

STYLE GUIDE

December 18th, 2018

Heritage
ON THE MARINA



MAIN LOGO



ADDITIONAL LOGOS



	* PMS	C	M	Y	K	R	G	B	HEX
LOGO BLUE	2180	73	48	41	13	79	110	123	#4f6e7b
LOGO GOLD	1255	23	30	80	3	195	165	82	#c3a552
ACCENT TEAL	7475	71	38	54	14	79	120	112	#4f7870
ACCENT OLIVE	5773	41	32	63	4	155	152	112	#9b9870
ACCENT GOLD	1265	38	44	74	11	152	128	84	#988054



Künstler Script Bold

Hoefler Text Regular

Candara Bold
(Tracking: 190)

USAGE EXAMPLES

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADLINE · Alegria Sans Light or Regular (See Examples for size relationships)

A ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUBHEAD · Alegria Sans Medium (All Caps)

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY · Alegria Sans Regular

Headline Text: Light

SUBHEAD TEXT IN CAPS: MEDIUM WEIGHT FONT

Hil incita aliquo quam que alit, officitam quam quiam, con nonecepe do lenis idem natiste invelic tureria quis ducilli cao bearu t quia num est harum expera que rem. Vereptae aut quia num est harum expera nit voluptur re sequi unto. Quiam, con nonecepe do lenis idem natiste invelic tureria quis ducilli cao bearu.

Headline Text: Regular

Hil incita aliquo quam que alit, officitam quam quiam, con nonecepe do lenis idem natiste invelic tureria quis ducilli cao bearu t quia num est harum expera que rem. Vereptae aut quia num est harum expera nit voluptur re sequi unto. Quiam, con nonecepe do lenis idem natiste invelic tureria quis ducilli cao bearu.

MINIMUM SPACE



MINIMUM SIZE



1"



1.5"



1.5"



DO NOT ROTATE LOGO



DO NOT ALTER LOGO COLORS OR FONTS



DO NOT CROP LOGOS



DO NOT CHANGE SHAPE OF BOX



DO NOT REMOVE GRADIENT FROM SCRIPT "H"

USE ORIGINAL LOGO ARTWORK ONLY
Do not attempt to recreate the
Heritage on the Marina logo.