



Brand Style Guide

Victoria Falls House

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Your brand identity is a valuable asset that needs to be maintained.

This brand style guide is the foundation for your communications. Adhering to it will result in consistency with your visual branding and your messaging.

Colour Palette



Colours play an important role in reinforcing your brand. In the Victoria Falls House example, the dark blue represents dependability and the orange represents warmth and friendliness. Only colours from your brand colour palette should be used for marketing.

PRIMARY COLOURS



Dark Blue

Printing

Pantone (PMS, Spot)

Pantone 7694 C

Four-colour process (CMYK)

100C 77M 34Y 20K

Web

Hexadecimal: #00416B

RGB: 0 65 107



Dark Orange

Printing

Pantone (PMS, Spot)

Pantone 1385 C

Four-color process (CMYK)

13C 60M 100Y 2K

Web

Hexadecimal: #D77900

RGB: 215 121 0

Spot Colours vs Four-Colour Process (CMYK stands for Cyan, Magenta, Yellow)

The four-colour process (CMYK) colour mixes are close matches to the Pantone colours. However, because these colours are a combination of colours, they are unable to be an exact match to the spot colours. Spot colours can be reproduced with more vibrancy than most four-colour process (CMYK) colours.

Coated vs uncoated colour variations

There are different colours specified based on the type of paper being used for printing. The spot colour numbers and four-colour process (CMYK) values are close but not exact matches. On coated paper, colours will be more vibrant because the ink sits on top of the paper. On uncoated paper, colours appear a little duller or darker because the ink is absorbed into the paper. The finish and brightness level of these types of papers will also vary.

Web colors

Colours on screen may vary between monitors, web browsers and even platforms (e.g., Mac vs PC).

SECONDARY COLOURS

The secondary colours should be used in addition to, not instead of the primary colours. When selecting secondary colours, consider the colours that appear in any accompanying photos. Choose colours that would complement those in the photo.



Dark Grey

Printing

Pantone (PMS, spot)
Pantone Cool Grey 11 C

Four-colour process (CMYK)
0C 0M 0Y 83K

Web

Hexadecimal: #2D2D2D
RGB: 45 45 45



Mid Grey

Printing

Pantone (PMS, spot)
Pantone 423 C

Four-color process
0C 0M 0Y 52K

Web

Hexadecimal: #7C7C7C
RGB: 124 124 124

Typography



For brand consistency, the same typefaces should be used in all print and online materials. When the preferred typefaces are not available for use, utilize the recommended substitutions.

SANS SERIF

Font 1 Preferred

Futura Medium

Futura Medium Italic

Futura Bold

Futura Condensed Medium

Futura Condensed Extra Bold

Font 2 Preferred

PANTON LIGHT CAPS

Font 3 Preferred (web body text)

Arial Regular

SERIF

Preferred

(e-mail and print body text)

Georgia Regular

Serif vs Sans Serif

The small features on the ends of strokes in some fonts are known as “Serifs”. Those fonts without these features are referred to as “Sans Serif”. Serif fonts are more easily readable at small body copy sizes, and Sans Serif fonts stand out in larger titles.

Where to Get Fonts

The typefaces can be downloaded at dafont.com and fonts.adobe.com

Below are examples of styling for print materials, for the web and e-mails. The text size and colours used for the headings may vary as long as they are from the brand colour palette. Note the variances in the amount of space between lines within and after paragraphs in the different fonts.

PRINT

Futura
Heading 1
Heading 2
Heading 3

Georgia typeface should be used for body text.

WEB

Futura
Heading 1
Heading 2
Heading 3

Arial typeface should be used for body text.

E-MAIL

Georgia
Heading 1
Heading 2
Heading 3
Heading 4

Arial typeface should be used for body text.

Logo



The logo is the visual shortcut to your identity. Here, it represents friendliness and a warm inviting feeling for the Victoria Falls House guests. The logo must appear on the website, brochures, ads, social media images, presentations and other materials. The logo should never be modified (other than proportionate resizing) or recreated.

VERSIONS

There are two versions of the logo: main and secondary. There is also a horizontal text-based logo for use where applicable.



COLOURS

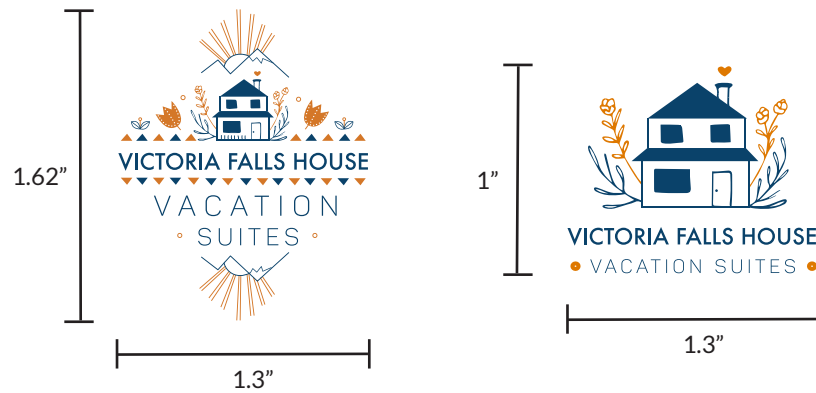
Acceptable colour variations of the logos appear below.



SIZE AND POSITIONING

Minimum Size

Minimum print size for both main and secondary logos is 1.3" wide.



Placement

The full colour, blue and greyscale versions of the logo should be used on light coloured backgrounds only.



Orientation

This horizontal version of the logo may be used where space and sizing limits the use of the main and secondary logos.



Scale

Use this logo without changing the relative proportions between the text and logo; do not resize individual elements. If the logo needs to be resized, it must be done proportionally and as one unit.



FILES

Master File

This file allows for font or text changes but requires the fonts be consistent. Keep this for your records only. Do not use it or send it out please.

- VFH_logo.ai

Print Files

Vector files (PDF, EPS) are scalable to any size and are the preferred formats to send to a professional designer or printer.

4 colour Process (CMYK)

- VFH_main_cmyk.pdf
- VHF_main_cmyk.eps
- VFH_sec_cmyk.pdf
- VFH_sec_cmyk.eps
- VFH_horiz_cmyk.pdf
- VFH_horiz_cmyk.eps

Spot Colour

- VFH_main_pms.pdf
- VHF_main_pms.eps
- VFH_sec_pms.pdf
- VFH_sec_pms.eps
- VFH_horiz_pms.pdf
- VFH_horiz_pms.eps

Greyscale (K)

- VFH_main_k.pdf
- VHF_main_k.eps
- VFH_sec_k.pdf
- VFH_sec_k.eps
- VFH_horiz_k.pdf
- VFH_horiz_k.eps

All logo files may be downloaded from victoriafallshouse.com/logos. The following codes were used in the naming of the logo files:

k = Black (greyscale)

pms = Spot colour(s)

cmyk = Four-colour process printing

main = Main logo

sec = Secondary logo

horiz = Horizontal logo layout

Screen/Web

SVG is a vector format that is scalable without compromising quality. It looks crisp on a monitor using any resolution.

GIFs, PNGs and JPEGs are pixel-based formats and cannot be scaled larger without losing quality. Due to the nature of logo design and because the GIF and PNG formats represent solid colours and text clearer than JPEG formats, a JPEG for the web has not been included and the other formats should be used.

- VFH_main_colour.svg
- VHF_main_k.svg
- VFH_sec_colour.svg
- VFH_sec_k.svg
- VFH_horiz_colour.svg
- VFH_horiz_k.svg
- VFH_main_colour.png
- VHF_main_k.png
- VFH_sec_colour.png
- VFH_sec_k.png
- VFH_horiz_colour.png

- VFH_horiz_k.png
- VFH_main_colour.gif
- VHF_main_k.gif
- VFH_sec_colour.gif
- VFH_sec_k.gif
- VFH_horiz_colour.gif
- VFH_horiz_k.gif

Microsoft Word/Powerpoint

- VFH_main_colour.jpg
- VHF_main_k.jpg
- VFH_sec_colour.jpg
- VFH_sec_k.jpg
- VFH_horiz_colour.jpg
- VFH_horiz_k.jpg

Imagery



The style and type of images used should be consistent in all print materials, the website and social media posts to reflect your brand.

Examples of appropriate images are shown. Note the style, quality and subject matter they contain. The images reflect elements of the customers' experience.

Do not use images found through an online image search such as Google Images, Facebook or elsewhere online. Proper licensing for such images is required and image quality needs to be maintained. Stock images may be purchased (and at 300 ppi) from:

- [istockphoto.com](https://www.istockphoto.com)
- [123rf.com](https://www.123rf.com)
- [shutterstock.com](https://www.shutterstock.com)



HOME PAGE IMAGES

Home page images should be horizontally orientated and at least 1400 px wide x 700 px tall.



BLOG IMAGES

Blog images should be horizontally orientated and at least 700 px wide x 500 px tall.



SOCIAL MEDIA IMAGES

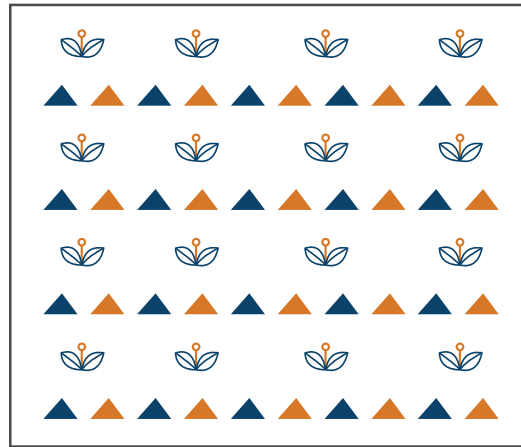
Here is an example of a social media header. Refer to victoriafallshouse.com for continual social media headers, posts and other image update ideas.



Design Elements



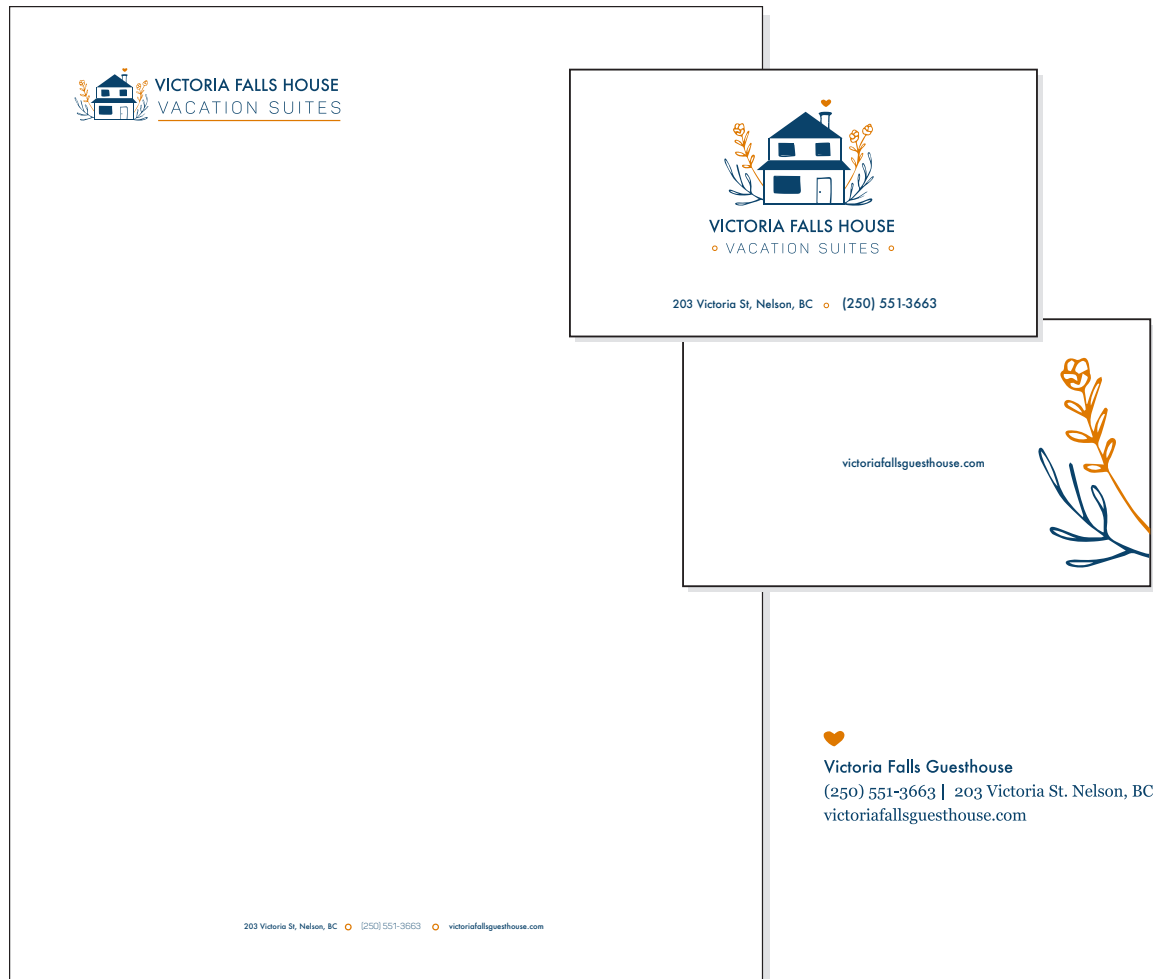
In addition to your brand imagery, these design elements from your logo may be used on print and electronic materials.



Stationery



Your stationery system consists of letterhead, business cards, and your e-mail signature. All outgoing written communications and press releases should appear on your formal letterhead. All outgoing electronic communications should use your standard e-mail signature.



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