



BRAND GUIDELINES

Contents

MISSION AND VISION	3
KEY LANGUAGE	4
OUR VALUES	5-7
LAND ACKNOWLEDGMENT	8
PRIMARY LOGO	9
LOGO VARIATIONS	10
LOGO USAGE	11
COLOR PALETTE	12-13
TYPOGRAPHY	14-17
PHOTOGRAPHY	18-19



Mission and Vision

Our Mission

Crosscut Mountain Sports Center provides year-round recreation, sports training, and outdoor education opportunities for everyone through our simple yet exceptional facilities and trails.

Our Vision

To empower healthy community by connecting people and nature.





Key Language

More than just a mountain sports center — we are a true community

Crosscut Mountain Sports Center is a nonprofit organization providing outdoor recreation, sports training, and environmental education for people of all backgrounds, ages, and abilities. With welcoming facilities and extraordinary trails in a landscape of pristine natural beauty, we offer community connection, solitude, and inspiration for our community and those who wish to visit.

Today and into the future, Crosscut seeks to embody a welcoming environment for all ages, abilities, identities, and backgrounds, while preserving the enduring vitality of the land.



Past + Future

With deep respect for the indigenous peoples who have called these lands home, we strive to proactively conserve and protect the undeveloped landscapes around us. As current caretakers of this earth, surrounded by the treasured wildness of hundreds of acres of national forest, our work is to create comfortable facilities with high levels of sustainability. Today and into the future, Crosscut seeks to embody a welcoming environment for all ages, abilities, identities, and backgrounds, while preserving the enduring vitality of the land.



Community + Solitude

Crosscut offers community connection, where familiar faces await in favorite places, and strangers can quickly become lifelong friends. We also provide opportunities to embrace being alone, reveling in secluded retreat, the peace and quiet of moving solo through nature. In both togetherness and solitude, we can all enjoy a respite from a hurried life.



Inclusivity + Tradition

As an antidote to costly, expensive recreational culture, we provide an accessible, affordable means for everyone to enjoy more time spent outdoors. And through a sense of place and sense of culture, we link the past and present. With appreciation for the folkloric charm, athleticism, and heritage of Nordic ski culture, we cherish the simplicity of times past, and seek to bring that invaluable experience of undistracted presence to the next generation.



Achievement + Play

The thrill of high-performance efforts and the release of unstructured, imaginative play are equally important, and both boundless in possibility. Here, Olympians and Paralympians regularly cross paths with toddlers on tiny skis and passionate birdwatchers. Whether someone seeks grit or grace, effort or leisure, adventure or comfort, we joyfully meet every participant wherever they are. We believe in supporting body and mind, so all athletes and recreators can wholeheartedly pursue that which fulfills them.



Collaboration + Leadership

Crosscut embraces our interdependence — with the land, the community, our visitors, and the greater world. We welcome all voices to the table, knowing our best opportunities for learning and growth can come from fresh perspectives. We also stand on what we know to be right, and when needed, provide guidance both inside and outside of our organization.



Gratitude + Pride

We teach and practice respect for self, others, and the natural world, recognizing each's inherent worth. The Crosscut community functions as an extended family — cheering for each others' wins and sharing the burden in times of struggle. This philosophy is rooted in love, integrity, and authenticity — we lead by example, cultivating opportunities for our team and patrons to become the best possible versions of themselves.



Land Acknowledgment

We honor the legacy, sovereignty, and stewardship of the Niitsípiis-stahkoi, Apsaalooké, Salish Kootenai, Cheyenne, and Očhéthi Šakówiŋ tribes whose land we occupy, and thank them for the strength and resilience with which they have stewarded this land for thousands of generations. We recognize our responsibility in carrying forward their example of the right relationship.





Logos

PRIMARY LOGO

Crosscut's primary logo consists of both a word mark and abstract mark. The mountain motif represents Ross Peak (left) and Sacajawea Peak (right). The treeline cutout represents the conifer forests of the Bridger Range and Crosscut property. The inclusion of "Mountain Sports Center" under "Crosscut" signals that Crosscut is more than a cross-country ski area, but a place for year-round recreation, sports training, and outdoor education.

The name "Crosscut" pays homage to the Crosscut Ranch property that was purchased in 2018 and joined with the larger property.

This version of the logo should be treated as the primary logo when representing the company in public and commercial applications. The color version and white version can be used interchangeably depending on the background color of where they appear.



ALTERNATIVE PRIMARY LOGO

The primary logo includes snow patches on the mountain peaks. In some limited instances, the patches on the white version of the logo may be too complex to include, in which case they can be omitted. This alternate is the preferred version for use when only one color is available for production of the mark.





LOGO VARIATIONS

While the full primary logo is the preferred public-facing logo for Crosscut, wordmark versions and variations of the logo are useful and can be deployed in a variety of circumstances. If the primary logo doesn't fit in a particular setting — i.e. if a more vertical or horizontal version is needed. Anytime there are legibility or fit issues for the primary logo, a variation can be used. Variations can also be used in less formal settings such as on swag. If the primary logo has been used earlier in a document, a variation can be subsequently used. They can also be used on internal and less formal documents and communications.

PROGRAM-SPECIFIC LOGOS

Crosscut's suite of programs have their own logos that fit comfortably in Crosscut's brand identity.

CROSSCUT

CROSSCUT
MOUNTAIN SPORTS CENTER





Logo Usage

CORRECT USAGE

The spacing around the logo is important. The "O" in Crosscut can be used to define the minimum amount of spacing between the logo and any other elements.



INCORRECT USAGE

Maintain the integrity of the logo by ensuring no changes are made to the font, line thickness, proportionality, or color.



Incorrect proportions



Incorrect font weight and font spacing



Incorrect colors

PALETTE

Crosscut's color palette contains numerous hues of blues and a punch of warm yellow. The primary color is used most often and the supporting colors play an equally important role in conveying the Crosscut brand. The tertiary colors should be used in a much more limited fashion and avoid appearing in large color blocks. The special-use colors are used only in the body text and as a text background.



Color System

Primary Color

HEX: #056E86
RGB: 5 110 134
CMYK: 90 46 36 9

Supporting Colors

HEX: #AACBD8 RGB: 170 203 216 CMYK: 33 10 11 0	HEX: #78939D RGB: 120 147 157 CMYK: 57 33 32 1
HEX: #2B525C RGB: 43 82 92 CMYK: 84 56 50 30	HEX: #E3E9EC RGB: 227 233 236 CMYK: 10 4 4 0
HEX: #D69C00 RGB: 214 156 0 CMYK: 17 39 100 1	

Tertiary Colors

HEX: #2780AA RGB: 39 128 170 CMYK: 82 41 18 1	HEX: #DDB74E RGB: 221 183 78 CMYK: 14 26 83 0
HEX: #3E5265 RGB: 62 82 101 CMYK: 79 62 43 25	HEX: #D0DADD RGB: 208 218 221 CMYK: 17 8 10 0
HEX: #444341 RGB: 68 67 65 CMYK: 66 60 61 45 (Body Text Color)	The most commonly used background color is the lightest supporting color (HEX: #E3E9EC) applied at 50% opacity.

Special-Use Colors

TYPOGRAPHY

Museo Sans & Museo Slab

The primary typefaces are Museo Sans and Museo Slab. Text weights 100 and 700 are the most commonly used. The text size can vary depending on usage. The relative differences in size among styles, however, should remain intact.



FONT STYLES

Except in very limited circumstances (see Photography page) text should not be ALL CAPS, but rather Sentence case or Title Case.

Text can comfortably appear on both white or grey backgrounds. Grey and white backgrounds are often used to establish and separate different sections of text.

Any of the text shown in this section can also appear white when over the top of a dark color block.

If this document is opened in Adobe InDesign, these font styles can be copied and pasted into a new InDesign document. This document serves as ideal typography sample, where styles remain intact as they are copied and placed into new InDesign documents.

Museo Slab 700

Title case without punctuation

This is an example of a special text styling. A quote or important phrase can appear in this font style.

Museo Sans 300

Sentence case with punctuation

This is an Example of a Subheading

This is an example of a top-line heading

This is an example of body text. Body text can vary in size depending on where it appears. This is the larger body text size — 12-pt. **Bold text** can appear in a limited fashion to call attention to something important.

The background color becomes a key part of the design — text should primarily appear over the top of white or the light grey supporting brand color (HEX: #E3E9EC; CMYK: 10, 4, 4, 0) applied at 50% opacity.

Museo Slab 700

Subheadings often appear above top-line headings and are typically title case

Museo Sans 700

Primary headings are typically sentence case. They can appear with or without punctuation

Museo Sans 100

Museo Sans 700 for bold
Sentence case with punctuation

This is an example of a secondary heading

This is an example of body text. Body text can vary in size depending on where it appears. This is the smaller body text size — 10.5-pt.

Museo Sans 700

Sentence case without punctuation

Museo Sans 300

Sentence case with punctuation

This is an example of a tertiary heading

This is also an example of a tertiary heading

Museo Sans 700

Sentence case without punctuation

**Short phrase, three to four lines,
sentence case, no punctuation
duis aute irure dolor henderit**

Heading, One Line

Body text, sentence case.
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Leo vel orci porta non pulvinar neque laoreet suspendisse interdum. Quam quisque id diam vel quam. Rutrum tellus pellentesque eu tincidunt tortor. Vitae purus faucibus ornare suspendisse sed nisi lacus sed. Convallis a cras semper auctor neque vitae tempus.

Text should primarily appear in white when used over colors that are the equivalent of 50% grey or darker.

Body text, sentence case. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Leo vel orci porta non pulvinar neque laoreet suspendisse interdum. Quam quisque id diam vel quam. Rutrum tellus pellentesque eu tincidunt tortor.

Short Subheading

Short Phrase, Two Lines or Less, Title Case

Short Subheading

00-01

PHOTOGRAPHY

Crosscut's photography is an important component of the overall brand. It is characterized by vibrancy, positivity, diversity, inclusivity, human-connection, and fun. Photos should appear without text over the top except in very limited cases. In these limited cases, a semi-transparent colored box with white text overlays a small portion of the image. This is the primary usage for ALL CAPS text in the Crosscut brand.



WORD OR SHORT PHRASE

00-01



THANK YOU

We appreciate your help in adhering to our brand guidelines. Our visual identity is important to us, and we work to ensure consistency and recognition for all touch-points where there will be interactions with the visual elements of our brand.