College Forests Style Guide

Introduction

This style guide was made by the student designers of FLUX Design Studio at Oregon State University. Working with the College Forests, they crafted a look and feel for the forests to use on brochures, signage, and collateral. It is through careful consideration of the interests of the College Forests, who the stakeholders are, and the needs of the users of the forests, that they developed this style guide.

This guide is meant to serve as a "how-to" guide for the College Forests. The majority of the information in this booklet was found at oregonstate.edu/branding. For more information and to find helpful logo, font, and icon downloads visit this address.

Prepared for Ryan Brown, Recreation Manager at Oregon State University College Forests

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Oregon State University
College of Forestry

OSU Research Forests 2019
cf.forestry.oregonstate.edu
541-737-4452

Contents

Elements of the Style Guide

College Forests Fonts

Fonts

Unless necessary, type should not be smaller than 12pt. If the information is not crucial and the type needs to be smaller, use no smaller than 10pt. See the ADA considerations sections for more details about accessibility.

Use black type as often as possible in the body. Headers, or other large type, can be different colors. Make sure the text and background contrast to avoid visually confusing or difficult to read type. The title font should be used no smaller than 24pt.

These fonts can be obtained by contacting OSU Marketing at university.marketing@oregonstate.edu

If for some reason you are unable to obtain Stratum or Kievet, you may substitute Gisha, which can be downloaded at fontpalace.com/font-download/Gisha/

Title Font: Stratum 2
Stratum 2 Black
Stratum 2 Bold

Body Font: Stratum 2 or Kievet Pro
Stratum 2 Regular
Stratum 2 Light

Kievit Pro Medium
Kievit Pro Regular
Kievit Pro Italic

Research Forests Colors

These colors are the standard for Oregon State University. With the addtion of Research Forest Green, which were necessarily added to communicate the OSU Research Forests aesthetic.

The colors of the Research Forests identity were chosen to reflect the outdoors and natural surroundings. The green was chosen for foliage, the browns for the woods and the dirt of the earth. The red should be used to call attention to certain areas that are potentially hazardous. The black is primarily used in a functional capacity, mostly for text.
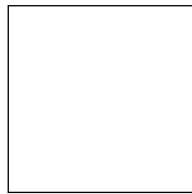
Beaver Orange

PMS: 1665
CMYK: 0 76 100 0
RGB: 215 63 9
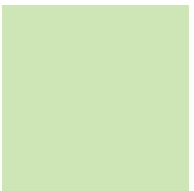Hex #D73F09

Padtail Black

PMS: BLACK
CMYK: 0 0 0 100
RGB: 0 0 0
Hex #000000

Bucktooth White

PMS: WHITE
CMYK: 0 0 0 0
RGB: 255 255 255
Hex #FFFFFF

Research Forests Preferred Colors

PMS: 580
CMYK: 20 0 36 0
RGB: 196-214-164
HEX: C4D6A4
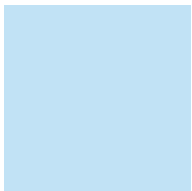
PMS: 545
CMYK: 21 2 0 1
RGB: 198 218 231
Hex #C6DAE7

PMS: 7476
CMYK: 89 22 34 65
RGB: 13 82 87
Hex #0D5257

PMS: 7529
CMYK: 7 14 20 22
RGB: 183 169 154
Hex #B7A99A

PMS: 7570
CMYK: 0 48 98 10
RGB: 211 131 43
Hex #D3832B

PMS: 134
CMYK: 0 12 60 0
RGB: 253 210 110
Hex #FDD26E

PMS: 302
CMYK: 100 48 12 58
RGB: 0 59 92
Hex #003B5C

CMYK: 0 86 70 0
RGB: 240 75 76
Hex #F04B4C

Icons

Icons can be used to indicate paths, sites, activities, and hazards. They add variety to a design. Icons can be used either by themselves of in a pattern. More than one icon can be used in a single piece. Icons should be deliberately places to compliments the photography and layout. These icons are not logos and should not be used as logos or in place of the Oregon State logo.

Oregon State University has a set of icons including a wide variety of items. There you can find common OSU icons such as the microscope, light bulb, and brain. There are also a variety of other symbols from a goat to an apple. These can be downloaded at oregonstate.edu/brand/icons

There is a secondary set of icons for use within the College Forests. These icons include some symbols that the university's icon set might be lacking, such as a hiker, small building, and dog. By mimicking the existing Oregon State icon sets, these forestry specific icons allow brochures, signs, and other materials to easily indicate points or areas of   interest to visitors.

These can be located on the S Drive at:
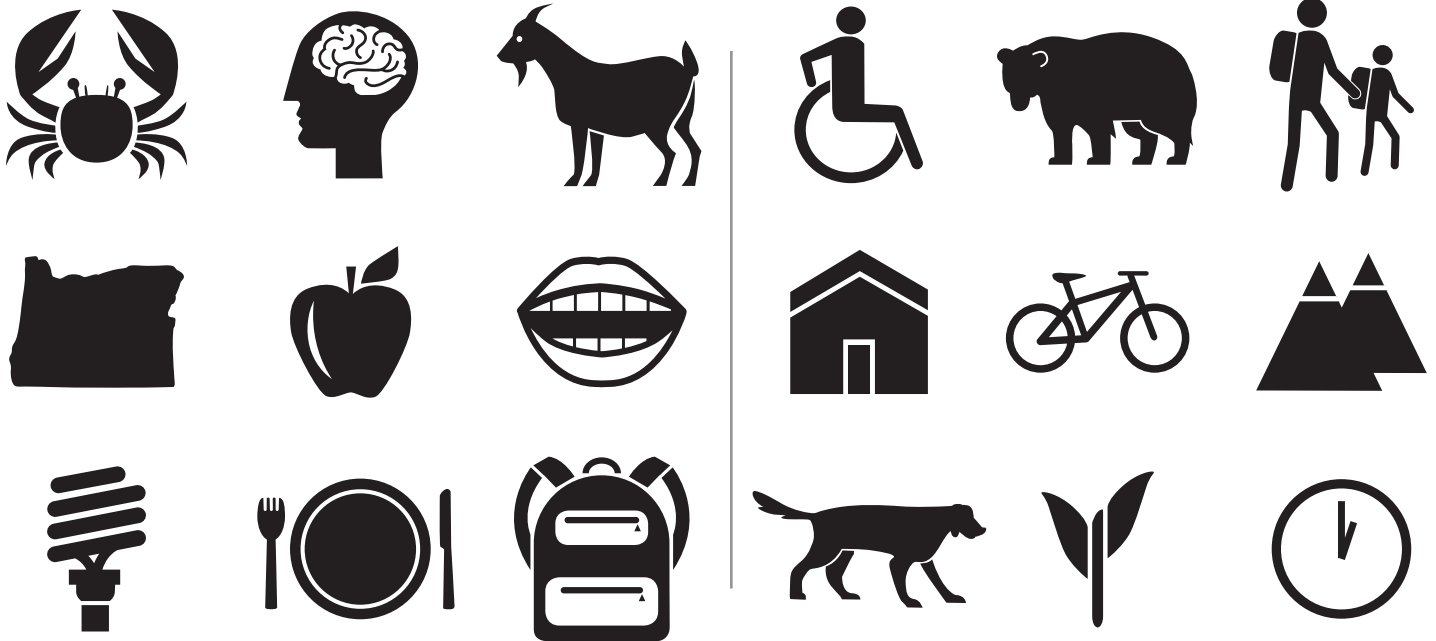
When showing maps, include this cardinal direction symbol. Although here it appears green, choose the color that best fits each map.

Proportion to the rest of the map is at the designer's discretion.

Icons 2

These icons are taken from the National Forest Service website and are meant to be used on maps and other materials. This icon set includes symbols for bathrooms, buildings, transportation, and a variety of activities.

These icons, and many others, can be found either online or on the S Drive labeled "National Park Service_Modern Symbol Library.ai"

www.nps.gov/hfc/carto/map-symbols.cfm

Photography

Oregon State University expects all photos used in representation of itself to be high quality, well focused, sharp images. The college Forests prefers that their images do not appear obviously staged. Clear, colorful candid photos are acceptable. When available, use a very skilled or professional photographer, and include their photo credit whenever possible.

Using a journalistic photo quality, these images should display the authentic attitude the College Forests have toward our community and the stakeholders of the forests. The goal is that these image will help convey the accessibility of the College Forests, which can be enjoyed by everyone.

Use images that show the recreational opportunities in all seasons. Find a happy medium between a staged photo and a snap-shot. Casual, yet high quality images are preferred.

The university requires that models sign a model release form whenever you are photographing a specific person or small group. As a general guide, if you are taking a picture of a single person or small group and they are the main focus of your shot, have them complete and sign a model release form.

Whenever possible, inform groups of people gathered for workshops or events ahead of time that photos will be taken. Post a sign at the entrance that states,

"Photos will be taken at this even and potentially used in OSU promotional materials. Be attending this event, you consent to have your photo taken and allow OSU to use these photographs. If you wish not to have you image taken, please let the organizer know."

Always bring model release forms to pass around as well. Always have the parent(s) of any child you photography consent to signing the release form.

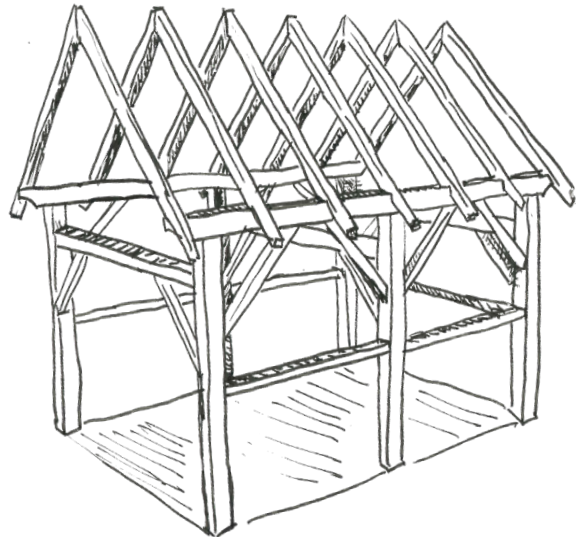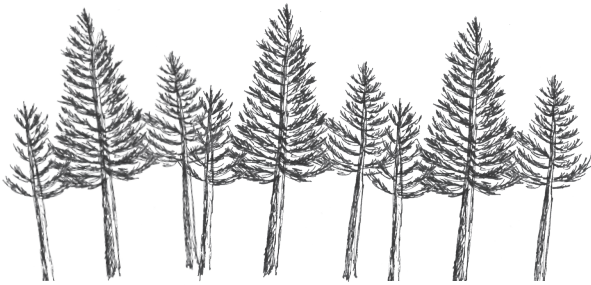Model release forms can be downloaded at oregonstate.edu/brand/photography

Illustrations and Graphics

Illustrations

Illustrations should be simple but realistic. A pencil-drawing feeling works well when describing plants, natural scenes, and simple structures.

Illustrations and Graphics

Graphics

To demonstrate several logging operations a stand under-went, these layered digital illustrations were created. Although realism isn't always possible or necessary, avoid using outlandish colors and shapes. Keep the images simple and direct. Use realistic shapes like these trees when available to match the drawing styles shown earlier.

The base for these graphics was drawn in sections, i.e. trees, logs, land etc. in Illustrator . The texture was added in Photoshop. They were exported as .pngs and added to the layout below.

Firehouse Trail

Small woodland owners often include the development of recreation opportunities in their management plans for their enjoyment and the enjoyment of others. Revenue from active forest management can offset the cost of trail construction. This trail was built in the fall of 2013 by an all volunteer work force to provide opportunities for the community to learn more about forest management activities in the Elizabeth Starker Cameron Demonstration Forest. This trail demonstrates how forest vitality, recreation, education, and revenue creation can not only exist on the same tract of land but can mutually benefit each other.

| **What Happened** | **2004** A severe ice storm occurred and the stand was salvaged. | **2005** The stand was replanted. | **2013** The remaining stand underwent a utility pole harvest and the Firehouse Trail was created. |

A severe ice storm toppled part of the stand. After the storm, the commercially valuable timber was salvaged. Several snags and down logs were left for wildlife habitat.

Later, the stand was replanted with a mixture of Douglas-fir and western redcedar trees.

"In every walk with nature, one receives far more than he seeks."
— John Muir

Volunteers built a trail which connects the Firehouse Road in the Elizabeth Starker Cameron Demonstration Forest to the McDonald Forest.

Over 100 volunteers worked three days to construct the 1,600 foot trail connecting the Cameron and McDonald Forests.

Students from OSU, community members, and woodland owners alike enjoyed working on the Firehouse Trail.

Volunteers used a cable to drag a large log to make a switchback.

Before
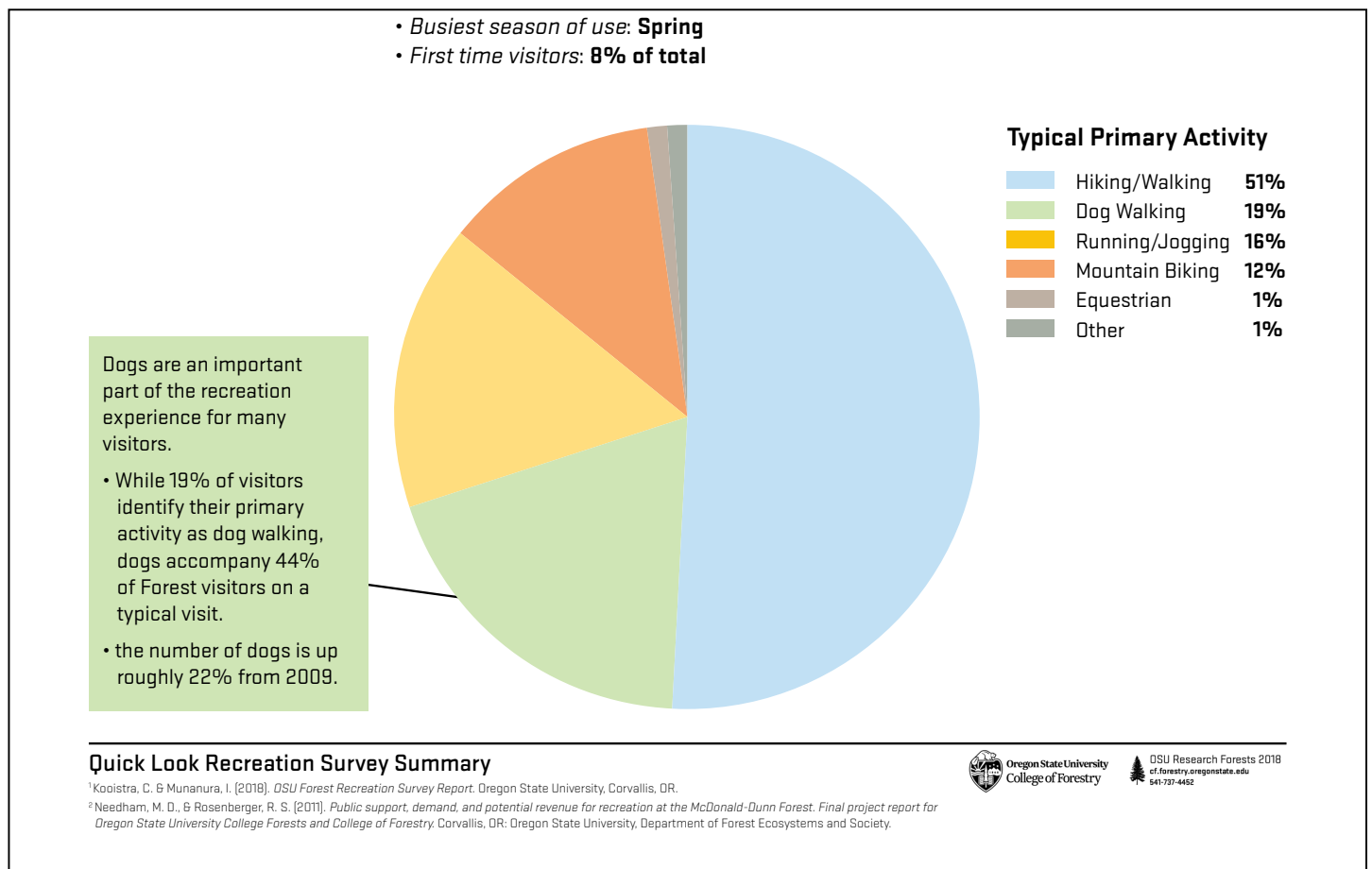
After

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Charts and Information

Charts

Charts or graphs should use the style guide colors, or black and white. Make sure all your graphs are clearly labeled.

- *Busiest season of use*: **Spring**
- *First time visitors*: **8% of total**

Typical Primary Activity

▨	Hiking/Walking	**51%**
▨	Dog Walking	**19%**
▨	Running/Jogging	**16%**
▨	Mountain Biking	**12%**
▨	Equestrian	**1%**
▨	Other	**1%**

Dogs are an important part of the recreation experience for many visitors.

- While 19% of visitors identify their primary activity as dog walking, dogs accompany 44% of Forest visitors on a typical visit.
- the number of dogs is up roughly 22% from 2009.

Quick Look Recreation Survey Summary

[1] Kooistra, C. & Munanura, I. (2018). *OSU Forest Recreation Survey Report*. Oregon State University, Corvallis, OR.

[2] Needham, M. D., & Rosenberger, R. S. (2011). *Public support, demand, and potential revenue for recreation at the McDonald-Dunn Forest. Final project report for Oregon State University College Forests and College of Forestry*. Corvallis, OR: Oregon State University, Department of Forest Ecosystems and Society.

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Layout Guide

This sections is primarily a guide for non designers to create and critique the layouts of all pieces that go out on the research forests, this will allow for a better understanding of design fundamentals and allow for us to put are best foot forward on every level.

Use of this section along with the rest of the style guide will provide with an adequte basic understanding.

Columns

Columns are one of the simplest yet effective tools for creating an effective layout. Depending on the project and dimensions the amount of columns will change. For most projects anywhere from 2 –4 columns work nicely.For most vertical layouts using two columns will be most successful while horizontal uses 3 or 4 columns more effectively.

Columns should be evenly spaced as well as having a small section of dead space known as the gutter. Keeping all of the text, images, and illustrations inside the column grid provides a structure to the layout that improves legibility and overall cleanliness.

This document for example uses a column grid breaking up the page into 2 coulumns, with most of the infomation confined to that grid with certain elements breaking the grid to add emphasis or clearity.
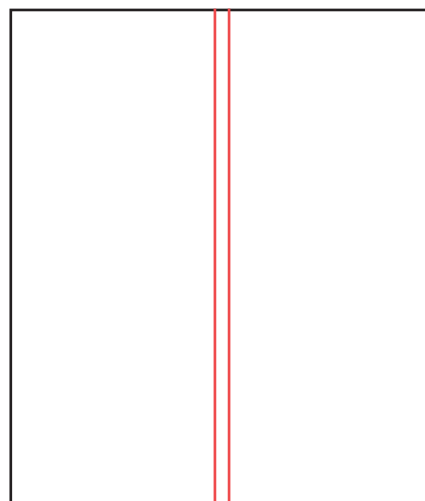
Column
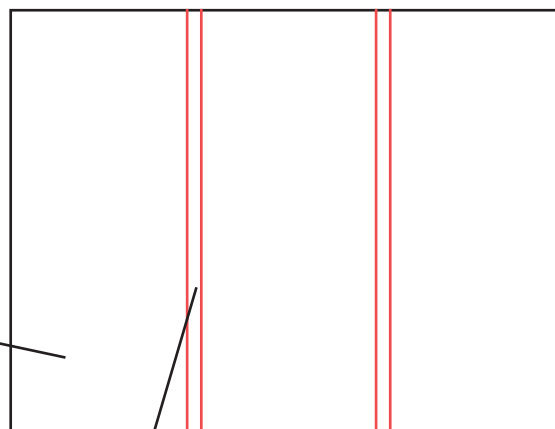
Gutter

Layout Guide

Hierarchy

Hierarchy is a much less concrete design term and it can't be implemented as easily as a grid can. Heirarchy refers to the organization of objects on the page that lend to creating interest in the important elements first, then moving through the layout to each element.

This hierarchy can be affected by many different factors, including everything from size, placement, color, and many more. Most of the design elements learned through this style guide will provide tools to create an effective heirarchy in layouts.

Larger fonts, bolder colors, placement higher and to the left can all make an element sit higher in the heirarchy.

While it may be difficult to give concrete tips and suggestions, just being aware of heirarchy and its importance can improve he way you look at design. Take a step back and ask what the most important aspects are, and what could you do to make them stand out a little more. However there is a caviat to heirarchy, many times less is more. When changing headers and subheaders for example, changing the font style or size by a few points can be more effective than chaning it by a lot.
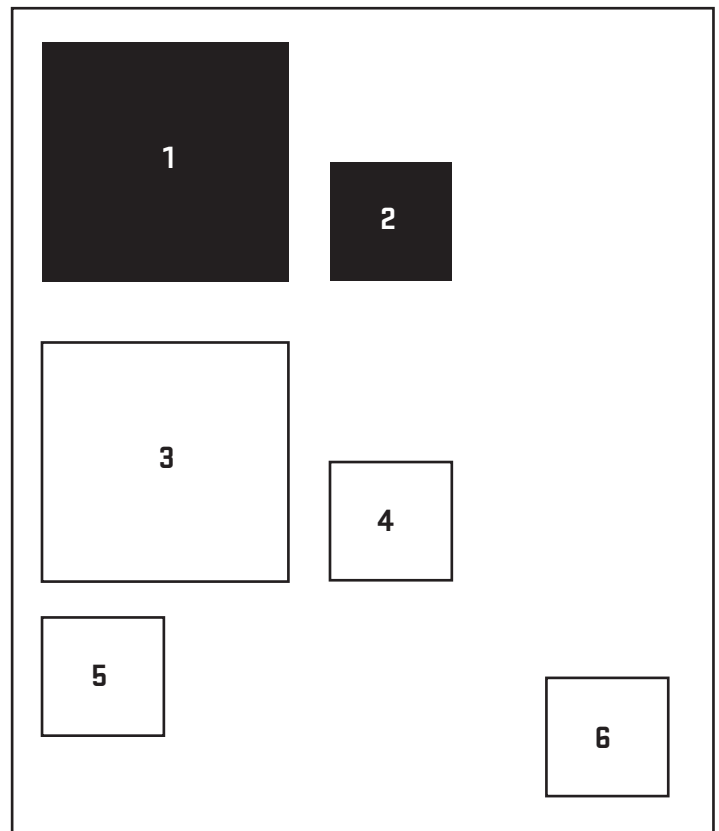
The S Drive

Most of the important forestry files are stored on the S Drive. There directions are subject to change, but at the time this manual was written, the following direction applied.

Getting on the S Drive

1. Go to "This PC"
2. Click "Computer," then on the top menu select "Map A Drive"
3. Set the drive letter to "S"
4. Enter the following text into the folder bar:
   \\abies.forestry.oregonstate.edu\SHARE\Groups\CollegeForests\SUPPORT
5. Make sure "Reconnect at Sign-In" is checked
6. If you are prompted to enter your credentials, enter:
   onid\your onid username
   your onid password

Where are the Indesign/Ai Files?

Interpretive Sign Files (and all the graphics used in the Interpretive Signs)
   Recreation Files > Interpretation and Signs > Interp Signs From Alisha
   >"Interpretive Signs_InDesign and Graphics

Orientation Signs
   Recreation Files > Orientation Sign _Cameron > "Orientation Sign_InDesign"
   The patch stickers for this sign are in Ryan's filing cabinet under "Firehouse Sign Patch"

Logging Sports Sign
   Recreation Files > Interpretation and Signs > Logging Sports > "Logging Sports Sign_Indesign

Peavy Arboretum Map and Brochure
   Recreation Files > Interpretation and Signs >Arboretum>2015 Brochure and Marker

Visitor Map and Guide
   Recreation Files > Interpretation and Signs > Brochures> Visitor Map and Guide 2015.2

Forest Connection Files
   Recreation Files > Fundraising > Forest Connection > Product and Flyer
   > "Product and Flyer Files_Indd_Eps_Ai"

Go Day
   Recreation Files > Outreach and Public Information > Get Outdoors Day > 2015 > Marketing

COF Specific Icons
   Recreation Files > Interpretation and Signs > Style Guide > Icons

OSU Research Forest Signature
   Recreation Files > Interpretation and Signs > Style Guide

Manufacturing Guide - Signs

Please reference this chart when deciding what materials and company to use for manufacturing. Examples: Several large forget (36x24 and larger) signs were manufactured in 2015. Several of them were ordered from Izone. We were very impressed. At this time, they have yet to be installed and tested. Several more were printed directly onto wood by Monster Media.

Materials

Type of Sign	Preferred Materials	Pros and Cons	Company Options	Mounting Options
Temporary Casual: Very short term exterior sign	laminated paper, or synthetic paper	flimsy, but waterproof, acceptable for limited use	NWGI, OSU Printing and Mailing, In House Printing	N/A
Temporary Professional: Longer longevity than casual, but intended to be removed eventually	Vinyl, think plastic, or synthetic paper	Flimsy, thin, but waterproof and more weather resistant	NWGI	N/A, Mounting Not Always Necessary
Temporary Interpretive: Not permanent but longer term (still less than five years), needs to be sturdy, weatherproof, and professional looking	Plastic, High Pressure Laminate, Wood/Plastic Signs, Signs Printed Directly onto Wood	Waterproof and weather proof, less resistant to fading and vandalism	Izone, NWGI (potentially), Monster Media	Single or Double Post, Mounting Not Always Necessary
Permanent: Long lasting, weather proof, and resistant to fading, vandalism, and UV rays	Fiber Glass (or High Pressure Laminate depending)	Very weather proof, resistant to fading (10 year warranty Pannier), Easy to remove vandalism	Pannier or Izone	Single or Double Post

Companies

Company Name	Contact	Locations	Specializations	Duration	Cost
OSU Printing and Mailing	541-737-4941	OSU Campus	Paper, Laminated Paper	Short Term Only	$
Northwest Graphic Imaging (NWGI)	Matt 541-753-9406	4th Street, Corvallis	Large Format Paper, Laminated Paper, Synthetic Paper, Capable of some plastic/wood signs	Short and Medium Term	$$
Monster Media	951-684-3111 jared@monstermediainc.com	1515 Marlborough Ave, Riverside Ca	Direct print onto woos, (1/2 maple untreated wood signs)	Medium Term, 5+ years	36X24 = $120
IZone	888-464-9663 info@izoneimaging.com	2526 Charter Oak Drive, Suite 100, Temple TX	High Pressure Laminate Signs, and Mounting	Long Term, 10 + Years	$$$
Pannier Graphics	800-544-8428 marketing@pannier.com	345 Oak Rd. Gibsonia, PA	Layered Fiber Glass signs and mounting	Very Long Term (10 Year Warranty)	$$$

ADA Considerations

Use these tips to ensure that the materials are accessible to everyone.

For more information, contact Disability Services at Oregon State University.

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

Type
When choosing type size, consider the distance between the viewer and the information. The American Printing House for the Blind suggests type be made no smaller than 12pt.

To assist the visually impaired, make sure that the type contrasts with the background enough. Use black type for the body, and dark
 colors for the headers and other colored text. Avoid placing text over images or complex backgrounds.

Avoid all caps in a continuous message or large amount 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.

Size
Consider how the viewer will interact with the materials. Make sure the reader can get close enough to the sign to read it; if the sign will be off of a road, ensure the type is large enough to be viewed form that distance. Signs should be able to be read from multiple angles.

Choose sizes that will allow for ample space around the text and graphics. A tight layout is harder to decipher.

Headers and Subheaders
A common sense approach to heading 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 heading and sub-headings has a very real effect on the readability and usability of a document.

The color of the headings should be black.

Note: Gray should never be used for either text for 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 red or green (they look similar) they are to interpret it as green. Red is seldom used in documents for users who have altered color perception.
Layout
Use simple, gray backgrounds under important items (i.e. maps, time-lines etc) to provide a barrier between different elements.

Place items where the viewer expects. For example, place contact information in a bottom corner.

Design the support structure to blend and harmonize with the sign and the environment. Low profile signs, for example, show be used on overlooks.

Although there are exceptions, interpretive signs are usually rectangular. Unusual shapes compete with the text. Avoid distractions. Odd colors, awkward designs, unusual words, or over emphasis on symbols, and identification are examples of distractions.

Materials: For a list of materials and their uses, see

ADA Considerations

Additional Tips

the USDA document on interpretive signs in the ADA resources section of this guide.

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

Mounting Height: From the USDA Interpretive Sign Guide

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 signs at an angle of about 45 degrees 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 degrees).

ADA Resources

Web Design:
http://www.ada.gov/pcatoolkit/chap5toolkit.htm

Print Design:
http://www.adh.org/edresearch/lpguide.htm

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

US Department of Transporation Trails and Roads Resources:
http://fhwa.dot.gov/environment/recreationaltrails/guidance/manuals.cfm

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