

## LOGOTYPE

**NEW TRAILS**  
GARDNER KS

## TRIANGLES

The large outer triangle and the two thicker triangles inside of it represent the three historic trails near the development. These accents also create a frame that is inspired by hiking trail markers.

## BRAND IDENTITY

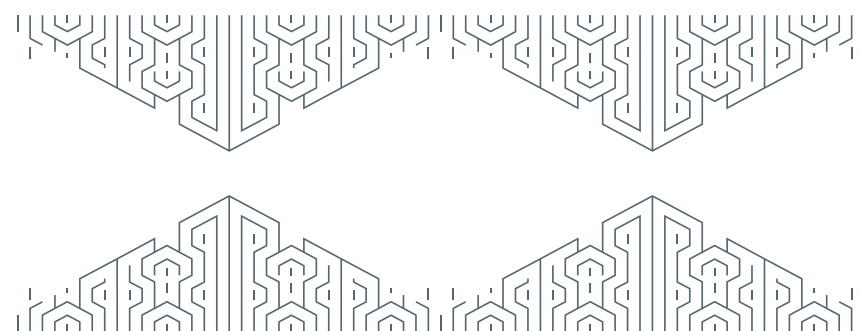
This Brand Identity is modeled to showcase a relevant and smart design that matches the up and coming "Hidden Treasure" community in Gardner, Kansas. This Modern design with a twinge of Art Deco, which is chic yet stands the test of time.



## LOWER TRIANGLE

This is consistent across logos, and shows a 3 strokes winding. This is to give a subtle nod to New Trails History, as 3 different historic Wagon Trails passed through the area.

## PATTERNS & TEXTURES



## LOCK-UP LOGO



## SIGNATURE LOGO

GARDNER KS  
**NEW TRAILS**  
ESTABLISHED 2020

## FONT SELECTIONS

**HANSIEF**

**GOTHAM BOLD**

Gotham Med

## COLOR SELECTIONS

#DC661E

#16325C

#738C1F

#E8B909

#000000

COOL  
GRAYS