LONE TREE
CREATIVE

SANDPOINT LODGING CO
STYLE GUIDE

ABOUT THIS GUIDE

This guide outlines the standard usage of the Sandpoint Lodging Co logos in a variety of situations. Included are Pantone colors, CMYK and RGB values, and instructions to ensure the logos look their best at all times.

In order to maintain Sandpoint Lodging Co's brand integrity, it is essential for all vendors to comply with these usage standards at all times.

ICON

BACK EAVES/MOUNTAIN

TREELINE

FRONT EAVES/HOUSE

SANDPOINT LODGING CO

LOGOTYPE

SANDPOINT LODGING CO

PANTONE+ 7712 C	PANTONE+ 309 C	PANTONE+ 7484 C	PANTONE+ 348 C	PANTONE+ 7738 C	PANTONE+ 7499 C
C: 100	C: 90	C: 100	C: 85	C: 70	C: 5
M: 0	M: 0	M: 0	M: 10	M: 10	M: 5
Y: 15	Y: 30	Y: 100	Y: 90	Y: 90	Y: 30
K: 35	K: 80	K: 65	K: 25	K: 5	K: 0
R: 0	R: 0	R: 0	R: 0	R: 82	R: 242
G: 125	G: 62	G: 82	G: 132	G: 162	G: 232
B: 153	B: 67	B: 33	B: 69	B: 80	B: 188

CLEARANCE SPACE

In order to ensure that nothing obscures or distracts from the logo, clearance space must be observed. This space is defined as X on all sides, where X is defined as the width of the 'O' in "CO" in the logotype.

Please make certain that the logo is no closer than this clearance space to other elements in the layout, or the edge of the page. When against the corner of a cutline, it is advisable to give space equal to 1.5X.
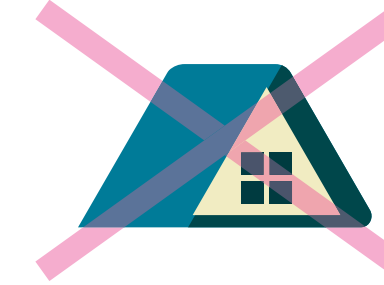
Do not warp the logo

Do not warp the logo

Do not warp the logo

Do not remove elements of the logo

Do not add elements to the logo

Do not use individual elements

Do not add effects

Do not blur or distort the logo

Do not place on a distracting background

IMPROPER USE

Please use best judgment to protect the integrity of the logo. Do not warp, distort, or reshape the logo. Do not enlarge or shrink it beyond recognition. Do not use portions of the logo. The logo must be used as a whole at all times. Do not place it on distracting backgrounds. Do not add shadows or other effects. Do not change any of the colors or shapes on the logo.

HORIZONTAL VERSIONS

The horizontal lock-up of the Timberline logo should be applied as an alternate, rather than main, usage. Please use the vertical lock-up whenever possible. Clearance space guidelines are the same for the horizontal version (provide space at least equal to the height of the Primary Text)

BLACK & WHITE VERSIONS

The black & white version of the logo should be used only when necessary, such as monotone newspaper printing, fax sheets, iron branding, rubber stamps, etc.

KNOCKOUT VERSIONS

The knockout versions of the logo should also be used only when necessary, such as when a layout absolutely necessitates a dark background, or for embroidering on dark-colored cloth. Every effort should be made to use the standard color version on a white background whenever possible.