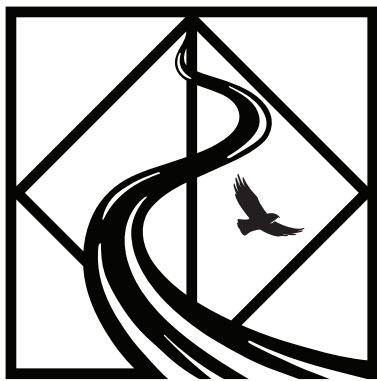


STYLE SHEET

PRIMARY LOGO

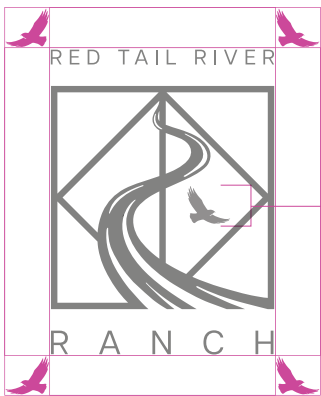
BRANDMARK

RED TAIL RIVER



R A N C H

Articulate Reg



x-height



1.15"

CLEAR SPACE

Please use cation when placing your logo in a busy area. When doing so, please ensure there is adequate clear space around the logo. This is defined by the X-height which is the height of the AP in the wordmark. Use the size of the "AP" being used per application.

MINIMUM SIZE

Please use best judgment when using your logo at small sizes. Do not go smaller than .5" high, anything smaller will render unreadable and printing will become difficult. When using just the brandmark, same rule applies.

TYPOGRAPHY

HEADLINE FONT - uppercase
Glook Reg
(100pt tracking)

download at:
www.myfonts.com/collections/adelle-sans-font-type-together

YOUR GUIDE
TO HEADLINE
STYLE SUCCESS
12345!?!&

Sub-headline FONT - title case
Golos Text Medium
(25pt tracking)

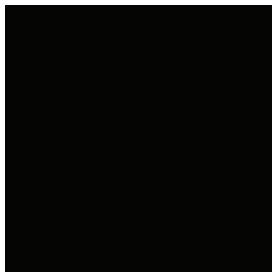
It Really is the Best Sub-headline.

Paragraph font - Sentence case
Golos Text Regular
(25pt tracking)

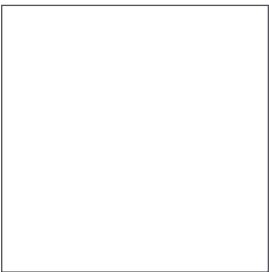
Body copy dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure

COLOR PALETTE

primary



Hex #010101
RGB 1, 1, 1
CMYK 75, 68, 67, 90

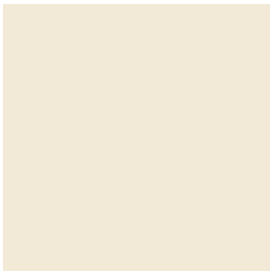


Hex #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

secondary



Hex #E64725
RGB 230, 71, 37
CMYK 3, 88, 100, 0



Hex #F1E7D6
RGB 241, 231, 214
CMYK 5, 7, 15, 0



Hex #594C33
RGB 89, 76, 51
CMYK 53, 55, 79, 42



Hex #929B38
RGB 146, 155, 56
CMYK 47, 26, 100, 4



Hex #C3D3D7
RGB 195, 211, 215
CMYK 23, 9, 12, 0

RED TAIL RIVER



R A N C H

RED TAIL RIVER



R A N C H