



SANDPIPER RESORT

BRAND GUIDELINES

VERSION 1.0 | MARCH 28, 2017
PREPARED BY ERGO DESIGN GROUP

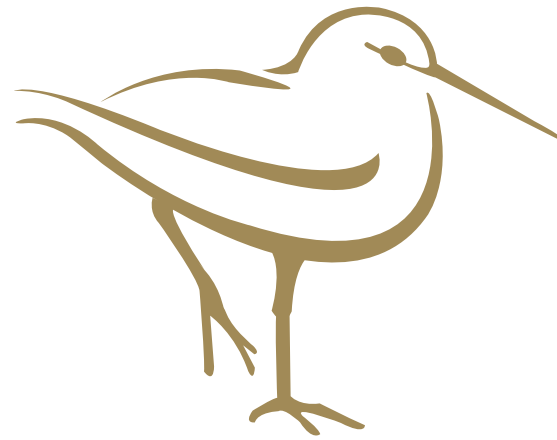
OUR BRAND
ESSENCE

Is it possible for someone to provide
a paragraph here?

OUR BRAND
STATEMENT/
TAGLINE

stay play? something

OUR MASTER BRAND



SANDPIPER RESORT

OUR MASTER BRAND –
APPROVED VERSIONS

A.



Black logo — use for newsprint
and black and white printing

B.



Half reverse logo on gold —
use on the gold background

C.



Half reverse logo on rich black —
use on the rich black background

D.



Full reverse logo — use on any
other background colours, for
black and white printing, and
layered on photographs providing
there is sufficient contrast

OUR SUB-BRANDS



SANDPIPER
RESORT

GOLF COURSE



SANDPIPER
RESORT

ROWENA'S INN



SANDPIPER
RESORT

CLUBHOUSE

LOGO MISUSE

Please do not squash or stretch the logo.



Please do not change the colour of the logo.



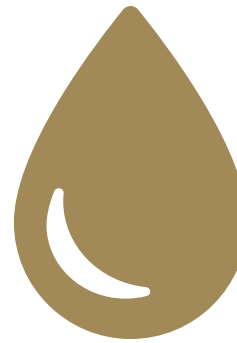
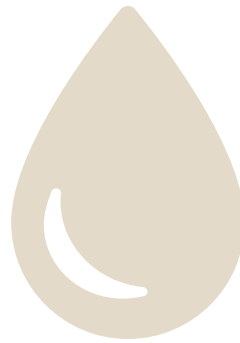
Please do not remove any part of the logo or reconfigure its elements.



Please do not use the coloured logo versions on a coloured background or apply any effects or drop shadows to the logo.



OUR COLOUR
PALETTE



PANTONE	8383C @25%	8383C	BLACK 6C
CMYK	C11 M12 Y20 K0	C36 M40 Y74 K70	C81 M71 Y60 K76
RGB	R224 G215 B200	R160 G137 B90	R18 G24 B31
HEXADECIMAL	#E0D7C8	#A0895B	#12181F

OUR TYPOGRAPHY

Sans Serif

Brandon Grotesque

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

Serif

Mrs Eaves

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890*

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

OUR COLLATERAL I

A. Poster

A.

B.

B. Medal

OUR COLLATERAL
II

C. Billboard

C.

D. Ads

D.

