

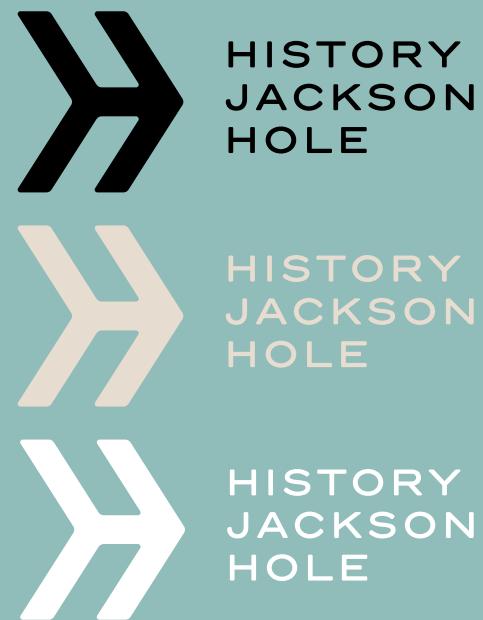
BRAND GUIDELINES



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OUR
LOGO



LOGO MARK

There are two logo variations of History Jackson Hole's logo. The primary variation consists of both the the arrow mark and History Jackson Hole type. It should be used any time the logo is required.

The secondary variation is solely the mark, and should only be used as a decorative element, and only when the primary variation is prominently visible elsewhere on the piece. If in doubt, use the primary logo.

PRIMARY



SECONDARY



LOGO ETIQUETTE

In order to keep the logo legible and allow it to best reflect History Jackson Hole's brand and values, we expect that you to follow these basic precepts whenever the logo is being used.



Always include clear space or breathing room roughly equivalent to the HJH around the logo.



The logo should never be smaller than .5" wide.



Do not subtract or reorganize any components of the logo.



Do not use the logo in any colors not in the HJH Brand.



Do not stretch or scale the logo disproportionately.

LOGO COLOR USAGE

Use These



Only use the black logo over a white background, and the white logo over a black background or an image

Not These



OUR
COLORS

COLOR VALUES

These colors have been chosen to offer a wide allow a wide range of versatility in designs. Please use them, and only them for any application that is not strictly black and white. RGB and Hex numbers are appropriate for digital and web uses, while CMYK and Pantones are appropriate for print uses. Pantones will likely only be necessary when ordering large quantities (1000+) of a piece.

Green

CMYK 87 40 100 43
RGB 0 81 26
HEX 00511A
PMS_c 2427 C
PMS_u 2427 U

Red

CMYK 0 84 96 0
RGB 238 79 41
HEX EE4F29
PMS_c 2026 C
PMS_u 1655 U

Yellow

CMYK 11 32 100 0
RGB 228 172 0
HEX E4AC00
PMS_c 4017 C
PMS_u 4017 U

Blue

CMYK 44 13 26 0
RGB 144 188 186
HEX 90BCBA
PMS_c 5513 C
PMS_u 5513 U

Sand

CMYK 9 11 16 0
RGB 230 220 207
HEX E6DCCF
PMS_c 9226 C
PMS_u 9226 U

COLOR USAGE

Feel free to use as few, or as many colors from the palette as you wish in any given application. However, please refrain from setting text, graphics, or other information in the following color combinations.



OUR
TYPE

PRIMARY TYPEFACES

History Jackson Hole's primary typefaces have been selected to pair well together and evoke a sense of the past while remaining eminently functional and legible. Combining these three typefaces offers enough versatility for any project. All are available to sync from Adobe Fonts.

RIFT

Rift is a gas-pipe sans, meaning a condensed sans serif with perfectly straight vertical lines. It echoes wood type and lettering on vintage posters, and should only be used as a headline.

SHACKLETON

Shackleton is inspired by lettering found on a crate recovered from its namesake's antarctic expedition. Its wide stance and flared serifs make it a good compliment as a subhead or eyebrow type.

SWEET SANS PRO

Sweet Sans is inspired by engraver's lettering. Its wide stance pairs well with Shackleton, and a large x-height and open counters make it a good typeface for setting longform body copy.

TYPE USAGE

Please reference the sample layout at right. The sizes are minimums, but may be scaled for physically larger projects. We recommend scaling all type sizes proportionally, with the exception of high-level headings.

PRIMARY FONTS

PRIMARY HEADING

Font: Shackleton (All Caps)
Weight: Regular
Size: 48pt
Leading: 40pt
Tracking: 0

SUBHEADING OR EYEBROW

Font: Shackleton (All Caps)
Weight: Regular
Size: 12pt
Leading: 12pt
Tracking: 100

PARAGRAPH

Font: Sweet Sans Pro
Weight: Regular
Size: 10pt
Leading: 12pt
Tracking: 0

PULL QUOTE

Font: Sweet Sans Pro
Weight: Bold
Size: 14pt
Leading: 16.8pt
Tracking: 0

ATTRIBUTION OR TERTIARY

Font: Sweet Sans Pro (All Caps)
Weight: Bold
Size: 9pt
Leading: 10pt
Tracking: 100

CAPTION

Font: Sweet Sans Pro
Weight: Medium
Size: 7pt
Tracking: 10

PRIMARY HEADING

SUBHEADING OR EYEBROW*

Paragraph Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eu consequat nibh, eget venenatis quam. Morbi vitae molestie lacus. Donec id dui ut enim mollis lacinia et a nibh.

“Pull quote lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed eu consequat nibh, eget venenatis quam. Morbi vitae molestie lacus. Donec id dui ut enim mollis lacinia et a nibh.”

—ATTRIBUTION OR TERTIARY

*Caption lorem ipsum dolor sit amet

The History Jackson Hole brand, as well as this set of brand guidelines, have been developed on behalf of History Jackson Hole by New Thought Digital Agency. Any inquiries may be directed to kirsten@jacksonholehistory.org.

