



HARRELL
WHITETAIL RANCH

Brand Guidelines

This document will detail how to correctly apply the Harrell Whitetail Ranch's identity to all marketing materials, social properties, sponsorships, events, ads, and digital assets.

This should always be used as a guide when producing, updating or creating new graphics for Harrell Whitetail Ranch.

If there are any questions around brand or logo usage, please contact Elysium Marketing Group at info@ElysiumMG.com.

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SECTION 1: The Brand



SECTION 2: Logo Use







PRIMARY LOGO



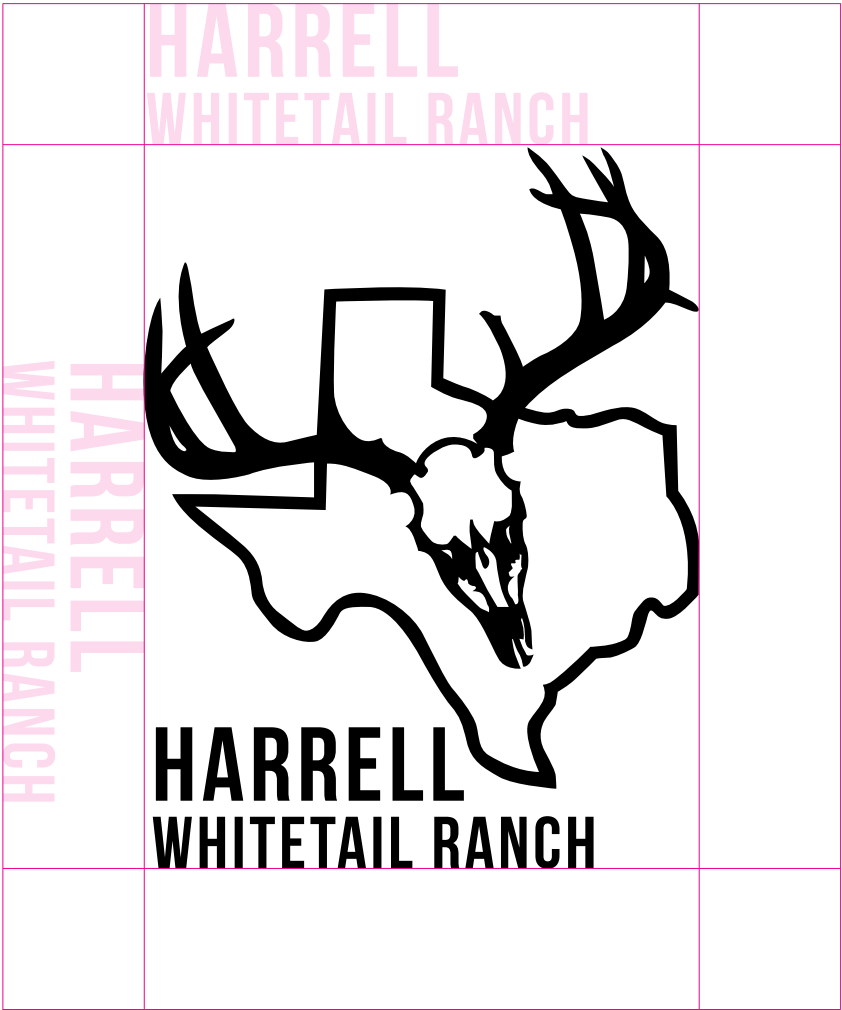
This logo is used primarily for the company. The Harrell Whitetail Ranch logo consists of the name in the configuration shown to the left in white on a black background. This logo should be applied consistently to all graphics materials on which the Harrell Whitetail Ranch name appears.

NOTE: The logo will be supplied electronically. This logo can never be altered or manipulated in any way by means of condensing, stretching, or distorting or by altering the spacing between the letters.

LOGO VARIATIONS

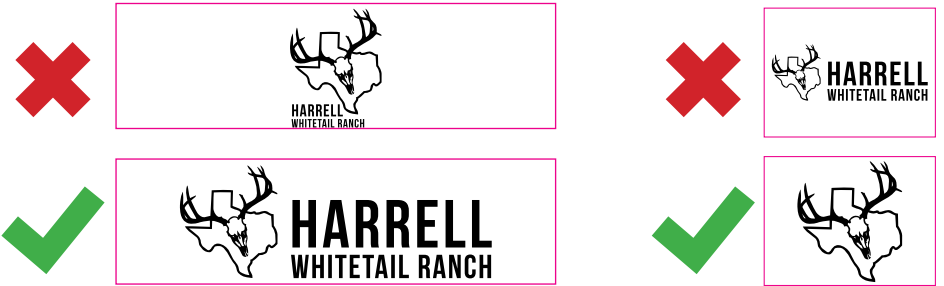
	Primary Logo: Vertical	Secondary Logo: Horizontal	Skull Only	Words Only
Light Background	 <p>HARRELL WHITETAIL RANCH</p>	 <p>HARRELL WHITETAIL RANCH</p>		<p>HARRELL WHITETAIL RANCH</p>
Dark Background	 <p>HARRELL WHITETAIL RANCH</p>	 <p>HARRELL WHITETAIL RANCH</p>		<p>HARRELL WHITETAIL RANCH</p>

CLEAR SPACE



PINK BOX SHOWS HEIGHT REQUIREMENTS

When logo is prohibitively small, use other size option.



GUIDELINES



NOTE: Harrell Whitetail Ranch must only be referred to as such, not Harrell WR or HW Ranch or any other



DO NOT OUTLINE



DO NOT ADD A DROP SHADOW



DO NOT ALTER THE DESIGN STRUCTURE



DO NOT CHANGE THE COLOR



DO NOT CHANGE THE FONT



DO NOT ALTER THE LAYOUT



DO NOT ABBREVIATE



DO NOT MIX FONTS



DO NOT DISTORT THE PROPORTIONS

SECTION 3: Typography & Brand Color

This section deals with the selected typeface for the Harrell Whitetail Ranch brand.

The use of type is crucial to maintaining brand consistency. We have developed certain specifications for our typefaces that work across all collateral. No need to reinvent the wheel.

Two typefaces have been chosen to represent Harrell White Tail Ranch: **Bebas Neue** and **Montserrat**. On the following page you can see its wide range and read about best practices.

LIGHT REGULAR BOLD

Montserrat comes
in a variety of
weights and styles.
Here will explore
Montserrat, which
is mainly used for
body copy and
subheads.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 %
! @ # \$ % ^ & * () _ { } " ' : ;

Aa

BODY COPY SPEC

Montserrat
8/11.5 • Leading -25pt

Tatest quis consenet ut quibus, que ipis illic tem nobis et deseque quissus dae-
rumque non nisimag naturesside simusam vent fugiat odi si nus.El exceres suntia
nit, odigniandel moluptiDit res etur? Onsequi blabo. Ut estiasi temolor esciusae
doluptaquid quodiUllectota volescim aut estiist quiae velitinitio. Itas mo et laut
aborest, omnimo dunt fugit plantem verspicipiet ex enime in pore alit, nonsequam
la core qui debitat.

Sin experio et por molupid que placcabores sit aut volorer cienda voluptatur as cum
eum volupiet aut volor reperrat as volut vel modias apissimus quas debitor arum
fugia vid que latia doluptas sit, ex etur, ut vellam custrum deles maxima quidita qui
quiaes unt, quunder ovidebis resti omnimin es derum ipsapienimus et auta nobit
ommo volum non cone volorunt alis similis dolentios eicae volorit ionsentemque
et quae exerum eataqui qui quasseditas nonsequate nist et inciduc illupta speliqui
dusapernatur aliqui tem aut ipsaperis int.

Ehenda plab il ilique conem. Nequatur, aut omni que cus excerruptati alit aut quam
ventor ab inctum di consequiatis in con conserum quiaspit volentionsed elit recustis
ea que volutem cum, alissitaecum nis estium voluptatur?

Cabo. Umquatus repro quisquas sitaepe recabo. Itae nonet ad quatur atibusCum
accus quae eum quia dolut destium re poria volendes quameniet que essitio

SUBHEAD COPY

Montserrat Bold
14/15 • Leading Opt

Learn About Our Deer

OVERSIZE COPY

Montserrat Regular
12/16 • Tracked out 100pt

TATEST QUIS CONSENET
UT QUIBUS, QUE IPIS
ILLIC
TEM NOBIS ET DESEQUE
QUISSUS DAERUMQUE
NON NISIMAG NATURES-
CIDE SIMUSAM VENT
FUGIATIGENT AM, QUISSI
OFFICIDEM IMIN EST ET
POS PLIQUATIS SI TE SIT
MOLUPTATUS MOST LAC-

SMALL DETAIL

Montserrat Bold
7/10 • Tracked out 100pt • All Caps

WHITETAIL HUNTS AVAILABLE

BOOK REGULAR

Bebas Neue in two weights and only caps. Here we will explore Bebas Neue, which is mainly used for headlines and callouts.

A A

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 %

! @ # \$ % ^ & * () _ { } " : ?

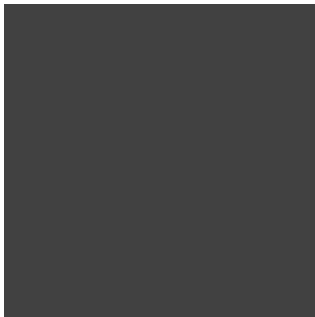
HEADLINE COPY SPEC

Bebas Neue Regular & Book

40/40

TATEST QUIS CONSENET UT QUI
BUS, QUE IPIS ILLIC TEM NOBIS
ET DESEQU E QUISSUS DAERUMQUE
NON NISIMAG NATURESCID

COLORS



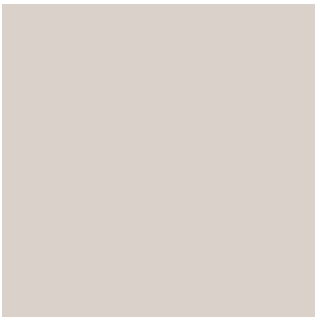
DARK GREY

90% Black
RGB 65/65/65
CMYK 0/0/0/90



GREEN

PMS 5545C
RGB 67/105/91
CMYK 62/19/45/50



LIGHT GREY

PMS Warm Grey 1C
RGB 215/210/203
CMYK 03/03/06/07



RUST

PMS 168C
RGB 115/56/29
CMYK 12/80/100/60



WARM RED

PMS 7417C
RGB 224/78/57
CMYK 01/83/85/0