





## SUSQUEHANNA GREENWAY

### Branding Standards

Lewisburg, PA

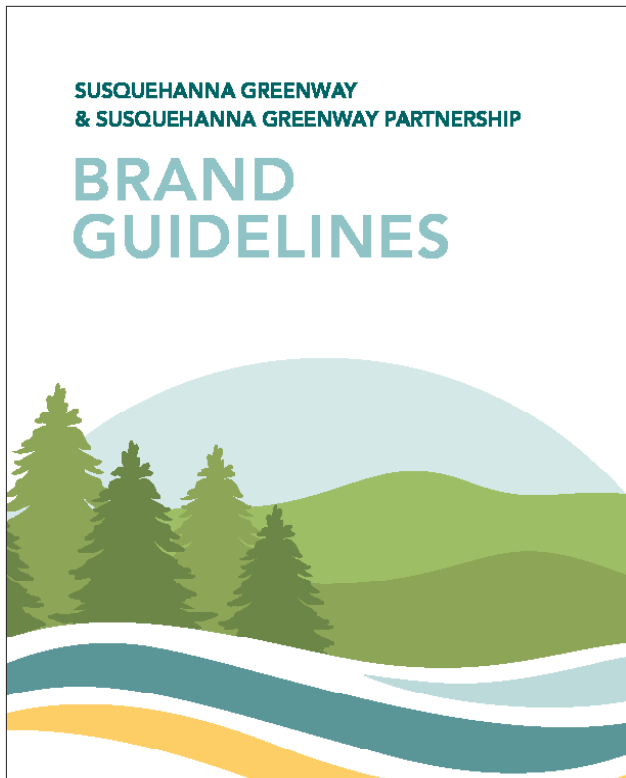
The Susquehanna Greenway encompasses the entire length of the Susquehanna River as it flows within Pennsylvania. Once completed, the Susquehanna Greenway will become the largest greenway in Pennsylvania, linking natural, cultural, historic, and recreational resources along the 500-mile corridor.

The Susquehanna Greenway Partnership (SGP) is the 501(c)3 non-profit dedicated to advancing the vision of the Susquehanna Greenway. SGP works with partners to grow this network, inspire people to engage with the outdoors, and transform communities into places where people want to live, work, and explore.

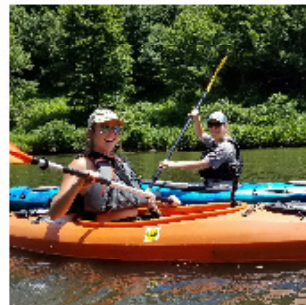
MERJE worked with the Susquehanna Greenway Partnership staff to develop identities for both the “organization” (SGP), as well as the “physical trail” (Greenway).

The Partnership identity builds on the acronym SGP and communicates a trustworthy image through a strong use of typography, separating it from the Greenway identity, which expresses a more illustrative style to reflect the on-trail experience.

The related but separate identities have a common design language, but still serve the unique requirements of the users, as well as the variety of applications.



## BRAND TOOLBOX



Many factors contribute to the Susquehanna Greenway Brand. The brand is more than a logo, it's the experiences people have when they visit, the lifestyle of its residents, and the history and culture that contribute to its uniqueness.




**SUSQUEHANNA  
GREENWAY**

The primary color palette consists of a three shades of blue, three shades green and a golden yellow. This is the color palette that should always be used, unless using a "lock-out" or black and white version.




**PLACES**



**NATURAL**

TRAILS • RIVER  
GREEN SPACE • PARKS

**ACTIVITIES**



**ADVENTURE**

TRAILS • PARKS • RIVER  
HIKING • FISHING • BIKING

**SUPPORTIVE**



**RESOURCES**

MAPS • BROCHURES • WEBSITE  
GRANT KNOWLEDGE

**COMMUNITY**



**COLLABORATION**

INSPIRES • OUTDOORS  
GROUP • VOLUNTEER


**LIVELY**



**ACTIVE**

BUSY • FUN • FRIENDS  
FAMILIES • ACTIVITIES

**ENJOYMENT**



**Recreational**

HIKING • PADDLING  
BIKING • CAMPING • FISHING

**EDUCATION**



**PROGRAMS**

EVENTS • WORKSHOPS  
CONFERENCES • DESIGNATIONS




**SUSQUEHANNA  
GREENWAY**

**Headline  
text here.**

Here, the Brandmark is placed on a photo with a faded background. The Brandmark could also be placed on a photo that is light enough to provide the required 70% contrast.