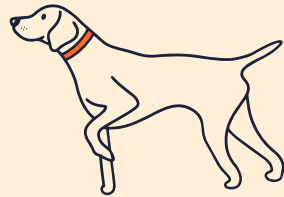


LAKE COUNTRY HUNT CLUB

BRANDING GUIDELINES

PRIMARY LOGO

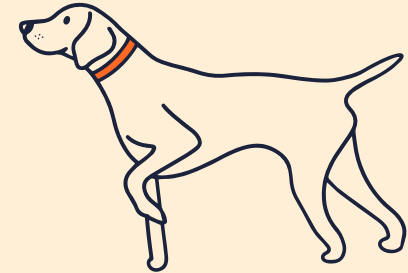


LAKE COUNTRY

• HUNT CLUB •

USAGE:
THE FULL LOCK-UP IS USED IN MAINLY FOR PRINT
COLLATERAL AND FOR GENERAL MORE FORMAL USE.

ICON



LOGOTYPE

LAKE COUNTRY

• HUNT CLUB •

USAGE:
THE ICON AND THE LOGOTYPE ARE MAINLY
FOR DIGITAL USE. THE LOGOTYPE WILL BE
USED IN THE WEBSITE HEADER.

ALTERNATE LOGOS

LAKE COUNTRY HUNT CLUB

**LAKE COUNTRY
HUNT CLUB**

**LAKE COUNTRY
HUNT CLUB**



USAGE:

LOGO ALTERNATES ARE CREATED SO YOU HAVE LOTS OF OPTIONS TO CHOOSE FROM WHEN APPLYING YOUR LOGO TO DIFFERENT PIECES.

PRIMARY TYPEFACE

MOODINAN

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789

SECONDARY TYPEFACE

AXIS

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

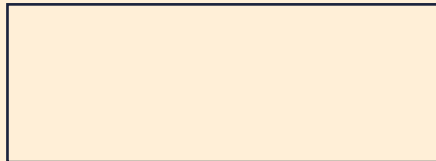
0123456789

COLORS



NAVY

PANTONE: 533 C
HEX:1B233C
RGB:27/35/60
CMYK:91/82/47/54



IVORY

PANTONE: 1595 C (20%)
HEX:1B233C
RGB:255/239/215
CMYK:0/5/15/0



HUNTER ORANGE

PANTONE:1495 C
HEX:FF6825
RGB:255/104/37
CMYK:0/74/93/0



FOREST

PANTONE:626 C
HEX:2F5141
RGB:47/81/65
CMYK:78/46/72/40

LOGO CORRECT USAGE



PRIMARY LOGO



ON DARK BACKGROUND



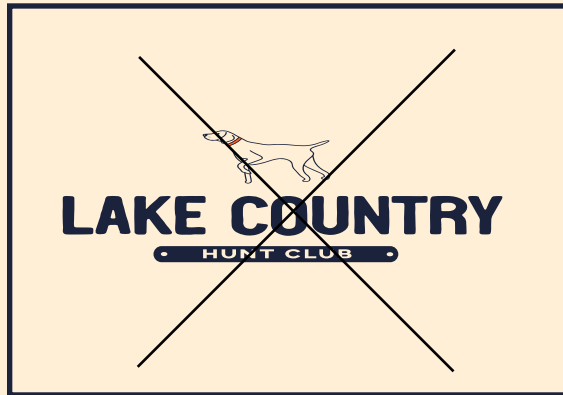
CLEAR SPACE

AN APPROPRIATE CLEAR SPACE SHOULD BE USED AROUND THE LOGO



BLACK AND WHITE

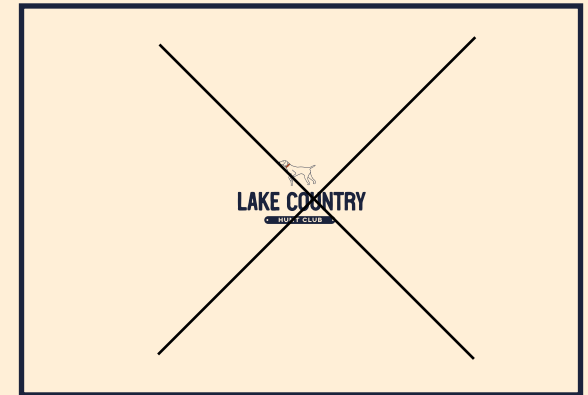
LOGO INCORRECT USAGE



DO NOT STRETCH



DO NOT PUT OVER PATTERN



DO NOT MAKE IT TOO SMALL OR BIG



DO NOT USE OTHER COLORS



DO NOT USE JPEG ON COLOR
BACKGROUND



USE PROPER ORIENTATION