

## Appendix E: Marker Guidelines and Signs

*Because of a project to systematize all logos for the National Trails System, the logo design for the Anza Trail has changed from that shown in the final Comprehensive Management and Use Plan. Following are the most recent requirements.*

### Logo Protection

The National Trails System trail marker logos are established under authority of section 3(a)(4) of the National Trails System Act. As official insignia of the United States Government, they are protected from unauthorized uses, manufacture, and sale under United State Code (USC), Volume 18, section 701. All uses of these logo trail markers must be approved and authorized in writing by the federal administrator designated for the trail involved. For use of the Juan Bautista de Anza National Historic Trail logo, contact the Anza Trail Superintendent, National Park Service-JUBA, 1111 Jackson St., Suite 700, Oakland, CA 94607; telephone: 510-817-1438; fax: 510-817-1505; email through [www.nps.gov/juba](http://www.nps.gov/juba) "Contact Us" link.

### Logo Design

The pictorial elements are developed as color forms, with line used only as a form in itself. Logos in color version do not use holding lines to delineate the shape of the interior or picture part of the logo; color defines the interior shape. In the black and white version, a gray screen provides the background and defines the interior shape. A black line is used to reinforce the shape of the marker on its outside edge when the marker appears on a light background.

The following Pantone Matching System (PMS) designated colors are an integral part of the design:

PMS 130 yellow-gold

PMS 185 red

### Marker Lettering

The term "National Historic Trail" is set in the font Helvetica Neue Bold. The trail name is set in the font ITC New Baskerville Bold at a 110% horizontal scale. The size and tracking of the lettering is as follows (intended for Adobe Illustrator 5.5, or higher, digital files). Letter is in sizes of 1/72-inch "points":

3-inch logo: trail name size is 20.5; "National Historic Trail" size is 10 +90 tracking

9-inch logo: trail name size is 63.0; "National Historic Trail" size is 30 +90 tracking

### Logo Use

The logo is designed to accommodate a variety of sizes and uses. For "desktop" uses, the 1½-inch black and white version can be used for stationery and similar purposes down to a 1-inch size.

For pins, a silhouette design is available.

The 3-inch color version is intended for use on historic trail designation markers (mounted on 4x4 posts), on recreational trail markers, for printed labels, or for appropriate licensed uses.

The 9-inch version is for trail head, staging area, and site identification. It is reproducible in sizes up to 48-inches or more for highway signs.

When the logo is seen against a dark background, the outside border should not be visible. The outside border should be used only against a white or light background. If the markers are mounted with bolts, space is provided in the corners of top and bottom for bolt holes to be made without interfering with logo graphics or lettering.

**Please note:** the colors on the screen or printed from it are not accurate. Use only the PMS colors.



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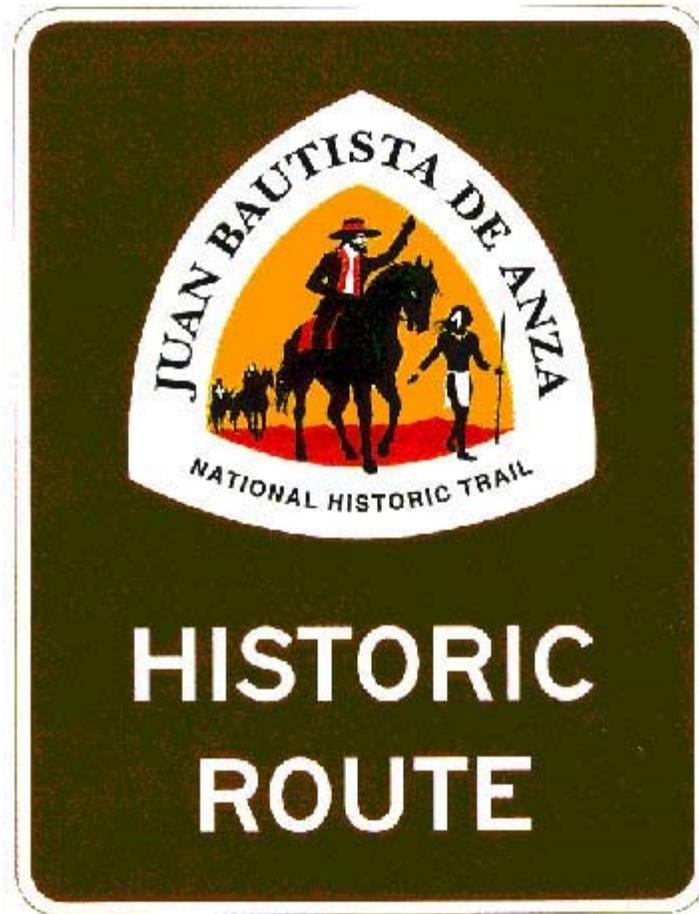
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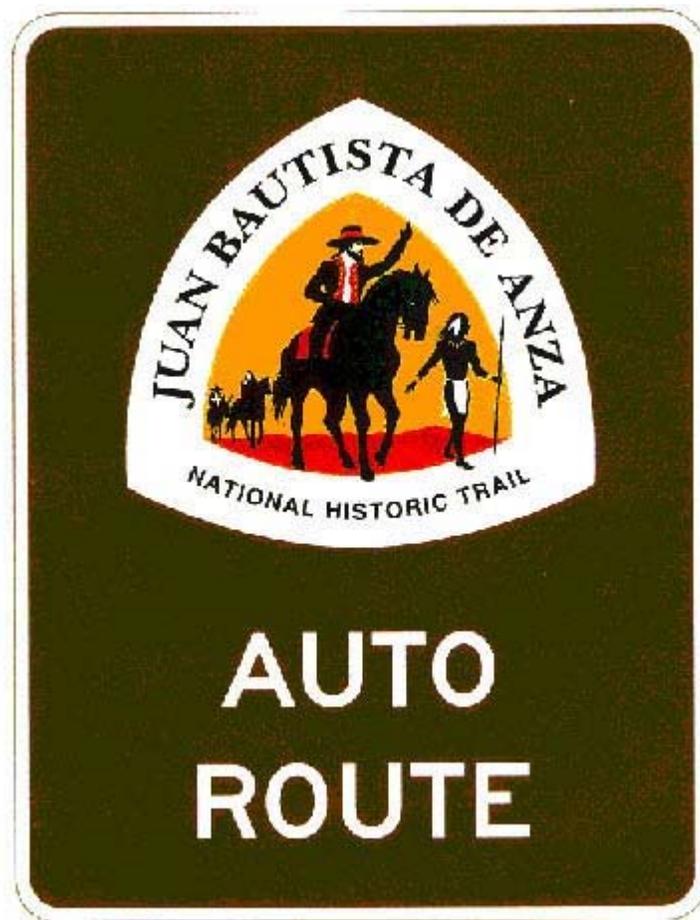
Official Marker



Black and White Version



Auto route sign using the official marker where the roadway is on the historic route.



Auto Route sign using the official maker where the route deviates from the historic route.

These signs may be produced in sizes of 24" x 30," 36" x 48," or 48" x 60."  
Specifications are available. Contact the National Park Service.

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