

A photograph of a dirt path winding through a lush forest. The path is covered in fallen leaves and leads into the distance. The forest is dense with tall trees and various green plants, including ferns. A large, stylized graphic is overlaid on the path. It consists of the word "WAY" in bold yellow letters above the word "FIND" in bold yellow letters. A white arrow points to the left, starting from the right side of the "FIND" text and extending past the "WAY" text.

**WAY
FIND**

**2022
BRAND GUIDE**

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A New Way to Find

Never get lost again. With Wayfind, hikers, bikers, and everyone in-between is able to navigate their way to safe and joyful outdoor experiences.

Our innovative navigational system employs augmented reality and GPS technology to ensure that you won't stray far from the trail, and can make informed decisions about where you're headed next. Our tiered alert system makes sure you stay safe and informed while doing it, and our user-sourced ratings and trail updates bring you closer to the millions of outdoor enthusiasts around the globe.

With the power to customize our app to your interests and abilities, Wayfind knows that every trail experience is a special one.

We've got your back. Now enjoy the trail!

Mission and Vision

Mission

To provide safe and immersive outdoor experiences for communities of hikers around the world.

Vision

To be an empowering link between existing and potential outdoor enthusiasts and the experiences they want to have.







Safety is our priority

Everything we do puts the safety of our hikers at the forefront. It might not be the sexiest priority, but we can say with confidence that leading with a passion for the well-being of our hikers and their trail experience is what sets us apart as trustworthy, dependable, and authentic. Safety doesn't have to be synonymous with boring or lacking in adventure – in fact, quite the opposite.

...so that experience is yours

We worry about safety so that the hiker can move with confidence. Our work puts the mind at ease, inviting a calm, organic, immersive experience. By putting the hiker first, and focusing on their outdoor experience, we encourage the hiker to do the same for themselves.

We are especially eager to emphasize this for first-time trail users and outdoorspeople. The trail can be a scary unknown, and by making it safer and more known, we are intentionally welcoming more people to it.



Less is more

Slowing down can be a good thing. By keeping things simple and shedding distractions, we can enhance the trail experience for everyone. Our work shouldn't steal attention or distract; it is what makes the inspiring and the immersive possible, through minimally invasive, unassuming support.

All of the benefits of analog are present (lo-fi, simple, easy) while providing important safety features of the digital age. Our brand should reflect as an alternative to our screen-centric, chaotic lives.

The trail brings us closer together

We are never closer to our fellow humans than when we climb a mountain, canoe across a lake, or sit around a campfire together. Emphasizing our ability to strengthen these relationships, and build community, is our secret weapon. We should take every opportunity, both in our content and our design, to remind hikers of this bond. At the end of the day, Wayfind is about facilitating and inspiring connection; it is the nexus between hikers and what they hope to find outdoors.

The trail is for everyone

We're not just saying it – we mean it. We're centering all hikers, of all abilities. We're approachable, unpretentious, and we're demonstrating a daily commitment to encouraging and supporting new and first-time users. We keep things easy to use, without jargon, and with a healthy dose of humility.

Competition and reaching the finish line have their place, but part of our focus on the hiker means no gatekeeping of outdoor activities or communities. All are invited.

Tone and Voice

The most valuable thing to remember about the Wayfind brand is **balance**. We're the experts, and we want to sound like it – security, capable technologies, and expertise are important to us. But, we're not cold or pretentious or exclusive. Find the balance: Warm but not informal. Clear but not clinical. Excited yet calm. Never #pumped. Serious when we need to be, but we celebrate the everyday joys in life.

Above all, we're **genuine, human, and care about our relationship to our hikers and our world.**



Language to avoid

Athlete/s – We take a soft, non-competitive approach to outdoor experiences. Referring to users as athletes can be counterproductive to our goal of making the trail for everyone.

Addict, adrenaline junkie – any analogy to sport or the outdoors as an addiction.

Tribe, spirit animal – any language that appropriatively references Native American culture.

User/s – Too impersonal. Instead, use ‘hiker’, ‘adventurer’, or other active words to reference the people engaging with Wayfind.

Slang or jargon - give the impression of being timeless and accessible to all ages. Avoid excessive use of ‘outdoor lingo’ that could appear alienating to new hikers.

Cliche language, such as “find your bliss”, or other inspirational platitudes. We have more substance and can be more specific than this.

Language having to do with weight, weight loss, body image, or physical appearance. Instead, use alternative characteristics when referencing the benefits of hiking, such as happiness, confidence, camaraderie, challenge, etc.

Use **gender neutral language** when referring to groups or hypothetical people unless referring to a person with a self-identified gender.

Use exclamation marks sparingly. We are exciting and joyful, but will always be trustworthy and serious when necessary. We avoid the extremes.

Wayfind is spelled as one word, and never with the ‘f’ capitalized.

Note: We really like sensory verbs and adjectives! Tap, feel, hear, crisp, fragrant, cozy, fresh - all of these help us feel more connected to our environment and each other.

Brandmarks

Wayfind's logotype is meant to inspire a nexus of passion, trust, and belonging. The logo has both a simple and decorative option, as well as a logomark. When possible, prioritize use of the primary logotype in high contrast situations. Other logo colors are to be used sparingly and only when necessary.



Primary logotype



Logomark

Our logomark is to be used primarily in situations where the full logotype won't fit, or doesn't make sense. Don't use the logomark on its own in external marketing situations.



Logotype - dark



Logotype - light

WAY ← FIND

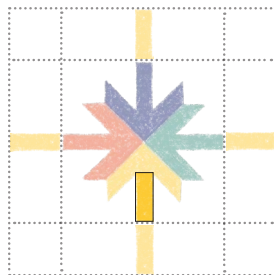


Clearspace

The exclusion zone is equal to the width of the letter F in the Wayfind logotype.



The exclusion zone is equal to the length of the tail of the arrow in the Wayfind logomark.



Minimum size



The Wayfind logo should never be smaller than 70px wide in digital or 20mm in print.



The Wayfind icon should never be smaller than 20px wide in digital or 8mm in print.

Logo Misuse



Don't extrude or squeeze



Don't use as solo wordmark



Don't rotate



Don't adjust layout



Don't use unapproved texture, gradient, effects, or colors



Don't use busy or low contrast backgrounds

Color

Wayfind's color palette reflects both the bright and bold individualism, and tranquil communal experiences found on the trail. Each color is available for varying purposes, but must also adhere to strict use conventions in the Wayfind app (see: alert system). Use the color Flame especially sparingly.

These colors can be used at 10% 25%, 50%, and 75% tint. Fiddlehead can also be used at 20% and 50% shade – sparingly. Avoid excessive use of shades, as the resulting olive tone can create a muddy, outdated feel. We want our use of color to feel bright and light.

Primary



Fiddlehead

R178 G188 B128
C33 M16 Y61 K0
#b2bc80
Pantone 7495U

Goldenrod

R255 G204 B51
C0 M19 Y89 K0
#ffcc33
Pantone 115U



Snow

R255 G250 B250
C33 M16 Y61 K0
#fffafa

Secondary



Flame

R231 G94 B56
C4 M78 Y87 K0
#e75e38
Pantone 166U



Brine

R68 G147 B132
C74 M24 Y53 K4
#449384
Pantone 2243U



Nightfall

R35 G46 B120
C100 M96 Y22 K9
#232e78
Pantone 2945U*

*use Pantone 280C
if printing on coated
stock

Contrast ratios

All Wayfind designs should meet the WCAG AAA level of compliance for contrast ratios in digital work, and should be tested through a contrast ratio color checker.

Level AAA requires a contrast ratio of at least 7:1 for regular text and 4.5:1 for large text.

This contrast is acceptable.

This contrast is unacceptable.

Typography

Expertise and authenticity are combined within Wayfind's typographic system:

Helvetica's clean and ubiquitous nature, synonymous with transportation services, is made unique when juxtaposed with texture and sketched elements. Large headings are consistently in Helvetica Bold, with app copy using a variety of weights and case types for hierarchy and interest.

Enriqueta is primarily used as body copy, with varying weights used for emphasis, or smaller headings and subheadings. The slab serifs combined with softer flourishes add character and personality to the type system. Its consistent stroke weights makes Enriqueta legible and accessible.

HELVETICA

BOLD	Never lose yourself again
REGULAR	Never lose yourself again
LIGHT	Never lose yourself again
BOLD	A NEW WAY TO FIND
REGULAR	A NEW WAY TO FIND
LIGHT	A NEW WAY TO FIND
BOLD	WE HAVE YOUR BACK
REGULAR	WE HAVE YOUR BACK
LIGHT	WE HAVE YOUR BACK

Enriqueta

bold	Never lose yourself again
semibold	Never lose yourself again
medium	Never lose yourself again
regular	Never lose yourself again

H1 Helvetica Bold 36px

H2 Helvetica Bold 22px

H3 HELVETICA BOLD 16PX

H4 HELVETICA REGULAR 14PX

H5 Enriqueta Bold 12px

Body Helvetica Light 12px

Body Enriqueta Regular 10px

Icons

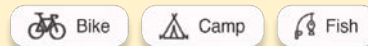
Our set of custom icons can be used across all digital and print platforms to visually communicate simple and repeated concepts. They are simple and neutral, while maintaining personality.

Icons use a consistent stroke weight across all sizes, and are all created within the same square pixel grid. The icons are available in black, white, and color versions. All are available as outlines, some are available filled.





Icons should not be resized to smaller than 18px wide:

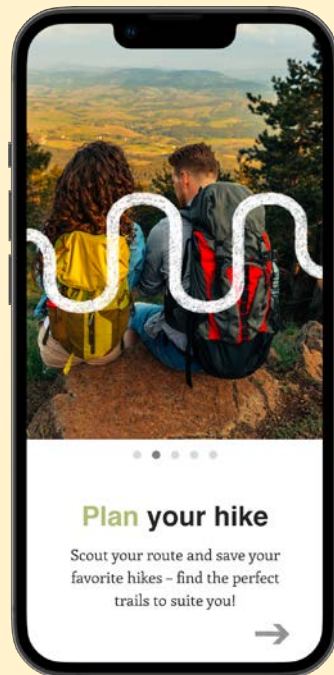
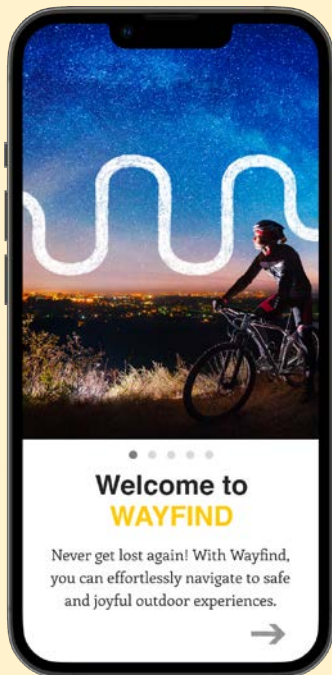


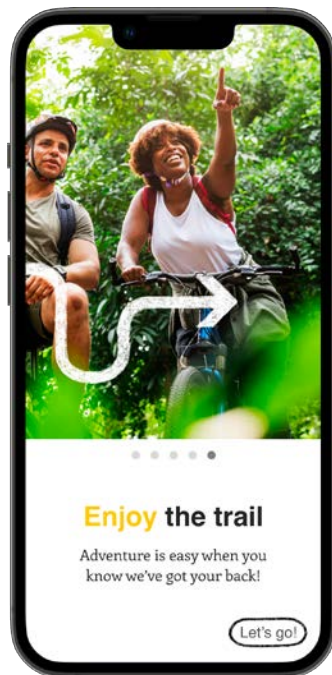
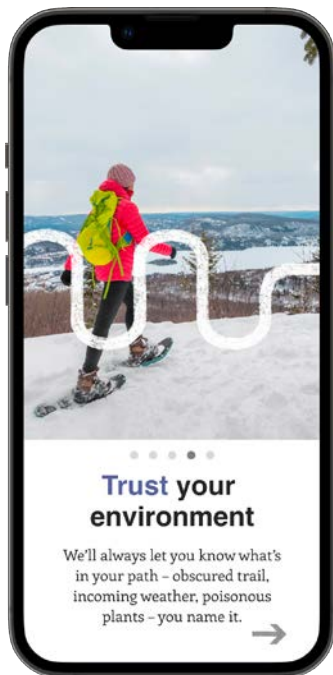
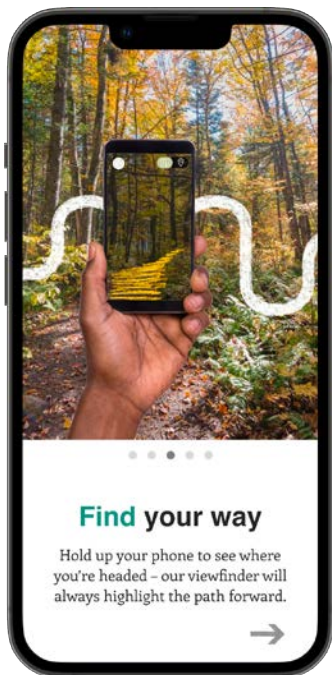
Icons are generally one of these three sizes:



Common components, Mobile app UI

This section is by no means a comprehensive guide to our mobile app user interface styles and components. However, we are providing some rules of thumb and general style examples that we hope will assist you in getting to know the Wayfind brand and its many applications.





UI example: Log-in screen



- Primary logo is used when possible, but prioritize contrast.
- Call to Action buttons are pill-shaped, and/or emphasized with a textured border to give them a more organic and unique feel.
- Defer to external guidelines when working with partner logos and integration.
- When people are not the subject of the composition, we like high saturation photography that plays with contrast and natural light.

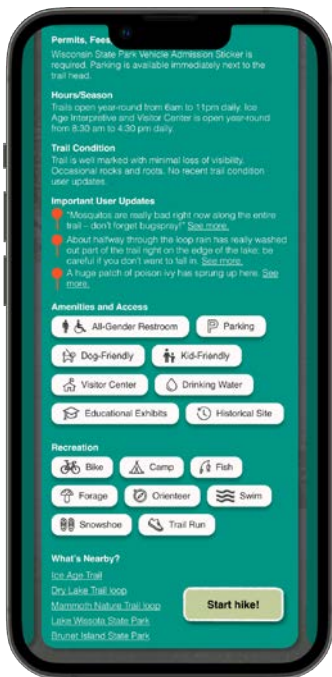
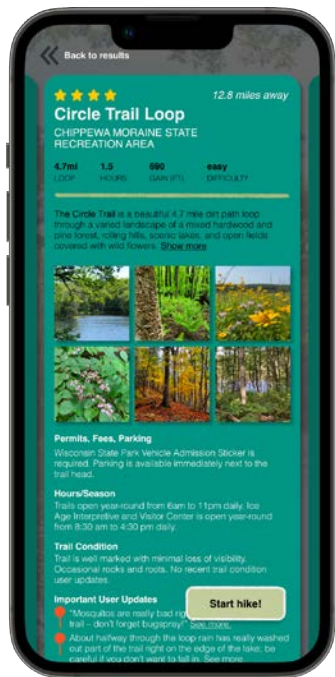
UI example: Main menu

- Left justification and alignment ignored in favor of ease of use when tapping with right hand (can adjust handedness preference in settings).
- Warm tones (goldenrod and flame) most often accompany safety features and important notifications.
- Floating Action Button is circular with a textured icon.
- Text buttons with a utilitarian purpose are squared off, with a solid shape/no border.



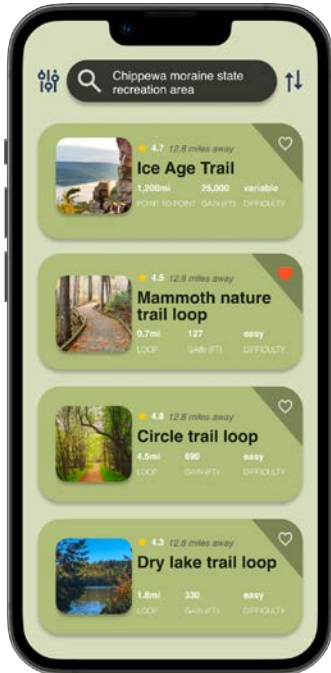
- When overlays and pop-ups appear, a 50% shade is added over the default map/trail view.
- Gradients may be used as flat backgrounds sparingly (never on buttons), and only between fiddlehead, brine, and goldenrod brand colors.
- Textured frames can be used for emphasis, separation, and decoration.

UI example: Trail page



- Cards are used throughout the search function to allow for the quick perusing of results.
- Buttons are generally given a drop shadow of 4x, 4y, 25% opacity.
- Icons are sized at 18px wide, and tags with icons have 15px padding on each side, with 10px space between each tag.
- Multiple typeface variations, as well as a textured line are used for emphasis and separation.

UI example: Search function



- Note the minimal use of fiddlehead with 20% shade – any more, and it would be muddy.
- Two different icon sizes are used; the larger used as a title icon.
- Sliders with textured lines are used for selecting a sliding scale of amounts.
- Almost all text and items are aligned and justified left, with exceptions for accessibility and user friendliness.

Pathfinding

Our helpful navigation system ensures informed hikers don't get lost. Paths may vary in purpose, but all serve as directional support that can identify where the hiker is at all times. They have the ability to select a pre-determined route at the beginning of the hike, or just see where the mood takes them – either way, our GPS technology will display the path. At any time, the hiker can pull out their phone, and identify where they are and where they are going thanks to our augmented reality viewfinder.

Based on your location, Wayfind will display a list of nearby trails, with the option to filter by difficulty, distance, elevation, type of activity, and more.

Detailed trail descriptions along with user ratings and reviews allow the informed hiker to select their route with ability, safety, and joy in mind.

Trails

The hiker's current path is available to view at all times. This is especially helpful in areas with no clear trail continuity or low visibility.

Pinned updates

Hikers have the option to pin updates to the trail itself for others – when a new hiker approaches a user pin, this will appear in the viewfinder as well.



Map View/Trail View

Wayfind's default view is a toggle between map and trail, with the ability to select from a variety of map settings, as well as turn on and off the ability to see user pins.

Pathfinding (cont.)

Junctions

At splits and crossroads, the hiker has the ability to tap and toggle between the options, and make an informed decision about which path to take.

Off-Trail

If the hiker veers off trail (whether intentionally or not), we'll let them know, and be ready to direct them back should they need it.



100% Visibility

Whenever the trail loses visibility, whether it's snowed over, washed out, late at night, or just plain hard to see, the path will be illuminated.



Alerts

Our comprehensive alert system makes sure the hiker knows what's happening on the trail. Alerts range in importance, with the hiker able to adjust their notification settings. Once an alert sounds*, they may tap to learn more, and make an informed decision on how to proceed. Included in our alert system is the ability to contact emergency personnel. Our alerts are scaled and color-coded by level of importance.

*our alert system is customizable to users of all abilities. Visit 'settings' to learn more about how to enable and adjust notification settings, including aural and haptic alerts.



Alarms

imminent safety concerns
emergency services
hazardous trails



Advisories

directional corrections
changes in trail
privacy expectations



Notifications

amenities
trail standards
non-threatening regulations

