



BRAND STYLE GUIDE

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Brand Guidelines ensure that the visual design of the Montford Park brand elements are applied correctly in every application and provide consistency in all communications.

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Main Logo

- The main logo should be used most often.
- Logo should be used as a whole, never in parts, unless otherwise specified.
- Logo use must follow color and size guidelines as listed.



MAIN

Color Variations

- These are the approved logo variations and should never be altered.
- Only use the provided color logo and background color pairings.



COLOR



GRAYSCALE



WHITE (SOLID)



WHITE (TRANSPARENT)

Positioning

The logo should always have the required clearance space on all sides to ensure that no other graphic element interferes with its clarity and integrity. The safe zone is equivalent to width of the letters PA in PARK.



PA

Scaling

- To ensure visibility, do not scale the logos smaller than the smallest logo size provided.
- To ensure scaling and quality, do not enlarge the provided JPG logos, always use the EPS or AI files.



1.28" x .74"
SMALLEST

Color Printing

For proper logo execution, follow guidelines for when to use each logo color.

PANTONE

Use when printing on an offset press and in large runs. This is a 2 color print job which can cut costs and result in better quality color matching.

CMYK

Use in all other printing methods.
(ex: digital press and desktop printer)

RGB

Use in all digital/online presence. (ex: websites)

GRAY

Use for black and white required printing.
(ex: newspaper)

WHITE

Use when logo is printed on a solid color background or photograph.

Incorrect Treatment

Do not alter or distort the logo in any way.



do not stretch



do not squeeze



do not skew



do not remove elements



do not add a stroke



do not adjust alignment



do not use unapproved colors



do not scale individual elements

Swatches

These are the approved brand colors:



PANTONE
WARM GRAY 11 C

C	M	Y	K
52	53	59	24

R	G	B
112	98	89

Web
#716258



PANTONE 1595 C

C	M	Y	K
9	76	100	1

R	G	B
221	95	19

Web
#dc5f13



PANTONE 390 C

C	M	Y	K
34	12	100	0

R	G	B
182	189	0

Web
#b5be00



PANTONE 7546 C

C	M	Y	K
85	69	51	46

R	G	B
38	55	70

Web
#233746

File Format

For proper logo execution, guidelines for when to use each file type.

AI / EPS

Vector option for use in all printable advertising/ marketing media and signage - especially when a transparent background is required. Can be enlarged to any size without losing quality.

JPG

Use mostly for presentations and email. Do not enlarge as they will appear pixelated and lose quality. If a JPG is needed for print, use the logo labeled accordingly.

PNG

Use for websites and email when transparent background is required.

Typefaces

- These are the three approved branding fonts. Never add another font other than those stated.

PRIMARY:

CENTURY GOTHIC FONT FAMILY

HEADLINE:

MARKET DECO

ACCENT:

Hamburger Heaven

Primary

- The approved brand font is **Century Gothic**.
- The approved font family weight options are shown here.
- Century Gothic Regular should be used for all body copy in internal/external communication and correspondence, programs, presentations, etc.
- Use the font weights at your discretion for all collateral, signage, presentations, etc.

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz
1234567890

FONT WEIGHT VARIATIONS:

Century Gothic Regular

Century Gothic Italic

Century Gothic Bold

Century Gothic Bold Italic

Headline

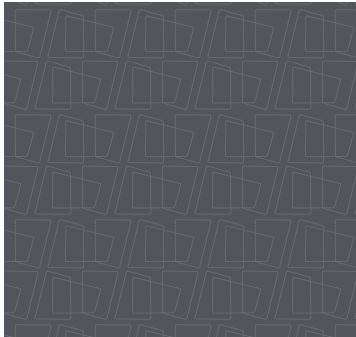
- The headline font is **Market Deco** and should be used for all collateral and signage headlines.

A

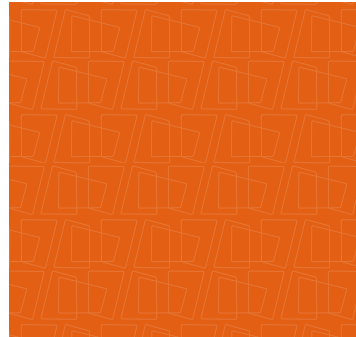
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Pattern

- For use as an accent or background to signage, marketing collateral, presentations, etc.
- Never use pattern swatch in its raw form. Always follow the below instructions when placing on top of any of the approved color backgrounds.



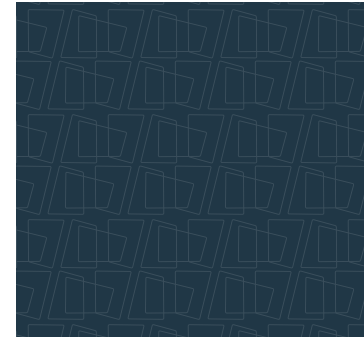
12% OPACITY



15% OPACITY



25% OPACITY



12% OPACITY

Accent

- The accent font **Hambuxrger Heaven** should be used sparingly. (example: numbers in ordered lists, subheadline or accent word in headlines, etc.)

Aa

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijkl
mnopqrstuvwxyz**

1234567890

Contact

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