College Forests
Style Guide

PREPARED FOR RYAN BROWN, RECREATION MANAGER
AT OREGON STATE UNIVERSITY COLLEGE FORESTS

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Section 1:
The look of the College Forests
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Introduction

This style guide was made by student designers of FLUX Design Studio at Oregon State University. Working with the College Forests, we crafted a look and feel for the forests to use on brochures, signage and collateral. It is through this careful consideration of the interests of the College Forests, who the stakeholders are, and the needs of the users of the forests, that we have developed this style guide.
Fonts were chosen to be friendly and straightforward, while remaining professional and somewhat authoritative.

The title font is Soho Standard, used in Extra Light, Extra Light Italic, Regular, Bold, and Bold Italic.

For the body copy is Gudea and can also be used in plain or all caps, in regular, bold, or italic. These fonts were also chosen because they are congruent with OSU Marketing design standards.

Soho and Leitura can be obtained from OSU Marketing by emailing university.marketing@oregonstate.edu.

Gudea can be downloaded here: http://www.fontsquirrel.com/fonts/gudea
Colors

The colors for the College Forests identity were chosen to reflect the outdoors and the natural surroundings. The green, for the foliage. The browns for the wood and the dirt of the earth and the orange to reference Oregon State University. The red is to reference other natural wildlife, leaves, berries and flowers, as well as being used to call attention to certain areas that might mean caution. The black is used primarily in a functional capacity, for text on brochures and on other materials.

These colors were selected because they are approved by Oregon State University and fit within the brand guidelines, with the exception of the green and the blue, which are necessary to communicate the OSU College Forest brand.
Photography

The photography style should be real, authentic and not too posed. The journalistic quality will display the real and authentic attitude that the College Forests has towards the community and the stakeholders of the forests. The goal is that these images will help to break down any barriers with the community and convey that the College Forests can be enjoyed by everyone.

Other Examples:

Key Words to remember when taking photographs:

Simple
Emphasizing the natural beauty
Authentic
Observatory
Natural
Icons can be used to indicate paths, sites, uses and areas within the College Forests. With these icons, variety and interest can be added to brochures, fliers and signage. The icons indicate the users of the College Forests and the various points of interest. These icons can be used at any size, with other icons or individually.

- Runner/Running Trail
- Hiker/Hiking Trail
- Family Friendly
- ADA Accessibility
- Mountain/Peak/Viewpoint
- Bike/Biker/Bike Trail
- Tree
- Special Habitat/Sensitive Area
- Wildlife
- Horse/Equestrian Trail
- Dog/Dog Friendly
- Point of Interest
- Forest Management Area/Activity
- History/Historical
- Research
- Danger/Caution
- Garbage Can
- Structure
Illustration Style

The illustration style is detailed and realistic. This should be done by a professional illustrator.

Examples of Illustration Include:
Section 2: Examples of Implementation
Visitors travelled to the area for a variety of reasons, but most notably to sip on the water that bubbled from this small artesian aquifer that sits alongside Soap Creek. Although the water tastes bad and is not recommended for drinking, it was historically sipped as a medicine and was said to be healthful and increase life expectancy.

Visitors to Sulphur Springs no longer travel to the area to drink the water. Today, people travel to Sulphur Springs to enjoy the scenery, picnic with friends and family, study nature, and relax.

**HISTORY OF THE SPRINGS**

Sulphur Springs is one of the earliest established recreation sites in the McDonald Forest. Beginning in the early 1800s, people would travel from far and wide to visit this mineral water spring, which is the only one of its kind near Corvallis.

**A JOURNEY WITH A PURPOSE**

Visitors travelled to the area for a variety of reasons, but most notably to sip on the water that bubbled from this small artesian aquifer that sits alongside Soap Creek. Although the water tastes bad and is not recommended for drinking, it was historically sipped as a medicine and was said to be healthful and increase life expectancy.

**THE SPRINGS TODAY**

Visitors to Sulphur Springs no longer travel to the area to drink the water. Today, people travel to Sulphur Springs to enjoy the scenery, picnic with friends and family, study nature, and relax.

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**Keys for Implementation:**

A title should go at the top of the sign, using the style guide fonts. The layout may be altered, as long as the look is clean and simple. The subheads may or may not be in separate colors, and icons or photography can be added. Icons can be added over photos if it makes sense to do that.
Peavy Arboretum
A part of the OSU College Forests/McDonald Dunn Forests Managed through the College of Forestry

Keys for Implementation:

A brochure should be clear and easy to read, with sufficient blank space and not too much information. The front of the brochure should include the Oregon State logo and adhere to the Oregon State logo brand guidelines, which can be found at oregonstate.edu/brand.
Signage

DOUGLAS - FIR

Pseudotsuga menziesii

Western United States

Keys for Implementation:

Identification signage is simple and easy to read, with the College Forests name in the top right, the name of the species in the center, and the origin under the name. All identification signage should be the same color for consistency.
Nourishing Life with Dead Trees

Just like we use logged trees to build our homes, dead trees provide homes for a variety of wildlife in nature. They are critical forms of habitat for birds, mammals and many types of saprophytic plants and fungus that thrive on the decaying wood. Insects and spiders that live inside the bark of dead trees provide nourishment for birds and other animals that feast on them.

Keys for Implementation:

Interpretive signs should include a title in the title font, Soho, in a font that is larger then the body copy on the sign. The signs should be kept concise and simple, with a white background when possible. Photos or illustrations may be used.
ADA Considerations

**General Design Tips on Accessibility:** *From The American Printing House for the Blind*

For greatest visibility, text and graphics should contrast with their background. Use headers and subheaders, allow for some white space on the sign, do not use all bold text or text over photos, as that can look busy and difficult to read.

Consider the location and the distance from which the sign will be read. Letter size shall provide easy legibility from planned viewing distance (see Chapter 2 for size guidelines). Text and graphics are also factors in determining sign size. Consider using standard sign sizes for cost effectiveness. Make the sign no larger than necessary. (2) Allow Right Amount of Space Around Text. The text should not be crowded. Leave enough space between blocks of text and headings and around the border for easy reading. Borders are also helpful for containing the graphics and copy. (3) Avoid Diverting Attention From Message. Design the support structure to blend and harmonize with the sign and the environment. Low profile signs, for example, should be used on overlooks. Although there are exceptions, interpretive signs are usually rectangular. Unusual shapes compete with the text. (4) Avoid Distractions. Odd colors, awkward designs, unusual words, or over emphasis on symbols and identification are examples of distractions.

**Materials:** For ADA visitors and users of the College Forests as well as non-ADA users and visitors, a sign that is made of non-glare or material that is extremely light reflective. For a list of materials and their uses, see the USDA document on Interpretive Signs in the ADA Resources section of this style guide.

**Format:** Consider the use of “curbside” materials, video or audio recordings, or map or brochure dispensers whenever possible.

**Font size:** Raised or large print at least 1/4”. This translates to 14-18 point type. The American Printing House for the Blind recommends a minimum of 12 point on all documents.

**Mounting Height:** *From the USDA Interpretive Sign Guide*

“Mounting height and angle (various factors are involved in this determination. For example, trail signs should be placed low, about hand level, convenient for both the wheelchair user and visually impaired visitors. Tilt sign at an angle of about 45° for ease in reading and rain runoff. Other signs designed to be read from a car, for example, may be more easily read with an angle of 90°).”
Adjust the colors below to make a statement about the colors we have in descending order:

A common sense approach to headings and sub-headings makes a document much easier to follow. Not only do they serve as navigational aids for readers, they help writers organize thoughts more logically than they might otherwise. The use of color, style, size and typeface of headings and subheadings has a very real effect on the readability and usability of a document. (For more specific information about size and colors of headings, see “Title and Header Set-up Atlas.”)

The color of the headings should be black.

Note: Gray should never be used for either text or background because it offers poor contrast. Red is used only as a last resort because people with color blindness are taught that when they see a color that might be either red or green (they look very similar) they are to interpret it as green. Red is seldom used in documents for users who have altered color perception.

Avoid all caps in a continuous message or large amounts of text.

Use lists and bullets wherever possible.

Use a ragged right margin, as justified can create strange word breaks and make it difficult for the vision impaired to read.
ADA Resources

For web design:
http://www.ada.gov/pctoolkit/chap5toolkit.htm

For print design:
http://www.aph.org/edresearch/lpguide.htm

USDA Document on Interpretive Signage:
http://www.fs.fed.us/outdoors/naturewatch/implementation/Interpretive-Signs/Interpretive-Sign-Design.PDF

US Department of Transportation Trails and Roads Resources:
http://www.fhwa.dot.gov/environment/recreational_trails/guidance/manuals.cfm

US Forest Service Accessibility Guidelines:
http://www.fs.fed.us/recreation/programs/accessibility/