



Graphic Standards Manual



The Friends of the Riverfront Brand

Direction for look and feel of print collateral

The personality and character of the print collateral has been derived from the Friends of the Riverfront mission statement.

"For nearly two decades Friends of the Riverfront has been increasing awareness and engagement with the Pittsburgh region's rivers and riverfronts through activities, stewardship, and expansion of water and land trails. We are the organization involved in creating nearly all the trails you bike along and water landings you launch your kayak from.

Through intense collaboration with community partners, government, and diverse volunteer base, our riverfronts have been transformed from industrial wastelands to international examples of environmental renewal."

The combination of graphic elements and color combinations listed below are representative of the Friends of the Riverfront brand;

- Friends of the Riverfront logo;
- Curvilinear forms, organic textures and circles;
- Blues and green colors used in the logo (or similar, complimentary blue and green hues) along with one or two warm complementary "accent" colors.

Examples of print pieces have been included for reference.

Print Collateral & Promotional Graphics

Reference Examples

TRAIL EXPANSION

From the beginning, Friends of the Riverfront had a vision – of continuous trails and greenways along the riverfronts of the Pittsburgh region. Today, the Three Rivers Heritage Trail is a spectacular pedestrian and bicycle trail system that stretches for many miles, connecting dozens of Pittsburgh neighborhoods and communities. Our work is centered on completing key trail connections, continuing trail expansion and ensuring access through the development of trailheads, park and bike lot and canoe/flyask water access landings.

Friends of the Riverfront has been a major player in acquiring land, building multi-municipal partnerships and monitoring trail development and use. Because of multi-municipal leadership and many years of activism of Friends of the Riverfront, public access to the river and use of the growing network of trails continues to increase. However, the long-term planning necessary to make connections across private developments, municipal agencies or large infrastructure projects is still one of our region's greatest challenges.

Friends of the Riverfront will continue to build partnerships, engage citizens, and forge ahead a bold, post-industrial riverfront community. For additional information about bike safety, policy and community awareness for cycling visit www.bike-pgh.org

Friends of the Riverfront is proud to support Riverfront in the development of Three Rivers Park. When completed, the park will connect places and destinations along the Three Rivers Heritage Trail between the West End Bridge on the Ohio, the 31st Street Bridge on the Allegheny and the Fort Mead Bridge on the Monongahela. Visit [Riverfront online at: www.riverfront.com](http://riverfront.com)

STEWARDSHIP

The most important task in sustaining the appreciation of our trail and riverfront amenities is effective communication and stewardship. Friends of the Riverfront has a number of integral strategies, including coordinating volunteer groups, facilitating trail care opportunities, reintroducing native landscaping and providing an outlet for communities and citizens to be involved in rewarding projects.

Friends of the Riverfront partners with other trail groups, schools, municipalities, businesses and citizens to connect people and their riverfronts.

OUTREACH & MEMBERSHIP

Engaging citizens to the critical issues that affect our rivers and riverfronts is a central focus of Friends of the Riverfront. By collaborating with other like-minded groups and individuals, we are making our rivers, riverfronts and trails respected and appreciated amenities in the region. We will continue to build on more than a decade of work by growing our membership, providing strong communication resources, mapping the land and water trails, and staying in tune with the issues that matter to our quality of life. By joining Friends of the Riverfront you support the vital role we play in our region. Remember to sign up for the monthly newsletter by sending an email to friends@riverfront.org

Now you can also stay in tune with the latest trail news and discussions by joining the Three Rivers Heritage Trail discussion group at www.groups.yahoo.com

PADDLE ON!

Water trails were the highways of early explorers. And today, people are rediscovering the excitement and perspective of paddling through our most river country. The Three Rivers Water Trail system includes a network of non-motorized access points, easy for paddlers to just take out. Each site is within easy paddle of one another and offers a range of trails from both land and water. Users to various landing sites and nearby public amenities development of the Three Rivers Water Trail system is one of the Friends of the Riverfront's highest priorities. To learn more or request a free guide to paddling the Three Rivers Water Trail please visit www.riverfront.com

PITTSBURGH TRIATHLON & ADVENTURE RACE

The Pittsburgh Triathlon and Adventure Race, an event owned and operated by Friends of the Riverfront, has attracted fans around the world here in our hometown of Pittsburgh. One of the Olympic distance triathlons and multiple race events in the western United States, the triathlon is growing in numbers and recognitions while providing participants and spectators the exciting backdrop of our beautiful city. We challenge you to compete individually or as a team. Visit our website to find out more! www.pittsburghtriathlon.com

BIKE TO WASHINGTON D.C.

The Three Rivers Heritage Trail is the last leg of a 152-mile traffic-free journey from Cumberland, MD along the Great Allegheny Passage. Made up of regional trail organizations including Friends of the Riverfront, the Allegheny Trail Alliance has spearheaded this collaborative project. When completed, the Great Allegheny Passage will link to the C&D Canal Towpath and provide a continuous 318-mile trail from Washington, DC to Pittsburgh's Point State Park. www.atad.org

COMMUNITY BIKE PROGRAM

The Community Bike program, supported by Duquesne is a first for the Pittsburgh Region. Friends of the Riverfront in conjunction with our program partners offer the Community Bike Program as a natural extension of our mission to reconnect people with their rivers and riverfronts. The Blue Bikes are available free to individuals who wish to become active, explore and enjoy the Three Rivers Heritage Trail system and other great amenities the confluence of three rivers has to offer.

The Blue Bike Program began in June of 05 as a gift from the Duquesne Corporation. Through a national search Duquesne selected Friends of the Riverfront as one of only five organizations who develop and maintain a significant system of trails. To receive the program, Friends of the Riverfront with the help of Trail of Forks of Pittsburgh impact and maintain the Blue Bikes as well as orient new individuals into the program.

THREE RIVERS HERITAGE TRAIL 2009 MAP & GUIDE

FRIENDS of the RIVERFRONT
GO WITH THE FLOW!

FRIENDS of the RIVERFRONT

BECOME AN ACTIVE MEMBER!

www.frienderiverfront.org

FRIENDS of the RIVERFRONT
PITTSBURGH TRIATHLON & ADVENTURE RACE
2010

Presented by **PNC**

Become a Member Today!

For nearly two decades Friends of the Riverfront has been increasing awareness and engagement with the Pittsburgh region's rivers and riverfronts through activities, stewardship, and expansion of water and land trails. We are the organization involved in creating nearly all the trails you bike along and water landings you launch your kayak from. Through intense collaboration with community partners, government, and diverse volunteer base, our riverfronts have been transformed from industrial wastelands to international examples of environmental renewal.

Please go to www.frienderiverfront.org and join online, or mail to Friends of the Riverfront, 33 Terminal Way, Pittsburgh, PA 15219.

___ \$30 Friend ___ \$20 Student/Senior
___ \$50 Family ___ Other Amount

___ YES, please send me the 2010 Three Rivers Heritage Trail Map & Guide along with my tax deductible receipt.

___ No, please do not send me a thank you gift, apply the full membership to continued trail development.

Join with Confidence. It is our policy not to share, sell, or disclose the contact information of our members with any other organizations.

Non-Profit Org.
U.S. Postage
paid
Pittsburgh PA
Permit No. 1230

FRIENDS of the RIVERFRONT
Join your friends
and help grow the trail!

land and water trail development – care and stewardship – events and activities

FRIENDS of the RIVERFRONT
THREE RIVERS HERITAGE TRAIL

Identity: Logo Usage

Print Colors

Spot Color: Coated
Blue: Pantone 286 C
Green: Pantone 322 C



Spot Color: Un-Coated
Blue: Pantone 293 U
Green: Pantone 321 U

Process Color: Coated
Blue: Pantone DS 196-1C
Green: Pantone DS 242-1 C



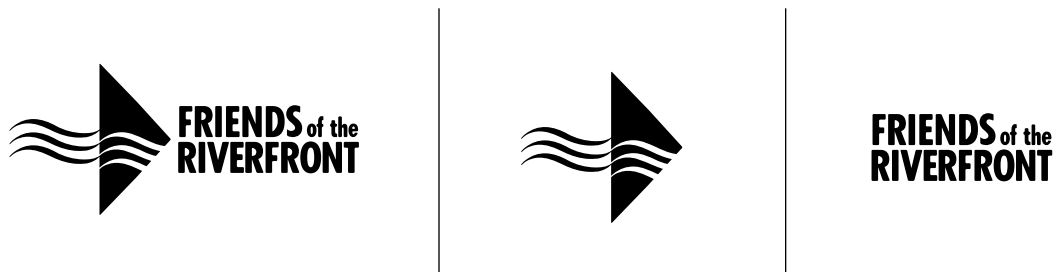
Black & White



Identity: Logo Usage

Acceptable Use

It is preferable to use the logo and logo type together. If necessary and/or appropriate, it is acceptable for the logo and the logo type to be used independently from one another.



Incorrect Use



Do not change the colors.



Do not stretch, rotate or distort the logo.



Do not change the artwork or type face.



Do not change the scale of logo elements, or re-arrange logo elements.

Identity: Typographic Specifications

Headings & Subheadings

Always set with upper and lower case characters.

Corrosion

Friends of the Riverfront

Futura Bold

Friends of the Riverfront

Futura Bold Oblique

Friends of the Riverfront

Body Copy & Captions

Futura Light

Friends of the Riverfront

Futura Light Oblique

Friends of the Riverfront

Interpretive Signage

Graphic Specifications

A digital file of the signage template, with all graphic standards in place, is available upon request.

Fabrication

- Pannier Graphics
- Fossil Graphics

Dimension

24" x 24"

Standard Header Color

PMS 321U

Note: Color can be changed to accommodate imagery.

Typographic Specifications

Heading

Goudy Old Style Roman

Initial Cap 80 pt.

Small Cap 68 pt.

Copy Head

Helvetica Black Condensed

33 pt.

Body Copy

Goudy Old Style Roman

24/26.5 pt.

Captions

Goudy Old Style Italic

18/20 pt.

Photo Credits

Helvetica Nue Roman

9/11 pt.

