



BRAND STANDARD

This document provides guidelines for the proper use of the Explore Jasper Indiana brand, including logo/icon, fonts, and colors. Please keep this information accessible for quick reference and contact Explore Jasper Indiana with any questions you may have.

EXPLORE JASPER INDIANA FONTS:

PRIMARY LOGO FONT:

ITC Benguiat Book

ITC Benguiat Book is the font used for "JASPER" in the Explore Jasper Indiana logo/icon. The text has altered with a lower arc and decreased width. It has been conjoined and outlined to achieve its unique appearance. It may be used in default, unaltered form for headlines in print materials.

ITC BENGUIAT BOOK:

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

PRINT & DIGITAL FONT:

Montserrat

Montserrat is the primary font used for the Explore Jasper Indiana website and should be used for headlines, bullets and body copy. It may be used for both print and digital applications.

PRINT & DIGITAL FONT:

ARVIL SANS

Arvil Sans is the font used for "EXPLORE" in the Explore Jasper Indiana logo/icon. Limited use of this font is recommended. A 175% width adjustment and a kern setting of 25 must be applied to the character styling of this font. It may be used in print and digital applications.

ARVIL SANS:

ABCDEFGHIJKLMN OPQRSTUVWXYZ

MONTERRAT REGULAR:

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

MONTERRAT MEDIUM:

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

PRINT & DIGITAL FONT:

Hot Salsa Regular

Hot Salsa Regular is a decorative, script font to be used for headlines and call-to-action phrases. A solid, offset shadow is preferred, but not required. It may be used in print and digital applications.

HOT SALSA REGULAR:

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

MONTERRAT SEMIBOLD:

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

MONTERRAT BOLD:

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

The above fonts typically have additional font styles such as italics or additional weights that can be used in developing marketing materials.

COLOR PALETTE:

PRIMARY BRAND COLORS:

Primary colors are associated with the identity of Explore Jasper Indiana as reflected in the logo. Whenever possible, the CMYK version or the Pantone® version of the Explore Jasper Indiana primary color palette should be considered first, so as not to diminish the integrity of the brand.



Pantone 647 C	Pantone 2708 C	Pantone 432 C
CMYK: 79/58/22/24	CMYK: 28/13/3/0	CMYK: 77/63/54/46
RGB: 59/87/124	RGB: 179/201/225	RGB: 51/62/69
WEB HEX: #3B577C	WEB HEX: #B3C9E1	WEB HEX: #333E45

SECONDARY BRAND COLORS:

There are 4 additional, approved colors for Explore Jasper Indiana marketing and advertising materials. Secondary colors should never be used for the Explore Jasper Indiana logo. Secondary colors complement the primary palette and can be used as design elements in print and digital applications to create visually interesting communications.



Pantone 116 C	Pantone 157 C	Pantone 7622 C	Pantone 342 C
CMYK: 0/18/100/0	CMYK: 1/41/84/0	CMYK: 28/96/78/26	CMYK: 87/31/80/20
RGB: 255/205/0	RGB: 246/163/65	RGB: 147/35/49	RGB: 20/114/79
WEB HEX: #FFCC00	WEB HEX: #F6A341	WEB HEX: #922331	WEB HEX: #14724F



BRAND CONSISTENCY

The consistent and proper use of the Explore Jasper Indiana logo/icon is fundamental to effective communication, providing the foundation upon which all messaging is created.

When combined with authentic, compelling content and consistent graphic design, the Explore Jasper Indiana brand will be developed.

By following these guidelines, the Explore Jasper Indiana brand is presented accurately and consistently.

EXPLORE JASPER INDIANA LOGO/ICON:

LOGO/ICON DESIGN ELEMENTS

The Explore Jasper Indiana logo/icon must always appear as shown. There are four (4) components: Three typographical components (“EXPLORE” - “JASPER” - “Indiana”) and the elliptical line that hugs the text elements. These elements must always be used together and function as a single entity.

The logos to the right are the approved versions of the Explore Jasper Indiana logo.

Whenever possible, the full color version with gradient or the 3 color version of the Explore Jasper Indiana logo should be used on a white background, so as not to diminish the integrity of the logo. When one of these versions is not practical (for example, when appearing on a dark background or printing specialty items) it can be substituted with one of the 6 alternatives (below). Additional strokes/outlines or drop shadows applied to the logo are strongly discouraged. Exceptions may arise and will be handled on a case by case basis.

CMYK OPTION 1



Full CMYK, With Gradient

PANTONE OPTION 1



Pantone 4-Color, With Gradient

CMYK OPTION 2

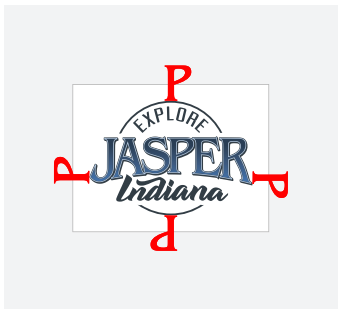


Full CMYK, No Gradient

PANTONE OPTION 2



Pantone 3-Color, No Gradient



CLEARANCE:

The minimum clear space around the logo/icon is the stem height of the letter “P” in Jasper as shown.



0.75”

MINIMUM SIZE:

The minimum size of the logo/icon is 0.75 inch width as shown (actual size).



ONE SPOT COLOR, BLACK / WHITE, AND GRAYSCALE USE

- Use Pantone 647 for one color use, such as premium items. █
- Use the White logo on “knockout” applications, such as photos.
- Grayscale includes 100% and 70% Black. █ █
- Simple and stylized options are available for Black, Grayscale, and Color variations.