



emblem and signage applications

California Coastal Trail Emblem and Signage Applications





Marin County, California

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California Coastal Trail

The California Coastal Trail ("The CCT") is one of the great trails of our nation. Once completed, it will extend 1,200 miles from Oregon to Mexico. While informal trails along our coast have been used for centuries, the CCT's more recent history began in 1972 when Californians passed Proposition 20 recommending that a trails system be established along or near the coast. In 1999, the CCT was designated at the state and federal level as California's Millennium Legacy Trail, and in 2001 state legislation called for its completion. Today, roughly half of the CCT is complete. The emblem will provide a much-needed identity for the trail, while serving as a useful tool to build public support for its completion.



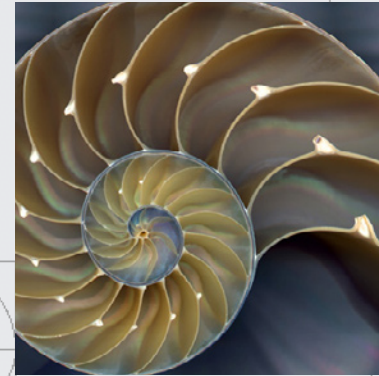
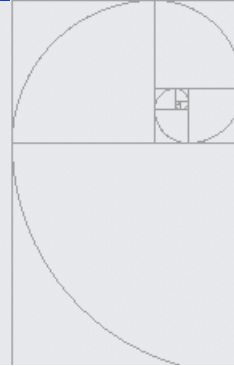


Public Design Process

The design of the CCT emblem took place over a six month period in 2005. The Coastal Conservancy, in conjunction with Coastwalk, worked with design consultants to identify a variety of factors and elements that would be critical to a successful emblem design. Beginning with over 100 alternatives, the design options were narrowed down with input from public agencies and the public at meetings in Long Beach and San Francisco, and through responses sent via the internet. All of this input was integrated into the final design endorsed by the Coastal Conservancy Board in December of 2005.

→ Objectives of the Emblem

- ~ Simple and Striking
- ~ Versatile and functional
- ~ Represents all parts of the State
- ~ Understandable to all cultures, ages and languages
- ~ Beautiful and Distinctive
- ~ Harmonious (with other signs)
- ~ Recognizable at a distance
- ~ Timeless



The Emblem

A Form Found in Nature

The emblem design is an abstract image of a spiral. The spiral shape is found throughout nature. Mathematicians define this shape as the Golden Mean, which reflects the natural balance between symmetry and asymmetry. The emblem is designed with shapes instead of words so language is not a barrier to its usefulness. Simplicity is one of its strengths. The emblem is easy for anyone to recognize from near or far. The design was influenced by trail's surroundings: the balance of land and sea, of cycles of tides and seasons, and by the remarkable diversity of nature, human settlement and wildlife all set to the backdrop of the majestic Pacific Ocean.





Marking the Trail

The length of the Coastal Trail and diversity of environments within which it weaves makes it a spectacular trail to hike, as well as a challenge to mark. For example, the trail extends through the densely built coastline typical of the Los Angeles area to the remote forested lands north of San Francisco. The trail passes through a myriad of local, state and federal parks, and a variety of other public and private lands. There are multi-agency jurisdictions and varying regulations. But for people on the trail these distinctions don't matter. And they shouldn't. The goal is to create a consistent and easy-to-use trail marker system. It will be compatible with other trail marker systems and scaled to people on foot moving at the remarkable speed of three miles per hour.



Version A: emblem on 7-gauge
(0.1443 in.) brush finished aluminum



Version B: emblem on 3M Engineer
Grade Reflective Sheeting, White 3290



Version C: emblem on
Pantone Warm Gray 3



Emblem color:
Pantone 660

CMYK mix:
90% cyan
57% magenta
0% yellow
0% black

Specifications

In signage applications along the CCT the preferred application of the emblem is on a brushed aluminum background, as illustrated in Version A above. In situations where that is not possible, the alternate recommendation is to apply the emblem on a reflective gray vinyl background using 3M Engineer Grade Reflective Sheeting – White 3290, as shown in Version B above. In situations where neither of those options are possible, the third recommendation is to apply the emblem on a background of PMS Warm Gray 3, as shown in Version C above. No other variations of the emblem are authorized as a trail marker along the CCT.

In all uses of the emblem the circular blue symbol is surrounded by either a brushed aluminum or solid gray background and a square border with rounded corners as shown in the above. The background square must extend beyond the edge of the emblem a distance equal to the height of the lettering in the symbol. Thus, the minimum width of the background square will increase proportionately with the size of the emblem. There is no maximum border area.

The emblem has been applied to a brushed aluminum subtrait as a screened graphic for use in signage applications. It is available in a 3-inch size drilled with four holes for tamper proof screws or without holes for use with epoxy adhesives. Contact the Coastal Conservancy for more information.

The emblem artwork can be downloaded in various formats (see File Formats & Resolution page in these guidelines) and used to produce plaques in other sizes as well.

DO: use one of the three approved surfaces for all signage applications.



DON'T: use variations of the emblem for signage applications.



DON'T: apply the emblem directly to a background other than the three approved surfaces (brushed aluminum, 3M Engineer Grade Reflective Sheeting – White 3290, or PMS Warm Gray 3). Below are some examples that show how using other backgrounds reduces legibility.



Applications

Signage Applications:

There are many uses of the emblem as signage. These include trail markers, trail heads, interpretative signs, coastal access road markers, and more. In all these cases the emblem must be used per the specifications stated on the previous page.

Other Applications:

In addition to signage, the California Coastal Trail emblem can be used in brochures, websites, guides, public awareness materials, newsletters, apparel and more. See www.scc.ca.gov/Programs/cct/emblem.htm for more complete information.

→ Insignia Alignment

The emblem is oriented properly when a horizontal line runs through the O of CALIFORNIA and the A of TRAIL.



JPEG FORMAT

JPEG (pronounced jay-peg) is a commonly used standard method of compression for storing and transmitting photographic images on the web. The name stands for Joint Photographic Experts Group. The most common file extension for this format is .jpg.

PDF FORMAT

Portable Document Format (PDF) is a file format that is a complete description of a document including text, fonts, images and graphics. A pdf file is not altered by software, hardware or transmission making it an ideal format for handling graphic material. The file extension is .pdf.

EPS FORMAT

Encapsulated PostScript, or EPS, is a graphic file format that is a PostScript file. It was developed to save file space when rendering graphic images on a screen. The growing capacity of computers and networks has reduced the use of eps files. The file extension is .eps.

RESOLUTION

The resolution of an image is a measure of sharpness. Computer monitors measure resolution in pixels and printing technologies in dots per inch (dpi). A rule of thumb: the faster it travels the lower the resolution. So a small web image is typically “low res” while a printed brochure or physical sign is “high res.”

File Formats & Resolution

The California Coastal Trail emblem is available in all the commonly used digital file formats and resolutions. They are available on the Conservancy’s website for viewing and downloading. The file formats are largely interchangeable but do have slightly different underlying technologies. If the artwork is going to be used by a fabricator to make signs, patches, clothing or printed material they will know which format to use. Jpegs and pdf formats (see explanations above) are most common for digital uses like websites, on-line newsletters or email communications. General guidelines for appropriate image resolution are 72 dpi for web or other screen displays and 300 dpi for offset or digital printing.

→ Instructions for Downloading Digital Files

Digital art of the emblem can be downloaded in the above formats from the following web page. The instructions for downloading the files can be found on the website as well.

www.scc.ca.gov/Programs/cct/emblem.htm



San Luis Obispo County, California

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For more information about the
California Coastal Trail visit:

www.californiacoastaltrail.info



The Coastal Conservancy acts with others to preserve, protect and restore the resources of the California Coast. Our vision is of a beautiful, restored and accessible coastline.