

BRAND STANDARDS GUIDE

A brand standards guide is an exact outline for consistent representation of the Exclusive Mountian Designs brand in all medias, including web, social media, and print. Appropriately representing Exclusive Mountian Designs' visual identity propogates strong brand awareness, allowing Exclusive Mountian Designs to maintain a consistent and recognizable identity in its local community.

Your attention and seriousness to these guidelines will assist Exclusive Mountian Designs and everything their business stands for, and the clients they represent through it.

Note: For creative purposes, the logo may not be used outside of the standard guidelines.

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Full Color Logo



Full Color Logo
on Dark



Full Color Graphic Only



Tagline Only



Full Color Tagline
with Name



Full Color Text Banner

EXCLUSIVE
MOUNTAIN DESIGNS

Full Color Text Only

USING THE LOGO

Provided are four different file types for each version of your logo.

EPS & PDF
These are vectorbased files and can be re-sized to any size you need them to be without losing any quality. These are the best logo file types to send to printers or anyone requesting a file of your logo for design or promotional purposes.

PNG
This should be used when needing a transparent background.

JPG
This is a common file to upload to the web. This will display a white background.

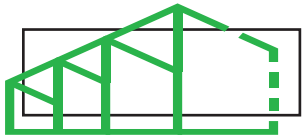












HOW NOT TO USE THE LOGO

Do not remove, rearrange, or “re-design” any portion of the logo.

Do not change the colors of the logo.

Do not rotate, or change the horizontal or vertical proportion of the logo.

Do not use a box or frame around or behind the logo.

Do not change the font used in the logo.

HEX #000000
RGB 0 / 0 / 0
CMYK 75% / 68% / 67% / 90%

HEX #0b0b0d
RGB 11 / 11 / 13
CMYK 75% / 69% / 65% / 85%

HEX #150f3d
RGB 21 / 15 / 61
CMYK 100% / 99% / 41% / 51%

HEX #412755
RGB 65 / 39 / 85
CMYK 82% / 93% / 36% / 32%

HEX #58bb5c
RGB 88 / 187 / 92
CMYK 67% / 0% / 87% / 0%

HEX #77c043
RGB 119 / 192 / 67
CMYK 58% / 0% / 99% / 0%

HEX #f1f0f3
RGB 241 / 240 / 243
CMYK 4% / 3% / 2% / 0%

FONT & COLOR USE

Font Use

Primary headline and display font:

Roboto, Bold

Subheader and Secondary Font:

Roboto Slab, Bold

Paragraph Font:

Lato and Lato, Black

Color Use

Primary colors

Black: #00000

Dark Blue: #0b0b0d

Midnight Blue: #150f3d

Deep Violet: #412755

Modern Lime Green: #58bb5c

Soft Moderate Green: #77c043

Grey-washed White: #f1f0f3



THANK YOU

Thank you for taking the time to review the Exclusive Mountain Designs Brand Standards Guide.

The brand is only as strong as the pledge of the people maintaining it. If you have any branding questions that this guide does not cover or you need a branding element/logo that has not been provided to you, please contact:

Connect Grafiks & Marketing
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