

STYLE GUIDE

DEVELOPED FOR:

SLCA | SALT LAKE CLIMBERS ALLIANCE



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INTRODUCTION

This style guide sets the voice, tone and style for Salt Lake Climber Alliance to maintain its visual identity, as it differentiates itself among competitors. It is meant to help SLCA achieve consistency in brand and voice in both internal and external communications. This consistency will help create and maintain a memorable company personality among audience and members of the Alliance.

Internal communication such as memoranda, announcements and notice board postings, and external communication including bill board, brochures, posters and all forms of electronic advertising must follow these guidelines.

TONE

Salt Lake Climbers Alliance's members are adventurous and of various demographic backgrounds. The tone of communication must be inclusive and reassuring. Questions should be answered regarding risks and opportunities, with facts, in a straightforward and unemotional manner (*Wroblewski, 2019*).

The Alliance must decide ahead of its communications with members, what role it will assume through the type of tone it adopts. The appropriate roles for the Alliance, as suggested by Maria Pellicano in 4 Essential Type of Tone of Voice in Communication, are as stated below (*Pellicano, 2017*):

- Motivator role – The Alliance must inspire both current and potential members to stay on course or join the Alliance.
- Educator role – This role requires the Alliance to provide accurate information members need. Messages should be personalized to suit the needs of diversified Alliance members.
- Coach – The coach role is to be direct, firm and assertive. This would be very appropriate at climbing events and sites where accidents and emergencies could be common.

Employing these roles would enhance the brand identity of SLCA and make it more attractive to potential members, while keeping the current members motivated.

Pellicano, Maria. December 19, 2017. 4 Essential Types Of Voice In Communication. <https://mariapellicano.com/four-types-tone-of-voice-in-communication/>

Wroblewski, M. T. October 18, 2019. Four Types of Business Personalities. <https://smallbusiness.chron.com/four-types-business-personalities-26162.html>

SLCA BRAND | LOGO



THE SALT LAKE CLIMBERS ALLIANCE LOGO STANDARDS.

The primary brand mark of the Salt Lake Climbers Alliance is the combination of the icon and logotype referred to collectively as the Logo. The two elements are applied in a systematic manner to all materials, creating the SLCA's graphic identity. The Icon can only be used as an additional branding element in applications where a Logo is already used.

The logotype has been carefully crafted and must never be altered. It must never be combined with the icon in ways other than outlined in this document or authorized by the SLCA Communications team. Redrawn or re-proportioned art is not acceptable. The colors must be assigned as specified. Each word in the logo must be capitalized.

Thank you for taking the time to familiarize yourself with the specifications provided in order to ensure a strong and consistent identity for the Salt Lake Climbers Alliance.

Always maintain the minimum clear space around the SLCA logo.

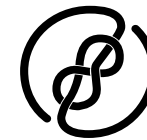
To maintain visual clarity and to provide maximum impact, the logo must never appear to be linked to or crowded by copy, photographs or graphic elements.

Clear space for the SLCA logo is Y value (.75 of icon height) and X value (.75 of icon width) around the centered logo.



HORIZONTAL LOGO

(preferred logo)



ICON

(for use with logos only)



CLEAR SPACE — REQUIRED FOR
USE

X — SPACE LEFT & RIGHT OF LOGO

Y — SPACE ABOVE & BELOW LOGO

Incorrect Logo Usage.

This guide is intended to provide clear rules of usage of the Salt Lake Climbers Alliance logo. It is crucial that these guides be followed and only approved electronic files used to preserve the integrity of the brand on all media, products and marketing materials.

For branding applications that could exist outside of this guide and the rules herein, please contact the Salt Lake Climbers Alliance for assistance or special file formats.

LOGO | BRAND MARKS



The Logo is the most immediate representation of SLCA. It is a valuable asset that must be used consistently in the proper forms to assure consistent identity is achieved.

The primary brand mark of the Salt Lake Climbers Alliance is the combination of the icon and logotype referred to collectively as the Logo.



In addition to the SLCA logo, 3 visual identity brand marks may be used but always in conjunction with the SLCA logo.



ANCHOR MAINTENANCE PROJECT

ANCHOR MAINTENANCE PROJECT



MEMBERSHIP COMMUNICATIONS

MEMBERSHIP COMMUNICATIONS



CONSERVATION PROJECTS

CONSERVATION PROJECTS

PROPER USE



The logo should be used on all printed and digital communications, and brand marks used as deemed appropriate by the SLCA team. All images should also contain the logo in front of the picture.

Do not alter the logo or brand marks in any way. Do not change the color of the logo or brand marks. Do not separate the elements. Do not attempt to create the logo yourself, change the font, or alter the size or proportions of the logo or brand marks.



[Untitled photo of rock face]. Rock Face. <http://www.saltlakeclimbers.org>



[Untitled photo of climber]. Climber. <http://www.saltlakeclimbers.org>

IMAGERY | GUIDELINES FOR USE



Imagery should focus on areas in the Wasatch or areas that are local to Wasatch climbers, such as Maple, Joes, etc. These are the areas that we have a vested interest and impact.

There are four defined sections for SLCA photography:

1. Scenic, with or without a small figure (climbing or in a climbing area).
2. Busy crags where the SLCA does work
For example, line of people on Coffin, Mexican crack, Crescent, at Division Wall and Dogwood. 25 dogs at Ruth Lake in the summer. The perception is that these areas in the Wasatch are full of solitude when in fact it's pretty difficult to go to the areas without seeing other climbing parties. This high use validates much of the SLCA work.
3. Medium to tight shots of action (climbing, trail work, re-bolting, etc.) in local areas.
4. Portraits of local climbers.*

All imagery should be in balanced color that pops, without being too saturated. Portraits of local climbers may also appear in black and white.

*PHASE 2 Branding should prioritize authentic images of members. Content images should:

Always. Use. Faces.



ALWAYS. USE. FACES.





Trail Marker Icon

The “Trail Marker Icon” may be used in combination with 2 or 3 letters or numbers that can be layered over the icon to direct communication or learning. This mark can be used if the SLCA brand logo is already present.



CHARCOAL

#414042

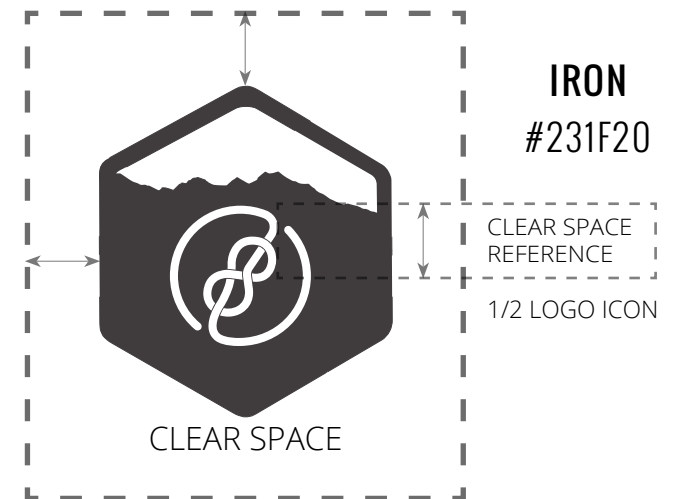


Trail Marker Logo Alternative

Sometimes, the “Trail Marker with Logo” may be used on its own instead of the full logo mark. In general, these are communications where the SLCA brand has already been established—either through use of the full logo, in copy, or by voiceover.

Mountain-scape Brand Image

May be used as a secondary design element or background in brand content. This may include PowerPoint, newsletters, and design templates.



Fonts | Guidelines for Use



The SLCA fonts are Open Sans and Oswald. Use a smart and aesthetic eye for design when choosing weight, size, case and combinations of type through the course of designing communication materials for the SLCA. The following pages show common use scenarios.

OPEN SANS (PRIMARY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#\$%^&*!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#\$%^&*!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#\$%^&*!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#\$%^&*!?

OSWALD (SECONDARY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#\$%^&*!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 @#\$%^&*!?

CALL TO ACTION: OSWALD

USE CAPS FOR A SHORT CTA
CAN COMBINE LIGHT AND BOLD

SHORT STATEMENT: OSWALD

**ALSO, USE AS A SECONDARY FONT FOR
SHORT STATEMENTS.**

COLOR PALETTE

The color palette's primary four colors are taken from SLCA brand images and website. The addition of the secondary colors mahogany and blue spruce and the tertiary spring green, and golden sand will complement the core colors already established.



SLCA | CORE COLORS



ORANGE

4-COLOR PROCESS:

22.75% CYAN
78.72% MAGENTA
100% YELLOW
13.16% BLACK

RGB VALUE:

R: 175
G: 78
B: 27

WEB-SAFE HEX: AF4E1B

AF 4E 1B



LIGHT GRAY

4-COLOR PROCESS:

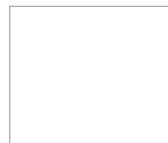
0% CYAN
0% MAGENTA
0% YELLOW
40% BLACK

RGB VALUE:

R: 113
G: 117
B: 120

WEB-SAFE HEX: 99 99 99

99 99 99



WHITE

4-COLOR PROCESS:

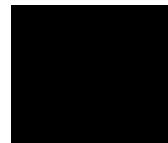
0% CYAN
0% MAGENTA
0% YELLOW
0% BLACK

RGB VALUE:

R: 255
G: 255
B: 255

WEB-SAFE HEX: FF FF FF

FF FF FF



BLACK

4-COLOR PROCESS:

0% CYAN
0% MAGENTA
0% YELLOW
100% BLACK

RGB VALUE:

R: 0
G: 0
B: 0

WEB-SAFE HEX: 00 00 00

00 00 00

CORE COLORS USE GUIDELINES —

Primary color pallet:

- Advertising
- Marketing
- Communication
- Collateral

GREYSCALE



CHARCOAL

4-COLOR PROCESS:

0% CYAN
0% MAGENTA
0% YELLOW
90% BLACK

RGB VALUE:

R: 65
G: 65
B: 41-40-41

#414042

GREYSCALE USE GUIDELINES —

Body copy and text should use charcoal. This color of black is easier to read against white backgrounds and is recommended for icons and other brand elements. A lighter shade of black can be less harsh to the eye, humanizing, and make the brand more approachable.

SECONDARY COLORS



BLUE SPRUCE

4-COLOR PROCESS:

80% CYAN
49% MAGENTA
51% YELLOW
23% BLACK

RGB VALUE:

R: 55
G: 96
B: 101

#376065



MAHOGANY

4-COLOR PROCESS:

35% CYAN
76% MAGENTA
99% YELLOW
38% BLACK

RGB VALUE:

R: 119
G: 61
B: 26

#773D1A

SECONDARY COLORS USE GUIDELINES —

The secondary color palette is designed to provide creative flexibility. These colors are complementary to the primary blues and were chosen to add warmth and energy to your design.

It is not required to use a color from the secondary palette.

TERTIARY COLORS — 10% of total color palette



SPRING GREEN

4-COLOR PROCESS:

61% CYAN
24% MAGENTA
100% YELLOW
6% BLACK

RGB VALUE:

R: 112
G: 149
B: 61

#70953D



GOLDEN SAND

4-COLOR PROCESS:

24% CYAN
41% MAGENTA
90% YELLOW
3% BLACK

RGB VALUE:

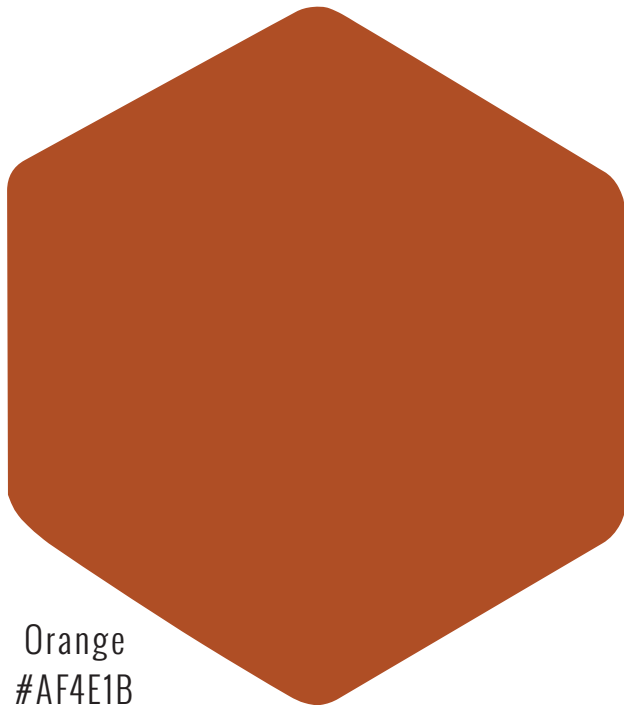
R: 192
G: 147
B: 63

#C0933F

BRAND COLORS | HIERARCHY

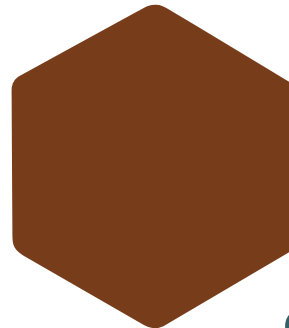


CORE COLORS



Orange
#AF4E1B

SECONDARY COLORS



Mahogany
#773D1A



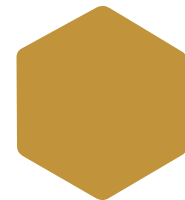
Blue Spruce
#376065

TERTIARY COLORS

10% of total color palette



Spring Green
#70953D



Golden Sand
#C0933F

BRAND MARKS | GUIDELINES FOR USE



ANCHOR MAINTENANCE PROJECT

The “Anchor Maintenance Brand Mark” or AMP Icon, a brand marks may be used when representing the AMP program, but always in conjunction with the SLCA logo. Clear space should be half the height of the background hexagon on all four sides.



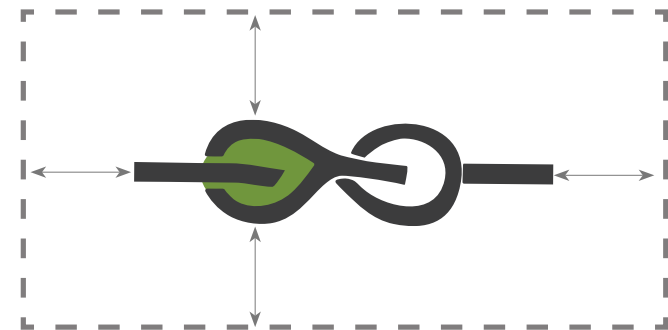
SLCA CONNECT - MEMBERSHIP COMMUNICATIONS

The “SLCA Connect” brand marks may be used when representing news or other communication from SLCA. This brand mark is appropriate to use where the SLCA brand has already been established—either through use of the full logo, in copy, or by voiceover. Clear space should be the height of the text (S) on all four sides.



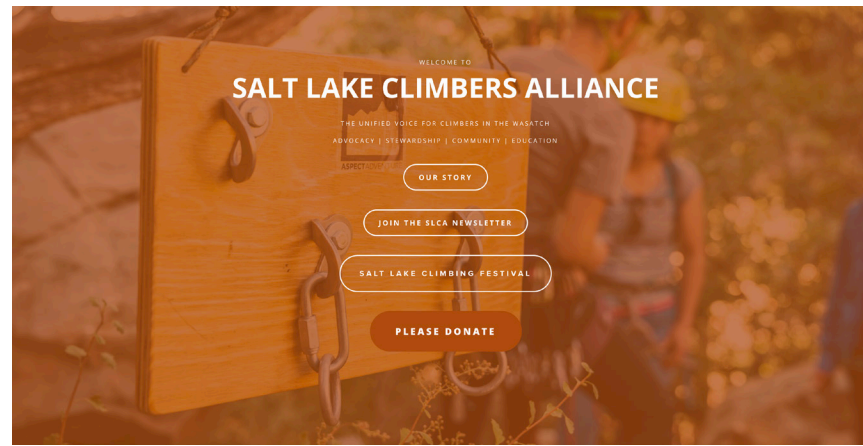
CONSERVATION PROJECTS

The “Conservation” brand marks, or icon, may be used when representing programs and content addressing sustainability, preservation, and conservation. This brand mark is appropriate to use where the SLCA brand has already been established—either through use of the full logo, in copy, or by voiceover. Clear space should be the height of the icon on all four sides.



MESSAGING

By communicating the organization values through visuals (logos, imagery) and messaging (tone of voice and tagline usage), you are presenting your brand in a way that resonates and helps to develop deep connections, trust, and understanding through written communication.



AUTHENTICITY Place the SLCA Values at the forefront of every action. It's essential to align essence with purpose and actions. The organization's essence starts with you. You know who you are as a leader, and you know what the organization's values and missions are. It's important that your essence and the organization's essence align for communication purposes.

SUSTAINABILITY in the business sense. Mobility, fluidity and flexibility of work are important. Changing with the industry breeds sustainability. Focus on root causes instead of symptoms when difficulties and changes arise. When you look at change positively, you lead with necessity and not fear. Try to always challenge your thinking and remove boxes instead of placing issues inside them and labeling them. Always ask yourselves if what you are about to do will make a lasting impression on the industry.

CULTIVATE COLLABORATION The organization is unable to exist on its own. Keep in mind that collaboration should be a key focus for leaders and reaching out to other organizations is a good thing. Organizations can coexist while still maintaining a level of competition. Creating meaningful change should be more valued than making money. Cultivating collaboration also touches on diversity and its importance in and organization. Diversity breeds innovation and in turn, will breed success.

EMPATHY Lead with empathy by not only understanding but responding to the needs, values, and perspectives of all people involved in stewardship, advocacy, community engagement, and education. If you want to widen your audience to all Wasatch climbers, including gym climbers, you must listen to their needs and show that you find value in their values.

NARROWING of focus. Now that you understand the marketing, branding, and visual communication aspects of your organization and where they are positioned in the industry right now, you want to push the boundaries into clarifying your core values and brand strategy for the purpose of positioning your brand better. Once positioned where you want to be, you will have brand essence - voice, tone, and central idea and unifying concept. Consistency is key in external communication for the SLCA's goals.

DIFFERENTIATION It's not enough to just be different. Demonstrating the SLCA's difference is one aspect of differentiation but making it easy for members and non-members to understand that difference through communication is the actual key.

COLLATERAL

SLCA TEARSHEET | FRONT



ANCHOR MAINTENANCE PROJECT





SLCA | CONNECT

COMMUNITY ENGAGEMENT









CONSERVATION PROJECTS





SLCA TEARSHEET | BACK



Corporate Partnerships (Year Long Corporate Partner of the SLCA)

5.13

\$7,500 & 1,000 VIK OR \$8,500

- Title Sponsorship of an event
- Social Media Posts
- Email Ad Inclusions
- Co-brand Swag
- Booth @ Salt Lake Climbing Festival
- Logo on SLCA Sponsor Page

5.12

\$5,000 & \$500 VIK OR \$5,500

- Social Media posts
- Email Ad Inclusions
- Co-branded swag
- Booth @ Salt Lake Climbing Fest
- Logo on sponsor page

5.11

\$2,500 & \$250 VIK OR \$2,750

- Logo on sponsor page
- Booth space @ Salt Lake Climbing Festival

5.10

\$500

- Logo on SLCA Sponsor Page
- Recognition at Annual Public Meeting



Salt Lake Climbing Festival Partner Opportunities

4 LEVELS OF PARTNERSHIP OPPURTUNITIES:

TITLE SPONSOR = \$10,000

- Brand Logo included in Festival Logo
- (2) Branded Clinics
- Social Media Posts - Content Collaboration
- Co-branded Swag
- Main Booth Space

PRESENTING SPONSOR = \$1,500 + \$250 VIK

- (1) Branded Clinic
- Logo on Festival Sponsor Page
- Booth Space
- Product Sales

SUPPORTING SPONSOR = \$500

+ \$250 credit to facilitate a non-climbing activity

- Logo on Festival Sponsor Page
- Booth Space
- Product Sale

CRAFTSMAN SPONSOR = 10% proceeds back to SLCA (Booth Space)

2021 EVENTS

- Public Meeting - April
- Online Silent Auction
- Salt Lake Climbing Festival Aug 28-29

Mission

The Mission of the Salt Lake Climbers Alliance is to serve as the unified voice of all climbers in the greater Wasatch region, engaging as an advocate to protect outdoor climbing access and as a steward to maintain sustainable climbing resources in the Wasatch and surrounding regions.

Contact

Julia Geisler

Executive Director

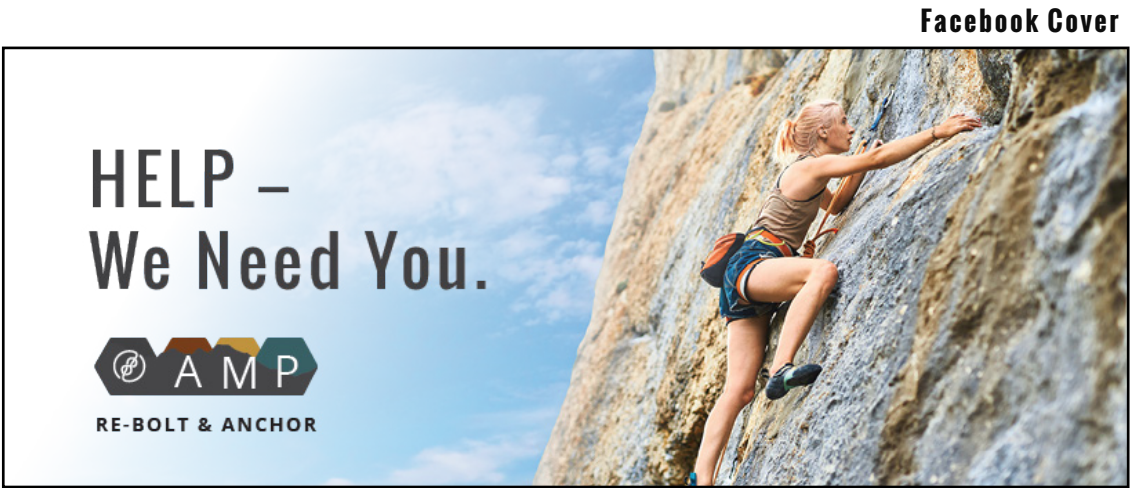
julia@saltlakeclimbers.org

415.695.4502

BUSINESS CARDS



SOCIAL MEDIA



NEWSLETTER TEMPLATE



SLCA | Connect Newsletter

JULY 2021

SLCA | CONNECT

NEWS, EVENTS, & COMMUNITY



| CONSERVATION

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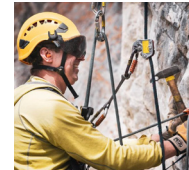


| ANCHOR MAINTENANCE PROJECT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignis- sim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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DATE 3: EVENT NAME

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Forward to a friend

EVENT BANNER



BRAND APPAREL

Duffle Bag & Color Swatches

