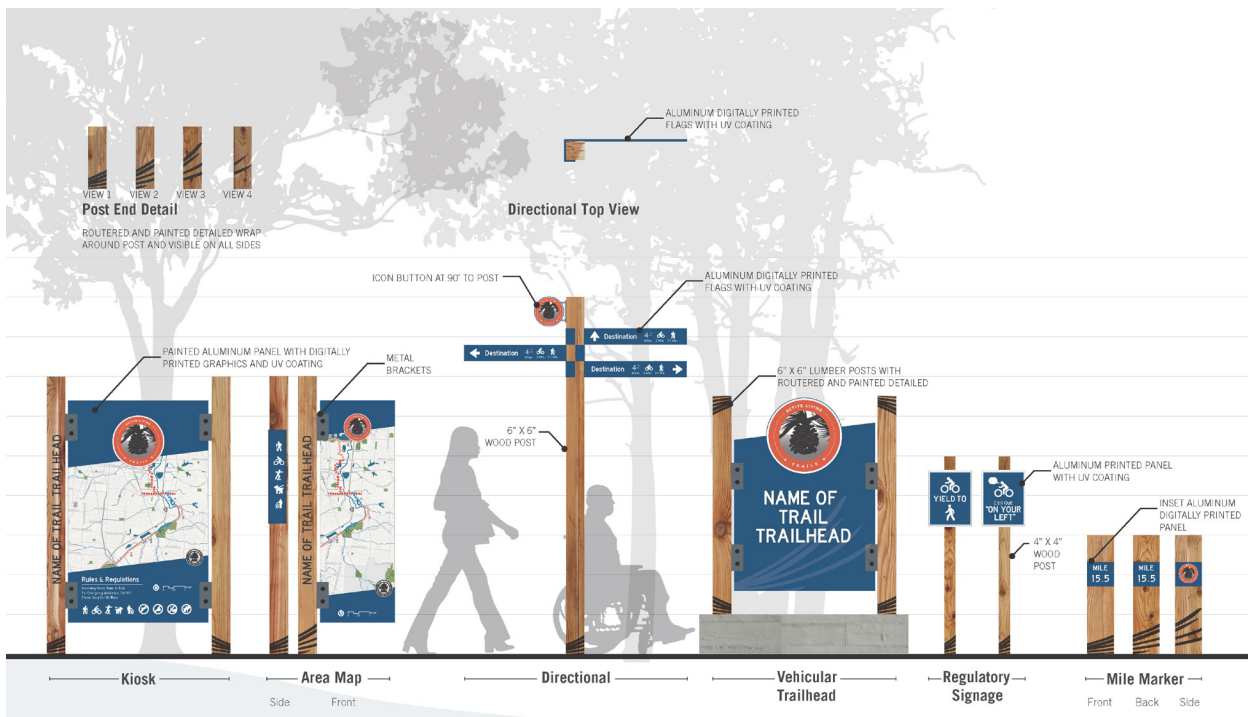
SEGMENT LOGOS

In the example below, the Helena Wayfinding Package represents different and separate districts, but also successfully displays a cohesive logo family because of the created color scheme and logo design for each district. The strategy is useful when there is a group of trails that do not yet have a brand or logo. Logos can be created to fit together and match like the designs illustrate below. For future segment themes this is a great method to retain an over arching brand design such as the Sullivan O&W Rail Trail while also creating individual and unique trail segment themes that have their own identity.



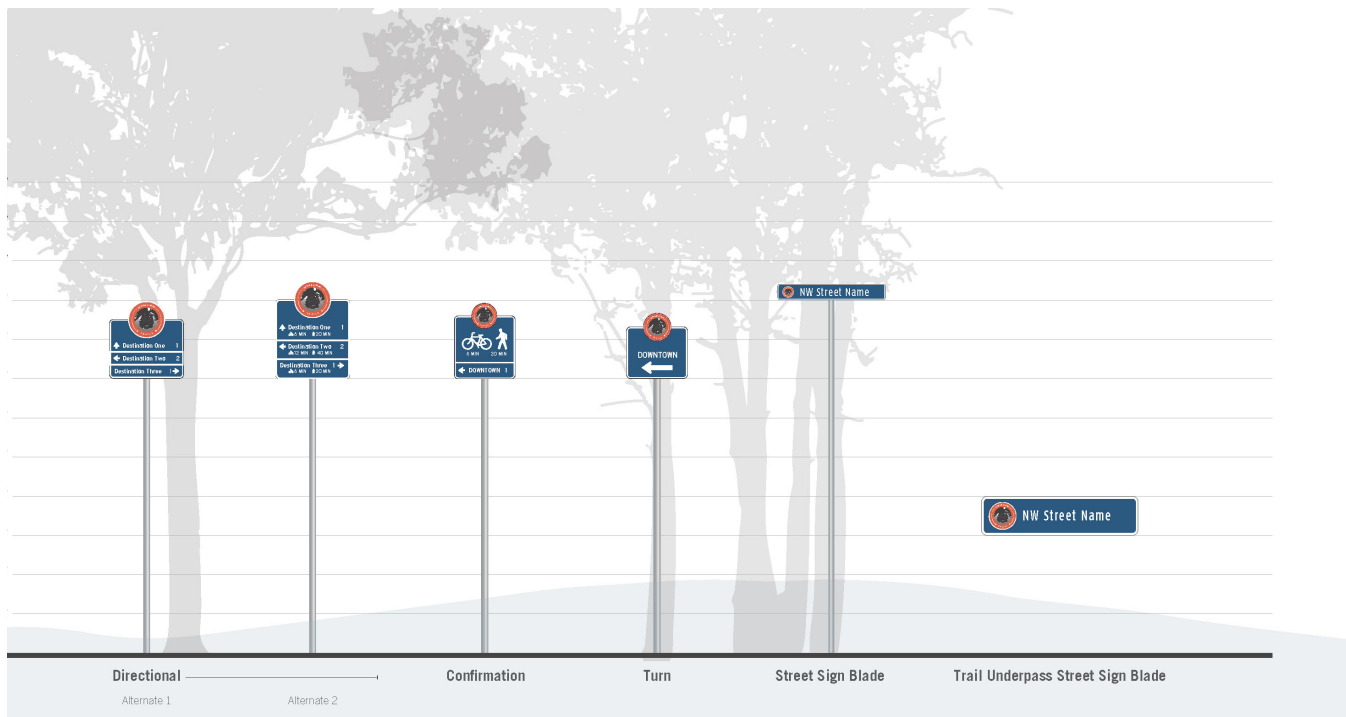
OFF ROAD SIGN FAMILY CONCEPT

The example below shows an Off Road sign family with a single logo design. This type of sign family and logo placement can be accommodating for different trails with different logos and themes. The design of the sign family can overall remain the same, but the logo within the wayfinding design package is interchangeable.



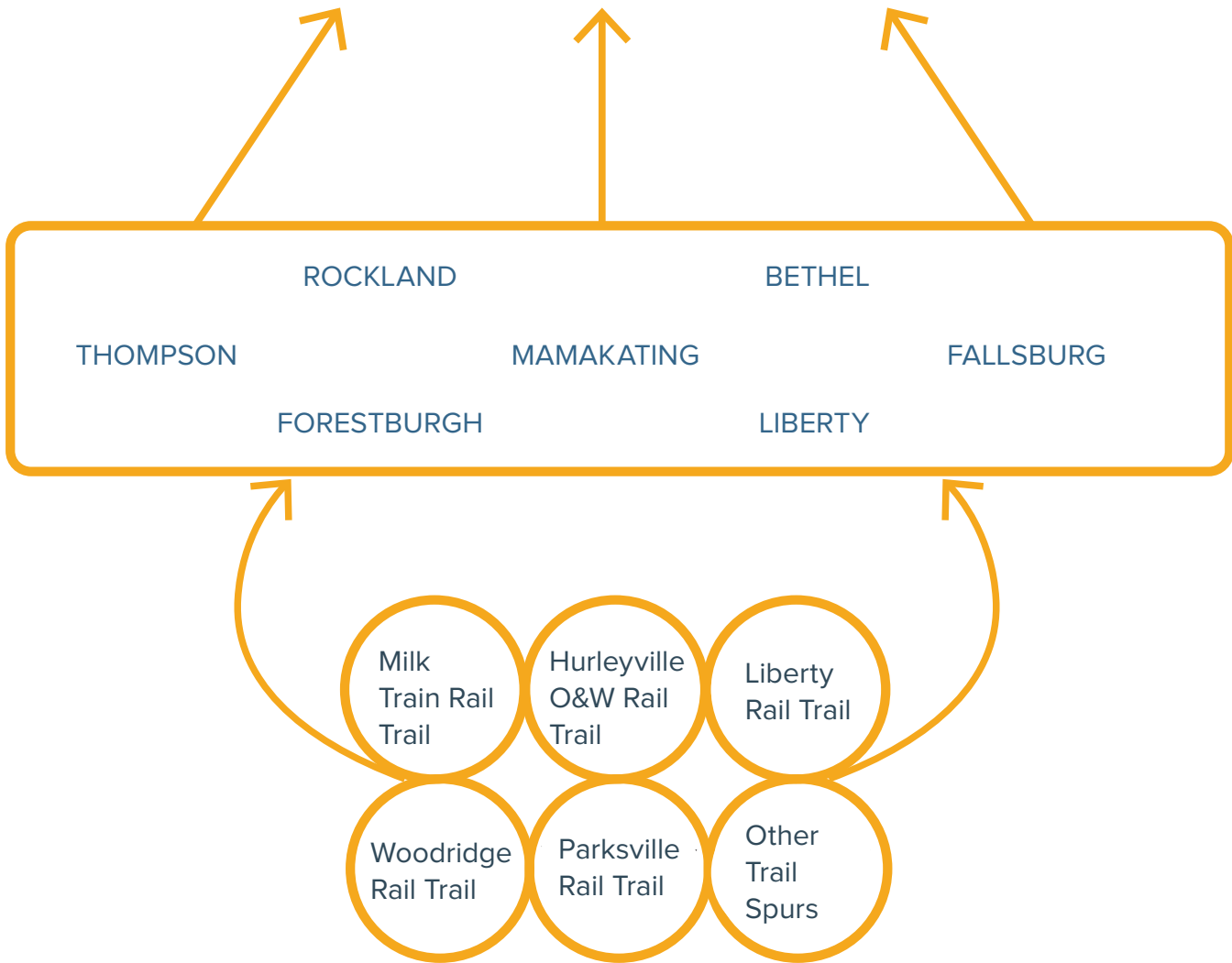
ON ROAD SIGN FAMILY CONCEPT

The example below shows an On Road sign family with a single logo design. This type of sign family and logo placement can be accommodating for different trails with different logos and themes. The design of the sign family can overall remain the same, but the logo within the wayfinding design package is interchangeable.



RESPECTING THE BRAND

When trying to co-brand in instances where trail brands and logos already exist for trails, it is important to respect the preexisting brand and or logos if the opportunity to re brand the preexisting trail is not available.

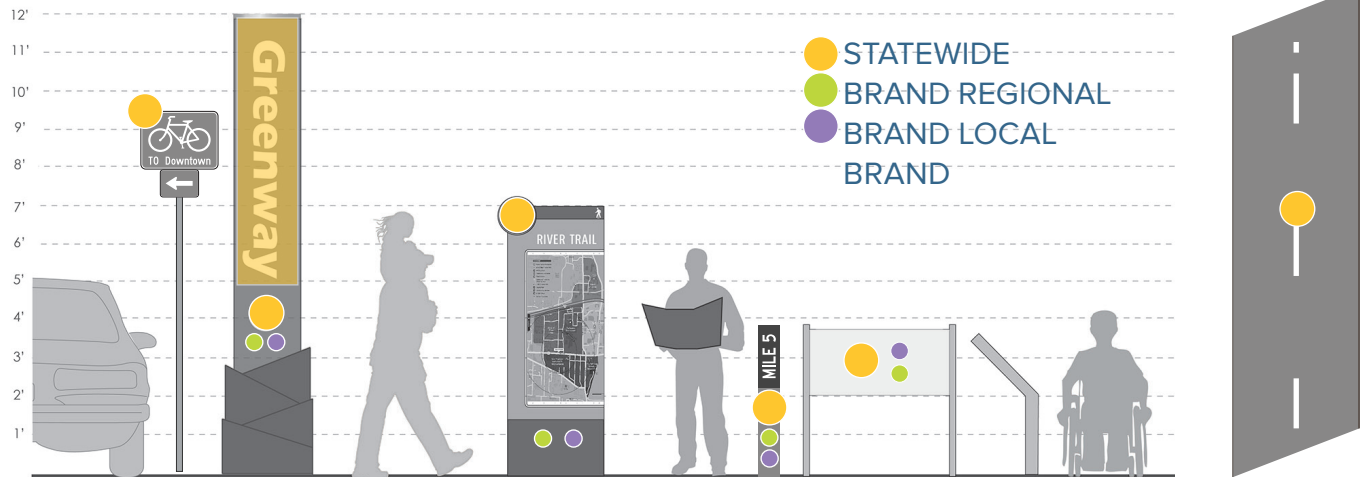


BRAND PLACEMENT

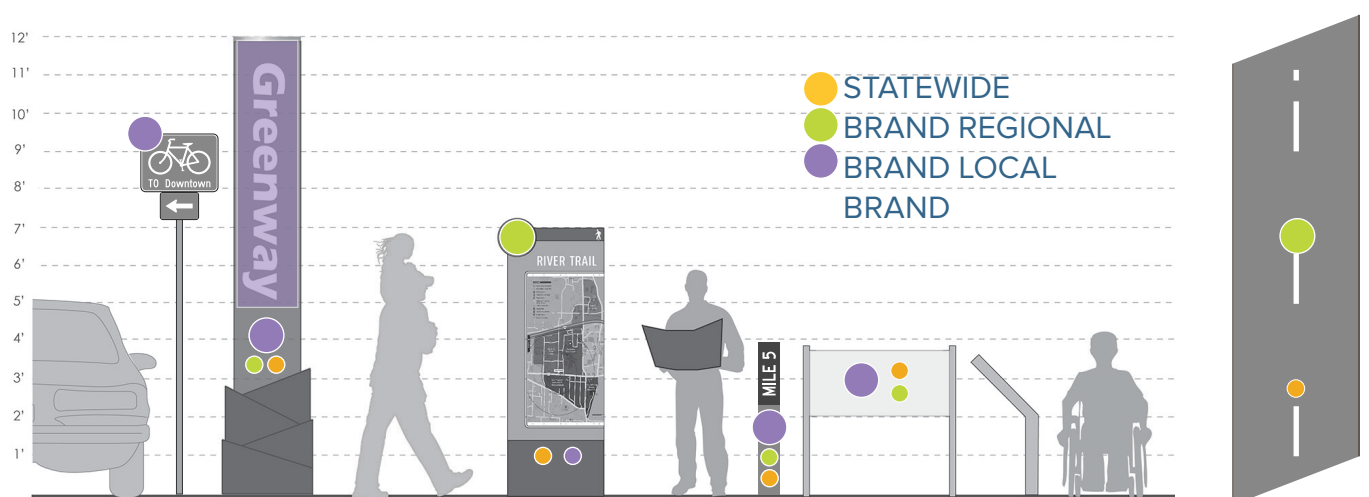
In the examples below the placement and size of logos can present an understanding of hierarchy for the trail user. Depending on where sign family's exists along the regional trail system can determine the size and positioning of logos on the wayfinding system. In the two examples below, one sign family represents the statewide logo as the dominant brand and the other example shows the local logos as the dominant brand.

STATEWIDE SIGNS

This may be used when the Sullivan O&W Rail Trail connects with the Empire State Trail, East Coast Greenway and other national or statewide trails.



LOCAL / EXISTING SIGNAGE



REGIONAL - LOCAL BRAND RELATIONSHIPS

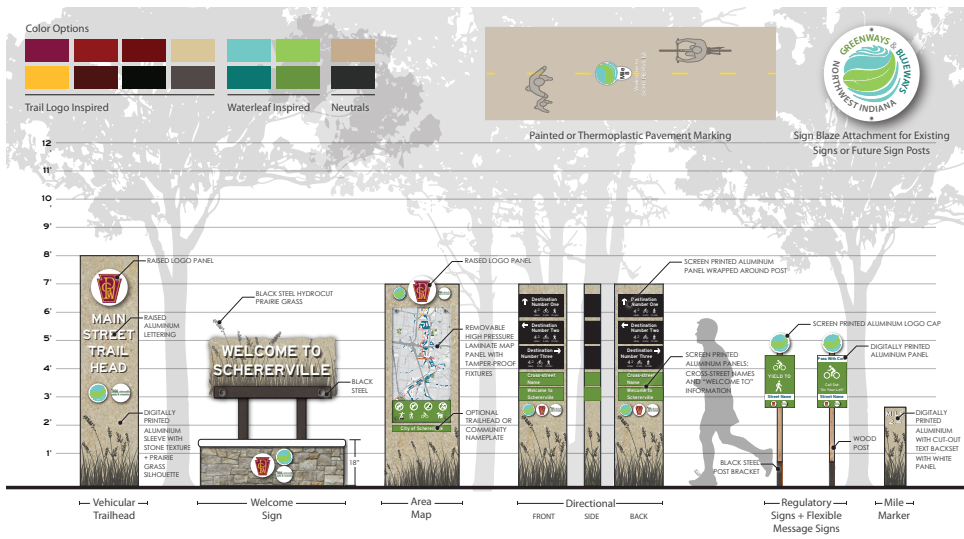
Regional and local brands can exist together with careful and precise placement.



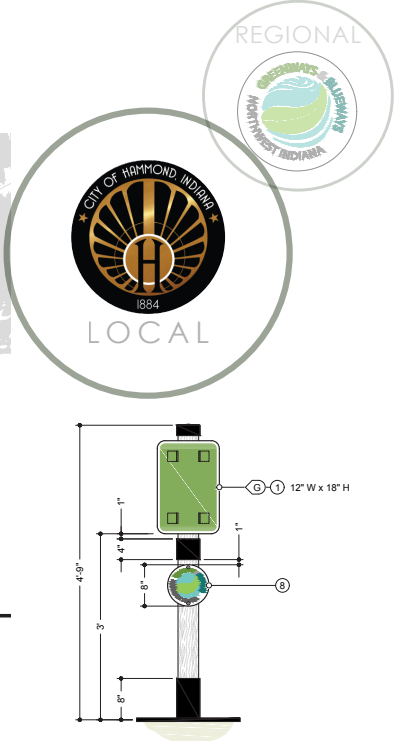
REGIONAL - LOCAL BRAND RELATIONSHIP

A local sign family can exist within the regional trail network. In these examples two sign families can exist together and represent different areas of the trail network depending on the local branding that may or may not exist. It would make sense to use a regional sign family concept at areas which represent the region and the local sign family concept at local trails that are still a part of the regional trail network.

NIRPC - SIGN FAMILY CONCEPT



HAMMOND SIGN FAMILY CONCEPT



OPERATIONS & MAINTENANCE

In order for the Sullivan O&W Rail Trail to be operational after its completion a strong maintenance and operations plan must be in place. The maintenance plan should have a detailed list of trail maintenance activities required for operation of the trail, including the frequency of each task.

OPERATIONS

A division of operation tasks is recommended for the Sullivan O&W Rail Trail so responsibility for operating and maintaining the trail does not fall on one entity alone. Operation tasks may include but are not limited to the following:

Municipalities

- Inspections
- Routine Maintenance
- Safety
- Security

Trail Coalition:

- Major Upgrades and Routing
- Planning
- Regional Coordination
- Fundraising
- Overall Branding and Graphics

The creation of a trail coalition is recommended to assist municipalities operating and maintaining the trail. The coalition will consist of representatives from each municipality, as well as relevant stakeholders and large landowners who may benefit





The Center for Discovery in Monticello, New York

from the presence of the trail. The coalition will most likely be a non-profit 501c3 and a “friends of the trail” group may also be created, and be housed within the main trail coalition. It is recommended that the members of the trail coalition should pay dues to fund the operations of the coalition.

Other Non-Municipal representatives may include:

- SUNY Sullivan
- The Center for Discovery
- Sullivan County Visitors Association
- Resorts World Catskills
- Various large summer camps along the trail route
- Other large property owners

It is recommended that the ownership of the underlying land or easement that contains the trail itself goes to the municipalities since they will ultimately be maintaining the trails and therefore should assume liability for their respective segment. For example, Fallsburg has a long-term lease with the Center for Discovery which is a 50 year lease with first right of refusal on the trail property. The Center for Discovery constructed and improved the trail, however Fallsburg has agreed to maintain and provide services for the trail.

“See it, Say it” Program

It is encouraged to start a “See it, say it” program to accommodate trail users and operators. This program will allow trail users to call a phone number and report illegal or disturbing activity along the trail. Development of this program should include coordination with local police and authorities to determine an appropriate contact organization and phone number. This will increase trail security since more people will be involuntarily involved with trail monitoring.





MAINTENANCE

The maintenance plan should include guidelines for routine maintenance and operational standards. The plan can include but is not limited to specific sections as follows:

- Restrictions on vehicles and motorized equipment
- Safety training & personal protection equipment
- Routine maintenance checklist
- Routine maintenance activities
- Special occurrence maintenance
- Winter maintenance

Restrictions on Vehicles and Motorized Equipment

Trail Managers should be allowed to use vehicles and motorized equipment to undertake routine maintenance activities, as well as to undertake patrols of the trail. However, to insure the safety of equipment operators and the public, restrictions should be considered for the following for vehicle use on the off-road segments of the Sullivan O&W Rail Trail.

- Vehicle Height Restrictions
- Motor Vehicles (Pickup Trucks / Typical Maintenance Vehicles)
- Motorized Equipment
- Chain Saws
- Plows & Snowblowers

Safety Training & Personal Protection Equipment

Trail Managers should maintain a comprehensive worker safety program, train all staff undertaking maintenance activities on the safe use of all pieces of equipment prior to their use, comply at all times with applicable Occupational Safety and Health Administration (OSHA) requirements, and provide appropriate Personal Protective Equipment (PPE) to all maintenance personnel.



Routine Maintenance Checklist

Routine maintenance is done annually, seasonally, or more frequently and may include the following:

- Grass Mowing
- Weed Whacking, Landscaping, and Trimming
- Removal of Fallen Trees and Limbs
- Removal of Standing Trees
- Litter and Dumping
- Stonedust Surface Maintenance
- Trail Patrol and Inspection
- Trailhead Parking Areas

Special Occurrence Maintenance

Post Storm Event Tasks:

When storm events involve gusty winds and/or excessive amounts of rain or snowfall, the trail facilities should be inspected as soon as possible upon the conclusion of the event and when it is safe to access the trail. It is important that damage to facilities and amenities be observed and corrected quickly to protect the public's health, safety and welfare.

The most common and troubling damage from storm events include trail surface washout and downed trees or limbs. In low-lying areas and floodplains, debris and sediments may also impair the trail surface and/or shoulders and clearance areas. These conditions present potential hazards to trail users and therefore must be assessed and corrected in a timely fashion. As municipality maintenance staff gains experience with the trail network's facilities, they will identify recurring trouble spots and develop strategies and techniques for dealing with them quickly and efficiently.

Drainage Structures:

Inspect under-drain pipes after heavy storms for erosion damage, vandalism or other problems, which prevent them from performing as intended.



Winter Maintenance

Where possible portions of the trail should be plowed when necessary. Signage should also be placed to indicated where winter maintenance starts and ends. Areas that are not plowed along the trail provide suitable conditions for cross country skiing and snowshoeing.

PROJECTING ANNUAL ROUTINE MAINTENANCE COSTS

A projected annual cost estimate for the routine maintenance previously described is recommended for the Sullivan O&W Rail Trail to ensure municipal budgets include the maintenance of the trail. Municipalities should set aside a line item for annual maintenance within their portion of the trail. Annual maintenance amounts should be determined on a per mile basis depending on how much of the trail is within each municipality.

Grants can be used for trail improvement projects across the County rather than just within individual municipalities. The Trail Coalition should apply for these grants since they will have a “stronger voice” due to the fact that they are a regional organization.

To help with monitoring annual costs, the Trail Coalition should inventory maintenance equipment that is owned or leased by each municipality, potentially for collaboration of maintenance between municipalities on the trail.

MAINTENANCE AGREEMENT

A maintenance agreement is required to legally bind municipalities to their trail maintenance and operation responsibilities. Within the agreement both parties will agree on exact areas requiring maintenance as well as maintenance tasks. The agreement should also include the Standard Clauses for New York State Contracts.

