

# Identity Guidelines

---



- 3 **SMB logo**  
(Provided as ai, jpg, png and pdf files)
- 5 **Brand Colors**
- 6 **Brand Typography**
- 9 **Roadside Signage**  
(Provided at reduced scale renderings)
  - Welcome sign
  - Directional sign
  - Trailblazer sign
  - Site sign

*Note: Once local sign regulations are determined, each sign type will need to be scaled appropriately, with materials, finishes and details specified.*
- 14 **Interpretive Markers**  
3' x 2' table-top interpretive signs  
(Provided as a full-scale InDesign files)
  - Gateway Interpretive Marker
  - Site Interpretive Marker
- 16 **Brochure Covers**  
(Provided as full-scale InDesign files)
- 18 **Web Ads**  
(Provided as full-scale InDesign files)



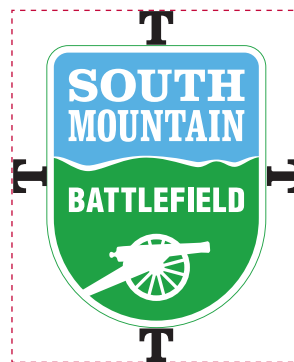
The logo is designed as a single unit, composed of the shield, the mountain ridge, the cannon and the name.

Only approved logo files should be used. It should never be redrawn or recreated.

Individual parts of the logo should not be used separately.



The black and white version of the logo may be used when the color version is not a practical option. The color version is always preferred.



A clear space no less than the height of the letter "T" in the word South should always be maintained in order to avoid crowding the logo.



The logo has been drafted with and without a rule line surrounding the shield.

When the logo appears on white background, use the version WITH the rule line that defines the edge of the shield.



When the logo appears on signage, a color background or a photo, use the version WITHOUT the rule line, as the white border defines the edge of the shield.



## Logo Colors

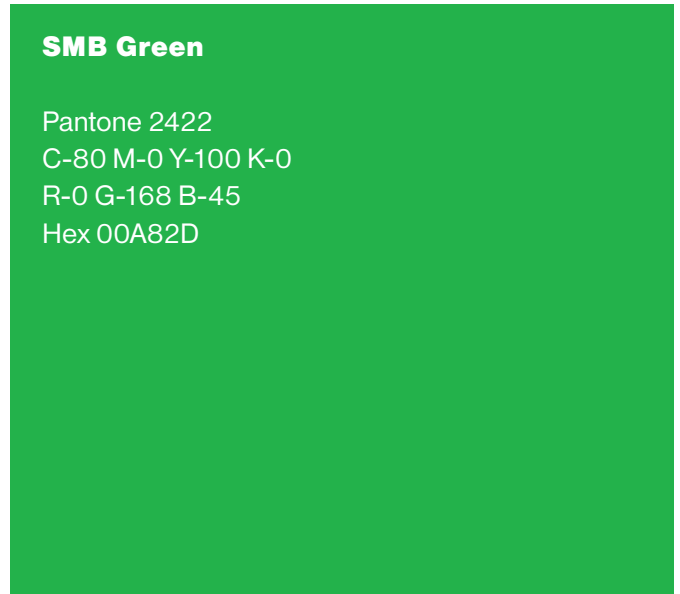
**SMB Blue**

Pantone 2915  
C-60 M-15 Y-0 K-0  
R-98 G-181 B-229  
Hex 62B5E5



**SMB Green**

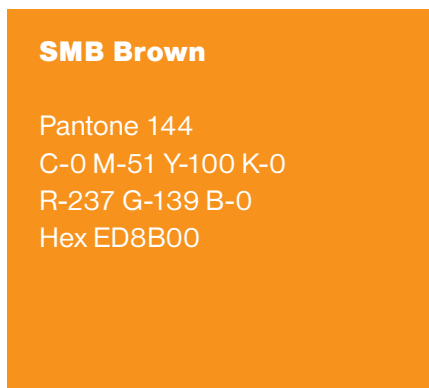
Pantone 2422  
C-80 M-0 Y-100 K-0  
R-0 G-168 B-45  
Hex 00A82D



## Secondary Colors


**SMB Brown**

Pantone 144  
C-0 M-51 Y-100 K-0  
R-237 G-139 B-0  
Hex ED8B00



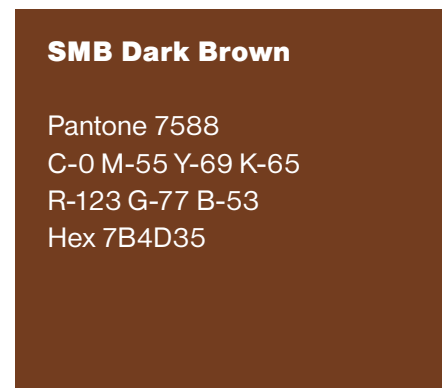
**SMB Brown**

Pantone 7585  
C-0 M-67 Y-90 K-24  
R-175 G-92 B-55  
Hex AF5C37




**SMB Dark Brown**

Pantone 7588  
C-0 M-55 Y-69 K-65  
R-123 G-77 B-53  
Hex 7B4D35



**SMB Dark Blue**  
For use with text  
on interpretive markers

C-100 M-60 Y-0 K-0



**SMB Dark Green**  
For use with text  
on interpretive markers

C-100 M-50 Y-100 K-20



## SMB Serif

Clarendon is the primary SMB serif typeface.

### **Clarendon Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

### **Clarendon Bold Condensed**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890**

## SMB Serif — Secondary Serif Typeface

Century Schoolbook is the secondary SMB serif typeface, used for the narrative copy on the interpretive markers.

Century Schoolbook  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Century Schoolbook Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

**Century Schoolbook Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

***Century Schoolbook Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

## SMB Sans Serif

Univers Condensed is the SMB sans serif typeface.

Univers 57 Roman Condensed  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

*Univers 57 Condensed Oblique*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

**Univers 67 Bold Condensed**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

***Univers 67 Bold Condensed Oblique***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

Welcome sign



Directional sign (multiple sites)





Directional sign (single site)





Trailblazer sign





Site sign




Gateway Interpretive Marker

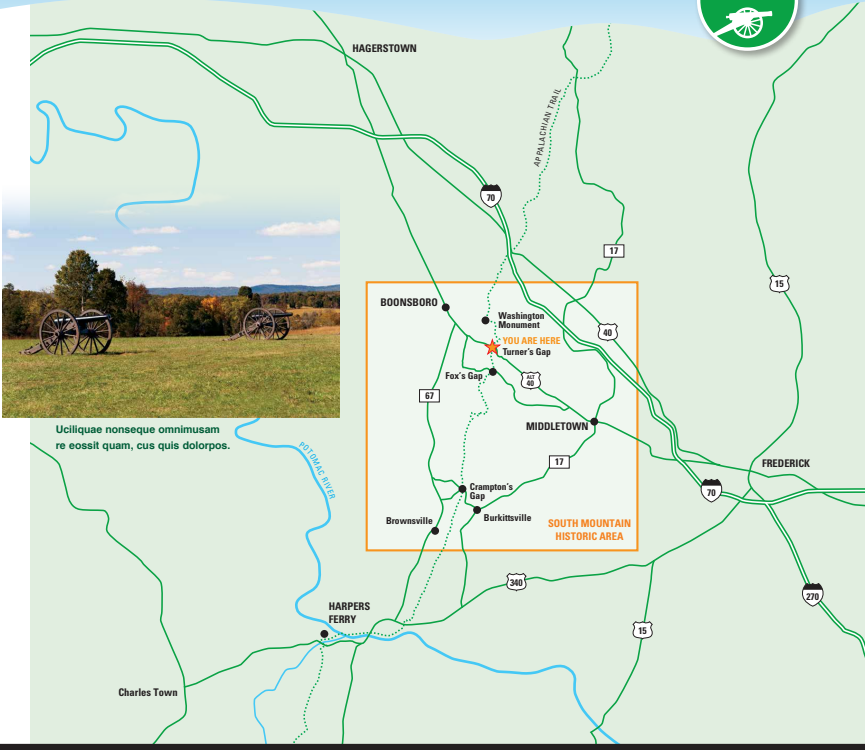


WELCOME

## South Mountain Battlefield



**N**acepudam es et as et, utatem quatur sentio incendiit volupta sperum qui dendaecat aut faceria quam eum uta destion sequatur? Um, et harum fugitatore venisi omnihil iqum, officii et voluptatem rem et mo quantias aut quam, a se verum, si blab il moloratur, volorum qui restibu scimus autas ducide voluptiscid es eatque labo. Ut pediatquam eosam fugitiuresti rem eatem fugitiorem remporro ea nihillaborum reratis nonet earcium fuga. Um fuga. Et eaque se ex enim et, sit, sa que poriandissi oditati oressimet hiliqui assimag natium aut occatem oluportur? As commis velici con con eum consequatur sit velendu cimpelloria volorest elentumque latemos explabor aut ad estibusae essed quo everspe lestinctur, optate di rescipis de pliciti busandi onecepu dipient quo vitet esed que dolor aut ut pro to beatiis.



Ucilique nonseque omnimusam re eossit quam, cus quis dolorpos.



Site Interpretive Marker

# The Battle for Fox's Gap



**“Hell is empty and all the devils are here.”**

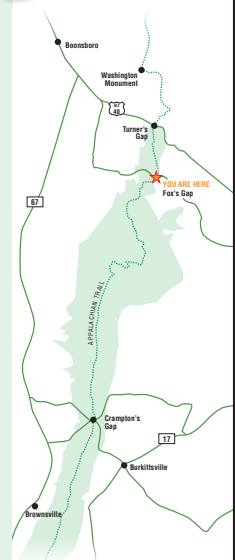
**N**acepudam es et as et, utatem quatur sentio inciendit volupta sperum qui dendaecat aut faceria quam eum uta destion sequatur? Um, et harum fugitatore venisi omnihil iquam, officii et voluptatem rem et mo quuntias aut quam, a se verum, si blab il moloratur, volorum qui restibu scimus autas ducide voluptiscid es eatque labo. Ut peditiatquam eosam fugitiuresti rem eatem fugitorem remporro ea nihillaborum reratis nonet earcium fuga. Um fuga. Et eaque se ex enim et, sit, sa que poriadissi oditati oressimet hiliqui assimag natium aut occatem oluptur? As comnis velici con con eum consequatur sit velendu cimpelloria



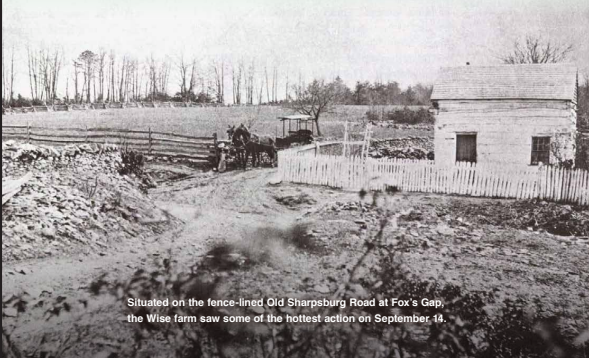
Confederate General D.H. Hill

volorest elentumque latemos explabor aut ad estibusae essed quo everspe lestinctur, optate di rescipis de pliciti busandi onecepu dipient quo vitet esed que dolor aut ut pro to beatiis itiatemo totatio. Namet liqui occullupicia dolestius re con cum faceped mo tes aut voluptur sollatus aute porum dolenetur, tem aut odi beatur remped molut molupta ectat blaborit excerum, ut moditem.

Bitatium quo et lis alicaer itaecuptatem aute nonseditibus quodi cupatur ant as es dic to bernati berchic ipsande nihitatur, sunt re laborei citatusa destiatuorem fugitecus.



Bitatium quo et lis alicaer itaecuptatem aute nonseditibus quodi cupatur ant as es dic to bernati berchic ipsande nihitatur, re laborei citatusa destiatuorem fugitecus.



Situated on the fence-lined Old Sharpsburg Road at Fox's Gap, the Wise farm saw some of the hottest action on September 14.

Option A

**DRIVING TOUR**

**SOUTH MOUNTAIN  
BATTLEFIELD**

**Turner's Gap  
Fox's Gap  
Crampton's Gap**

**FPO IMAGE**

Option B



Option A

**SOUTH MOUNTAIN**  
**BATTLEFIELD**

**DRIVING TOUR**

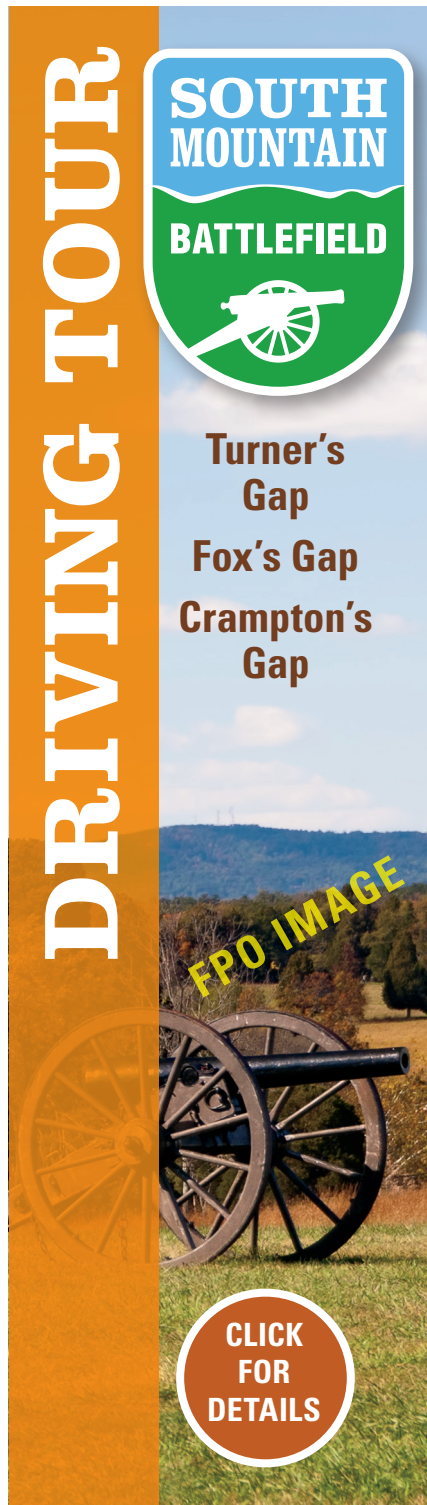
Turner's Gap  
Fox's Gap  
Crampton's Gap

CLICK FOR DETAILS

FPO IMAGE



Option B



**DRIVING TOUR**

**SOUTH MOUNTAIN  
BATTLEFIELD**

**Turner's  
Gap  
Fox's Gap  
Crampton's  
Gap**

**FPO IMAGE**

**CLICK  
FOR  
DETAILS**

The banner features a vertical orange bar on the left with the text 'DRIVING TOUR' in white. To the right is a landscape image of a field with a cannon in the foreground and mountains in the background. A semi-transparent orange circle with a white border is overlaid on the bottom right of the image, containing the text 'CLICK FOR DETAILS'. A yellow diagonal watermark 'FPO IMAGE' is also present over the landscape.