



SANDPIPER RESORT

BRAND GUIDELINES

VERSION 1.0 | JANUARY 2018
PREPARED BY **ERGO DESIGN GROUP**

OUR BRAND
ESSENCE

Sandpiper Resort is home to Rowena's Inn on the River, Sandpiper Golf Course, and The Clubhouse.

The Pretty Family's historical tale traces back to the 1800s. An English-manor, once the Pretty's family home, has been converted into a grand bed and breakfast blending old-world opulence with new-world convenience. Rowena's Inn on the River remains one of BC's best kept secrets.

Sandpiper Golf Course is heralded as one of British Columbia's leading courses. Framed by the rugged backdrop of the Cheam Mountains, Sandpiper Golf Course is 'forest golfing' at its finest with abundant wildlife in two distinctly different environments — the open fairways alongside the turquoise waters of the Harrison River and the quiet serenity amongst the ancient 180 ft. Douglas Firs.

Whether it's a day of golfing, spending the night at the Inn, or taking in the waterfront views at The Clubhouse...at Sandpiper Resort, indulgence is a way of life.

BRAND
STATEMENTS

SANDPIPER GOLF COURSE

An unforgettable golfing experience

Nestled among centuries-old forest, and located beside the tranquil waters of the Harrison River, Sandpiper is an award-winning, scenic 18-hole golf course anxiously awaiting its next challenger. #PlaythePiper

CLUBHOUSE RESTAURANT

Where good food and good times are meant to be shared.

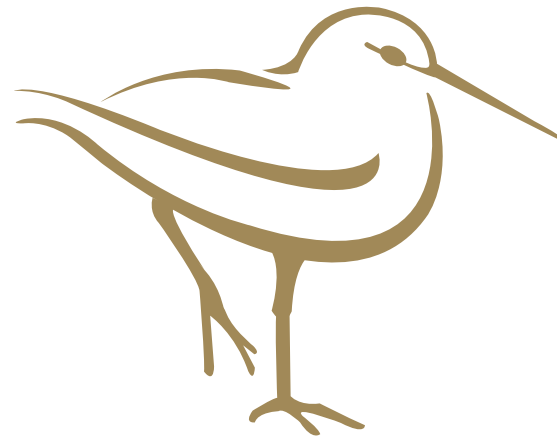
The Fraser Valley's preferred destination restaurant — with innovative west coast fare and a waterfront view of the Harrison River — the Clubhouse is a favourite among golfers, inn guests, and locals from all over the Lower Mainland. #ClubhouseEats

ROWENA'S INN ON THE RIVER

You're unique. Your escape should be too.

Time stands still from the moment you catch your breath. Secluded on a hidden, waterfront estate, Rowena's Inn on the River is a grand, English-style manor that has been transformed into a boutique resort. #RowenasInn

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.



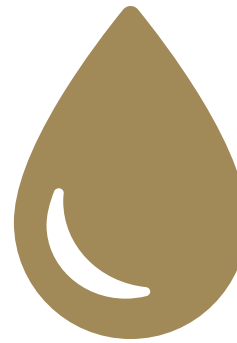
Please do not remove any part of the logo or reconfigure its elements.



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

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Serif

Mrs Eaves

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