



Arenridge

Brand Book Oct 2019

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Here you can find all the information
about how and when to use the brand.

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Brand name origins

The brand logo is made up of two elements, the eagles head and the type. These two elements should always appear together but there are some exceptions. The eagles head element can be used as a stand alone icon when space is reduce for on line and social.



Arendt/Arend

is a Dutch masculine given name. Arend means “eagle” in Dutch, but the name derives from Arnoud/Arnout, which itself stems from the Germanic elements aran “eagle”.



ridge

this is inspired by the defining ridge line within the Yengo National Park which is visible from the property. This ridge line is also home to the Australian wedge-tail eagle that can be seen soaring above and along it.



Arenridge

Brand Visual Identity

This covers the logo and how it should be used in various different applications. The section also covers icons, colours, typeface as well as examples of implementation.



Brand Logo

The brand logo is made up of two elements, the eagles head and the type. These two elements should always appear together but there are some exceptions. The eagles head element can be used as a stand alone icon when space is reduce for on line and social.



Brand Logo alternative colour options

When the brand logo can not be used in it's full colour version there are two other options:

The mono version is to be only used when there is no colour allowed.

The reversed version should be used against the AR2 colour where possible, but it can be used against black when no colour is permitted.



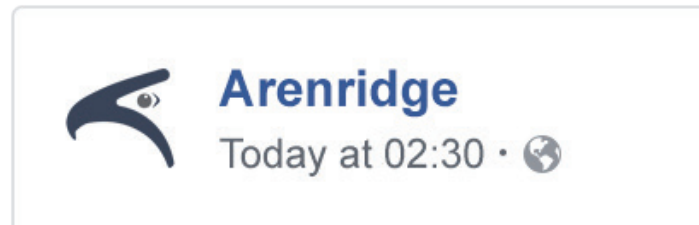
Mono Version



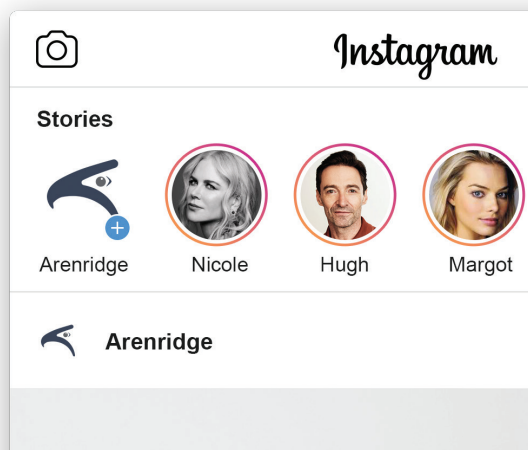
Reversed Version

Brand in social media

Here are examples of how the brand icon is used in a social media context.



FaceBook logo



Instagram logo

Logo exclusion zones

This clear area should be used around the full version of the logo. It's needed to ensure there's enough visible space around the logo to help it be seen and build clarity to identity.



Brand Colour Palette

This is the colour suite that is to be used across all commuincations.

Primary Colours



AR 1

HEX#: 968c79
CMYK: 42/38/52/5
RGB: 150/140/121



AR 2

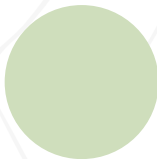
HEX#: 3b4559
CMYK: 79/68/44/32
RGB: 59/69/89

Secondary Colours



AR 3

HEX#: 636569
CMYK: 62/53/48/19
RGB: 99/101/105



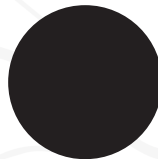
AR 4

HEX#: cfddb5
CMYK: 19/4/30/0
RGB: 207/24/187



AR 5

HEX#: a79f88
CMYK: 36/32/48/1
RGB: 167/159/136



AR 6

HEX#: 000000
CMYK: 100/100/100/100
RGB: 0/0/0

Brand icons

As a picture or icon can say a thousand words these icons are designed to make things simple. They can be used on the website as well as in any manual to help people staying at the property. They offer a friendly way to remind people to do something or help them find something.



Brand typeface

These are the brand typeface that should be used on all brand communications. When the typeface is not available the typeface 'Helvetica' should be substituted.

Gothan Book

abcdefghijklmnopqrstuvwxyz 1234567890 ;()?@#\$\$%
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gothan Bold

abcdefghijklmnopqrstuvwxyz 1234567890 ;()?@#\$\$%
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gothan Light

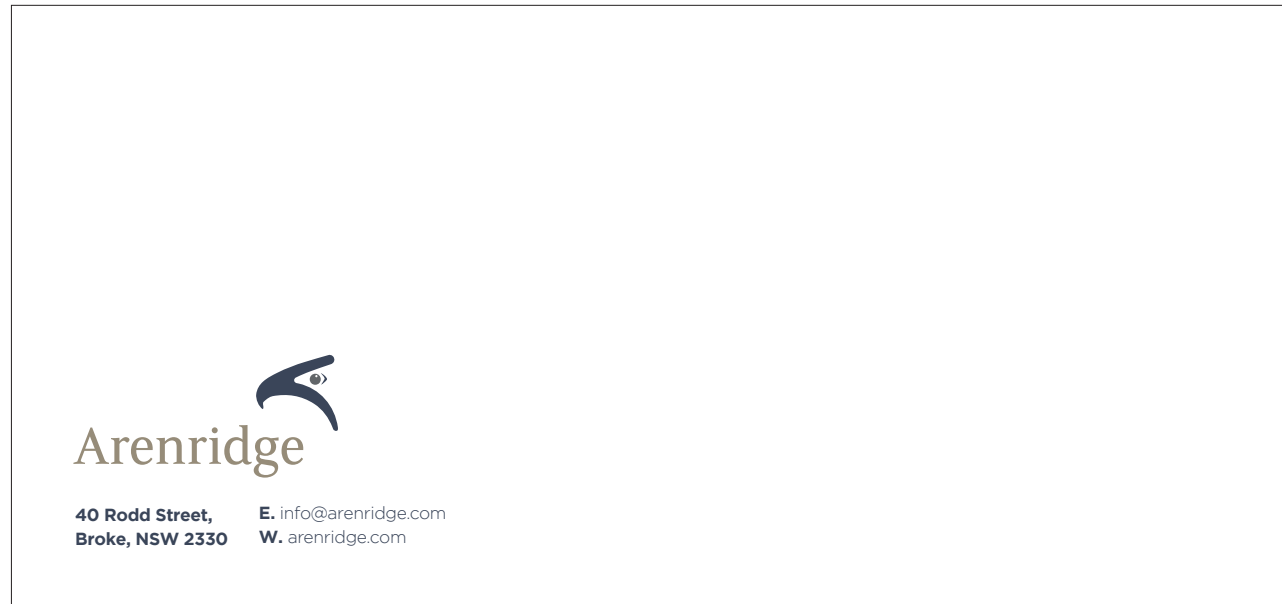
abcdefghijklmnopqrstuvwxyz 1234567890 ;()?@#\$\$%
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gothan Book Italic

abcdefghijklmnopqrstuvwxyz 1234567890 ;()?@#\$\$%
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Compliment style slip

The compliments style slip is a consumer facing piece of brand communication for simple notes.



Email signature

This is the branded email signature for all digital communications.

Brian Steele
Co-owner



Allison Davis
Co-owner



Xxxxxx Steele
Co-owner



Xxxxxx Xxxxxxx
Co-owner



Glass branding

Example branded wine glasses



Bag branding

Example branded tote bags



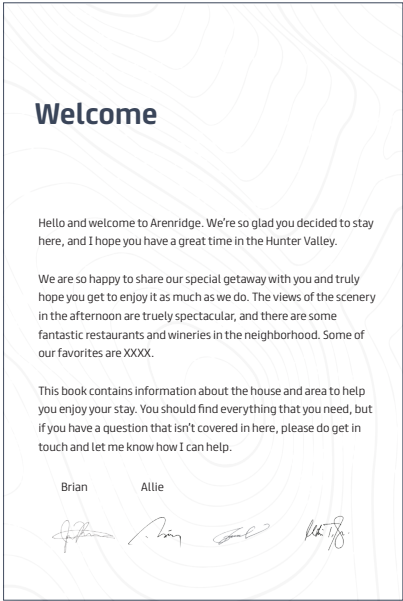
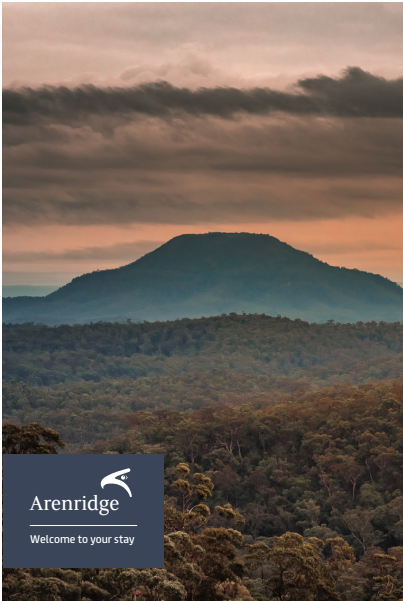
Mug and water bottle branding

Example other branded elements



Property Welcome Book

To start the brand experience before people arrive a 'Welcome to your stay' book is emailed out to guests. This includes all the information about the property and information about useful things in the area. This helps to get the guest excited before they arrive.



Property Photos

These are all the photos that are available of the property. They can be use in social media or any promotion of the property..



Photos of Arenridge

This is a useful section that help find images of the property to help in online posts or for use in property ads.



Arenridge image 123456



Arenridge image 123456



Arenridge image 123456



Arenridge image 123456



Arenridge image 123456



Arenridge image 123456



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