Seven Mountains Camp Branding Guide

Recommendations by James Graef

Logo

Eliminate camp for small sizes
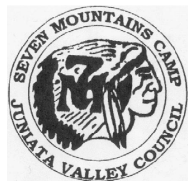
Logo

7MC General Logo

For use on 7MC literature for customers (information, forms, etc.)
Examples of use: Summer Camp Leader's Guide, Facilities Use Form, Website

7MC Historic Logos

For use on some 7MC signs and select promotional materials
Examples of use: Retro 7MC apparel and accessories, carved wood navigational signs

7MC Photos of Physical Logos

Pictures are too distracting to form a coherent brand image and should be avoided as logos
Examples of use: 'B-roll' in movies for 7MC or stock images to improve layout of literature

JVC Corporate Logo

For use on official documents or JVC events not related to 7MC
Examples of use: JVC annual report, JVC popcorn sales documents

Logo

General Logo

Historic Logo

Both logo choices work in this instance. The general logo associates the Klondike Derby with 7MC, the historic logo allows for a more complete brand image for the derby. The historic logo was chosen because the Klondike Derby is already associated with 7MC (and most of the participants are from the 7MC area) and each annual Klondike brand should be different to reenforce that each derby will be different from the last and therefore should be attended.

Detroit Photographic Co. *A Cowboy*. [Between 1898 and 1905] Image. Retrieved from the Library of Congress, <https://www.loc.gov/item/2008678055/>.

Other Icons

Mountains Banner

Uses:
- Footer on literature or the website
- Stylized 7MC branded banners example: Youtube banner
- Apparel and merchandise
- 7MC promotional material

Manipulation:
- Color should be light green: #70BF41
- Can be stretched vertically but should stay roughly .75 to 1.5 times as tall as original

Facilities Icons

- Icons reference Map Symbols from the National Park Service (in the public domain) https://home.nps.gov/hfc/carto/map-symbols.cfm
- NPS Symbols can be used as reference or inspiration for new icons
- Program areas: light green: #70BF41
- Support areas: dark green: #00882B
- Infrastructure: blue: #0365C0
- Health Lodge: bright red: #C82506

Uses:
- Camp Map
- Physical signs on facilities
- Merchandise (focus on a few icons)

Colors

Accent Colors

Primary: Light Green
hex#: 70BF41
rgb: 112, 191, 65
cmyk: 41%, 0%, 66%, 25%

Secondary: Dark Green
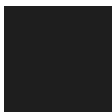hex#: 00882B
rgb: 0, 136, 43
cmyk: 100%, 0%, 68%, 47%
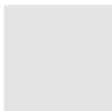
Background and Body Colors

Grayscale including:

Dark Grey*
hex#: 1E1E1E
rgb: 30, 30, 30
cmyk: 0%, 0%, 0%, 88%

Off-White*
hex#: E5E5E5
rgb: 229, 229, 229
cmyk: 0%, 0%, 0%, 10%

* slightly grey versions of black and white provide softer backgrounds and are potential options. Black and white can also be used.

Tertiary Colors

Red Brown*
hex#: 9A4F32
rgb: 154, 79, 50
cmyk: 0%, 49%, 68%, 40%

Mustard*
hex#: A37512
rgb: 163, 117, 18
cmyk: 0%, 28%, 89%, 36%

* possible colors. Tertiary colors should usually be earth tones that accent the design

Name

Seven Mountains Scout Camp

For use on 7MC literature for new visitors who are in scouting
Examples of use: Summer camp flyer, Website header

Seven Mountains Camp

For use on 7MC literature for new non-scouting visitors
Examples of use: Rentals website page, facilities fliers

Seven Mountains or 7MC

For use on informal literature for visitors familiar with camp
Examples of use: Website body text or First Aid Meet literature

7 Mountains Scout Camp

For use in graphics because 7 Mountains and Scout Camp are roughly the same size in Oswald font
Examples of use: 7MC apparel, 7MC Youtube banner

Fonts

Each is from the Google Fonts collection - available on Google Drive, Wordpress Website, and for download at fonts.google.com

Oswald

Use:
Titles and Headers

Syles:
Title Case
Extra importance: CAPITALIZED

Regular

Size ~18 to size of page

Yellowtail

Use:
Sub Headers and Important Captions

Syles:
lowercase or Sentence case (with or without period)

Regular

Size ~10 to size of page

Can be used at an angle with a stylized underline for graphics. ex:

Helvetica Neue

Use:
Body and Captions

Syles:
Body: Sentence case.
Captions: Title Case or Sentence case (with or without period)
Important captions: CAPITALIZED & BOLD

Body: Regular, Italics or Bold
Captions: Bold and CAPITALIZED or Regular

Size ~10 to ~18

Text Symbols

Links

Links on their own lines should end with >>

Links embedded in body text should not.

PDF links should include [PDF, 2MB] >>

PDF links and links to other websites (including JVC) should open in a new tab

Link color: Light Green (#70BF41) >>
Visited link color: Dark Green (#00882B) >>

Yellowtail font should be avoided as links, if link is necessary get rid of underline

Email addresses should always be written out and names should never link to emails
Example:
    Email Chuck for more info.
    Chuck Apgar:
charles.apgar@scouting.org
First link: Contact Us page
Second link: direct to email

Horizontal Lines

Oswald use: –Text–
    No space between text and lines
    (Horizontal lines may extend indefinitely)

Yellowtail use: *~ text ~*
    One space between text and ~
    (Only one set of ~ lines)

Helvetica Neue: avoid except normal grammatical use

Bullets

The first tab of items can be without bullets.
- Bullets should be small and circular.
  - Indents after this level should be avoided.

'@' and '¢'

Uses:
- Text: only when necessary for literature layout
- Branding: anytime on promotional branding, etc.

Specialization

What makes troops say, "We need to go to 7MC instead of that other camp."

Examples:

- Large lake for sailing
- COPE/Climbing tower
- Water slide
- River nearby for float trips

Recommendation for 7MC:

Mountain Biking

due to the completed 5 mile on-property single track bike trail and 7MC's proximity to world-class mountain biking trails in Rothrock and Bald Eagle State Forests.

Marketing

- Use images of mountain bikers on camp promotional materials
- Make mt biking videos, feature in leader guide, feature on summer camp website
- Incorporate in camp activities (ultimate, baseball, etc., bike relays)
- Make on-property bike trail more visible
  - Signs where it meets trails
  - Display in trading post where scouts get maps
  - More frequent blazes
- Sell 7MC mountain biking apparel
- When pump track/BMX course is complete, mention on every piece of summer camp literature

## Physical Improvements

Programming:
- Offer cycling merit badge including maintenance of 7MC bikes
- Troop-wide afternoon off-property treks to State Forests starting on- or off-property, advise with potential routes (could include float trips, hiking, etc. as well)

Future: (in order of implementation)
- Improve on-property single track trail with banked turns, rollers, etc.
- 25 to 100 or more donated mountain bikes/helmets to loan to troops or scouts, visible, centrally located storage space
- Transportation for bikes to off-property bike treks
- Pump track/BMX style bike course

Merchandise Examples
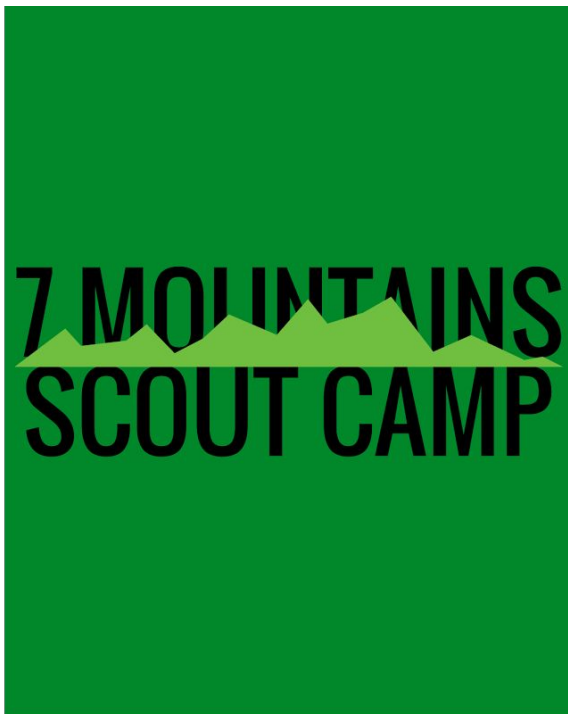
For use on shirts, mugs, etc.

Merchandise Examples

For use on shirts, mugs, etc.

Merchandise Examples

For use on shirts, mugs, etc.

Promotional Branding for Events

Branding for each event can use the 7MC branding guide or create a unique promotional brand.

Notes for created brands:

Fonts:
- Limit to around 3 primary fonts similar to the 7MC brand
- Avoid novelty fonts:
  - Curls
  - Handwritten fonts like Comic Sans
  - Moving, color-shifting fonts and fonts like word art
  - Fonts with letters made of repeated pictures
- Avoid highlighting text

Incorporating 7MC branding
- Include the general 7MC logo unless a historical logo is warranted
- **Use 7MC standard fonts and branding unless special branding and fonts are purposeful**

Example: Pirates

Klondike Derby
(Rouge Script, 36 pt, italic, #861001)

Subtitle
(Lora, 18 pt, regular, #861001)

Body
(Lora, 10 pt, regular, #400700)

Blackbeard the Pirate. 1725. Image. Retrieved from the Library of Congress, <https://www.loc.gov/item/2007677050/>.

Promotional Branding for Events

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Example: Art Deco

7MC SPRING
-CAMPOREE-
(Marcellus SC, 30 pt, regular, #E6E6E6)

~ May 19-21, 2017 ~
(Playball, 14 pt, regular, #9E9E9E)

Body
(Marcellus, 9 pt, regular, #E6E6E6)

Empire State Building. ca. 1931. Image. Retrieved from the Library of Congress, <https://www.loc.gov/item/94504765/>.

Example: National Parks

TITLE
(Poller One, 28 pt, capitalized, #000000)

SUBTITLE
(Poller One, 24 pt, capitalized, #544A4F)

Body
(Avenir, 10 pt, regular, #544A4F)