



# Lake Ride Pros

## Brand Guidelines

# ABOUT



Welcome to Lake Ride Pros, your number one source for all your travel needs in and around the Lake of the Ozark area. We're dedicated to giving you the very best of ride, with a focus on dependability, customer service and uniqueness.

Founded in 2022 by Jim Brentlinger, Nate Bullock, & Michael Brandt, Lake Ride Pros has come a long way from its beginnings.

We hope you enjoy our service as much as we enjoy offering it to you.

# THE LOGO



Our logo is an integral part of our brand, and should be used thoughtfully and consistently. Our logo is often displayed in it's full-color format and in it's entirety.

# LOGO VERSIONS

Our full-color logo is our primary colorway - but only use it when displaying the logo on a black background. When displaying the logo on a photo or colored background, use the white or black version.



Color variations of the logo are allowed with owner approval for the purposes of marketing, holidays, or celebrations

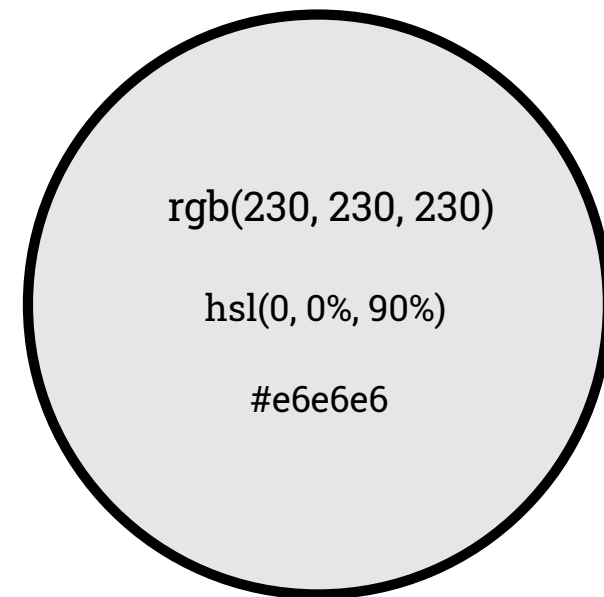
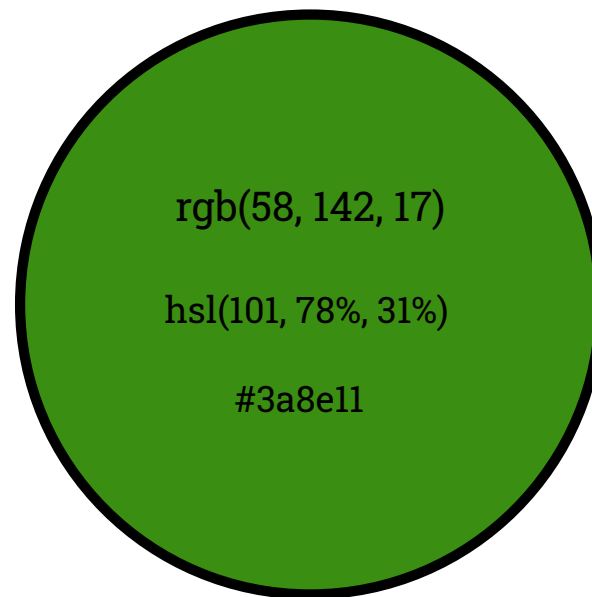
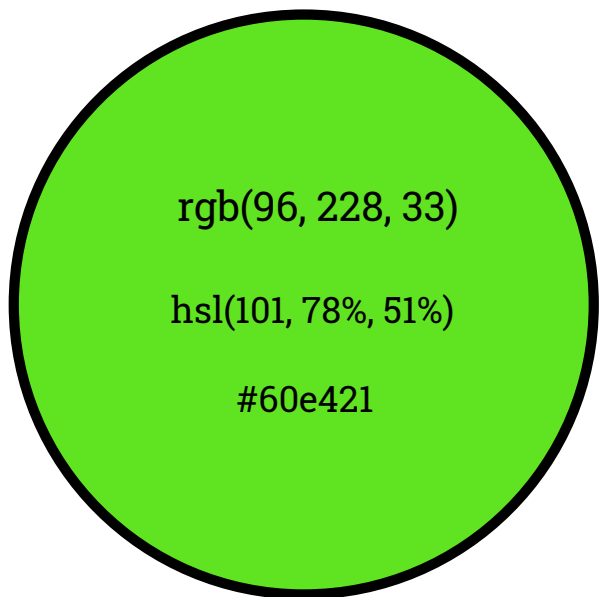
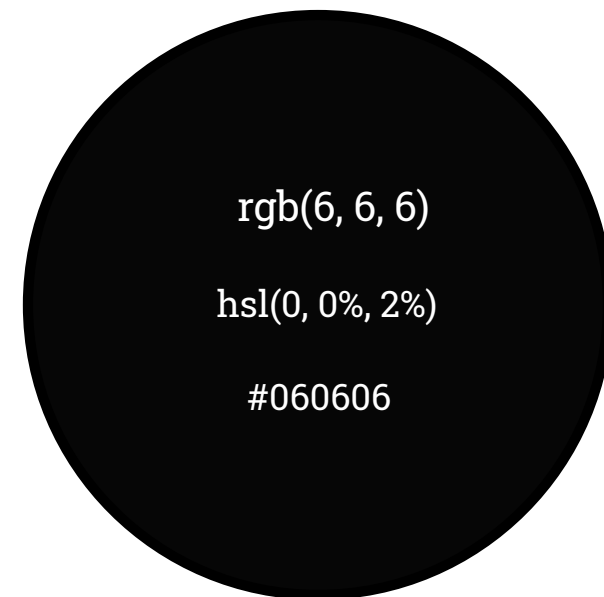
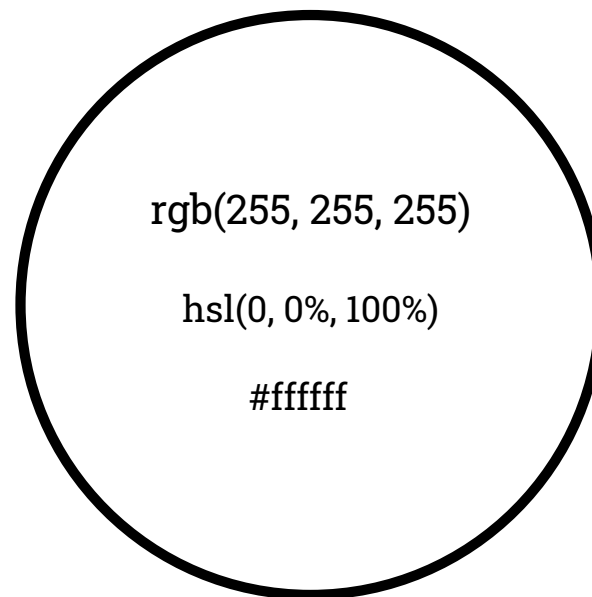
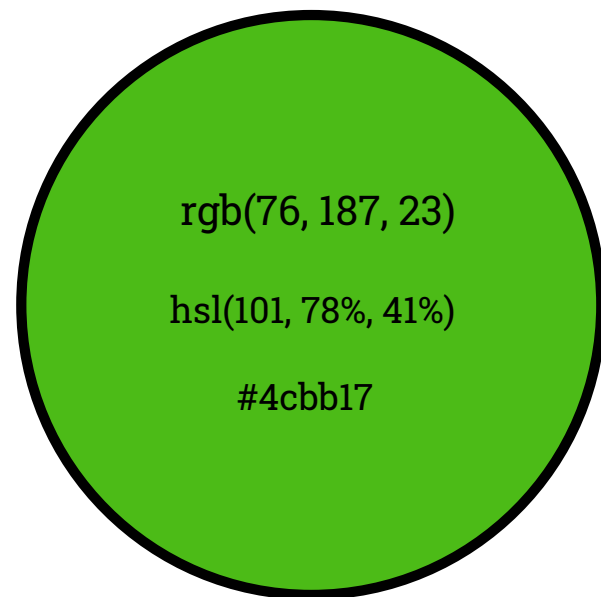
# LOGO USAGE

Avoid rotating the logo, distorting it, partially covering it up, or displaying it directly on a photo



# COLORS

Our brand is made up of the following colors. Any colors outside of this palette must be used with discretion.



# TYPOGRAPHY

Typography is the work of typesetters, typographers, graphic designers, art directors, comic book artists, graffiti artists and now anyone who arranges words, letters, numbers and symbols for publication, display or distribution.

Header Text

Boardson

Secondary Header Text

Secondary Header Text

Slogan Text

CelebriSans Bold

# APPLICATION

This is an example of how the logo and brand elements may be used in brand applications such as business cards.



**Your Name**

Owner & Driver

416 887 5555

Venmo: Username

Name@lakeridepros.com

lakeridepros.com





# CONTACT



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