

BRAND STYLE GUIDE

Branding Resources (Logos, Icon, Fonts, 1 Page Style Guide) <https://launchtrampolinepark.canto.com/b/JELNH>

PRIMARY LOGO



This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.

USAGE:

SECONDARY LOGO



For when the primary logo doesn't fit in the required space. Use on websites, printed materials and larger elements.

USAGE:

ICON



For when the primary logo doesn't fit in the required space and you need to compliment the branding with a recognizable icon.

USAGE:

COLOR VARIATION



For the instance when the logo will be on the green background, use this logo color variation.

USAGE:

COLOR PALETTE

CMYK:

They are the colours used in printed materials.

RGB:

This is used on-screen and for web design.

HEX Code:

This Color code is used on-screen and for web design.

Paint Colors:

Benjamin Moore:
Green - Lucky Charm 2030-30
Yellow - Baby Chick 2023-20

LAUNCH GREEN

Primary Color

CMYK C: 67 M: 0 Y: 100 K: 0
RGB R: 92 G: 186 B: 71
HEX #5CBA47

LAUNCH YELLOW

Primary Color

CMYK C: 7 M: 2 Y: 100 K: 0
RGB R: 244 G: 186 B: 71
HEX #F4E501

WHITE

Primary Color

CMYK C: 0 M: 0 Y: 0 K: 0
RGB R: 255 G: 255 B: 255
HEX #FFFFFF

BLACK

Primary Color

CMYK C: 75 M: 68 Y: 67 K: 90
RGB R: 0 G: 0 B: 0
HEX #000000

Secondary Colors and Dual Gradients can be used as accents for boxes, shadow elements, etc...

ORANGE

Secondary Color

HEX: FF9307

RED

Secondary Color

HEX: EF4036

PINK

Secondary Color

HEX: EA3D6F

PURPLE

Secondary Color

HEX: B035C8

BLUE

Secondary Color

HEX: 1E8FD7

DARK BLUE

Secondary Color

HEX: 493594

Full gradient can only be used in this color order and used sparingly only as page accents.

PRIMARY FONT

FUTURA BOLD

USAGE:

The primary font is your default typeface & should be used within headers & titles.

SECONDARY FONTS

Secondary Headers

Futura PT Bold

FUTURA MEDIUM

Copy/Paragraph Text

Futura PT Book

Important text within Copy Text

Futura PT Bold

COMPLEMENTARY FONTS

Headers

Roboto Bold

Hind Bold

Copy Text

Roboto Normal

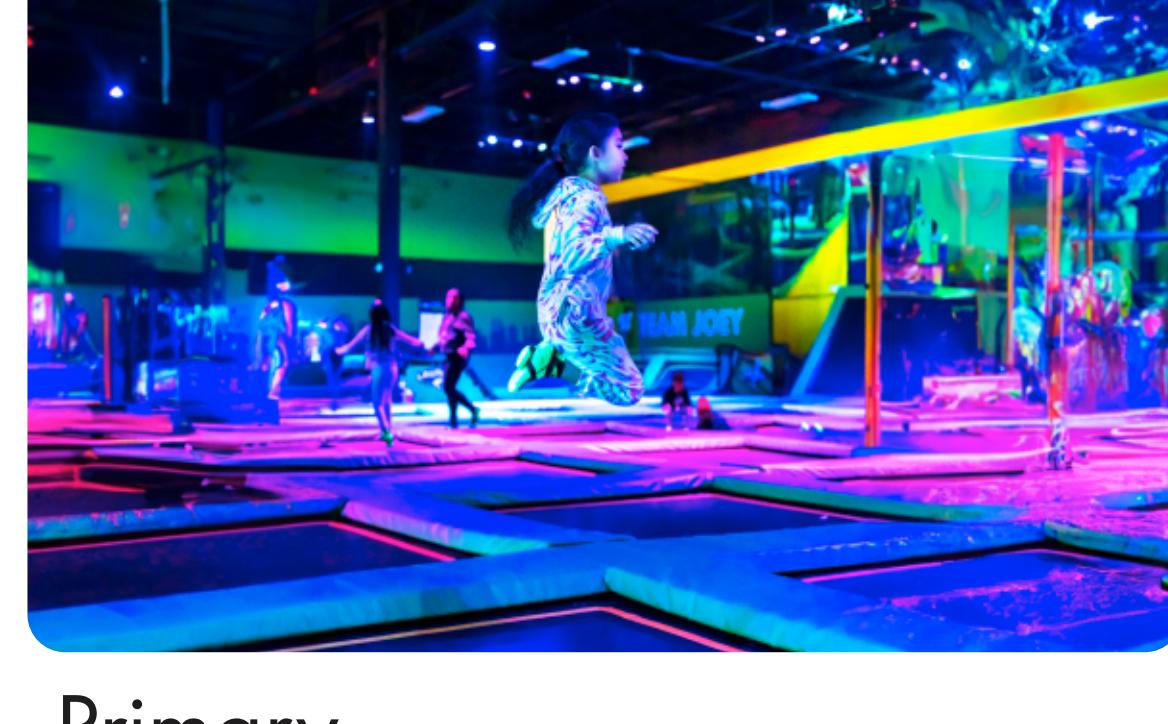
Hind Normal

USAGE:

Google Drive and Canva do not support Futura as a default. Use these in it's place.

BACKGROUND TEXTURE

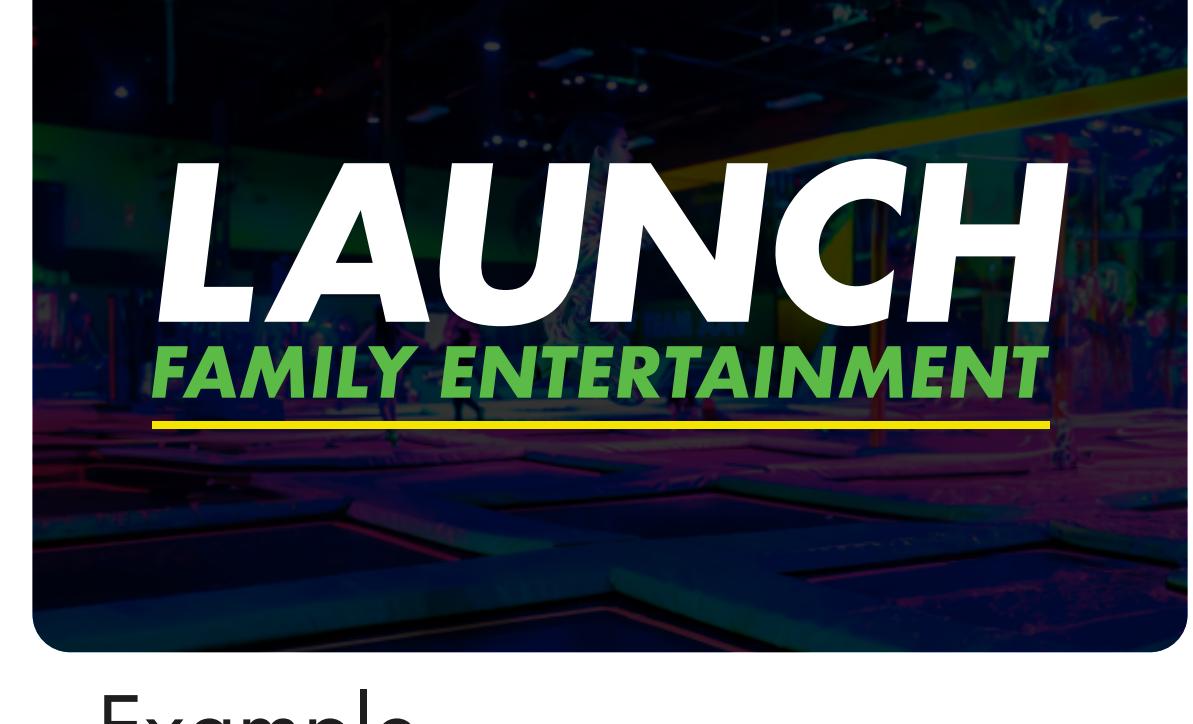
These images are to be used as a background texture with black on top. Black Opacity - Multiply between 80-93%



Primary



Secondary



Example

BRAND AESTHETICS

Images and marketing showcasing a dynamic and vibrant destination with engaging experience for families of all ages.

CREATE YOUR OWN EXPERIENCE

CHARGED UP

\$35

Choose any 3 experiences from the list below
\$30 Savings

SUPERCHARGED

\$45

Choose any 5 experiences from the list below
\$50 Savings

LOADED

\$29

Choose any 2 experiences from the list below
\$21 Savings

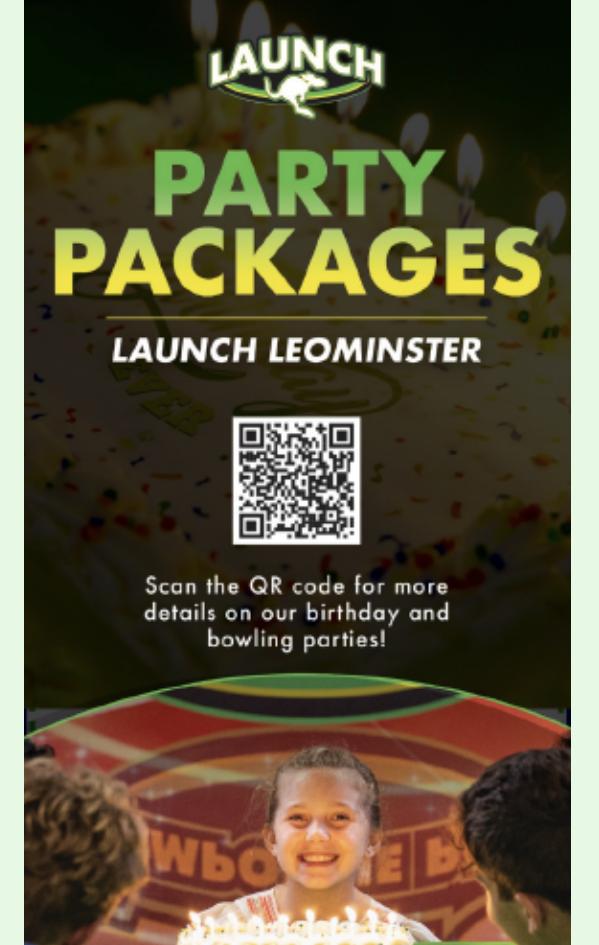
EARLY BIRD SPECIAL

FOR LIMITED TIME ONLY GET YOUR SUMMER PASS FOR ONLY \$115.99

ORIGINAL \$149.99

USE CODE: ALIST25!

25% OFF A-LIST PARTY PACKAGE



WWW.LAUNCHTRAMPOLINEPARK.COM/WARWICK | 100 BARD HILL ROAD, WARWICK, RI 02886

WWW.LAUNCHTRAMPOLINEPARK.COM/COLUMBIA | 2007 VIBRANT PEAK, COLUMBIA, GA 30129

118 Commercial Rd, Leominster MA, 01453

Scan the QR code for more details on our birthday and bowling parties!

CALL 704-221-8680 and get your field trip booked today! Minimum 30 jumpers for this group rate.

See our event details!

CALL TODAY TO BOOK NOW! (978) 237-5600

Updated: 5/2024