



Shared-Use Nonmotorized (SUN) Trail Program

Style Guide

This document standardizes the use of the Florida Department of Transportation (FDOT or Department) Shared-Use Nonmotorized (SUN) Trail program's "style" including the logo; color palette; and other identifying marks for visual, digital, and written communications to maintain consistency between audiences.

About

The primary statutory responsibility of the FDOT is to coordinate the planning and development of a safe, viable, and balanced state transportation system serving all regions of the state, and to assure the compatibility of all components, including multimodal facilities. Furthering the state's commitment to improving mobility, the Florida Legislature passed measures in 2014 and 2015 to fund and develop multi-use trails. Specifically, Section 339.81, Florida Statutes (F.S.) established the SUN Trail program.

Trails happen through the collaborative efforts of partners. In Florida, there is no single model for funding, developing, and managing trails. The SUN Trail program is a source for funding the development of a statewide system of high priority (strategic) interconnected paved multi-use trails (SUN Trail network) for bicyclists and pedestrians, physically separated from the road. The SUN Trail network is a refined version of the Florida Greenways and Trails System (FGTS) Plan's Land Trail Priority network. Development of the SUN Trail program and processes occurred from July 2015 through March 2016, including development of the logo and initial style guide. The SUN Trail logo is available for use on plans, signage, and related materials for any segment of the SUN Trail network that will be - or is already open for public use. FDOT [District Coordinators](#) are available to answer questions. More information about the SUN Trail program is available at FloridaSunTrail.com. Reference each section to learn more about proper usage and application in order to ensure the program's style is applied consistently across all materials.

Origin

A radiant sun motif with a gentle gradient from reddish orange to yellow over a swirling blue pattern, locked within a bold black outline.

The inspiration for the design is Swift Creek Complicated stamped pottery. This pottery is associated with the Swift Creek archaeological culture, a Middle Woodland Period culture dating from approximately 100-800 AD in Florida, Georgia, Alabama, South Carolina and Tennessee. Other Florida archaeological cultures, including Santa-Rosa Swift Creek and early Weeden Island assemblages also incorporated designs with complex curvilinear patterns.

In Florida, large Swift Creek village sites are found mostly in the Panhandle but the distribution of the complicated stamped pottery type spreads over a much larger portion of the state. The patterns were first carved into a wooden paddle, which was used to stamp the design into the soft clay walls of the pottery before it was fired.



Logo

There are two versions of the SUN Trail logo, the full logo and the logotype. Full color or black and white files are available for both versions. If color printing is not possible, use the black and white logo. The logotype is to be used sparingly, only in instances where space would not allow for the use of the full logo, for instance on a promotional item like an ink pen.

USAGE REQUIREMENTS

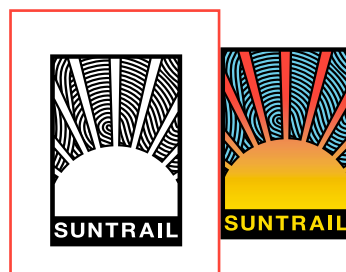


- The minimum size for the full logo should be 1 inch in height for print and 71 pixels in a digital format

- Sufficiently isolate the logo from other logos, illustrations, other words, or images by maintaining 0.20 inches of white space on all sides or 16 pixels for a digital format



- The minimum size for the logotype should be 1.25 inches in length for print and 92 pixels in length for a digital format



FILE FORMATS

The SUN Trail logo is available in multiple file formats, including: Encapsulated PostScript file (.eps), Joint Photographic Experts Group (.jpeg), Portable Document Format (.pdf) and Portable Network Graphic (.png). Using the correct file type for your product is critical for the logo to properly display. See below for details on each file type.

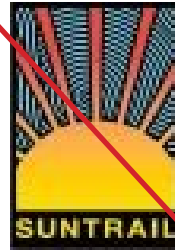
- » **EPS** – Vector files that graphic professionals commonly use in illustration programs such as Adobe Illustrator or CorelDRAW to produce high-resolution images, drawings, or layouts for producing large print (e.g. signs) or high resolution (e.g. invitations) products.
- » **JPEG** – Low-resolution files that support embedding for use on websites, multimedia images and in Microsoft (MS) Word documents **but only use** when maintaining a small file size is important.
- » **PDF** – Print-ready files, for both standard and large format (e.g. plotter). Preserves layout, fonts and are scalable for changing the print size without distorting resolution.
- » **PNG** – High-resolution files that support transparency and are best for use in MS Word Documents, MS PowerPoints and other graphic overlays.

Logo Display

The following are examples that illustrate incorrect usage of the logo:



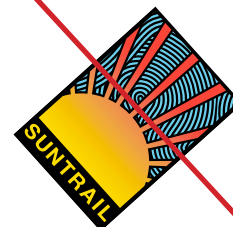
- Do not place the logo on an overly busy background
 - » For instance, backgrounds that contain bright or contrasting colors and images



- Do not use the logo with low-resolution
 - » Only use the proper file formats



- Do not distort the logo in any way
 - » This includes skewing, cropping, cutting or changing the proportions to fit into a space



- Do not display the logo in any other direction
 - » For instance, do not display the logo on a diagonal

- Do not modify the logo in any way
 - » This includes adding effects such as drop shadows, beveling 3D effects, changing the colors, or adding additional elements



Reproduce the logo from high-resolution files,
available on the [SUN Trail Style Guide and Logo webpage](#)

Color Palette

When printing on a commercial press, and for the best color consistency Pantone spot color should be used. There are four spot colors within the logo design. The color is built into the logo therefore nothing needs to be specified for the printer. The spot colors are listed below for reference.

If costs do not permit spot colors on a press, the CMYK equivalents will be used. This conversion should be done by the printer, however it is recommended that the printer is notified so that additional spot color plates are not created. The CMYK equivalents are listed below for reference. **Do not attempt to re-color the logo.**

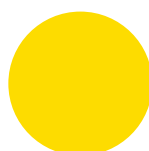
When the logo is displayed digitally the color mode should be RGB. The .png files are built in that color space. Nothing further needs to be done.

If color printing is not possible, use the black and white logo ([p. 3](#)).

PRIMARY COLORS



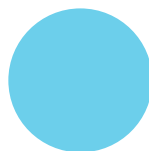
HEX#: FF4438
CMYK: 0%, 87.4%, 79.9%, 0%
RGB: 240, 72, 62
PANTONE: Warm Red C, Warm Red U



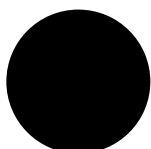
HEX#: FFDD00
CMYK: 2.38%, 8.71%, 100%, 0%
RGB: 253, 221, 0
PANTONE: Yellow C, Yellow U



HEX#: F5A800
CMYK: 1.77%, 37.86%, 100%, 0%
RGB: 245, 168, 28
PANTONE: 130C, 130U

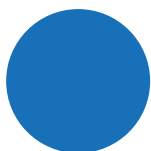


HEX#: 6FCFEB
CMYK: 49.4%, 0%, 5.3%, 0%
RGB: 115, 207, 235
PANTONE: 821C, 821U

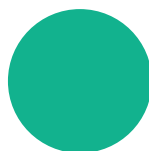


HEX#: 000000
CMYK: 0%, 0%, 0%, 100%
RGB: 0, 0, 0
100% Process Black

SECONDARY COLORS



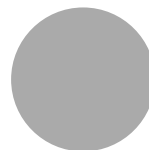
HEX#: 1870B9
CMYK: 87%, 54%, 0%, 0%
RGB: 24, 112, 185
PANTONE: 3506C, 2175U



HEX#: 12B28E
CMYK: 77%, 2%, 58%, 0
RGB: 18, 178, 142
PANTONE: 339C, 339U



HEX#: 9D3D97
CMYK: 43%, 91%, 0%, 0%
RGB: 157, 61, 151
PANTONE: 513C, 2070U



HEX#: AAAAAA
CMYK: 0%, 0%, 0%, 40%
RGB: 0, 0, 0
40% Process Black

Typography

SANS SERIF (*Headings, infographics, cover pages*):

Preferred

HELVETICA

abcdefghij
klmnopqrs
tuvwxyz

ABCDEFGHIIJ
KLMNOPQRS
TUVWXYZ

Substitute

PROXIMA NOVA

abcdefghij
klmnopqrs
tuvwxyz

ABCDEFGHIIJ
KLMNOPQRS
TUVWXYZ

SERIF (*Body text, subtitles*):

Preferred

ADOBE CASLON PRO

abcdefghij
klmnopqrs
tuvwxyz

ABCDEFGHIIJ
KLMNOPQRS
TUVWXYZ

Substitute

TIMES NEW ROMAN

abcdefghij
klmnopqrs
tuvwxyz

ABCDEFGHIIJ
KLMNOPQRS
TUVWXYZ

*For use of the FDOT logo, visit the
[Public Information Office FDOT Logos webpage](#)*