Hotel Boulderado

BRAND STYLE GUIDE | 2017

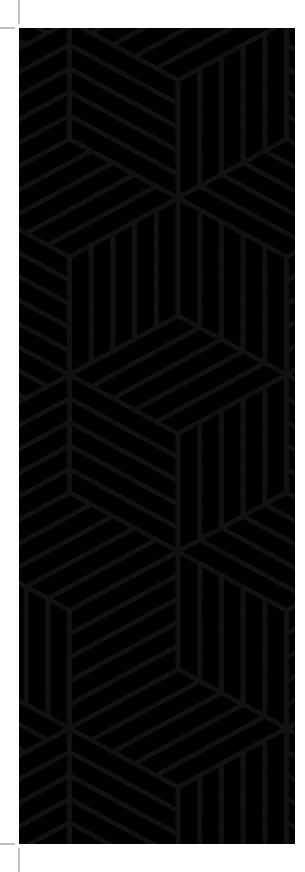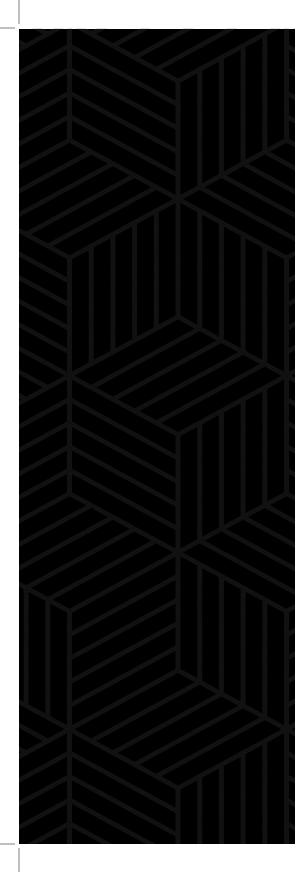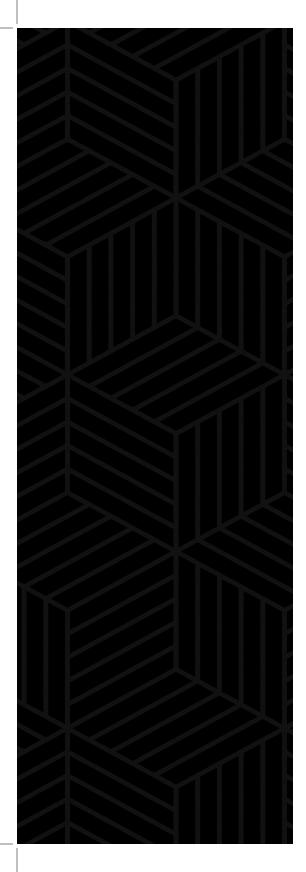# TABLE OF CONTENTS

INTRODUCTION

The primary purpose of a Brand Style Guide document is to give guidance to others as to how they can use the company's branding when they create anything new, such as business cards, advertising, websites, packaging, ect, anything that visually represents the business in any way.

LOGO | STANDARDS & GUIDELINES

LOGO CLEAR SPACE
The grey is the clear zone rule for the logo. In order to keep the Hotel Boulderado branding consistent and clean the logo should always appear with a minimum area of clear space. This area should be free of any type or graphic element.
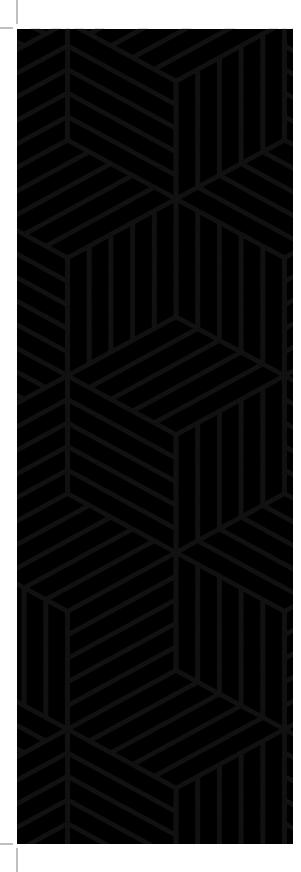
HOW TO USE
The logo should appear on a black or white background with the minimum area of clear space. It should also be clear of any type or graphic element.
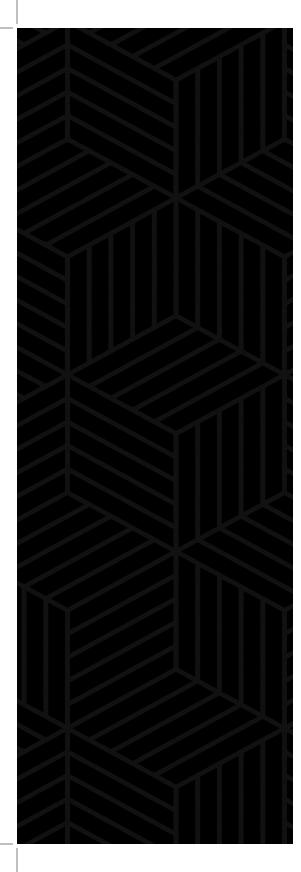
The Hotel Boulderado's primary typefaces are the Gotham font family. Clean, contemporary, flexible and easy to read, Gotham is uniquely suited for a wide range of visual communications. Multiple levels of typographic hierarchy are used both for impact and clarity of our communications.

WHEN TO USE
Use Gotham for all Boulderado communications where possible. Use Gotham in rendered form for online and electronic applications. When use of Gotham is not possible, use the Helvetic font family. The weights shown for Gotham are approved for use.

GOTHAM FONT FAMILY TYPEFACES	
GOTHAM ULTRA	*GOTHAM ULTRA ITALIC*
GOTHAM BLACK	*GOTHAM BLACK ITALIC*
GOTHAM BOLD	*GOTHAM BOLD ITALIC*
GOTHAM MEDIUM	*GOTHAM MEDIUM ITALIC*
GOTHAM BOOK	*GOTHAM BOOK ITALIC*
GOTHAM LIGHT	*GOTHAM LIGHT ITALIC*
GOTHAM EXTRA LIGHT	*GOTHAM EXTRA LIGHT ITALIC*
GOTHAM THIN	*GOTHAM THIN ITALIC*

TYPOGRAPHY | IN USE

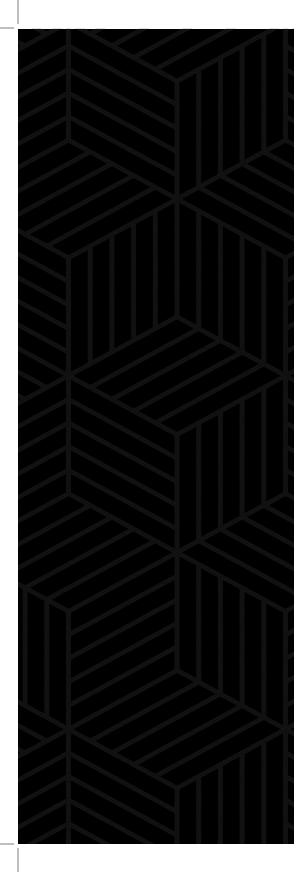PRIMARY DISPLAY TYPEFACE | ALL CAPS | GOTHAM: BOLD, BLACK, ULTRA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SECONDARY DISPLAY TYPEFACE | ALL CAPS | GOTHAM: LIGHT, BOOK, MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY | GOTHAM: THIN, EXTRA LIGHT, LIGHT, BOOK, MEDIUM

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only the centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

COLOR | SPECIFICATIONS

Color is a primary means of visual identity that we use to create a powerful emotional response. The consistent use of a limited number of colors will build strong external recognition and memorability for Hotel Boulderado.

PRIMARY PALETTE
Our primary colors are black and white. They should be used for all general branded pieces.

NOTE:
For CMYK, a "rich black" is necessary for a proper deep black color.

SECONDARY PALETTE
Various grays are occasionally used in various elements to soften and add more dimension to branded pieces.

PRIMARY PALETTE

BLACK
CMYK 060 060 060 100
RGB 0 0 0
000000

WHITE
CMYK 000 000 000 000
RGB 255 255 255
FFFFFF

SECONDARY PALETTE

LIGHT GRAY
PANTONE COOL GRAY 5C
CMYK 000 000 000 0029
RGB 190 192 194
BEC0C2

MEDIUM GRAY
PANTONE COOL GRAY 8C
CMYK 000 001 000 043
RGB 161 161 164
A1A1A4

DARK GRAY
PANTONE COOL GRAY 11C
CMYK 0000 0002 0000 0068
RGB 113 112 115
717073