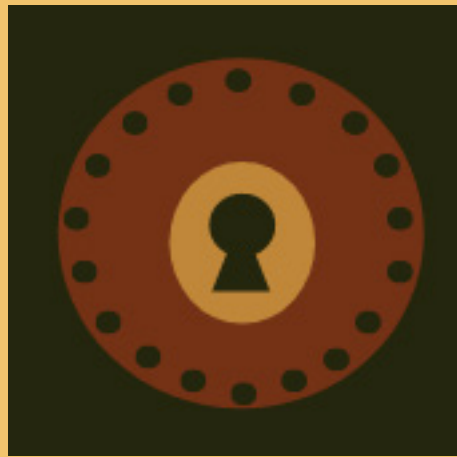


# **GREAT ESCAPE**

Killeen, Texas



## **style guide**

Created for Great Escape-Killeen, Texas  
by BOJOBRAANDS STUDIO 2021

# STYLE GUIDE

## CORE BRAND ELEMENTS

The Great Escape of Killeen, Texas brand is made up of core elements — the name, logo, and colors. These elements work together to communicate the intended brand, vision and personality to employees, brand affiliates, and customers. It is important that these core elements remain consistent throughout all marketing and communication to create unity.

### LOGO

A logo is the visual representation of a brand and is meant to capture and evoke the overall brand essence. To create a solid brand image, it is important that the logo be used consistently across all communication materials.

### COLOR

Color can carry a great deal of emotion and serves as a key element in the overall brand image. It sets the tone of the brand and helps tie various communication pieces together. It is important to utilize color in a thoughtful and consistent manner.

### TYPOGRAPHY

Consistent use of brand typography helps establish a Great Escape “look” that greatly increases recognizability and memorability of the brand.

# LOGOTYPE

## Logo Variations

The Great Escape Logo incorporates a simple modern design that brings together the elements of a lock, a team, and a targeted mission. The logo is optimized at 4in x 4in and should always be presented a square if scaled.



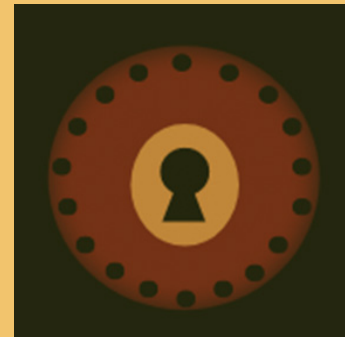
### Main Logo

This logo is to be used for official marketing as well as business communication whenever possible.



### Logo Icon

The solid logo can be used on letter head corners or when the company name is largely stated on plain print.



### Masked Logo

The masked logo offers clean transparency when of the official logo button.



# Fonts

## Fonts Used In Your Logo

Typography plays an important role in communicating an overall tone and quality. Careful and consistent use of typography reinforces your personality and ensures clarity and harmony in all design elements.

MOBY

3 Font Variations:

**MOBY BOLD**

**REGULAR**

**MONOSPACED**

Kohinoor Bangla

5 Font Variations:

Light

Regular

Medium

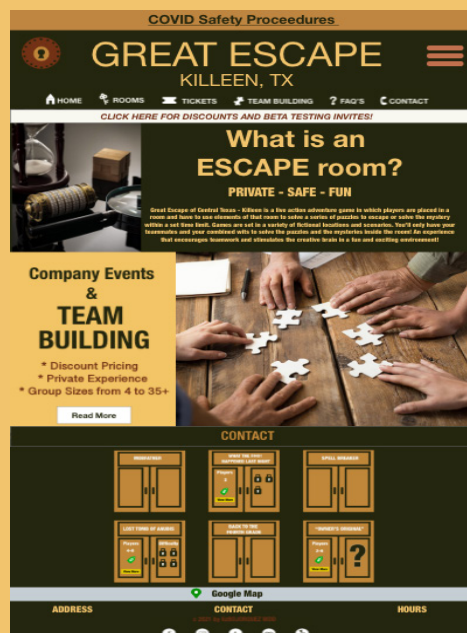
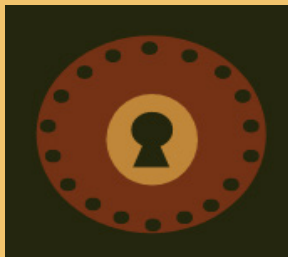
Semibold

**Bold**

# COLOR SCHEME

## Primary & Complementary

A palette of colors that consists of one primary color plus two shades is detailed below. Consistent use of these colors will contribute to a cohesive and harmonious look.



# STYLE LINKS

Access Your Brand Links

## LOGO

- [horizontal name logo](#)
- [curved name logo](#)
- [icon logo-black](#)
- [icon logo-transparent](#)

## Color

- [anagolous colors](#)
- [complimentary colors](#)

## FONTS

- [moby](#)
- [campaign](#)