Wildly Responsible

Brand styleguide

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About this brand guide

Before you head out for your next Wildly Responsible marketing adventure, familiarize yourself with this document. It's a guide to help our visuals and our words stay consistent, no matter where the trail might take us.

Think of these pages as a toolkit to keep our brand level-headed, encouraging, and ready to have fun. In short: Wildly Responsible.

01
Voice & tone

It's not just a name

Wildly Responsible is a state program educating the public on how to safely and responsibly engage with the New Hampshire outdoors while preserving its wilderness for generations to come. We accomplish this through a set of core principles (p. 32) and a wide array of outdoor tips.

Wildly Responsible isn't just a name, though. It's a call to action. It's a promise we all make to nature and each other. It reminds us that adventure and care are inextricably linked. The way we speak needs to reflect this idea.

Let's stay safe, have fun, and protect the outdoors for generations to come.

This is the core idea behind Wildly Responsible. It's the sentiment at the top of our homepage and across our print collateral. Staying safe and protecting the outdoors is the **Responsible** way to have fun in the **Wild**. It's what we mean when we say "Let's be **Wildly Responsible**."

The Wildly Responsible persona

Think of Wildly Responsible as your hiking companion, your ski buddy, your canoe-mate, your most experienced fishing partner, and (most importantly) your friendly guide in all things outdoors.

That friendly guide always has the same voice–but they might use one tone when telling you a campfire story, and another when reminding you to put the campfire out.

It's all about the tone

Paid social & video campaigns

Marketing campaigns are where the Wildly Responsible brand voice can lean into being engaging, entertaining, and playful, without losing sight of our principles and tips. We're telling a story around the campfire.

Website & informational collateral

These are channels where we need to be direct, clear, and concise. This doesn't mean robotic, though. We still need to sound conversational and authentic. We're telling everyone how to put the campfire out.

Messaging to kids

When it comes to students, we're inviting, encouraging, and inclusive–while staying fun and memorable to keep their attention, and clear and direct to avoid confusion. We're explaining what a campfire is in the first place.

The four pillars of our voice

Engaging, entertaining & playful

Being Wildly Responsible should feel fun and exciting.

Conversational & authentic

We're self-aware, approachable, and friendly.

Direct, clear & concise

Safety and sustainability need to feel simple and easy to engage with.

Inviting, encouraging & inclusive

The outdoors is for everyone—even if you've literally never been outside before.

Who we are (and aren't)

There are limits to how far we should crank up certain aspects of our voice. To get a sense of where those limits lie, here's a bit of who we are—and aren't.

We are...	We are not...
Friendly	Overbearing
Inviting	Insistent
Conversational	Sloppy
Concise	Terse
Engaging	Unrestrained
Educational	Rambling
Playful	Flippant
Relatable	Cloying

Sweat the details

On jargon

Experienced thru-hikers, paddlers, and skiers have their own language. When we speak to them, we can dip our toes into their particular jargon–but we should never assume our general audience knows everything a seasoned explorer might. We should aim to be understood by beginners and experts alike.

Website & informational collateral

The Wildly Responsible voice mostly avoids speaking in the first person, especially when it comes to the words "we" and "us." However, phrases that imply *everyone* is involved (such as our oft-used "Let's be Wildly Responsible") can be appropriate on a case-by-case basis.

More common is second-person, as in "don't assume *you'll* have cell service." This is the standard when speaking to our audiences.

On jokes and humor

Humor is a key part of our video campaigns, and to a certain extent our static social campaigns–a little less so when it comes to our brand anthems. Humor should be mostly absent from our key principles and tips messaging on our site and informational collateral.

A Wildly Responsible style guide

And or &?

Consider "&" in headlines and high-level copy, "and" everywhere else.

Sentence case or title case?

Sentence case. So like this. Not Like This.

Serial (Oxford) comma?

Yes. The serial comma will help us stay safe, have fun, and protect the outdoors.

Periods for abbreviations and acronyms?

No. LNT not L.N.T. AMC not A.M.C.

Apostrophes in plural acronyms?

No. The GRPs of all 50 states, not the GRP's.

Contractions?

Yes, but don't use 'em so much that they'll think we're being irresponsible.

Some examples

Paid social

In-voice
The happiest trails are the ones you stay on.

Out-of-voice
If you wander off the trail, you're definitely gonna fail.
What's wrong: Too reprimanding and cheeky.

Website & informational

In-voice
Stay on marked trails and camp in designated areas.

Out-of-voice
Stick to the trail, camp right & you'll be fine.
What's wrong: Not concise, uses & inappropriately, and too vague.

Some examples *(continued)*

Brand anthem video

In-voice

(OVER FOOTAGE OF PEOPLE PARTICIPATING IN OUTDOOR ACTIVITIES) Have you ever wanted to do this? …Or this? …What about this? Looks pretty fun, right? Well, these people have something in common. They're all being Wildly Responsible. And you can, too. Find easy-to-learn principles and tips for staying safe in the outdoors. Visit Wildly Responsible dot com and get outside–in New Hampshire.

Out-of-voice

(OVER FOOTAGE OF PEOPLE PARTICIPATING IN OUTDOOR ACTIVITIES) Woah baby, look at that! That's a sick line to ski! Ha, THAT guy's not gonna make it. Wanna have fun in the outdoors, but not make it your last time in the outdoors? You need to be Wildly Responsible. Visit my website Wildly Responsible dot come, New Hampshire.

What's wrong: Clearly too crude, over-the-top, mocking. Refers to WR program in the first person ("my website," not acceptable) and seems to be speaking only to New Hampshire residents. Needs to speak to everyone.

Some examples *(continued)*

Campaign video

In-voice

Mark: So, do we go left or right?

Linda: I don't know, this says we're in... the parking lot?

Mark: Mine says we're still at the cabin. Oh my god, we're goners!

CAMERA PUSHES IN ON MAN AS HE DESCENDS INTO A (FUNNY) PANIC

Mark: We're never gonna make it. Who will take care of the dog? I'll never get to finish my novel...

Linda: Ahem. I have a map. We go right.

Voiceover: Exploring the New Hampshire outdoors? Always bring a map, in case you're not able to get cell service.

Out-of-voice

Mark: So, do we go left or right?

Linda: I don't know, this says we're in... the parking lot?

Mark: Mine says we're still at the cabin.

Linda: (TO CAMERA) Has this ever happened to you? You need to carry a map.

Mark: (ALSO TO CAMERA) Maps are a great way to make sure you know where you're going, even if you lose cell service.

Voiceover: Exploring the New Hampshire outdoors? Always bring a map.

What's wrong: Too much of a PSA feel, only informative--not funny or memorable. Message is repeated too many times, losing any sense of story/character/"game" to be played.

02
Logo

The logo

The Wildly Responsible logo is the cornerstone of the brand and should be featured on all marketing materials. As the primary identifier of the brand, it is essential that the logo remains clear, legible, and consistently applied across all uses.

WILDLY RESPONSIBLE

NEW HAMPSHIRE

Sizing & spacing

The logo can be scaled up as needed, but to maintain its integrity, it should never be smaller than 1.25 inches (or 90 pixels) wide.

To ensure clear space and prevent visual clutter, use the tree in the wordmark as a guide for spacing around the logo.

Proper usage ensures strong brand recognition and a cohesive visual identity. It's the responsible thing to do.

1.25 inches (90 pixels) wide minimum

Minimum sizing

The tree as a measuring component for clear space

Color variations

The full color and reverse color are the two primary versions of the logo and should always be prioritized.

When a single-color variation of the logo is needed, it should always appear in our Forest Green for light colored backgrounds, or Seashell White for dark colored backgrounds.

Logo placements

When positioning the logo, consider the frame size, typography, and photography to ensure a balanced composition. Preferably the logo should be positioned left or right, at the top or bottom of the layout.

While exact sizing and margin distances may vary by the type of collateral, they should always follow these general guidelines to maintain consistency.

40px

40px
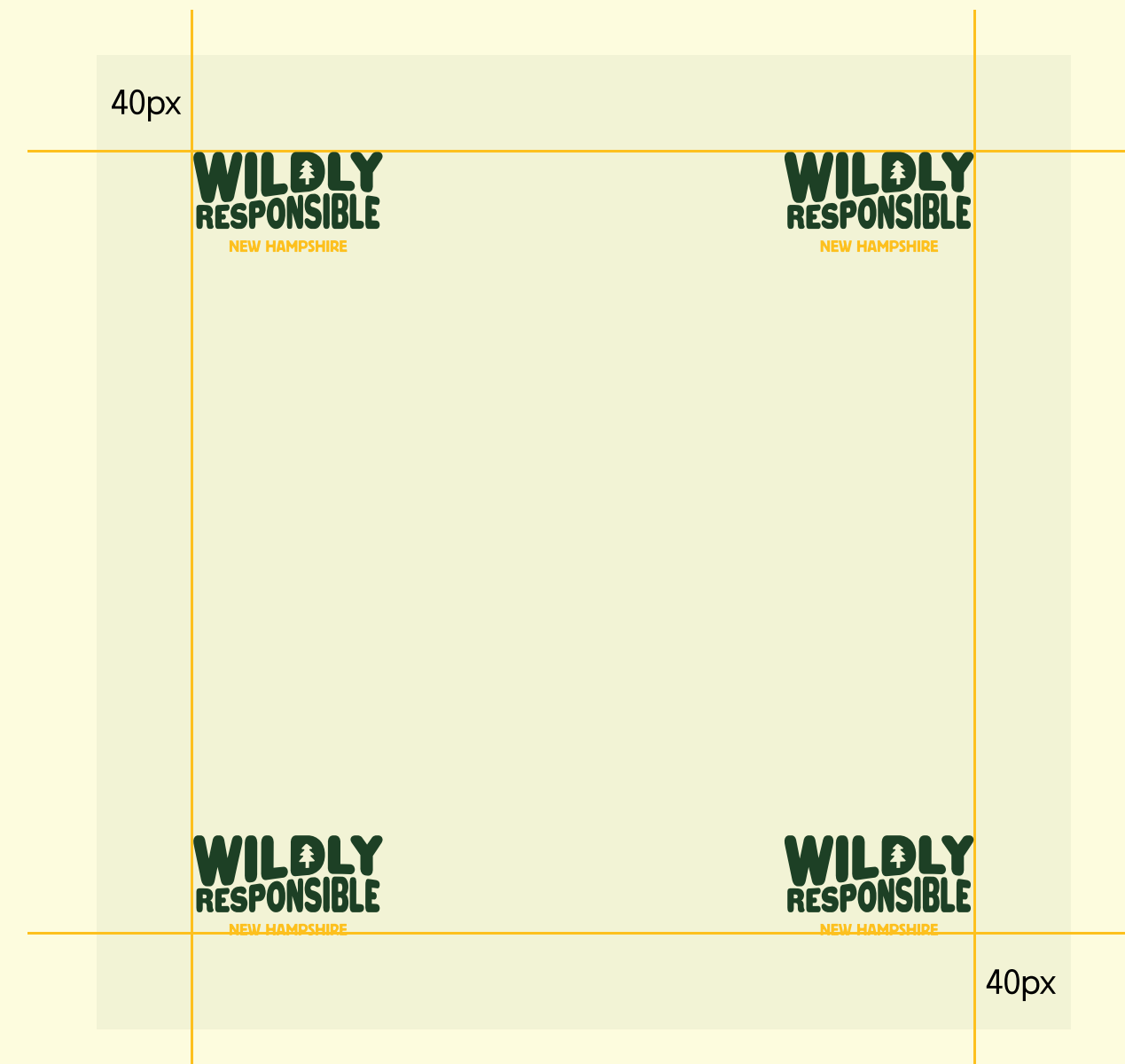
Social media post example (1080x1080)

Logo do's & don'ts

It is critical to always use the approved Wildly Responsible logo on all materials. To ensure consistency:

- Do not stretch, shrink, or skew the logo
- Do not alter the colors of the logo or use versions of the logo that do not meet accessibility guidelines
- Do not replace the tree with an image or another icon
- Do not place the logo on busy background images
- **DO be Wildly Responsible**

03
Colors

Brand colors

The Wildly Responsible color palette is taken from various nature elements. Using this palette smartly is all about balance.

The idea is to create combinations that are vibrant, as well as some that are calming. The palette itself is wild *and* responsible.

Make sure to check color accessibility when doing certain combinations, and use your best judgement to not have your creative look like an all-dressed pizza.

Forest Green

HEX	1D4025
RGB	29, 64, 37
CMYK	81, 47, 88, 56
PANTONE	

Seashell White

HEX	FDFCDE
RGB	253, 252, 222
CMYK	1, 0, 15, 0
PANTONE	

Fire Yellow

HEX	FDC01E
RGB	253, 192, 30
CMYK	1, 26, 96, 0
PANTONE	

Mantis Green

HEX	A9D071
RGB	169, 208, 113
CMYK	37, 1, 73, 0
PANTONE	

Sunset Orange

HEX	FA7132
RGB	250, 113, 50
CMYK	0, 69, 88, 0
PANTONE	

Wildflower Blue

HEX	73AFE5
RGB	115, 175, 229
CMYK	52, 19, 0, 0
PANTONE	

Wild Currant

HEX	124667
RGB	18, 70, 103
CMYK	97, 72, 37, 23
PANTONE	

Walnut Brown

| HEX	632C13
RGB	99, 44, 19
CMYK	37, 80, 95, 51
PANTONE	

Usage proportions

Forest Green, Seashell White, and Fire Yellow are most prominently used as overarching brand colors.

The other hues are used contextually across various designs, as color accents, or as complimentary pairings.

Black and white are also base colors that can be used as needed, however the primary color palette should be used first.
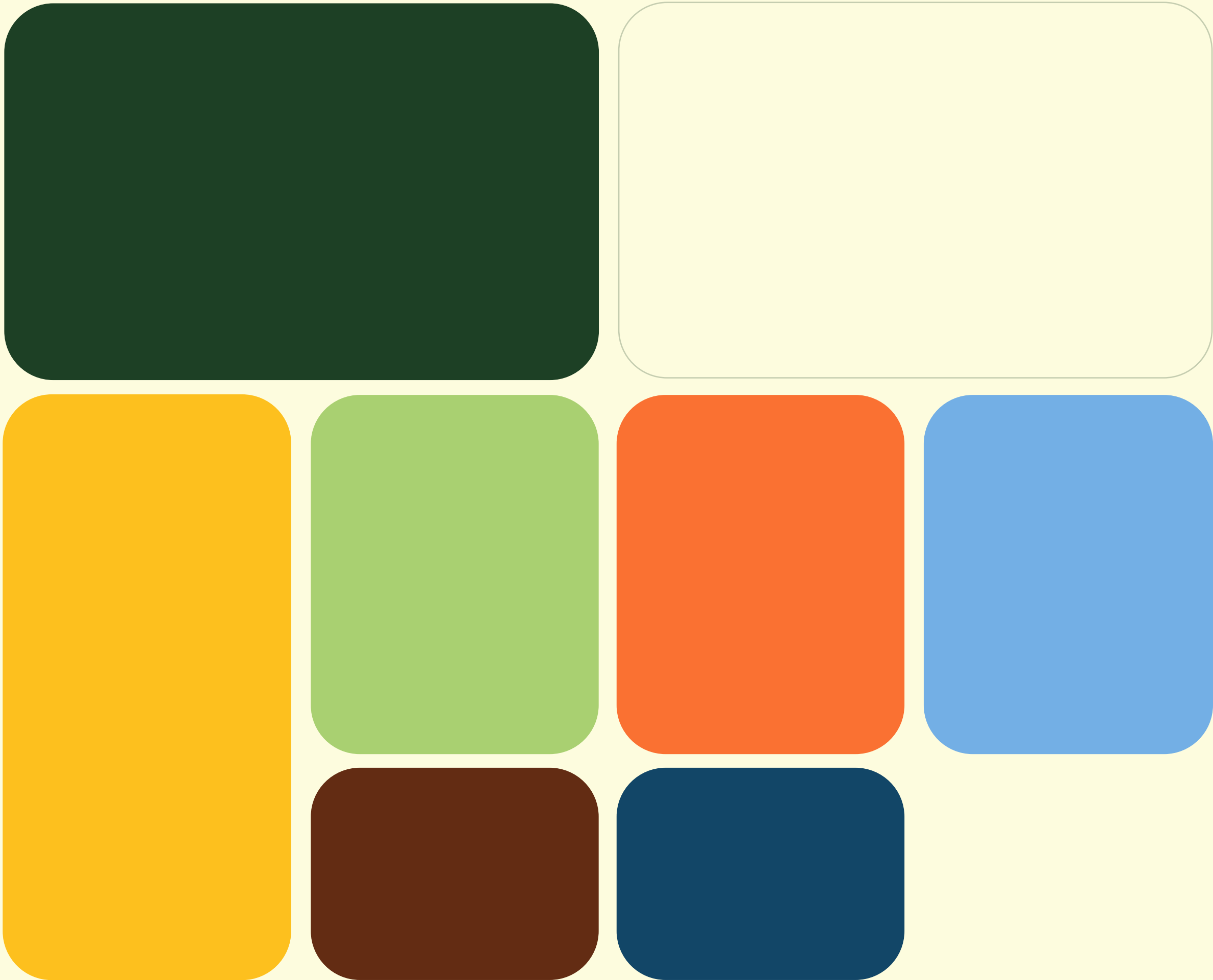
Combinations

Ensure all color combinations provide enough contrast to be easily legible both up close and from a distance. If it is difficult to see, it's not the right choice. Use the examples provided as a general guide for best practices.

While lower-contrast colors can be used for layering shapes and visuals, they should never be applied to typography where readability is essential.
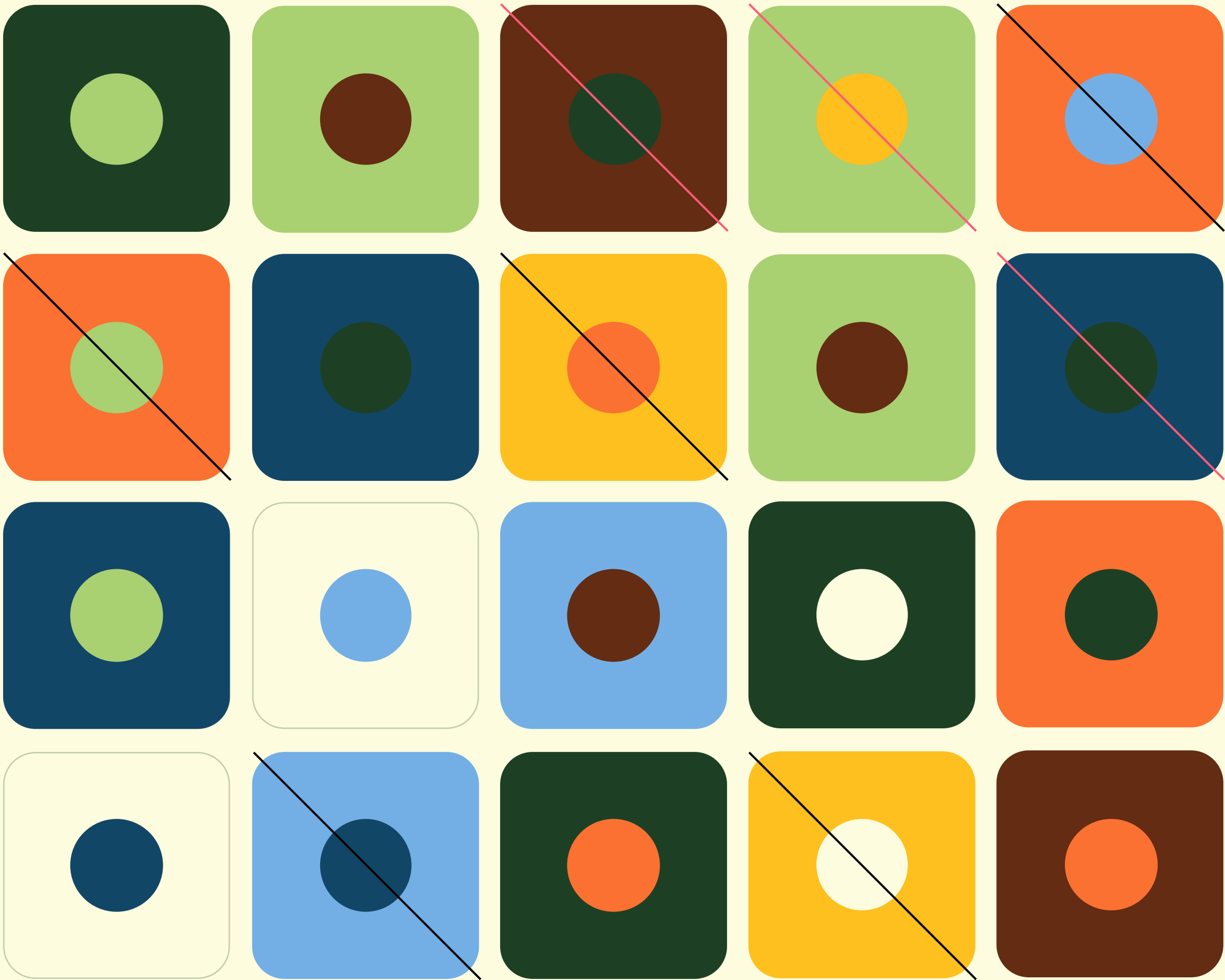
04
Typography

Brand typefaces

The brand typefaces are:

- Obviously Narrow (Bold)
- Exposure (-20)
- Epilogue

Each typeface has a specific use case within the system.

Here's a New Hampshire outdoor tip...

The happiest trails are the ones you stay on.

Learn more about staying safe and sustainable in the New Hampshire outdoors at **WildlyResponsible.com**

Proportions & use cases

Establish a clear hierarchy through scale. Headers should be the largest size, followed by subheaders and body copy. Supporting details should be the same size as the body copy or slightly smaller.

Prioritize legibility by keeping text clean and avoiding hyphenations (-). Align text primarily to the left. On occasion, centered text can be used if needed.

Adjust sizing as needed to suit the specific collateral while maintaining legibility and brand consistency.

Obviously Narrow Bold

Used for big statements and larger, overarching headlines

Here's a New Hampshire outdoor tip...

Exposure

Use for some headlines, subheads, and small bits of body copy for impact

The happiest trails are the ones you stay on.

Epilogue

Use for body copy, captions, and any other small sized text.

Learn more about staying safe and sustainable in the New Hampshire outdoors at **WildlyResponsible.com**

Setting the type

It's important to use consistent leading (space between the lines of text) and tracking or kerning (space between the letters) so the words don't blend within one another and become illegible.

Obviously Narrow Bold
Letter spacing -1px at big scales, -0.5% at small scales
Leading 105%

—

Used for big statements and larger, overarching headlines

Header x 1.05 (or 105%) = leading
A header of 50pt has 52pt leading set. Letter spacing is set at -1px.

Exposure
Weight set at -20
Leading 125%

—

Use for some headlines, subheads, and small bits of body copy for impact

Subheader x 1.25 (or 125%) = leading
A subheader of 36pt has a 43pt leading set. The weight is set at -16.

Epilogue
Letter spacing -0.5px
Leading 135%

—

Use for body copy, captions, and any other small sized text.

Body copy size x 1.35 (or 135%) = leading
A paragraph of 20pt copy has a 24pt leading set. Letter spacing is set at -0.5px and the weight should variate between Regular, Medium, and Bold depending on the messaging.

Use cases

As described on the previous pages, there are three brand typefaces that can be used across Wildly Responsible collateral.

To the right is example hierarchy treatment of these typefaces in use on the website.
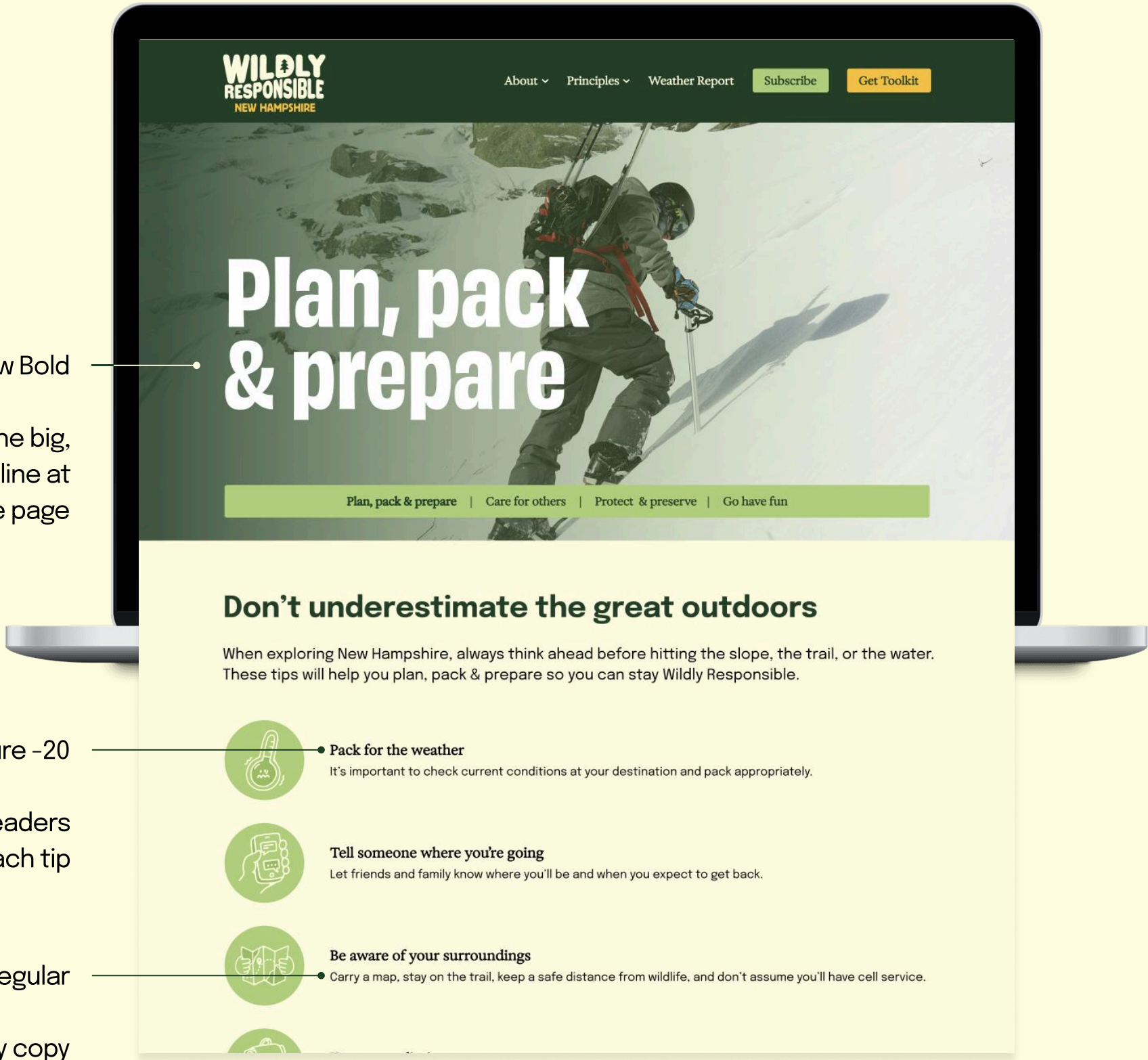
Obviously Narrow Bold

Used as the big, overarching headline at the top of the page

Exposure -20

Used as the headers for each tip

Epilogue Regular

Used for the body copy

Google typefaces

Our brand fonts are a key element of the Wildly Responsible visual identity and should always be used whenever possible to maintain consistency and recognition. In cases where our primary brand fonts are completely unavailable, approved Google Font alternatives may be used as a last resort. If Obviously Narrow Bold is not accessible, **Oswald Bold** may be used as a substitute. If Exposure (-20) is unavailable, replace it with **Barlow Medium** to maintain a similar modern, geometric feel. For Epilogue, use **Manrope Regular** to preserve the brand's clean and contemporary aesthetic. These alternatives should only be used when absolutely necessary, ensuring the Wildly Responsible brand remains visually cohesive and impactful across all applications.

Oswald Bold
-1px letter spacing
100% line height

Here's a New Hampshire outdoor tip...

Barlow Medium
0px letter spacing
110% line height

The happiest trails are the ones you stay on.

Manrope Regular
0px letter spacing
130% line height

Learn more about staying safe and sustainable in the New Hampshire outdoors at **WildlyResponsible.com**

05
The principles

The four core principles

The Wildly Responsible program is built around four core principles. We want our audience to learn these principles, remember them, and pass them on. To do that, they need to maintain a consistent look and feel.

Each principle should coordinate with a color:
Care for others = Mantis Green
Protect and preserve = Fire Yellow
Plan, pack & prepare = Wildflower Blue
Go have fun = Sunset Orange

CARE FOR OTHERS

PROTECT AND PRESERVE

PLAN, PACK & PREPARE

GO HAVE FUN

Principle typeface

When displaying the four core principles, they should be represented using Epilogue Black in all-caps, with a 0.5pt stroke. The principles are the *only* exception for this type treatment.

CARE FOR OTHERS

PROTECT AND PRESERVE

PLAN, PACK & PREPARE

GO HAVE FUN

06
Glyphs

Glyph set & style

The glyphs are a unique set of hand-drawn icons designed to compliment specific outdoor tips, reinforcing key messages with engaging visuals. Each glyph should be paired with its corresponding tip, as labeled to the right. However, they can also be used (occasionally) on organic social content as a playful design element.

Pack for the weather

Tell someone where you're going
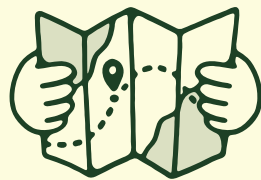
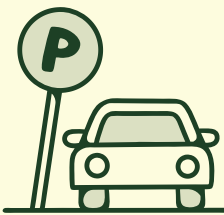Be aware of your surroundings

Know your limits

Always have a Plan B

Be kind, be courteous

Be a steward

Check in and help out
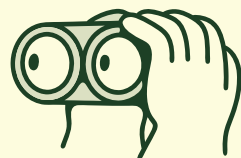
Be a mentor

Park safely
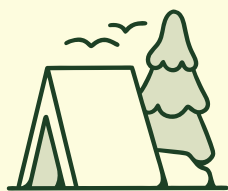
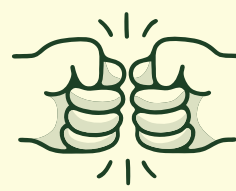Travel & camp on durable surfaces
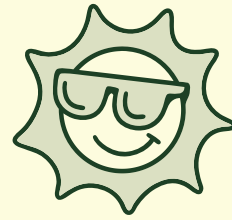
Leave no trace

Minimize campfire impact

Respect wildlife

Spend time with friends and family

Take care of your pets

Better your physical and mental health

Enjoy the outdoors

PLAN, PACK & PREPARE

Color-coding glyphs

To further reinforce brand consistency, glyphs can be color-coded to align with their corresponding principles. Assigning specific colors to each glyph can help create a clear visual connection between the icon and its related message, making it more engaging and intuitive.

Mantis Green is for **Plan, Pack & Prepare**, Fire Yellow is for **Care for Others**, Wildflower Blue is for **Protect & Preserve**, and Sunset Orange is for **Go Have Fun**.

CARE FOR OTHERS

**PROTECT & PRESERVE**

GO HAVE FUN

07
Photography

Photography

When using photography, prioritize high-quality, professional images that best reflect what the brand stands for: being Wildly Responsible.

Showcase people out in nature in a variety of seasons, as well as performing a wide range of activities. Candid is always preferred over posed, and there should be an emphasis on people happy, smiling, and having fun.

Ensure that there is diversity across age, race, ethnicity, and gender to create an inclusive representation.

Having hero shots of the New Hampshire outdoors and wildllife are also great to have accessible to use.
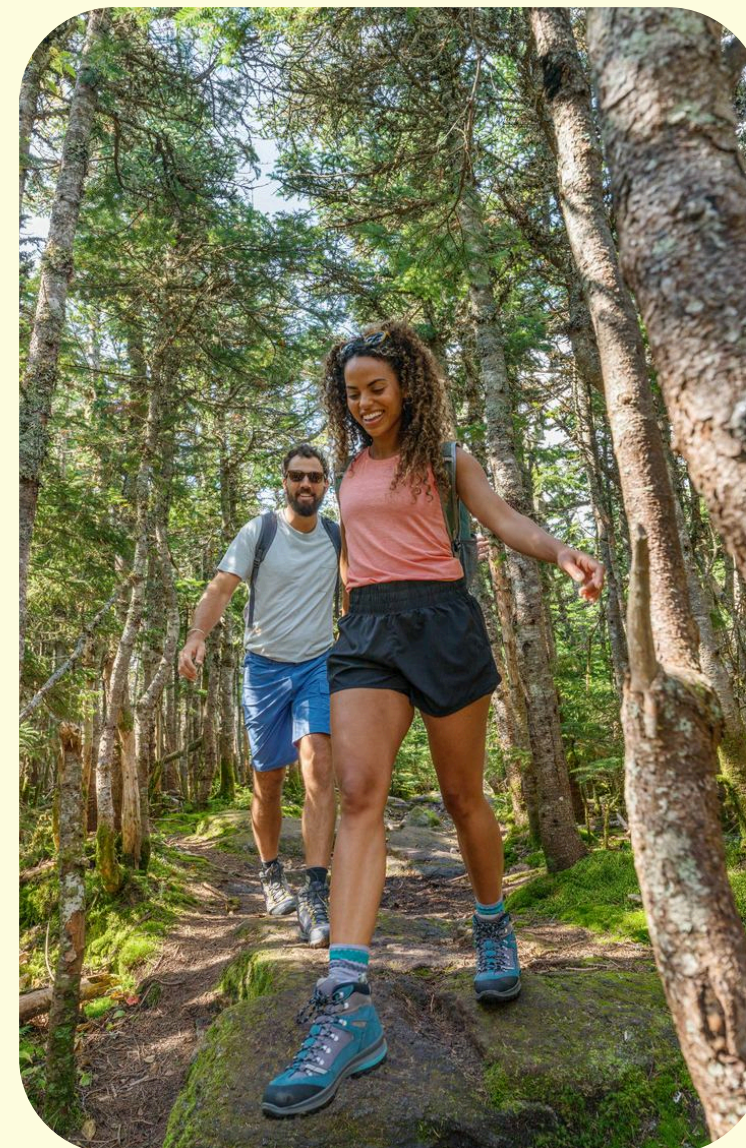
Photographer partnerships

Whenever possible, prioritize partnerships with local New Hampshire photographers. Collaborating with local talent not only enriches the Wildly Responsible brand with a diverse range of authentic photos, but it also fosters strong community connections.

Before using any photos, it is important to discuss licensing and obtain proper permissions to use a photographer's work. These partnerships are a valuable way to support local talent while enhancing the brand's visual storytelling.