LAKE TAHOE
SHARE THE PATH
EDUCATION CAMPAIGN

VISUAL STYLE GUIDE

Photo: Chris Beck

Created by the Lake Tahoe Pathway Partnership and prepared by TRPA and NDOT
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SHARE THE PATH
be kind.
be safe.
take care.
Lake Tahoe’s Share the Path education campaign kicked off through the Pathway Partnership in 2017. Partners used a facilitated process to create an etiquette campaign that can be consistently applied regionally. This initiative is an implementing action of the 2016 Linking Tahoe: Active Transportation Plan to address user conflict on Tahoe’s path system.

This style guide outlines size, designs, and sign use to ensure consistency across all local jurisdictions, offer context sensitive options, and provide easy implementation. Etiquette icons were developed through a collaborative process using campaign imagery from education campaigns in other areas. Designs and color schemes were vetted through the Pathway Partnership and their respective communications departments.
Campaign Identity

Share the Path
be kind.
be safe.
take care.

Signage associated with Lake Tahoe’s shared-use path etiquette campaign is intended to be used in conjunction with existing local signage, MUTCD signage, and the Tahoe Trail signage established in the SR 28 National Scenic Byway Corridor Signage Master Plan. The primary program identity “Share the Path – Be Kind. Be Safe. Take Care.” is included on trailhead signage, on print materials, and in digital applications.
The Lake Tahoe Share the Path etiquette campaign uses Avant Guard Gothic typeface for all etiquette icons, signs, and stencils. This font is consistent with the Take Care Tahoe etiquette campaign whose signs are also posted at some trailheads and along paths.
Etiquette icons use a brown, white, black, and blue color scheme that blends in with Lake Tahoe’s natural environment. Pantone colors are specified at right along with CMYK and RGB mixes for printed materials followed by hexadecimal numbers for on-screen color specifications.

- **Brown**: c 42; m 70; y 100; k 51
  R 94; G 53; B 8
  #5e3508

- **White**: c 0; m 0; y 0; k 0
  R 255; G 255; B 255
  #ffffff

- **Black**: c 75; m 68; y 67; k 90
  R 0; G 0; B 0
  #000000

- **Blue**: c 97; m 81; y 0; k 51
  R 5; G 36; B 96
  #05235f
Lake Tahoe shared-use path etiquette icons show positive path etiquette concepts that apply to all path users. Pictograms appear on signage and campaign materials with and without text labels, depending on the application.

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Icons
Lake Tahoe
Share the Path
Campaign

Applications
Trailhead signage with the campaign header and etiquette icons should be permanently installed at trailheads and major path intersections to effectively communicate trail etiquette to users entering the path. Permanent trailhead signs are metal, 18 x 24 in. rectangles with rounded corners.

Trailhead signs are intended to signal users at the beginning of their trip and provide quick information on desired trail etiquette.
Implementing agencies can place site specific signage at locations along paths. Individual icon signs may help prevent user conflicts when placed near areas of known user crashes, major path intersections, or at sharp turns. Site specific signs will help raise awareness about potential dangers, or simply serve as a reminder to path users that they should practice proper etiquette while they are on the path.

Site specific signs are made of metal and mounted on metal or wood stakes.

Simulated Example
In addition to, or in place of site specific signs, implementing agecies can choose to stencil pictogram etiquette icons directly on the path. Stencils are recommended in high-conflict areas and locations that are partially protected from direct sunlight. Paint will fade quickly with high use, direct sunlight, and snow.

Stencil graphics were designed using the safety icons and were curated to clearly convey campaign messaging. A stencil with the program slogan “Share the Path” was also developed for use at desired locations. Although stencil paint will fade over time, stencils are a simple and relatively inexpensive way to convey campaign messaging.
Etiquette Icons

- SLOW DOWN – Use a site specific “Slow Down” sign, stencil, or sticker before blind or sharp corners and before path intersections. Stickers may be placed on existing trailhead signs, on bicycle racks, or on benches at rest areas.

- LOOK LISTEN – Display a “Look Listen” sign, sticker, or pavement stencil before major path intersections and at trailheads. The message serves as a reminder to path users to pay attention at all times and can also be placed periodically along the path.

- USE LIGHTS – Any “Use Lights” signs should be placed in well-lit areas where they are clearly visible to users in the dark. A “Use Lights” site specific sign should be placed at trailheads to remind path users to display their reflectors and turn on lights before they embark on a trip. Stencils and stickers should only be placed near or under street lights.

- PASS LEFT – “Pass Left” stencils may be used at any point along the path. Use a site specific “Pass Left” sign or sticker at trailheads, but also periodically along the path to remind users of this fundamental rule.

- BE KIND – “Be Kind” signs should be used primarily at trailheads and major points of interest along the path where people may stop often for quick breaks and sightseeing.

- PASS SAFELY – Use “Pass Safely” signs and stencils before or at major path intersections. The signs and stencils can also be placed periodically along the path and accompanied by a “Pass Left” sign.
Lake Tahoe
Share the Path
Campaign

Outreach &
Education
A banner was developed to display Lake Tahoe’s Share the Path slogan and etiquette icons with full messages. The banner also shows the Pathway Partnership logo and features the website URL in large lettering. The banner is 5’9” x 2’ (69” x 24”) in size and can be displayed near trailheads, at event booths, on park benches, and at major recreation sites along paths.

Share the Path
be kind. be safe.
take care.

TahoeBike.org/ShareThePath

69”X24”
Lake Tahoe’s Share the Path campaign poster features etiquette tips and messaging and can be posted in offices, at trailheads, on bulletin boards, near parks, and at schools. The poster features a brief description of the shared-use path network at Lake Tahoe and encourages residents and visitors to abide by etiquette tips while they are on the paths.

**Share the Path**
Lake Tahoe has an exceptional network of shared-use paths and a plan to build a connected path around the entire lake. The path system is for everyone to enjoy and use for commuting and recreating. Follow these six easy etiquette tips to keep you and your fellow path users safe.

**Etiquette Tips**
- **Use safe speeds.** People travel at different speeds, in different directions, and in different ways. Make sure your speed allows you to maneuver safely by others.
- **Alert when passing.** Slow down and allow enough time for others to make space for you to pass.
- **Always use a light at night.** Make sure you are visible to others by using lights and reflectors.
- **Keep right, pass left when safe.** Stay to the right and let people moving faster pass safely on your left.
- **Blaze a trail of kindness.** The path is for everyone and should be a fun experience for all.
- **Look, listen, and be respectful.** Pay attention to your surroundings, listen for others approaching, and give people space to pass.

**Poster**
Lake Tahoe’s Trail Safety Etiquette Campaign
For more information, visit: [website.xxx.org/xxx]

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18”X24”
Stickers were developed with messages and pictograms that match the other campaign materials. Stickers may be used as an additional outreach method and placed in a variety of locations, such as park benches, trailhead posts, and bicycle racks. Implementing partners can also distribute stickers to visitor centers, and pass out stickers at events and meetings.
A simple 8.5” x 11” flyer is available for distribution at meetings, community groups, offices, schools, and e-newsletters. The flyer outlines the history of Lake Tahoe’s Share the Path campaign, explains the history and mission of the Pathway Partnership, and discusses the ongoing work of local jurisdictions to advocate for and construct the Tahoe Trail network.

Share the Path be kind. be safe. take care.

Keep right, pass left when safe.

Blaze a trail of kindness.

Alert when passing.

Use safe speeds.

Always use a light at night.

Look and listen, be respectful.

Tahoe’s path system is for everyone. Follow the six tips above when recreating or commuting on shared-use paths. Visit www.TahoeBike.org/ShareThePath to learn more about biking safely at Lake Tahoe!

8.5”X11”
A postcard-sized (5.8” x 4.1”) graphic was created for use in social media advertising. The graphic conveys the message simply and directs viewers to the campaign website to learn more.

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www.TahoeBike.org/ShareThePath

5.8”X4.1”
To learn more, visit www.TahoeBike.org/ShareThePath