NORTH TAHOE

NTCA

COMMUNITY ALLIANCE

BRAND
GUIDELINES

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SECTION 1

BRAND
PLATFORM

OUR
BRAND
EVOLUTION

Driven by our dedication to the community and commitment to preserving the regional environment, we have entered the next chapter of our efforts – evolving the North Lake Tahoe Resort Association (NLTRA) brand to become the North Tahoe Community Alliance (NTCA).

As stewards of the region, we are positioned and focused on enriching our community and the lives of its residents, businesses and visitors.

These brand guidelines are the way we introduce our new brand to the world. We will utilize it to ensure consistency in messaging and visuals. Correct naming, acronym and logo usage is illustrated on the right. **Any use of NLTRA name, acronym and logo should be discontinued and replaced with the NTCA standards.**

Naming Evolution

North Lake Tahoe Resort Association ▶ **North Tahoe Community Alliance**

Acronym Evolution

NLTRA ▶ **NTCA**

Logo Evolution

 north lake tahoe Resort Association ▶   NTCA

OUR **VISION**

A distinctive destination with a thriving and sustainable economy that benefits residents, businesses and visitors.

BRAND **MISSION**

North Tahoe Community Alliance (NTCA) promotes and manages visitation and collaborates to achieve economic health, community vitality and environmental stewardship to benefit our residents, businesses and visitors.

THE **PROMISE**

Enrich the lives of residents, businesses and visitors by addressing key issues, delivering solutions, executing actionable plans and monitoring success.

STEWARDSHIP
PRINCIPLES

As the NTCA plans for its future, it is aligned around these stewardship principles:

ELEVATE
the experience of Lake Tahoe for all

HONOR
the region's culture and history

ENSURE
that natural resources are cared for by visitors and residents

CREATE
opportunities that support a balance for business owners, workers and residents

ENGAGE
partners in collaborations toward common outcomes

BRAND
VOICE

Our brand voice is how we communicate to our internal and external audiences. From the way we speak to how we craft copy, the following voice traits set the foundation of our brand messaging tone.

GENUINE
We're real. Always authentic to the region that shaped us.

COLLABORATIVE
Made stronger by the sum of our parts and guided by common goals.

SUPPORTIVE
We are stewards of the region and strive to make positive impacts.

OPTIMISTIC
Positive, hopeful and vibrant. We make the best of every opportunity.

APPROACHABLE
Our commonality is our love for the region. A bond we can all relate to.

INFORMATIVE
When expertise meets practical know-how, sharing information becomes more powerful.

BRAND
VALUES

Our brand values define how we operate as an organization and guide us on the path to realize our vision. They also help shape the way brand communications are strategized and written.

PASSION
We are driven to produce outstanding results.

ADAPTABILITY
We are flexible and responsive to changing needs.

COMMITMENT
We are inspired by our love of North Tahoe.

COLLABORATION
We engage with partners and our community to achieve our goals.

COMMUNITY
Everything we do is for the place we call home and the people who live here.

BRAND
PILLARS

Our brand values define how we operate as an organization and guide us on the path to realize our vision. They also help shape the way brand communications are strategized and written.

ECONOMIC
HEALTH

We collaborate with local businesses and community stakeholders to positively impact the economic health of the region, focusing our efforts on fostering a continually thriving community.

COMMUNITY
VITALITY

We center our efforts around the community and the preservation and enhancement of its culture. Being true to our home and its residents is paramount.

ENVIRONMENTAL
STEWARDSHIP

We provide resources and tools to educate stakeholders on sustainable efforts, and help people collaborate to preserve our region for generations to come.

MESSAGING
STRATEGY

OUR AUDIENCES

We define our audiences with the three tiers illustrated to the right. Our primary audience is local to the North Tahoe region. This primary group is effected directly by our work and positive impacts. Secondarily, media contacts share our efforts with regional, national and international audiences in order to amplify our brand message. Lastly, visitors while in market will also benefit from our efforts, interacting with the brand through numerous in-market touch points, such as our businesses, residents and partners.
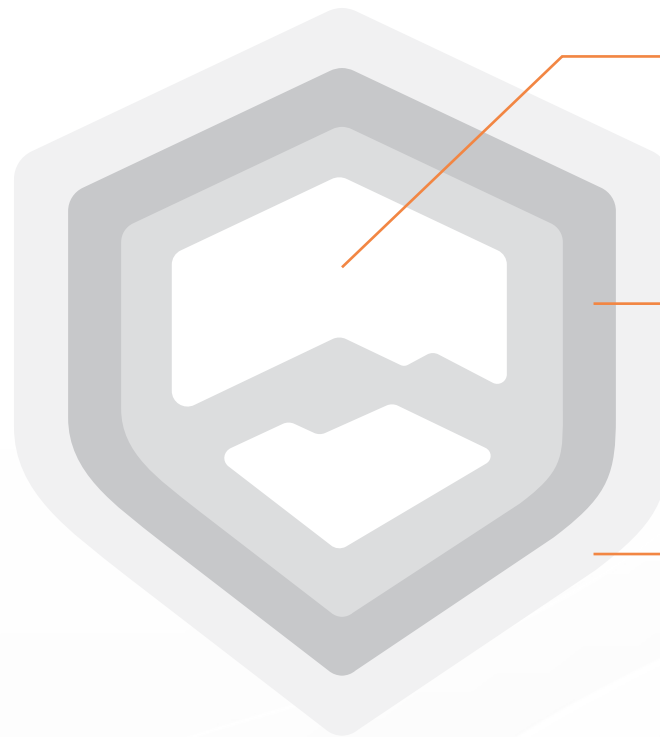
1 PRIMARY
- Businesses
- Residents
- Partners and Stakeholders

2 SECONDARY
- Media/Journalists

3 BENEFACTOR
- Visitors In-Market

INTERNAL
COMMUNICATIONS

Staff and Board of Directors

At every touchpoint, we employ cohesive branded communication across the organization, among staff and our Board of Directors to reflect our vision, mission and promise.

EXTERNAL
COMMUNICATIONS

Stakeholders, Partners and Media

Executing on our brand positioning, we engage with the community and partners to improve the quality of life for residents, businesses and visitors. Together, we ensure that natural resources are cared for while ensuring everyone's voice is heard.

SECTION 3

BRAND
ELEMENTS

LOGO
SYMBOLISM

Inspired by the picturesque landscapes of North Tahoe and the guiding principles of our brand pillars, our logo is designed with intent and purpose, representing what we stand for as an organization in a simple and iconic way.

CALIFORNIA

The CA in the logotype is colorized differently to give the NTCA acronym dual meaning: Community Alliance and California. The A in also contains a mountainous ridgeline shape for added personality.

 + + + =
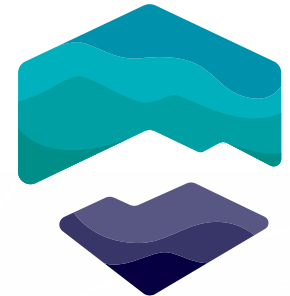
LANDSCAPE
The logo icon is an abstract landscape, utilizing negative space to create mountain ridgelines, while the positive space represents the sky, the mountains and the lake.

SHIELD
The overall shape of the logo icon was inspired by a shield to represent NTCA as the stewards, protectors and ambassadors of the community.

HEART
The bottom shape of the icon is an abstract heart, which symbolizes love for community and economic health.

COMPASS
The logo icon consists of two arrows. The largest points north to represent the North Tahoe region. Combined with the smaller arrow which points south, they represent how the NTCA is guiding the region into the future.

PRIMARY
LOGO

The primary logo is the standard logo, and is to be used for all printed and digital collateral. Supplied logo files should be utilized for consistency and should not be manipulated in any way.

PRIMARY LOGO
HORIZONTAL (FULL COLOR)

The horizontal primary logo is to be used for all printed and digital materials. **This is the prefered primary logo lockup and should be used at all times unless not possible within a given space.**

PRIMARY LOGO
VERTICAL (FULL COLOR)

The vertical primary logo is to be utilized for all printed and digital materials where horizontal space is limited and the horizontal primary logo cannot be utilized.

PRIMARY LOGO
VERTICAL (ONE COLOR)

PRIMARY LOGO
HORIZONTAL (BLACK)

LOGO WITH
FULL NAME

The logo with full name can be used when it appears by itself without any other branding, or when emphasis is needed on the name is needed.

FULL NAME HORIZONTAL (FULL COLOR)

FULL NAME
VERTICAL (FULL COLOR)

FULL NAME
VERTICAL (ONE COLOR)

FULL NAME
HORIZONTAL (BLACK)

LOGO WITH TAGLINE

The logo with tagline can be used when emphasis on brand initiatives, pillars and vision are needed.

TAGLINE **HORIZONTAL** (FULL COLOR)

TAGLINE
VERTICAL (FULL COLOR)


TAGLINE
VERTICAL (ONE COLOR)

TAGLINE
HORIZONTAL (BLACK)

LOGO ICON

The logo icon can be utilized as a stand alone art element. However, it should be used within layouts or applications that contain a NTCA logo lockup. The icon can also bleed or crop off of the edge of a design and can be used in one color as a solid fill or as an outlined shape. Never manipulate, rotate or flip the icon.

LOGO ICON (FULL COLOR)

The logo icon can be used for printed and digital materials as an art element to help graphically support a layout.
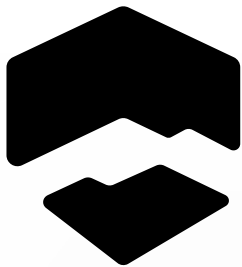
LOGO ICON (BLACK)

LOGO ICON (ONE COLOR)

LOGO ICON OUTLINED (ONE COLOR)

ONE COLOR
LOGO

The one color logo is to be used only in situations where full color is not possible. The color of the logo should be selected from the brand color palette (as identified on page 23) and should contrast the background on which it sits for optimum readability. If the background conflicts with all colors, or color is not possible, a white or black one color logo may be used.

ONE COLOR BLACK

ONE COLOR WHITE

USAGE SAMPLES

NORTH TAHOE
NTCA
COMMUNITY ALLIANCE

NTCA
Community ▶ Sustainability ▶ Prosperity

NTCA

FLUID
LOGOS

The primary logo and logo icon can be treated as a fluid logo when applying to themed or seasonal communications. Fluid logos are built by cropping an image into top portion of the logo icon.

IMAGERY
Imagery should relate to the NTCA brand platform and the messaging within the piece the fluid logo is being used in. Images can emphasize natural landscapes, textures and human interaction — use of busy images where the subject is unclear or illegible in the space should be avoided.

LOGO ICON COLORIZATION
The bottom portion of the logo icon can also change color to match the imagery that is being utilized. Only colors from the brand color palette should be used for this. The color scheme should be monochromatic and utilize tints of the same color as illustrated to the right.

VIDEO AND MOTION GRAPHICS
Fluid logos can also be utilized in video and motion graphics. In these instances the logo icon can be utilized as a window to showcase and transition to video.

LOGO **ICON** (FLUID)

PRIMARY LOGO
HORIZONTAL (FLUID)

PRIMARY LOGO
VERTICAL (FLUID)

LOGO
USAGE

To establish proper usage, the logo should never be scaled smaller than the sizes below and the following clear space must always be recognized.

LOGO
CLEAR SPACE

Minimum clear space must be equal to the height of the logo icon, on all four sides of the logo. This amount of clear space should be maximized wherever possible. Utilize this spacing rule for all logo lockup types.

HORIZONTAL LOGO
MINIMUM SIZE

The horizontal NTCA logo with full name and logo with tagline should not be scaled smaller than one and a half (1½) inches in width, as the words will become illegible. The horizontal primary logo can be scaled down to ¾ inch.

¾ Inch

1½ Inches

1½ Inches

VERTICAL LOGO
MINIMUM SIZE

The vertical NTCA logo with full name and logo with tagline should not be scaled smaller than one (1) inch in width, as the words will become illegible. The vertical primary logo can be scaled down to ¾ inch.

¾ Inch

1 Inch

1 Inch

LOGO
MISUSE

The logo's appearance must remain consistent in order to uphold the integrity of the NTCA brand. For this reason, the logo should never be modified in any manner that deviates from these guidelines. Use only supplied logos and do not manipulate them.

Do not scale or stretch the logo disproportionately.

Do not remove any part of the logo.

Do not add any effects to the logo including drop shadows, glows, embossing, etc.

Do not colorize the logo with gradients.

Do not colorize the logo with colors outside of the brand color palette.

For optimum legibility, do not place the logo on a busy photograph or pattern.

COLOR
PALETTE

From the vibrant alpenglow sunsets to deep blue waters, the brand color palette is inspired by North Tahoe's iconic and breathtaking natural landscapes. Use of the color palette is essential for brand consistency. When creating for the brand, utilize the specific Pantone color or designated color build listed below. Do not add additional colors to the palette.

PANTONE 4147 CP	PANTONE 5265 CP	PANTONE 5275 CP	PANTONE 7717 CP	PANTONE 7712 CP	PANTONE 7466 CP	PANTONE COOL GRAY 2 CP	PANTONE COOL GRAY 8 CP	PANTONE COOL GRAY 11 CP	PANTONE 2431 CP	PANTONE 7577 CP
CMKY 95 · 90 · 0 · 70	**CMKY** 80 · 78 · 11 · 38	**CMKY** 67 · 63 · 15 · 21	**CMKY** 93 · 4 · 46 · 18	**CMKY** 99 · 2 · 21 · 17	**CMKY** 91 · 0 · 30 · 0	**CMKY** 14 · 10 · 8 · 0	**CMKY** 44 · 34 · 29 · 10	**CMKY** 63 · 52 · 44 · 33	**CMKY** 1 · 44 · 69 · 3	**CMKY** 0 · 57 · 81 · 1
RGB 47 · 44 · 74	**RGB** 77 · 68 · 103	**RGB** 100 · 90 · 123	**RGB** 0 · 140 · 128	**RGB** 0 · 135 · 157	**RGB** 0 · 167 · 172	**RGB** 208 · 209 · 201	**RGB** 136 · 138 · 139	**RGB** 86 · 95 · 95	**RGB** 221 · 152 · 93	**RGB** 224 · 123 · 68
HEX 2F2C4A	**HEX** 4D4467	**HEX** 645A7B	**HEX** 008C80	**HEX** 00879D	**HEX** 00A7AC	**HEX** D0D1C9	**HEX** 888A8B	**HEX** 565F5F	**HEX** DD985D	**HEX** E07B44

= Primary Color Palette

BRAND
TYPOGRAPHY

The following typefaces are inspired by the brand values and voice of NTCA. Solid, supportive and approachable, these typefaces portray the genuineness and clarity we speak with. Digital font substitutions should only be used in digital applications where brand fonts cannot be utilized. Web licenses for the brand fonts below can be purchased and utilized for website and landing pages.

DIGITAL FONT SUBSTITUTIONS

Utilize the digital font substitutions only for internal purposes, such as Word documents and PowerPoint presentations. These fonts should not be placed in consumer facing communications.

Helvetica Bold
System Font
Headline: Set in all caps
Body Copy Bold: Set in Sentence Case

Helvetica Regular
System Font
Subheadline: Set in all Caps
Body Copy: Set in Sentence Case

HEADLINES
GINERIN REGULAR
All caps • Set tracking to 25 • Fill with solid color

BODY COPY
Proxima Nova Regular
Sentence case • Set tracking to 0 • Fill with solid color

ACCENT / SUBHEADLINES
GINERIN REGULAR OUTLINED
All caps • Set tracking to 25 • No color fill • Add color stroke • Align stroke to the outside
Visually apply stroke weight as per the size of the text, without going below 0.5 point.

BODY COPY BOLD / SUBHEADLINES
Proxima Nova Bold
Sentence case • Set tracking to 0 • Fill with solid color
Utilize as a subheadline and/or bold body copy.

TYPE STYLING: Mix Ginerin Regular and Ginerin Regular Outlined to create stylized headline lockups. Examples can be found throughout the headlines of this document.

GRAPHIC ELEMENTS

Graphic elements are a vital tool within our brand identity. They can be used in tandem with brand logos, colors and fonts to create engaging visuals.


WAVE TEXTURE
BLACK AND WHITE

The wave texture can be set as a background element in a design layout. The wave texture mimics the shading of the logo and is inspired by the crystal waters of Lake Tahoe. Adjust transparency as needed for legibility. This texture can be cropped or gradient faded to 0% opacity.


WAVE TEXTURE
ONE COLOR

The wave texture can be placed on top of a color from the brand color palette and set to multiply. In some instances the wave texture will need to be doubled or darkened to achieve optimum visibility.
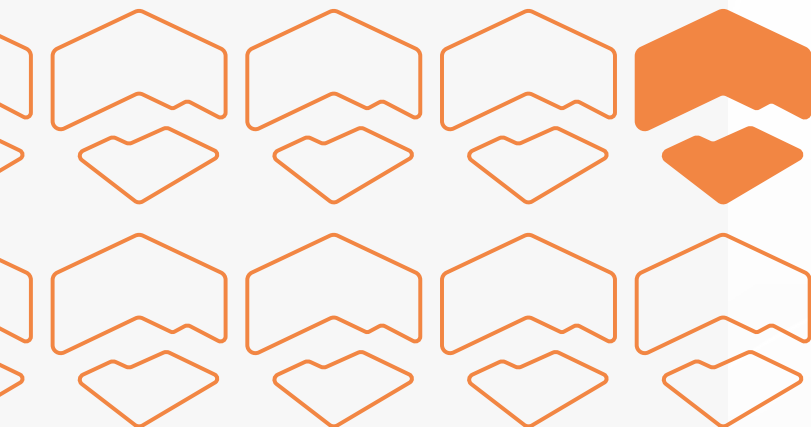
LOGO ICON PATTERN
ONE COLOR, BLACK OR WHITE

The logo icon can be utilized to build patterns in design layouts. Colors from the brand palette can be used while color fills and color strokes can be mixed to create depth and visual interest. Once created, the pattern can be bled off of a layout and screened back for optimium legibility.
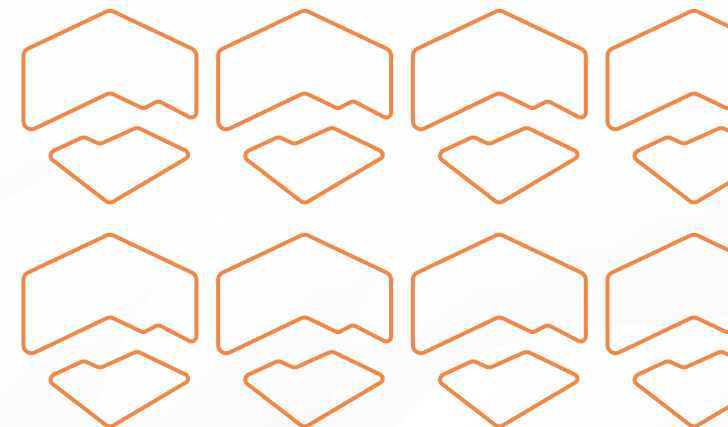
GRAPHIC
ELEMENTS
CONTINUED

The logo icon and shapes contained within it can be cropped and bled off edges to create photographic elements. Similar to our fluid logo treatments, imagery can be placed within the logo icon.

Additionally, imagery can protrude from the bounds of the logo icon shape to create unique and engaging visual elements.

IMAGE CROP

The above example illustrates an image crop. The image is placed into the logo icon shape and cropped off of the side of the layout.

IMAGE PROTRUSION

The example above and the two below illustrate an image protrusion. An image is placed in the logo icon and the focal point of that image, people in this case, break the bounds of the logo icon. This treatment adds vibrancy and a dynamic visual interest to design layouts.

PHOTO AND VIDEO STYLING

Natural landscapes, bustling communities and stakeholder partnerships set the tone for photo and video styling. Styling should feel vibrant, candid and indicative of North Tahoe. When possible, utilize photos and video obtained in market to further drive authenticity of the brand.

SUBJECT MATTER
Be sure to utilize a mix of landscape and lifestyle imagery. Lifestyle imagery should focus on moments of collaboration and joy.

LOCATION
Use only images that represent the North Tahoe California territory and the towns within it. Do not use imagery from Nevada or South Lake Tahoe.

CLEAR SPACE
When capturing photos and video for NTCA, incorporate wide shots with clear space areas for type placement.

USAGE
EXAMPLES

The examples to the right illlustrate how all of the elements shown in the NTCA brand guidlines can work together to create design layouts and collateral.