

KINGS BEACH ◆ TAHOE VISTA  
CARNELLIAN BAY RIDGEWOOD  
◆ DOLLAR POINT TRUCKEE S  
SQUAW VALLEY TAHOE CITY  
LINE MEADOWS **BRAND** OLYM  
LLEY RAMPART ◆ TAHOE PIN  
WOOD TAHOMA **STANDARDS**  
ALLEN LEAF CAMP RICHARD  
RS **MANUAL LAKE VALLEY** SC  
LAKE TAHOE ECHO LAKES ◆  
**TATELINE KINGSBURY** ROUN  
HILL VILLAGE ZEPHYR COVE  
YLAND **LINCOLN PARK** POLA  
KERIDGE **CLENBROOK** DONN



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# INTRODUCTION

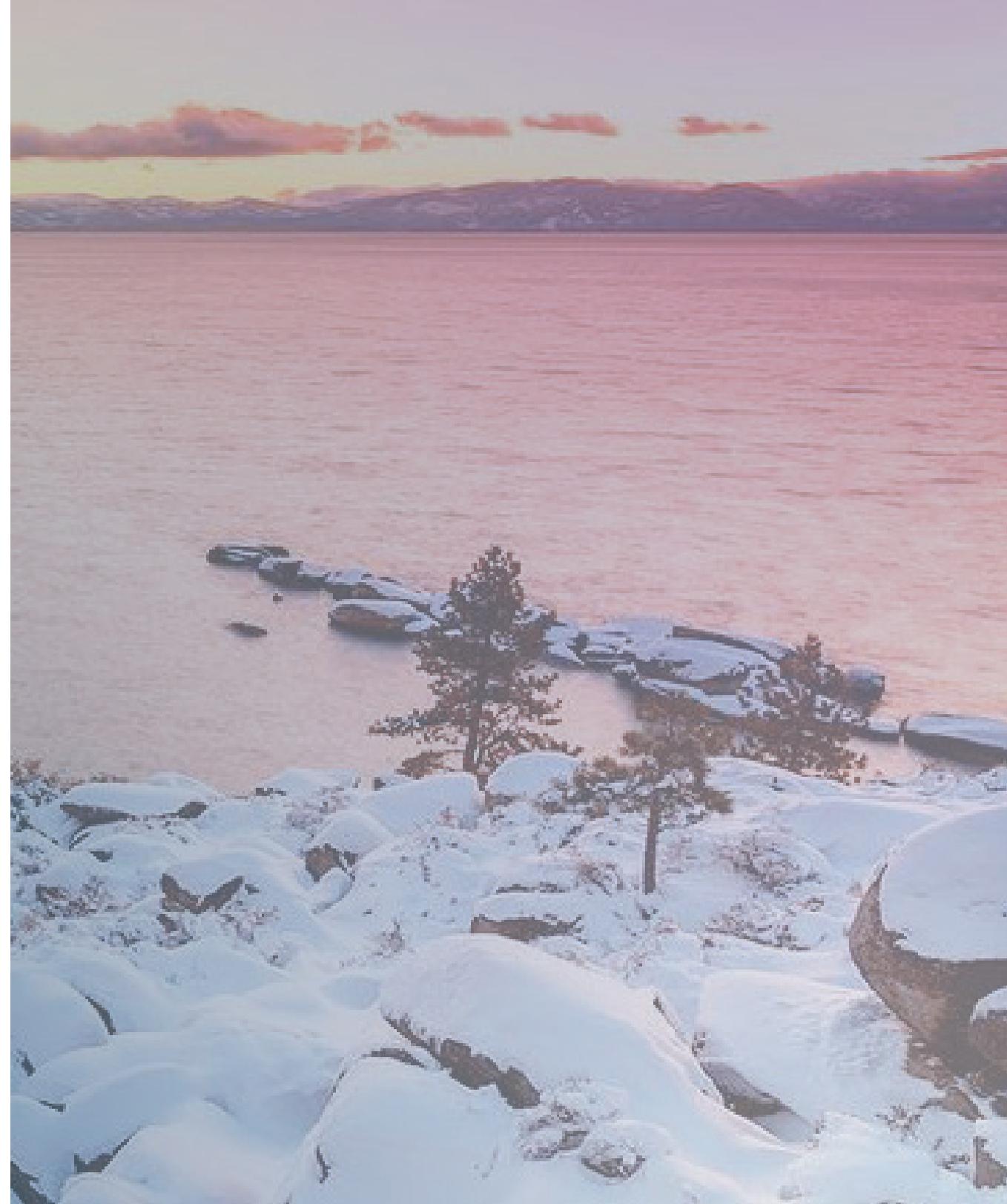
Purpose of the Manual  
About Lake Tahoe  
The Big Idea  
Creative Process

# Purpose of Manual

The principles and guidelines in this manual are designed to create a flexible, yet cohesive, brand identity system for the region of Lake Tahoe. This identity unites all cities and areas while still allowing unique features, positioning Lake Tahoe as more than a vacation destination, and reinforces Lake Tahoe's sacred values landmarks, and areas.

This identity incorporates the two most beloved features: the mountains and lake. The logo is an abstract representation of a mountain and its freshwater reflection. This identity is unifying and modern, while still leaving space for an inviting undertone.

These guidelines apply to all brand communications, including all print, digital, and merchandise, without exception. Since these guidelines can't anticipate every possible future need, these guidelines will evolve as the foundation evolves.



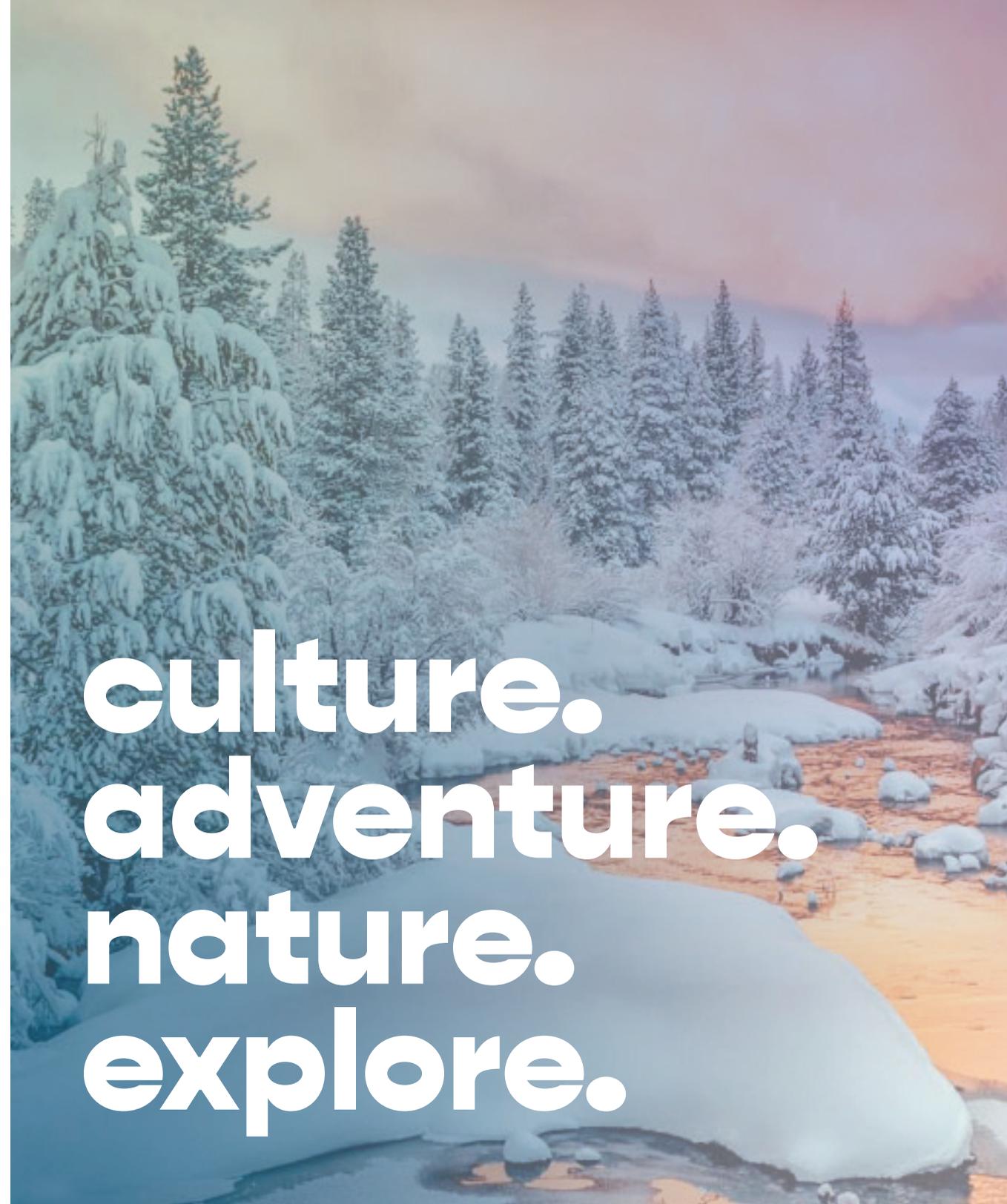


# About Lake Tahoe

We are a region of small mountain and lake towns on the California and Nevada border, situated in the Sierra Nevada Range, divided into northern and southern sections. Lake Tahoe has crystal-clear azure waters, wonderful mountain landscapes and countless recreational opportunities. It is a great place to be all year round. There are so many other treasures and activities around the lake, it will surely provide unique adventures for everyone. Also come enjoy food, wine, and art in every single town and area. Come and experience our one-of-a-kind place.

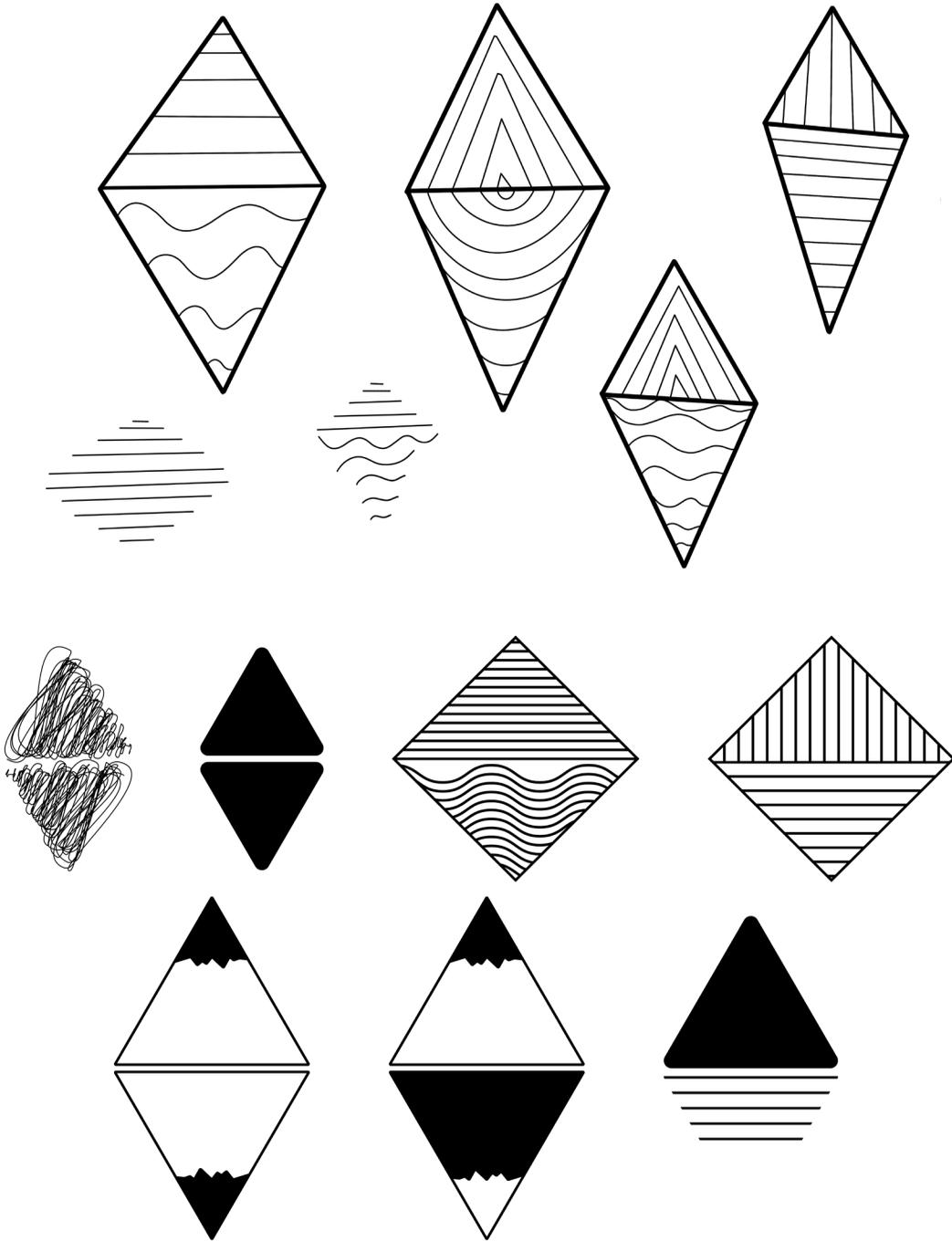
# The Big Idea

The mountains and lake are two of the most sacred and well-loved aspects to the Lake Tahoe region. With Lake Tahoe being one of the purest lakes in the world, this visual identity is based off of what makes Lake Tahoe so special: the snowy summits and the crystal clear water, and how they interact together and with residents and visitors alike. Lake Tahoe is not just a vacation spot. It is a place flourishing with art, culture, and an eco-conscious way of life that gives adventurers a serene yet thrilling experience in one of the most beautiful places on earth.



**culture.  
adventure.  
nature.  
explore.**

# Creative Process



Designing the visual identity for Lake Tahoe posed a unique problem. Wanting to capture the beauty of the area, the individuality of each town, all while giving it a unifying and modern spin posed quite a challenge. Utilizing contemporary motifs and earthy and aquatic colors, the best of both worlds is now present with Lake Tahoe's new brand identity.

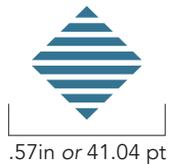
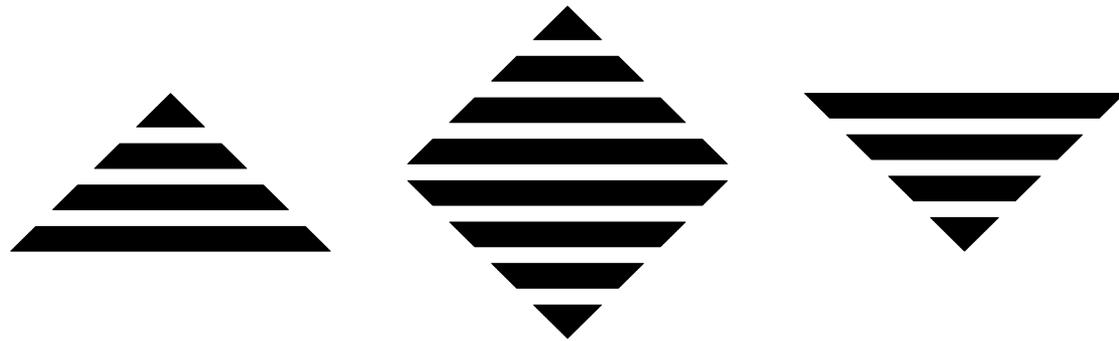


## LOGO SYSTEM

Logos + Scaling  
Logo Variations  
Brand Architecture  
Logos in Color  
Logo Clearspace  
Logo Misuse

## Logos + Scaling

The logos for Lake Tahoe take inspiration from many different areas. The full “diamond” symbol is an abstract approach on a mountain and its lakeside reflection. The “half” logos were created to still carry the idea of a mountain and reflection but also to indicate north or south, almost acting as arrows or compass needles.



*This is the smallest the Lake Tahoe symbol should ever appear. It can be scaled larger but never smaller than .57 inches or 41.04 points.*

The upwards facing “half logo” is used to identify cities, areas, activities, and agencies that reside within North Lake Tahoe.

The full “diamond” logo is used to identify agencies or activities that reside within Lake Tahoe or when referring to Lake Tahoe as a single governing entity.

The downwards facing “half logo” is used to identify cities, areas, activities, and agencies that reside within Tahoe South.

## Logo Variations

The logo variations for Lake Tahoe feature a unique bold sans serif typeface named “Gopher” created by Adam Ladd. In addition to the logotype, a lockup has the two states that Lake Tahoe straddles. While there are exceptions, the logotype, tagline, and symbol need to be present on most publications.



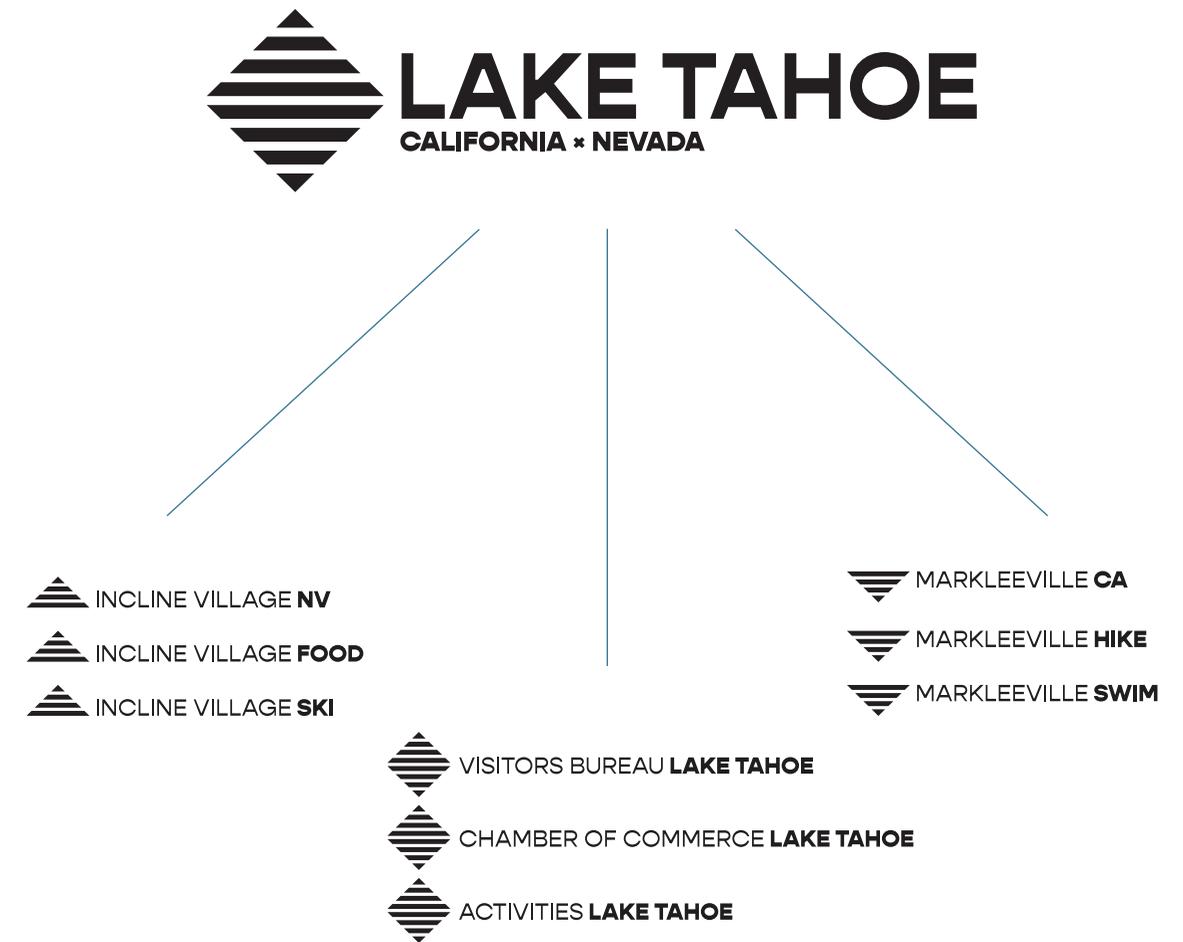
The standard logo lockup will appear the most times on the majority of materials.

The logo lockup without the symbol will appear when the symbol happens to be elsewhere on the material in close proximity or when the logotype needs to be flush with a margin.

The logo lockup without the tagline will only appear when other supplemental information needs to be placed there. For example, an address of an agency on a mailing envelope.

# Brand Architecture

The brand architecture for Lake Tahoe can be quite an intricate system because so many small organizations make up the region of Lake Tahoe. All cities, area, agencies, and activities residing in North Lake Tahoe or Tahoe South have a specific treatment, just like all agencies and activities of the greater Lake Tahoe region have their own treatment. This helps visitors and residents to be more specific and not get confused when inquiring about location-specific bodies. It allows each piece of Lake Tahoe be unique while still maintaining unification and a cohesive visual approach.



When using "half" logos, it should always stay in a specific order: symbol > city > category. The category should always be bold, the city should always be the regular weight.

When using the "diamond" logo, a specific order should be followed: symbol > category > Lake Tahoe. The category should always be the regular weight, Lake Tahoe should always be bold.

When using a subbrand logo lockup, all typography should always be in all caps.

# Logos in Color

Colors for Lake Tahoe should be earthy, aquatic, and inviting. When using a logo in color, the entirety of the lockup should be in that consistent color. If color is used for a lockup, the subsequent subbrand lockups should be in the same color.



When using colored logos, the entire lockup should be a consistent color, with the exception of when an address is added in place of a tagline. The address should always be in black.

Colored logos should never be outlined, anything other than 100% opacity, and never have a gradient applied to it.

# Logo Clearspace

Everyone needs some space sometimes, even logos. Clearspace is there to make sure nothing gets too cramped or crowded. Everything should have its place and equal breathing room around it.



A good rule of thumb to accurately give room to logos is to use the "L" from the logotype as a consistent spacer.

# Logos Misuse

Here are a list of examples of what not to do when using the logo. These rules apply to all design assets for Lake Tahoe. These rules are there to help ensure a cohesive and visually impactful identity.

Do not rotate or tilt logo



Do not apply gradient to logo



Do not apply outline to logo



Do not use colors outside of city colors



Do not change the logo typeface



Do not stretch logo.



These same rules apply for all applications and against all backgrounds.

When placing logos against photography, please only use black or white fills.





## COLOR

Color Palettes + Proportions  
Color Application

# Color Palette + Proportions

The color palette for Lake Tahoe gives off an earthy and aquatic feeling. These colors are exciting, while still being calm and welcoming. These colors should be applied to all deliverables, assets, and media under the Lake Tahoe brand identity.

Lakeside	Morning Mist	Amethyst	Moonbeam	Poppy Fields	Gold Rush
R: 57 G: 116 B: 146	R:162 G:182 B:177	R: 147 G:150 B:195	R: 229 G:230 B:229	R: 243 G:121 B:123	R: 240 G:170 B: 53
C: 81 M: 47 Y: 29 K: 5	C: 38 M: 19 Y: 29 K: 0	C: 44 M: 38 Y: 4 K: 0	C: 9 M: 6 Y: 7 K: 0	C: 0 M: 66 Y: 41 K: 0	C: 4 M: 37 Y: 91 K: 0
Hex: #397492	Hex: #A2B6B1	Hex: #9396C3	Hex: #E5E6E5	Hex: #F3797B	Hex: #F0AA35

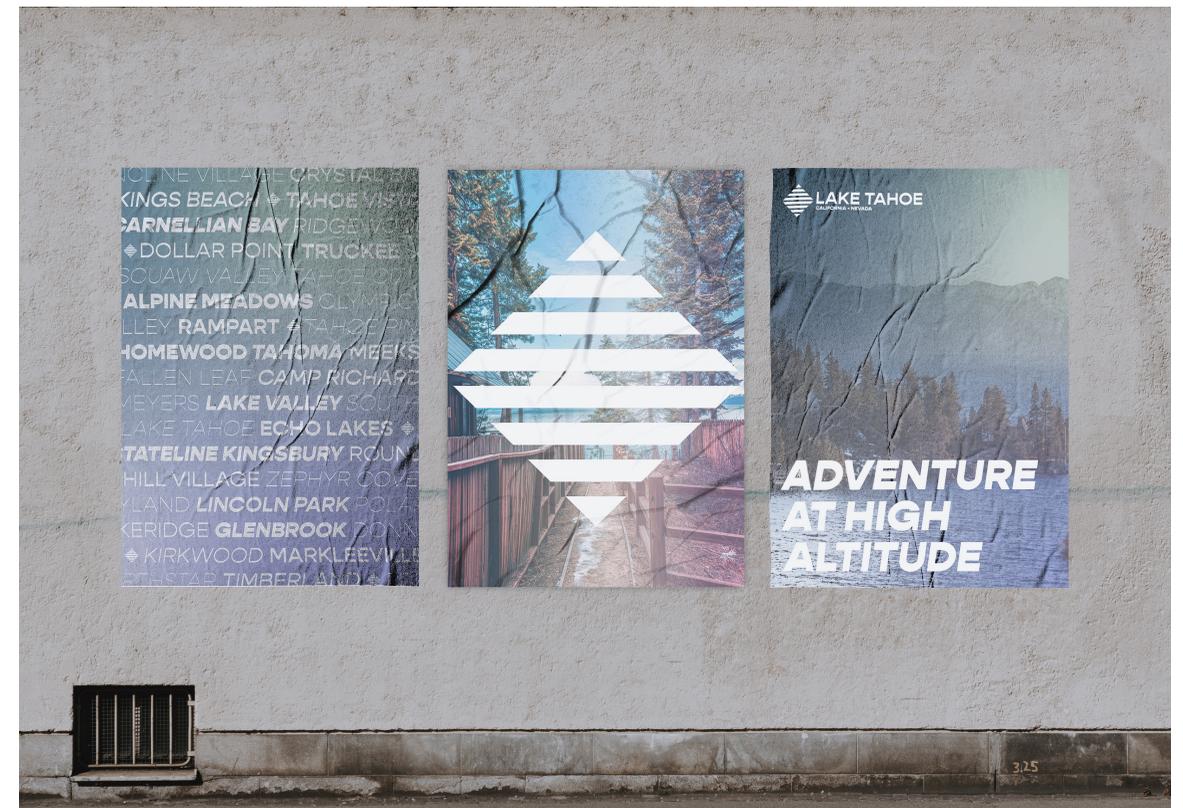
These colors are the only colors that should be used in the entire Lake Tahoe identity.

Identity colors should not be changed, like opacity or hue, unless explicitly stated otherwise.

Certain identity colors can be used to make gradients or overlays. These design features should only be done when specified with certain colors and opacities.

# Color Application

Here is an example of color application. This guide should be followed for every identity asset for Lake Tahoe. Colors should work well together, be inviting and welcoming, while still have a strong sense of nature and uniqueness.





# TYPOGRAPHY

Primary Typeface  
Secondary Typeface  
Typographic Hierarchy

# Primary Typeface

The primary typeface for Lake Tahoe is the quirky san serif typeface named "Gopher" created by Adam Ladd. It features bold letters, one-of-kind curves, and lots of personality. These are qualities close to the heart of Lake Tahoe, a mix of old and new, upholding history and welcoming the future, all in a place that is inviting for everyone.

# Gopher

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk**

**Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu**

**Vv Ww Xx Yy Zz**

**1234567890 (@#\$%&!)**

Hairline	<i>Hairline Italic</i>
Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
<b>Bold</b>	<b><i>Bold Italic</i></b>
<b>Black</b>	<b><i>Black Italic</i></b>
<b>Heavy</b>	<b><i>Heavy Italic</i></b>

Gopher should only appear in the logotype, on publications, and in headlines or large scale copy.

For headlines and logotype, only the "Heavy" weight should be used. Other weights can be used when appropriate or specified.

# Secondary Typeface

The secondary typeface for Lake Tahoe is Avenir. Avenir is a geometric sans serif designed by Adrian Frutiger in 1987 for the Mergenthaler Linotype Company. It features clean lines, a futuristic and minimalist feel, with a touch of a humanistic approach. Avenir is the perfect typeface to accompany our primary typeface.



# Avenir

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1234567890 (@#\$%&!)

Light	<i>Light Oblique</i>
Book	<i>Book Oblique</i>
Roman	<i>Roman Oblique</i>
Medium	<i>Medium Oblique</i>
Heavy	<i>Heavy Oblique</i>
Black	<i>Black Oblique</i>

Avenir should appear in all body copy, captions, and detailed writing. It should never be in a headline, the Lake Tahoe logotype, or large-scale writing.

For body copy and captions, the "Book" weight should be used. Other weights are permitted with specified and appropriate.

# Typographic Hierarchy

Typographic hierarchy is the tiers of noticeability in regards to type. Here is a diagram of how the typographic hierarchy should be structured on all Lake Tahoe visual assets. There should be clear indications of importance and where the viewer should look first.

Gopher Heavy 28pt/26pt

Gopher Heavy 24pt/24pt

Avenir Light 16pt/16pt

Avenir Book 12pt/16pt

Avenir Heavy 8.5pt/10.2pt

Avenir Black 8pt/9.6pt

## Page Header

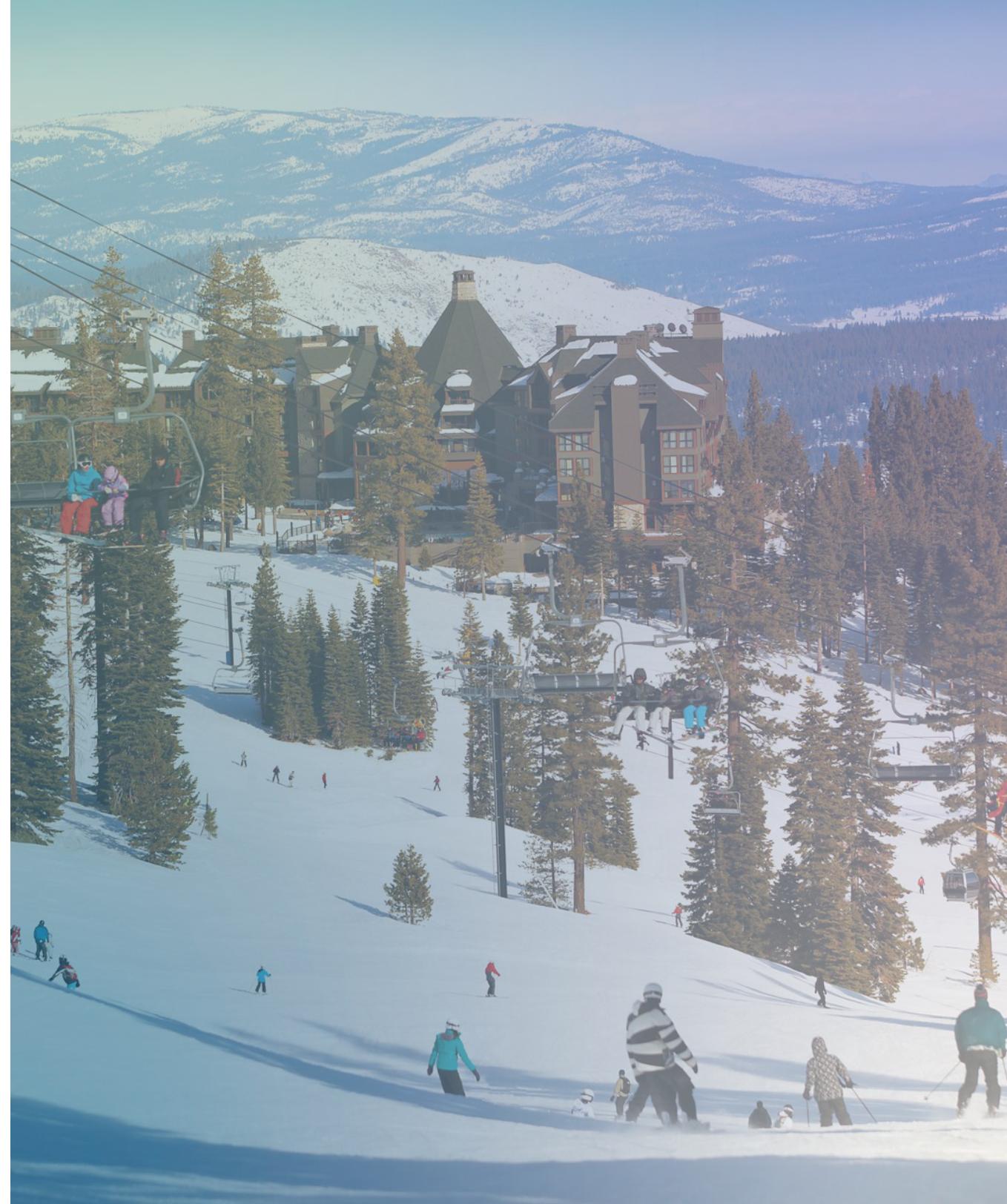
### Section Title

Section Information

Body Copy

Caption

Folio



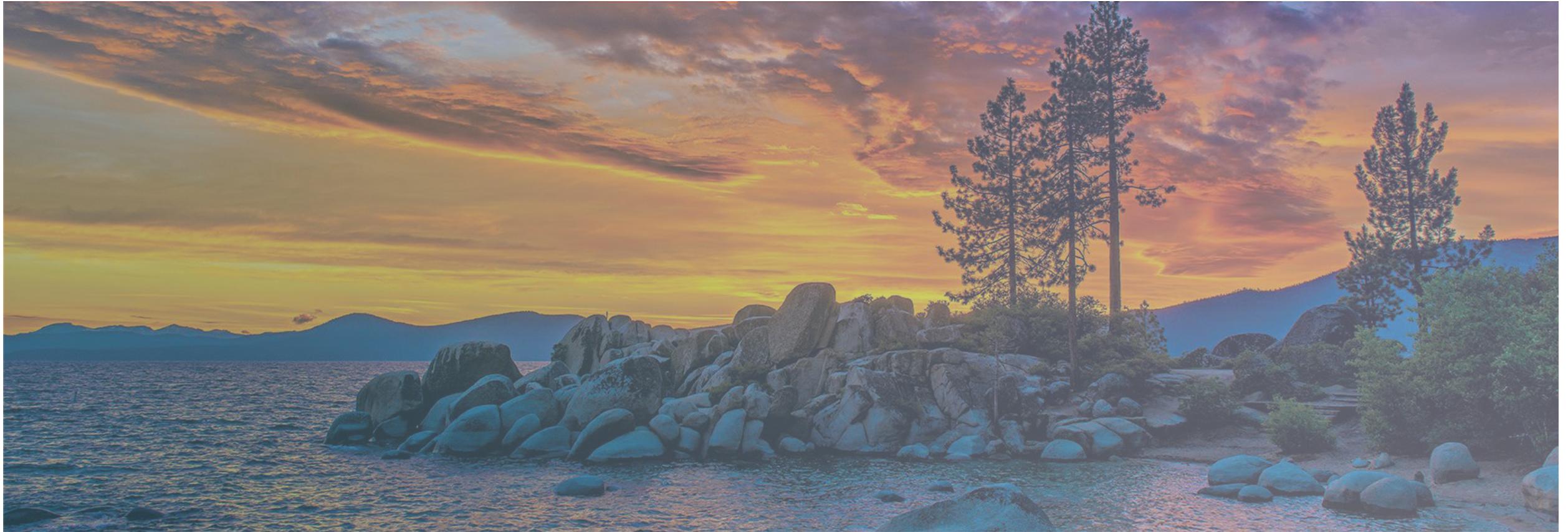


## GRAPHIC ELEMENTS

Photography Style  
Pattern  
Gradient  
Iconography

# Photography Style

The photography style for Lake Tahoe should be a well lit photograph with a gradient overlay. Photos with a gradient map adjustment layer is also usable for photos used within the Lake Tahoe identity.



Gradient overalys should be within the range of 40-75% opacity, depending on the photo and what may be placed on top.

Gradient map adjustment layer edits should be used far less than the overlays. They should only be used when specified or needed.

Black and white photographs should not be used at all.

# Pattern

The pattern for Lake Tahoe utilizes typography and features of the region. It can be used as a replacement for images, or can stand alone.



The typography and symbols within the pattern should remain the same weight and size. But words and phrases can be interchanged to fit the setting.

The typography and symbols within the pattern should remain white, but the background can be interchanged with a brand color or gradient. Do not use pattern on brand color "Moonbeam".

The pattern should not be placed on top of photographs.

# Gradient

The gradient for Lake Tahoe is one of the most critical pieces. It brings together and captures the essence of what makes Lake Tahoe what it is today. It can be used as photo overlays, backgrounds, or it can stand alone. The gradient should not be changed.

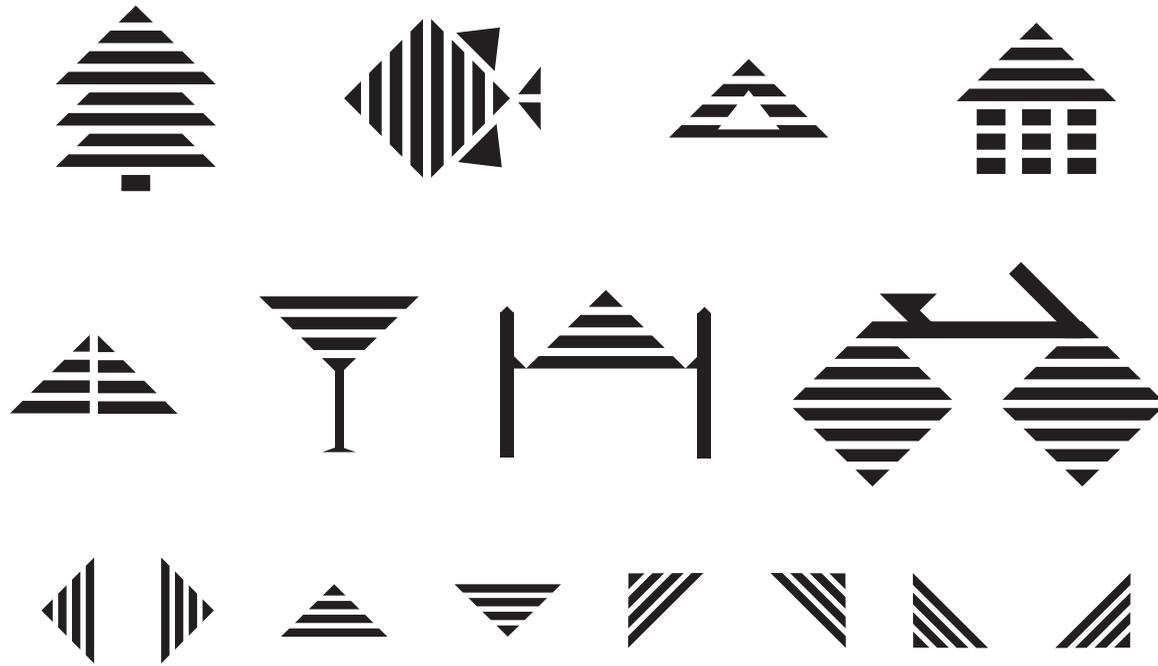


The signature gradient will most likely appear in all assets for the Lake Tahoe identity.

Please refrain from changing the gradient in anyway, like color or position. Do not apply the gradient to symbols or type unless stated to do so.

# Iconography

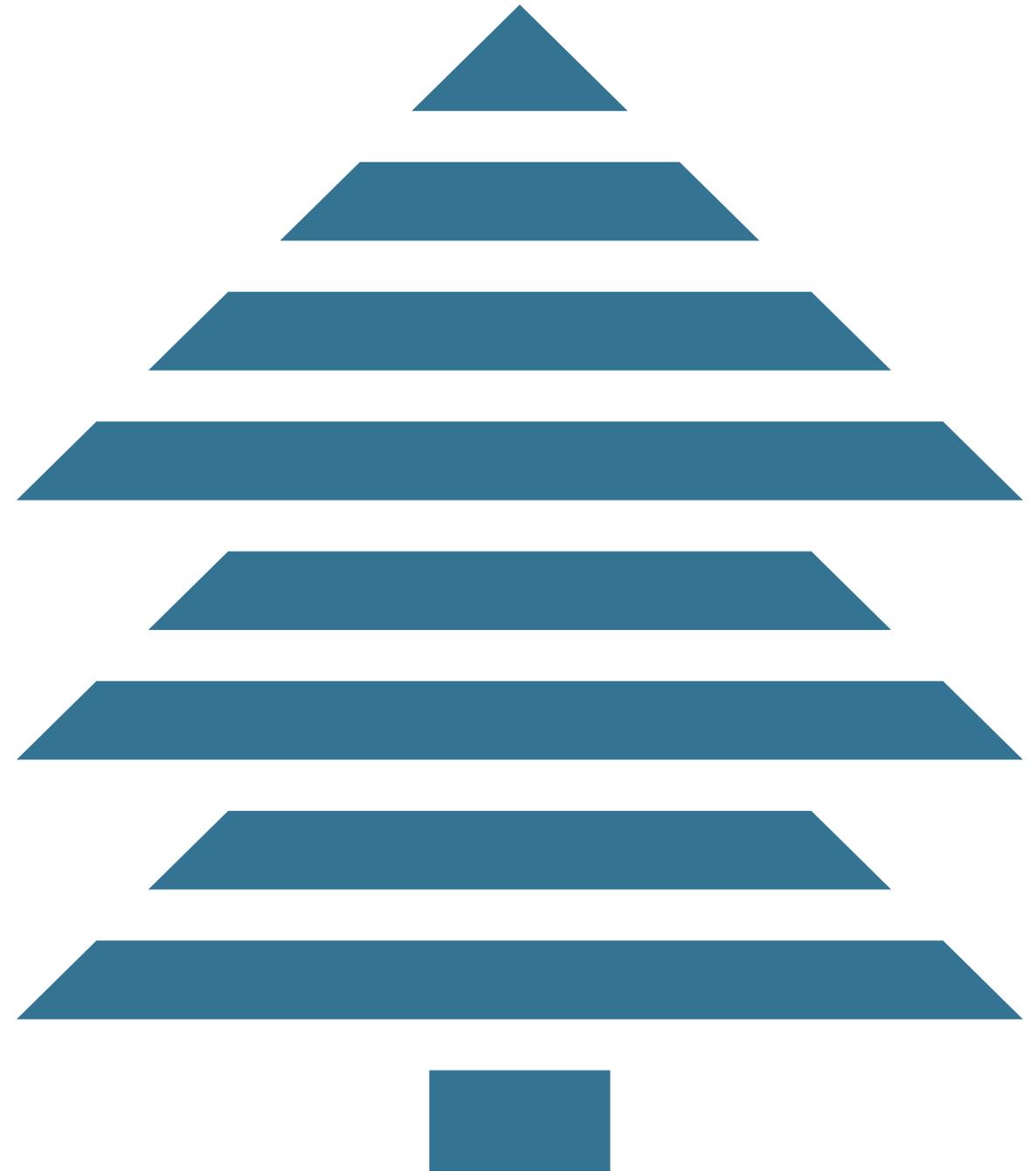
The iconography for Lake Tahoe is based on the primary symbol. It utilizes triangular shapes, abstract approach, and similar striping. These icons should be used on assets when necessary.

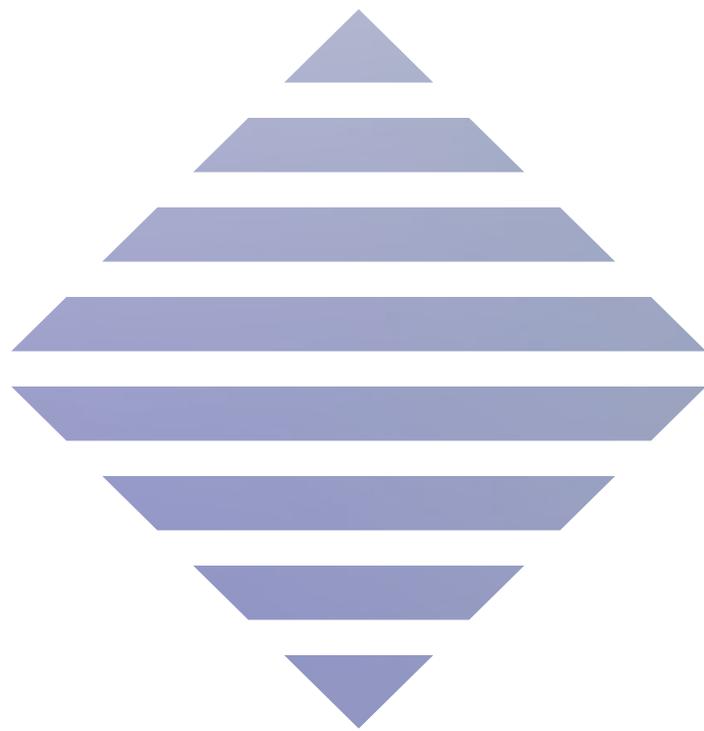


The iconography will most likely appear on signage in hopes to assist with wayfinding. They may be used in other assets if appropriate.

Icons may be scaled to fit the environment. Please to not stretch or warp the icons in any way.

Icon colors can be changed depending on the setting, but gradients should not be applied to any icons.





## **SIGNAGE**

Primary Signage  
Banner Signage  
Directional Signage  
Signage in Use

## Primary Signage

The primary exterior signage is designed to welcome visitors and residents to the region of Lake Tahoe. It is meant to be fabricated using slightly transparent acrylic and be placed outside the visitors centers or Chamber of Commerce.



The primary signage should measure 10 ft. tall by 12 ft. wide.

The layered effect is designed to mimic the mountains and hint at the striping in the logo.

## Banner Signage

The banner signage is placed in specific areas to assist with location. Each city and area will have their own banner system while central areas of the region, like visitors centers and the Chamber of Commerce, will have the Lake Tahoe banner system. All cities and areas should have cohesive banners to help visitors and residents.



All banners will come with city, area, or region name, coordinates, and website.

All banner systems will follow the same format and color scheme.

# Directional Signage

Directional signage is the cornerstone for wayfinding within the Lake Tahoe area. Directional signs should be placed in easy-to-see places. They are designed to have a black steel base and acrylic signs. These signs have coordinates, distance, arrows, place names, and icons to assist navigators.



Directional signage should only appear with the color “Lakeside” for the background with white typography and imagery.

Directional information may need to be flipped to accommodate the direction in which the sign is hung.



# Signage in Use

Here are examples of what signage may look like and typical places in which they should be placed. Signage should put the viewer first, so place signs in areas that are the most visible and helpful.



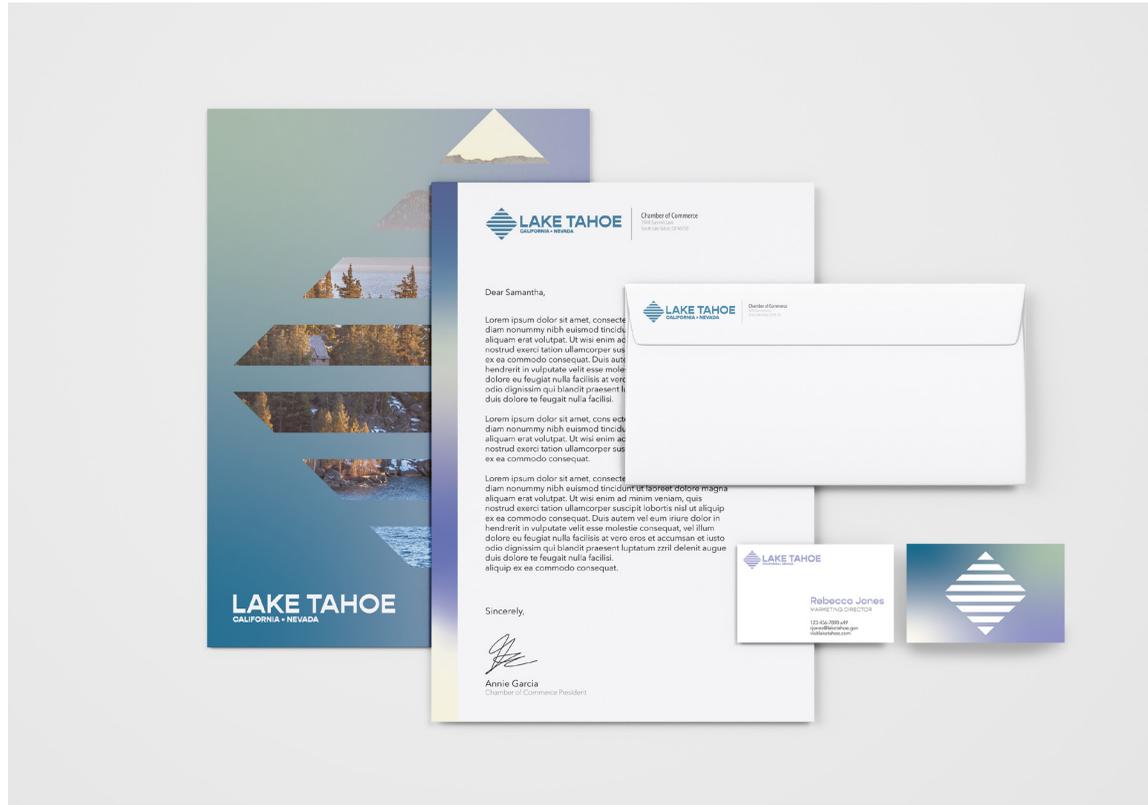


## PRINT MATERIALS

Corporate Stationery  
Poster Designs  
City Guide Designs  
Postcards

# Corporate Stationery

The corporate stationery allows all written communications and mail to embody the Lake Tahoe identity.



The corporate stationery design should not be altered, but adjustments for personal information and department can be added.

Business card fronts should not be changed, nor should colors be changed on the back of the card.

Personal information should be added to the backs of the business cards.

Type of business cards should be used according to the department, city, and section of Lake Tahoe one works in.

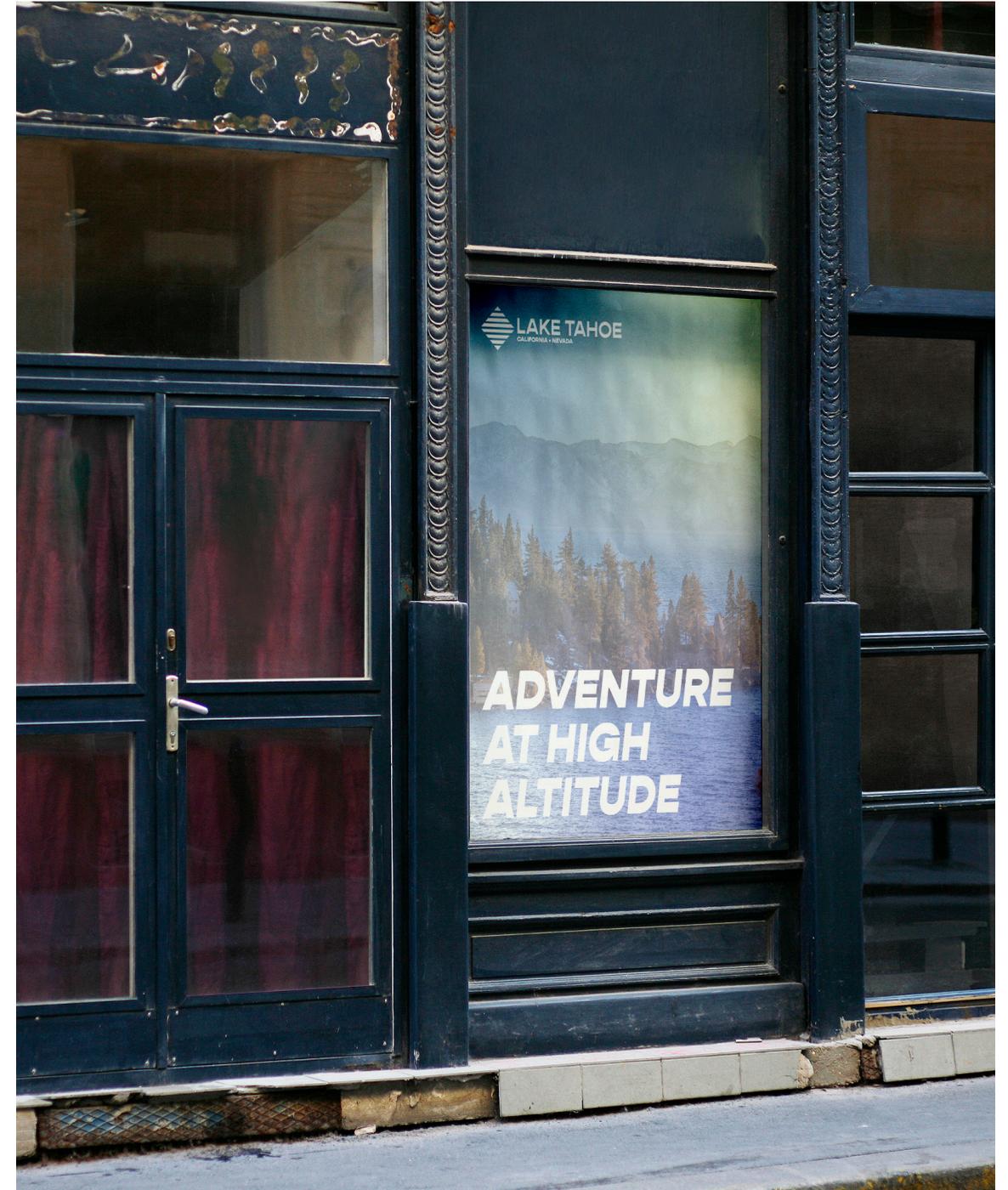
# Poster Designs

Posters for Lake Tahoe can be used in a variety of different ways. They can be utilized as advertisements for the area, exterior decor, or on large scale environments, like billboards.



Posters, no matter the placement, should follow all design guidelines of the Lake Tahoe identity.

Even though all posters need to be designed in a similar manner, every poster should be unique.



# City Guide Designs

The city guide is there to help visitors and residents navigate their way through the Lake Tahoe region. It should be a one-stop-shop for information and resources.



The city guide should follow all guidelines of design from the Lake Tahoe identity.

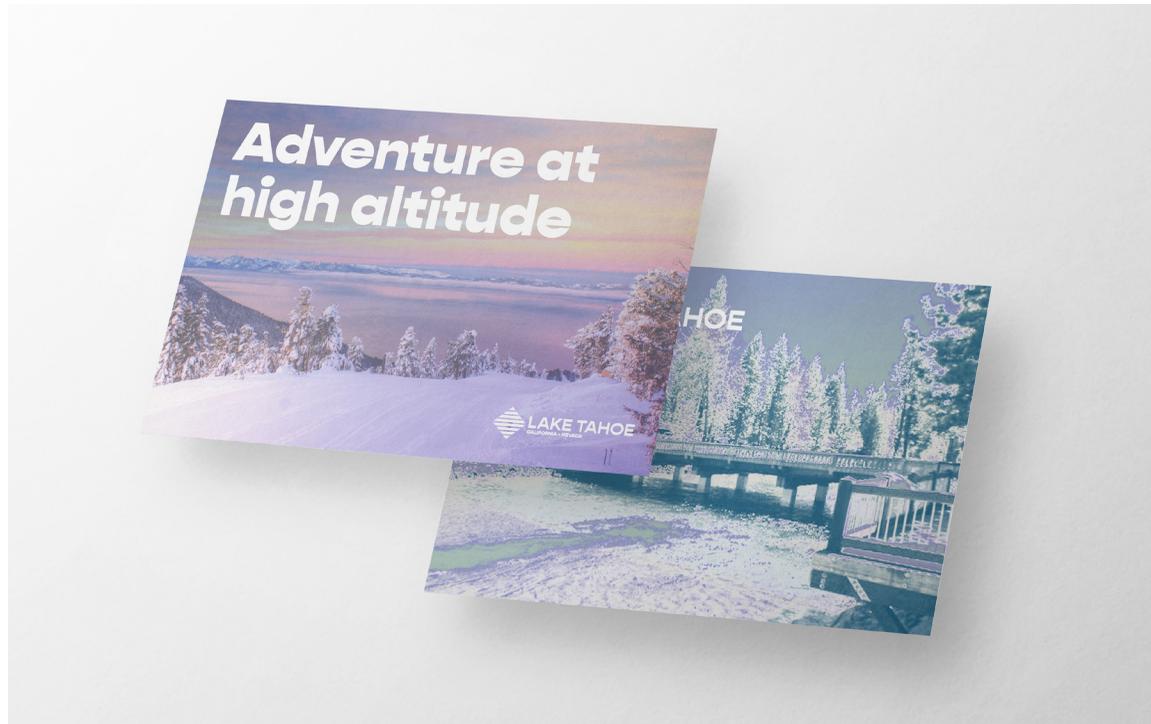
Every page within the city guide should be unique, while still being accessible and digestible for the reader.

Brand colors should be used within the city guide spreads, but used appropriately.

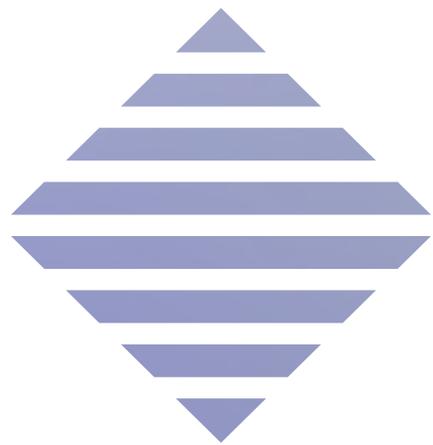
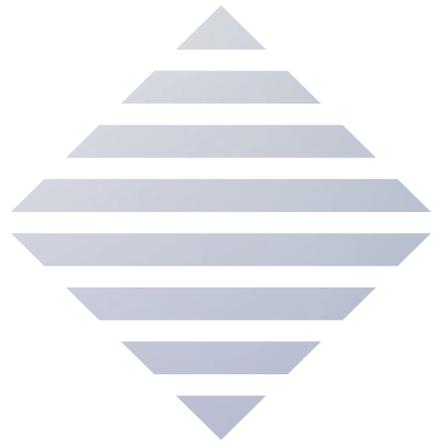


# Postcards

Postcards are one of the best ways for visitors to remember their time at Lake Tahoe. The postcards from the Lake Tahoe identity can utilize graphics, typography, photography, or a mixture.



Postcards should fall within the range of design for the Lake Tahoe identity. They are allowed to deviate from the guidelines more than other assets, but it should be done in an appropriate and tasteful way.



## DIGITAL MATERIALS

Website Design  
Social Media Styling

# Website Design

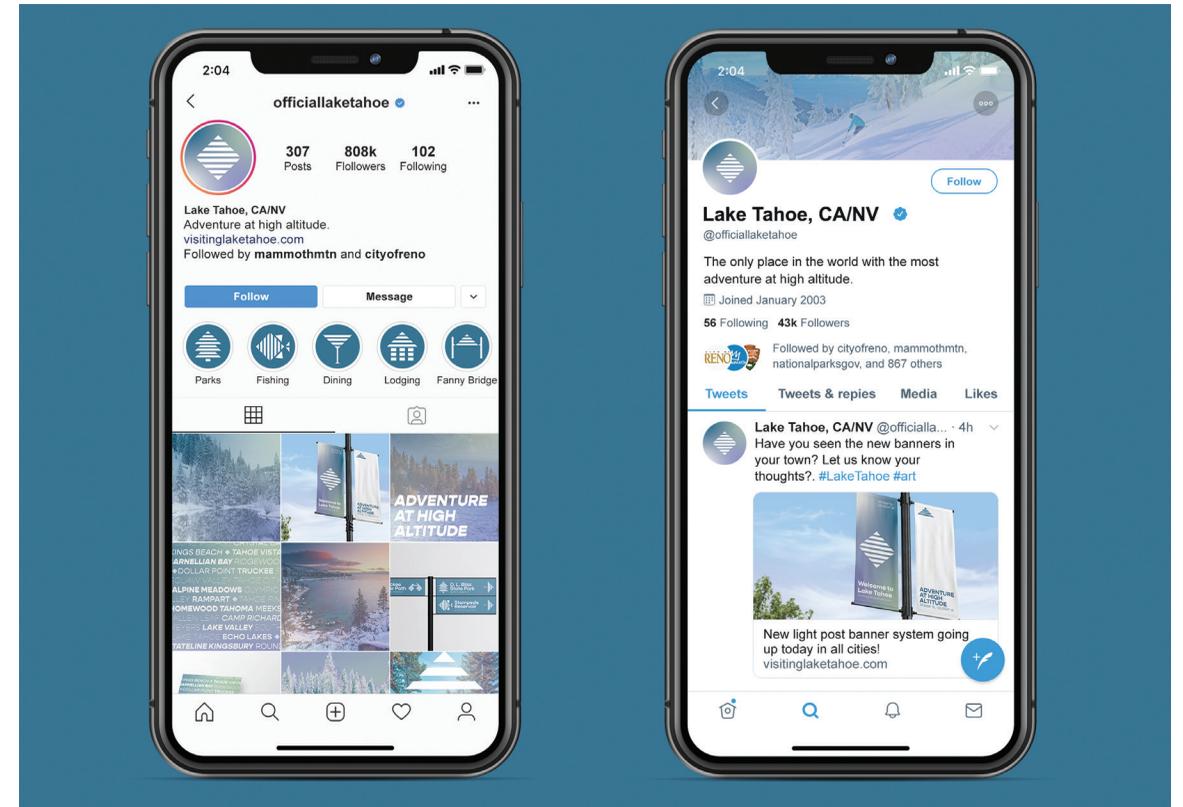
The website for Lake Tahoe is a place where visitors and residents can go to find important updates, information, and resources.



The Lake Tahoe website should be an inviting space, and be easy to navigate. It is important to stay within the brand guidelines while still stressing accessibility.

# Social Media Styling

Social media is the best way to engage with the public and present a positive image to the community on all platforms, whether that be on tablet, desktop, or mobile.



Social media profiles should always present content that appears cohesive to the Lake Tahoe identity, like colors, typography, word choice, and photography style.



## MERCHANDISE

Totes  
Shirts  
Hats  
Pens  
Notebooks  
Pins  
Mugs  
Canteens

# Tote Bags

Whether you're off to a farmer's market or going to class, the canvas tote is there to carry everything you need.



Color of tote and logo can be changed, but size and spacing should remain consistent.

The Lake Tahoe gradient can be applied to the bag itself, but not the logo.

# Shirts

The Lake Tahoe shirts can be a great gift, a souvenir to cherish your time by the lake, or to wear during all your outdoor adventures.



Shirt colors and graphic placement can be changed depending on shirt style.



Gradients should not be applied to any typography or logos, but can be used as a shirt color.

# Hats

Block out those sunrays with the Lake Tahoe hat. Providing UV protection and style for all your explorations.

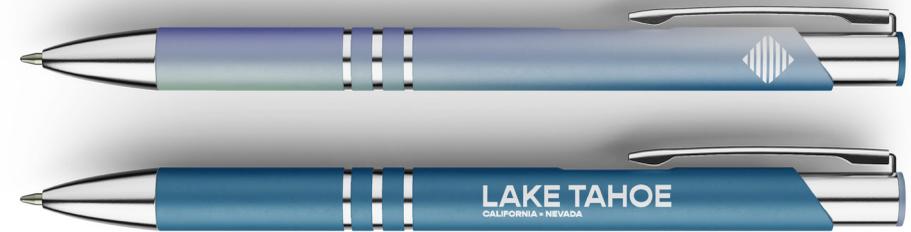


Hat color can be changed to any of the Lake Tahoe identity colors, but the logo should remain in a contrasting identity color.

Logo placement and scaling should remain the same.

# Pens

From field notes to journaling, the pens from Lake Tahoe have got you covered. They are lightweight and durable with the highest quality ink.



Any identity color, pattern, image, or gradient can be applied to the pens.

Logos, icons, and typography should remain in a solid contrasting identity color.

Logo placement and spacing should be consistent depending on the style of pen chosen.

# Notebooks

Jot down your thoughts in the Lake Tahoe notebook. It features a typographic pattern with cities and areas of the region and the signature Lake Tahoe gradient.



Any pattern, image, gradient, or identity color can be applied to the notebook.

# Pins

Decorate your backpack or jacket with the Lake Tahoe pins. Showcasing the essence of the region, they will surely give a touch of adventure to anything.



Pin designs should follow all rules and guidelines consistent with the Lake Tahoe identity.

# Mugs

Whatever your favorite drink is, enjoy it in the Lake Tahoe camping mug. It features top notch insulation to keep your beverage just how you like it.



Mug designs should follow all rules and guidelines consistent with the Lake Tahoe identity.

# Canteens

Stay hydrated throughout your day with the Lake Tahoe insulated canteen. No matter what the adventure, this canteen is always ready to go.



Canteen designs should follow all rules and guidelines consistent with the Lake Tahoe identity.

Logo placement and scaling should not be changed.

Patterns, gradients, identity colors, and cohesive imagery can be applied to the canteen as the background.



CRISTAL BAY  
KINGS BEACH ◆ TAHOE VISTA  
ARNELLIAN BAY RIDGEWOOD  
◆ DOLLAR POINT TRUCKEE S  
SQUAW VALLEY TAHOE CITY  
ALPINE MEADOWS OLYMPIC  
LLEY RAMPART ◆ TAHOE PIN  
HOMewood TAHOMA MEEKS  
ALLEN LEAF CAMP RICHARD  
MEYERS LAKE VALLEY SOUTH  
LAKE TAHOE ECHO LAKES ◆  
TATELINE KINGSBURY ROUND  
HILL VILLAGE ZEPHYR COVE  
YLAND LINCOLN PARK POLA  
BRIDGE OF CLENBROOK DOWN