



Brand Guidelines



Our mission is to provide our community with an inclusive space dedicated to everything we love about the sport and lifestyle of climbing.

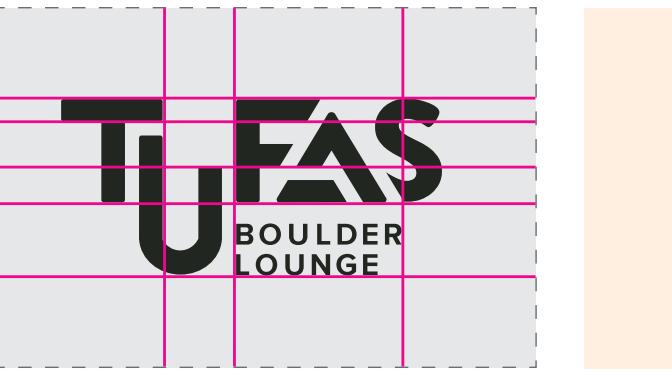
Tufas Logo Usage

The logo is an abstract take on tufa rock formations. In their classic form, these rocks stand at varying heights to create an asymmetrical skyline represented by the U. Utilizing the A as a triangular symbol gives the logo a modern-urban feel.

GENERAL USE



ALIGNMENT



LIGHT BACKGROUND

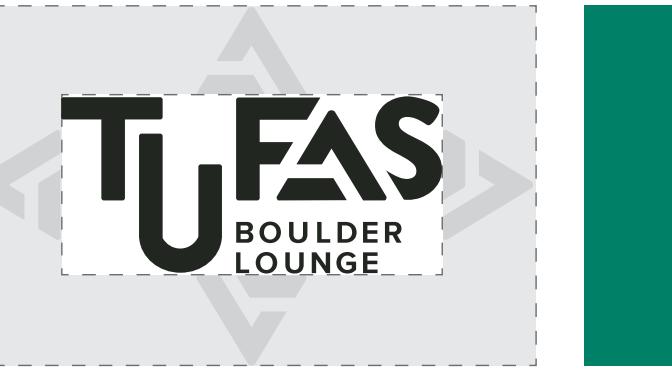


LOCATION SPECIFIC



When used for a specific gym or event, the location should be appended to the logo.

SPACING



The height of the A symbol should be used as a general clear space guideline.

INCORRECT USAGE

BACKGROUND AND LOGO COLORS



Examples on this page should be used as general guidelines for what not to do with the logo.

— Colors in the A symbol should never match the background color.

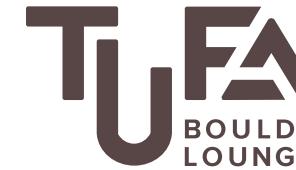


— The logo should never be set in solid brand colors other than Basalt or White for white and black printing.

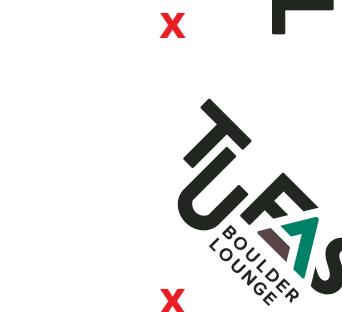


— The logo should never be rotated under any circumstance.

SOLID LOGO COLORS

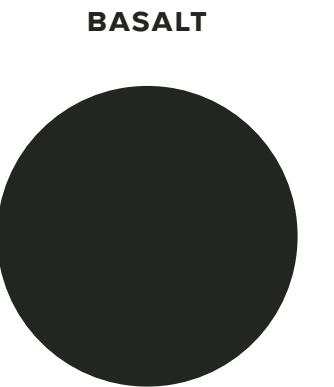


LOGO ROTATION

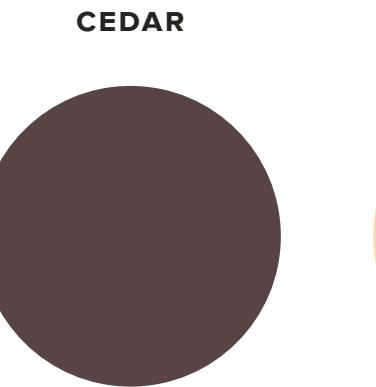


Sandstorm Palette

Inspired by the crag, designed for the gym. Sandstorm is not only reminiscent of nature when used in full with branding materials, but also holds a modern feel for the gym when paired down to Basalt, Fern, and White.



Pantone Black 3 C
Hex: #212620
C 72 M 61 Y 70 K 71
R 34 G 39 B 32

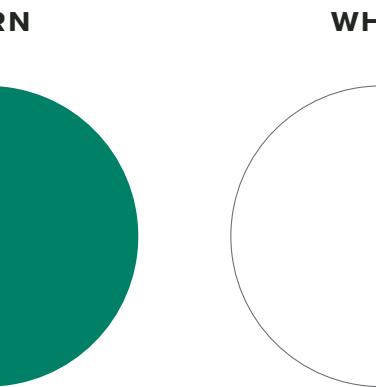


Pantone: 438 C
Hex: #584444
C 56 M 64 Y 59 K 40
R 88 G 69 B 69

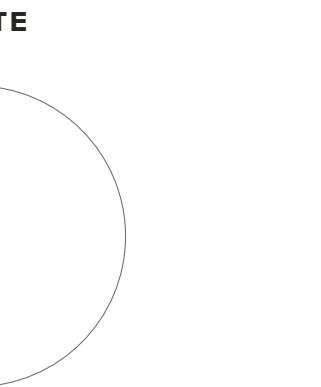


Pantone: 7506 C
Hex: #F3DAB1
C 4 M 13 Y 32 K 0
R 244 G 219 B 178

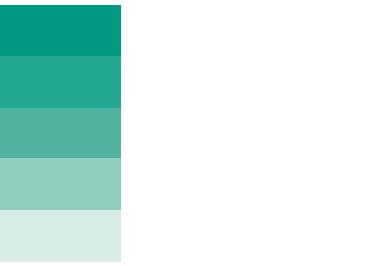
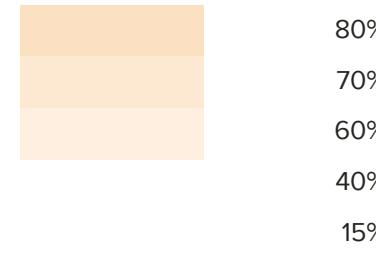
Pantone: 3288 C
Hex: #008064
C 100 M 23 Y 73 K 9
R 0 G 128 B 101



Hex: #FFFFFF
C 0 M 0 Y 0 K 0
R 255 G 255 B 255



TINTS OR OPACITIES



Typography

Tufas' typeface selection is a combination of Proxima Nova and PT Sans. Proxima Nova is the main typeface for the brand, used in print materials, secondary web headings, and web body copy. PT Sans Bold/700 is reserved for main web headings only and acts as a fun and quirky accent to Proxima Nova's clean and professional readability.

BRAND TYPEFACE

Proxima Nova Light
Proxima Nova Regular
Proxima Nova Semibold
Proxima Nova Bold
Proxima Nova Extrabold

Proxima Nova should be utilized on all printed brand materials and as the body typeface on the web. It presents a very clean and readable typeset while being versatile.

PRINT

type point size / leading: 10/13
headings: 16pt
subheadings: 13pt small caps
colors: Basalt or Cedar on white

WEB

h3
font-size: 2.5em
font-weight: 600
line-height: 1.5em

h4
font-size: 1.875em
font-weight: 600
line-height: 1.35em

h5
font-size: 1.5em
font-weight: 100
line-height: 1.175em

Body
font-size: 4.375em
font-weight: 100
line-height: 1.2em

WEB HEADING FONT

PT Sans Bold / 700

PT Sans Bold should be used only in web settings in regards to main headings: h1 and h2. The font has an approachable and friendly feel that brings character to the brand's online presence.

Heading 1

font-size: 4.375em
font-weight: 700
line-height: 1.75em

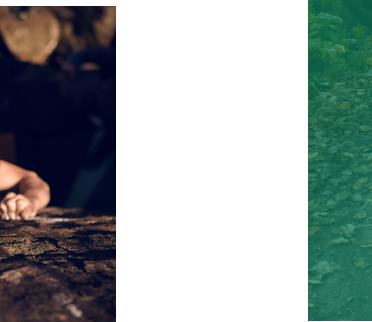
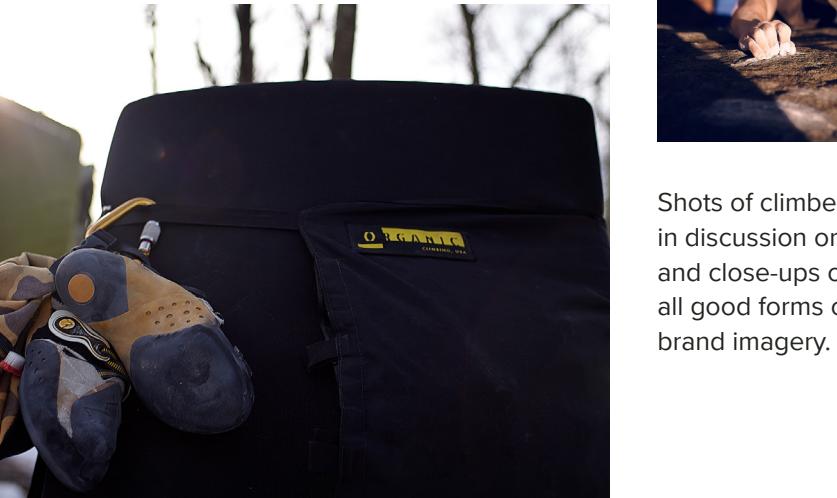
Heading 2

font-size: 3.666em
font-weight: 700
line-height: 1.75em

Photography

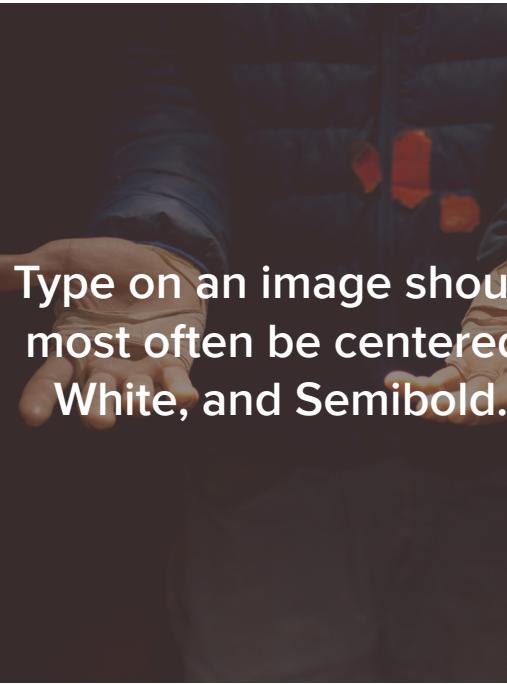
Image style should convey a warm, approachable feeling of community. Content with climbers supporting each other, working together, and showing dedication to the sport are ideal and representative of the brand's mission. Outdoor imagery can be used as lifestyle and secondary visuals, while indoor imagery should be used for marketing and facility representation.

STYLE AND CONTENT

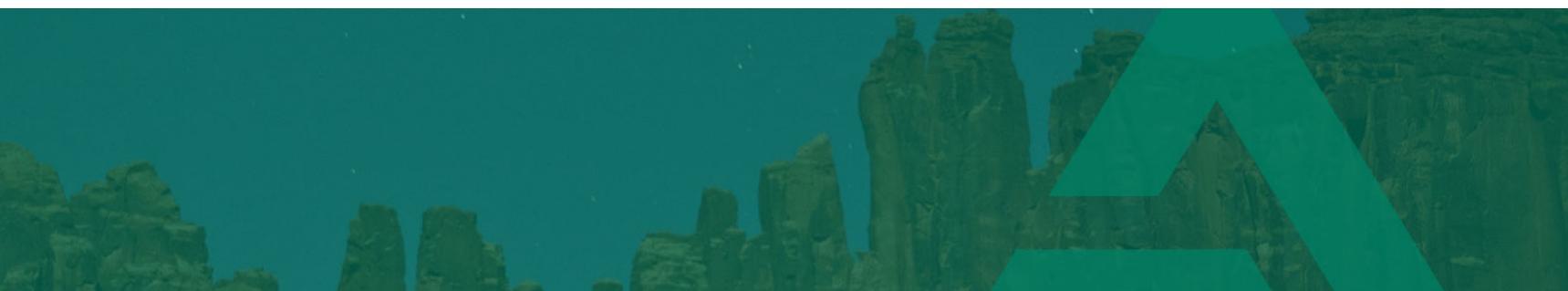


Shots of climbers in action, in discussion or approach, and close-ups of gear are all good forms of lifestyle brand imagery.

COLOR AND TEXT OVERLAYS



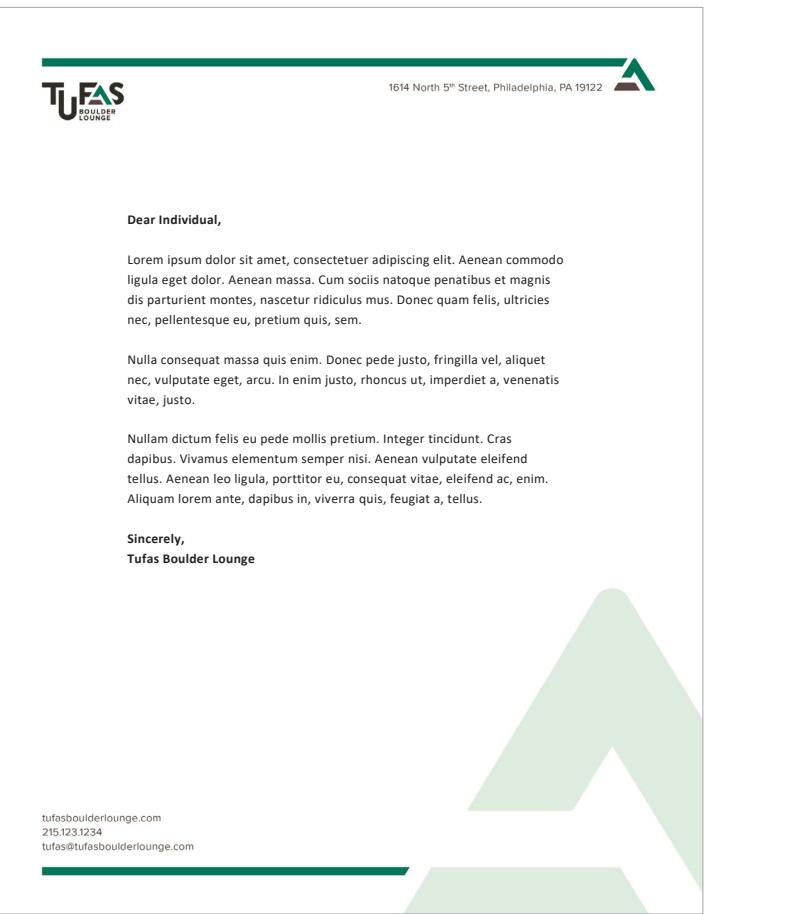
When used as background imagery, brand colors can be used as overlays, usually at 65% opacity. Text should be center aligned, semibold, and white when on Fern, Basalt, and Cedar. Text should be Basalt or Cedar when on Cream or White. As often as possible, the light logo should be used over Basalt, Cedar, or Fern.



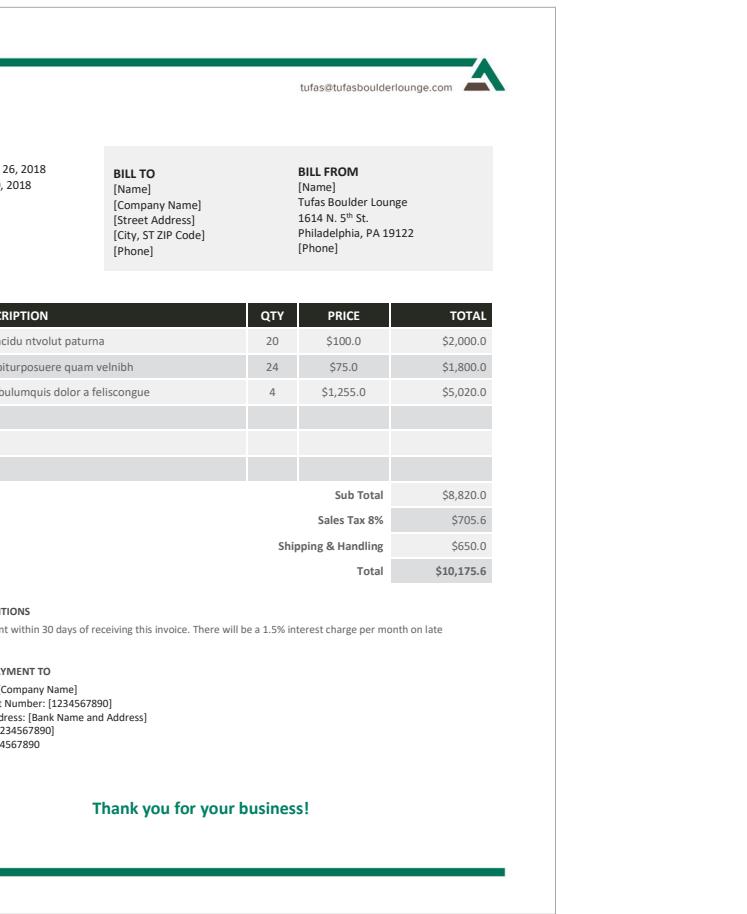
Brand Assets

When utilized in business transactions, such as letterheads and invoices, imagery should be left out and the Tufas' brand elements should be utilized on white with the dark logo. In more casual scenarios, such as social sites and business cards, lifestyle imagery is brought in as background to convey the feeling of community, and the light logo is be used.

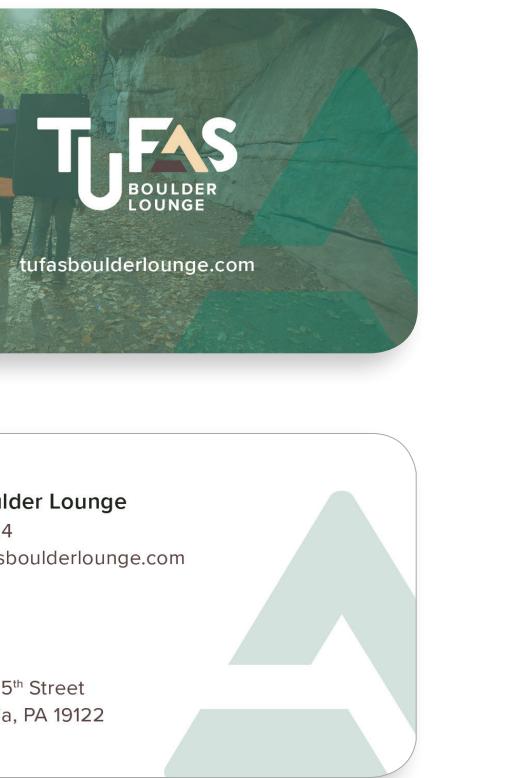
LETTERHEAD



INVOICE



BUSINESS CARDS



SOCIAL IMAGES





VISIT US ONLINE

tufasboulderlounge.com

CONTACT US DIRECTLY

tufas@tufasboulderlounge.com

