

Northern Rivers

**RAIL
TRAIL**

CONNECT

BRANDING GUIDELINES

Northern Rivers Rail Trail
Connect Marketing Program

TABLE OF CONTENTS

Welcome	03
Protecting our trademark	04
Referencing the Rail Trail	05
Visual Library and Digital Assets	06
'In connection' logo	07
Primary logo	09
Logo versions	10
Clear space	11
Logo functionality	12
Swatch library	14
Approvals	15
Trademarking, permission, licensing and approval	16

WELCOME

Welcome to the Northern Rivers Rail Trail Connect program.

Through collaborative branding, our goal is to build a strong and cohesive brand identity for all participants and the Northern Rivers Rail Trail.

As a member of the Connect program you gain access to our brand assets, imagery, and the exclusive Northern Rivers Rail Trail 'in Connection' logo, allowing you to align your business with the Northern Rivers Rail Trail vision.

These brand standards apply to all sections of the Northern Rivers Rail Trail and must be used by all stakeholders to ensure a consistent application and visitor experience along the Rail Trail.



PROTECTING OUR TRADEMARK

Before we delve into the branding guidelines, we want to emphasize the importance of safeguarding the integrity and exclusivity of our brand name, 'Northern Rivers Rail Trail.'

The Northern Rivers Rail Trail brand is trademarked and requires permission for use by third parties. The NSW Department of Premier and Cabinet are the brand owners, with the Northern Rivers Rail Trail Project Steering Committee as their delegated authority to monitor and approve brand use prior to printing, production and distribution.

As an officially trademarked name, it holds significant value and recognition. We request that you refrain from incorporating the name 'Northern Rivers Rail Trail' or any variation of it directly into your business names.

Usage Restrictions:

No Use in Business Names

Businesses are strictly prohibited from using the name 'Northern Rivers Rail Trail' as part of their business name or any trade names. This restriction ensures that the brand remains unique and recognizable to our community and stakeholders.

Avoid Similar Business Names

We also urge businesses not to register business names that could potentially cause confusion with our brand, as it may dilute the distinctiveness of both our names. To prevent any misinterpretation, please refrain from using words or phrases that closely resemble 'Northern Rivers Rail Trail.'

REFERENCING THE RAIL TRAIL

On first reference use Northern Rivers Rail Trail, then use 'Rail Trail'.

When written in full it is always capitalised

→ the Northern Rivers Rail Trail.

When we refer to the Rail Trail in abbreviated form in a heading or notable mention like media etc. it should/can also be capitalised:

→ the Rail Trail.

For consistency across long form communications on websites etc. when abbreviating the rail trail, it is not necessary to have capitals everywhere and should be:

→ the rail trail.

There are arguments for both and both are acceptable. However, the main thing is to always refer to the abbreviation as:

→ The 'Rail Trail' or the 'rail trail' never 'the trail'.

Do not use the acronym 'NRRT' in public content, use rail trail, 'we' or 'our'.

→ Use rail trail when referring to rail trails in general.

VISUAL LIBRARY AND DIGITAL ASSETS

The Northern Rivers Rail Trail has a dedicated brand portal and digital library to manage the brand and its assets for anyone involved in the Northern Rivers Rail Trail Connect Program.

Tweed Shire Council provides this for all parties and stakeholders to use and access through their Digital Asset Management solution (Brandkit).

All shared brand assets including style guides, logos, publications, images and videos are available for you to access.

Please contact marketing@northernriversrailtrail.com.au for access.

'IN CONNECTION' LOGO

The single most identifiable element of the Northern Rivers Rail Trail identity is the logo.

Consistent use of the logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

The use of the relaxed and stylised typography in the logo depicts a sense of 'fun' and 'adventure', incorporating a stylised trail within the letter 'A', representing the rail trail winding its way through nature and villages.

The negative space in the letter 'R's, is a leaf shape, capturing the natural surroundings of the trail.

The 'in Connection' logo, cleverly designed to riff off the Rail Trail hero logo, serves as a powerful visual representation that maximizes the recognition and impact of the Rail Trail brand.

IN CONNECTION WITH

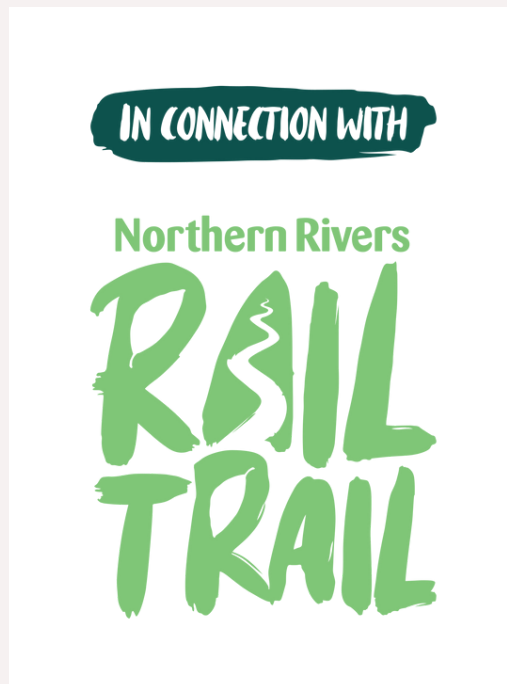
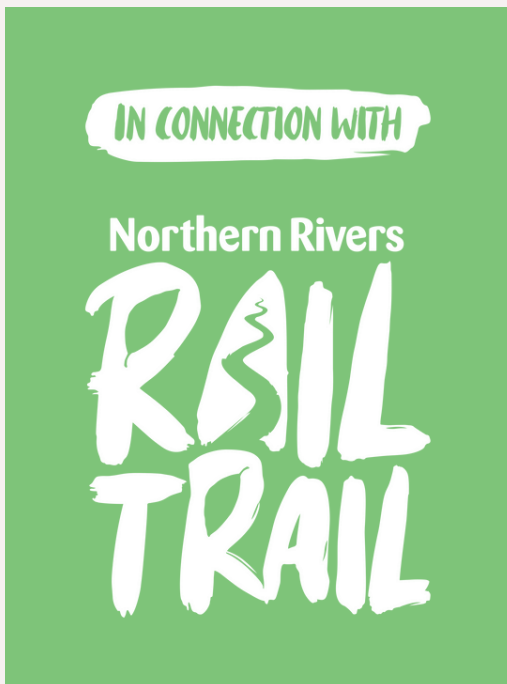
Northern Rivers

**RAIL
TRAIL**

PRIMARY LOGO

Primary Logo

Preferred version, for use in most applications



LOGO VERSIONS

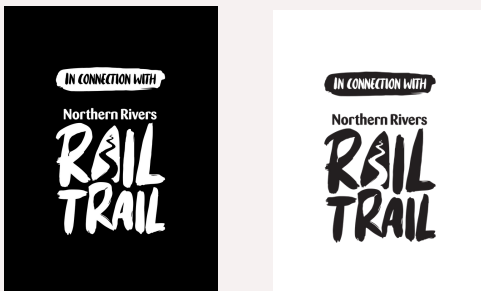
Reversed logo

The reversed logo to be used on dark colour or image backgrounds.



Mono black logo

The mono black logo is to be used where colour is not available.



Horizontal (secondary) logo

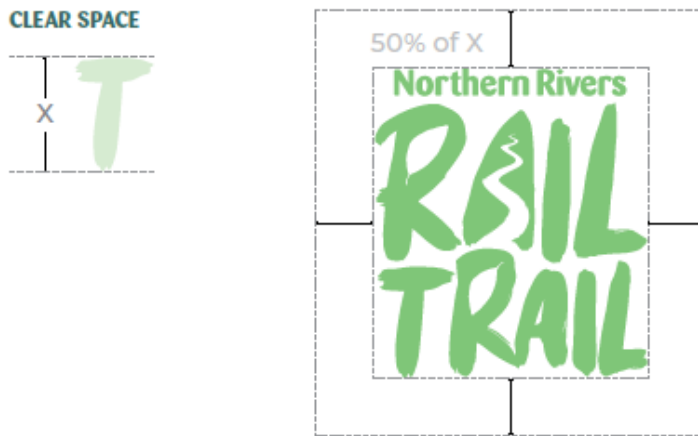
Our preferred option is always our 'primary logo', however in applications where layout does not lend itself to this version e.g. long, narrow signage, then the 'secondary logo' should be used.



CLEAR SPACE

Safe zone

To keep our logo looking great at any size, use the height of the 'T' in 'Trail' as a measuring device to keep any graphic elements surrounding copy visually clear of the logo.



Minimum size logo

The logo size should only be used at minimum size when layout space is extremely limited.



MINIMUM LOGO SIZE – PRINT
For print use, the logo should never be used below the minimum size of 20 mm wide.



MINIMUM LOGO SIZE – DIGITAL
For digital use, the logo should never be used below the minimum size of 50 px wide.

LOGO FUNCTIONALITY

To ensure our logo looks its best, we need to avoid using it in any way that alters its original appearance, makes it illegible, looks distracting or obscures it in any way.

Please ensure that you only use original artwork which has been supplied by the Northern Rivers Rail Trail. These rules must apply at all times.



Do not place logo on a colour that makes elements invisible.



Do not place logo on a background that impedes its visibility



Do not apply effects to the logo.



Do not reconstruct the logo or move any elements from the original lockup.



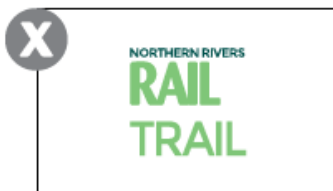
Do not change the colours of the logo.



Do not distort the logo.



Do not rotate the logo.



Do not retype-set the logotype.



Do not apply a drop shadow to the logo.

IN CONNECTION WITH

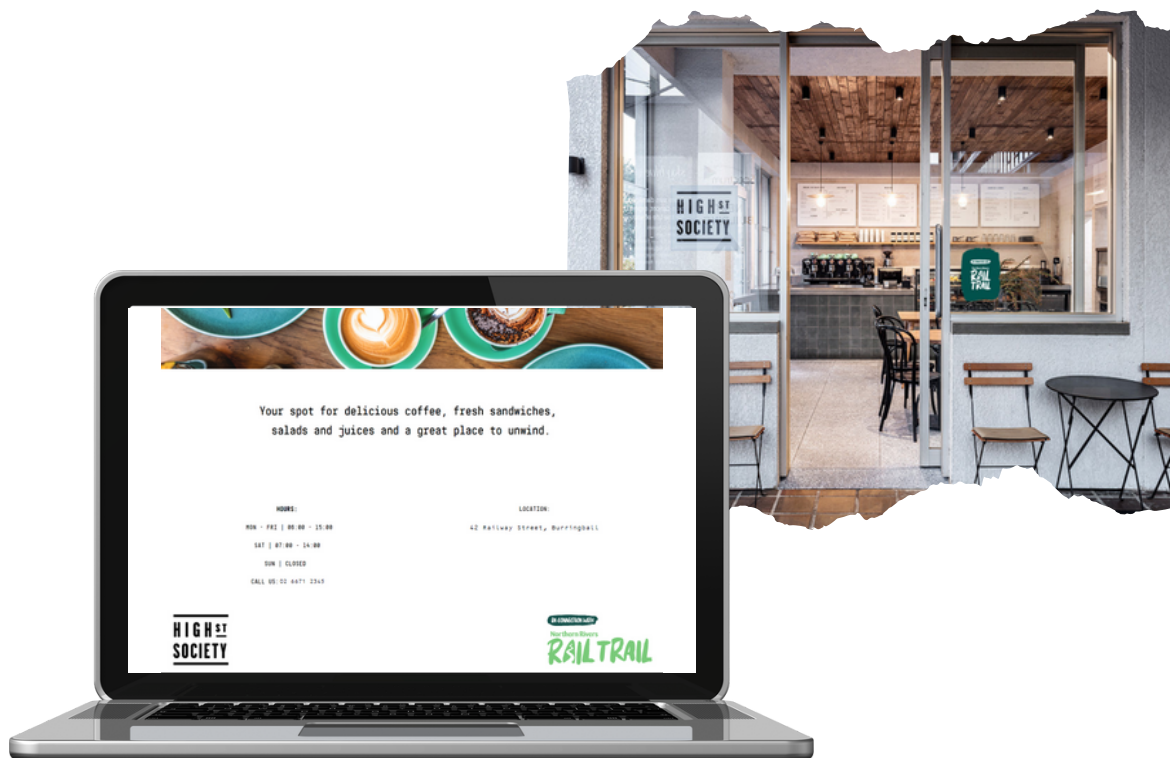
Connections with local businesses and third parties will be part of the Northern Rivers Rail Trail brand success.

The preferred way to acknowledge the connection is using the 'connect' logo.

The Northern Rivers Rail Trail 'in connection with' logo should appear to the right of any other logo and at an equal size. Minimum clear space rules for logos should be maintained.

Business members are encouraged to prominently feature the Rail Trail logo on approved brochures and materials that promote activities or businesses 'in connection' with the Rail Trail.

Please refrain from using the logo on business infrastructure, such as fleet vehicles, as it is intended exclusively for promotional and informational purposes.



SWATCH LIBRARY

The Northern Rivers Rail Trail brand is underpinned with a simple colour palette and celebrates green – a colour that is common across the Northern Rivers and the natural elements around us.

Rail Trail Green is the corporate colour. Avoid overuse of colour, keep it simple. Limited use of the accent colour is acceptable if a darker colour is required for the application. The colours work best at 100%. Tints can be used at 20% increments only. Pantone colours will provide the maximum amount of colour reproduction consistency. In instances where this is not possible or is cost prohibitive, use the optimised CMYK values.

CORPORATE: RAIL TRAIL GREEN

CMYK	53 0 71 0	80%	60%	40%	20%
RGB	126 196 121	#95d594	#b0e0af	#caeac9	#e5f5e4
HEX	#7ec479				
PMS	359U				

ACCENT: DARK GREEN

CMYK	95 45 65 37	80%	60%	40%	20%
RGB	0 82 76	#337570	#669794	#99bab7	#ccdcd9
HEX	#00524c				
PMS	330C				

APPROVALS

The brand guidelines emphasize the importance of seeking approvals for any usage of the Northern Rivers Rail Trail brand assets.

You must submit all marketing materials, advertisements, or any other creative content featuring the brand elements for review and approval before publication or dissemination.

This ensures that the brand's integrity and consistency are maintained, and that all materials align with the overarching vision of the Rail Trail brand.



Email all approvals to:
marketing@northernriversrailtrail.com.au
SUBJECT: NRRT brand approvals

TRADEMARKING, PERMISSION, LICENSING AND APPROVAL

The Northern Rivers Rail Trail brand is trademarked and requires permission for use by third parties. A trademark register is maintained to track all permissions and licensing agreements to use the Northern Rivers Rail Trail brand.

It is for exclusive use of the Northern Rivers Rail Trail Councils and their approved asset managers, promotional organisations and business partners.

The Northern Rivers Rail Trail Project Steering Committee and trail asset owners have day-to-day authority to deliver the rail trail operations. This includes applying and approving use of the Northern Rivers Rail Trail brand within each of the local government areas.

Licensing and permission for third party or commercial arrangements must be granted in writing and will be accompanied by any required fees and charges. This permission will provide agreed terms, fees and charges and specify the licensed use.

Any use outside of the agreed terms or for unauthorised commercial gain is not permitted.

All artwork, publications or promotional material produced with the Northern Rivers Rail Trail brand must be done in line with the Northern Rivers Rail Trail Brand and Signage Standards and be approved by either the Northern Rivers Rail Trail Project Steering Committee, their delegated representative or authorised trail asset owner.


Any artwork/logo files provided are not to be passed on to other parties or used for other purposes without written permission from the Northern Rivers Rail Trail Project Steering Committee.

CONTACT US



 www.northernriversrailtrail.com.au

 connect@northernriversrailtrail.com.au

 (02) 6673 0404