LOGO & STYLE GUIDELINES

CHELEY
COLORADO CAMPS
EST. 1921
ESTES PARK, CO

LOGO AND
BRAND GUIDELINES

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LOGO INTRODUCTION & ELEMENTS

A

1) The Logo Mark
The mark is the illustrated part of the logo. The horse references the historic Cheley logos with some modern refinements that make it feel more youthful and active while making reproduction easier.

2) The Logotype
The logotype is the type portion of the logo. The fonts were chosen for their mix of modern characteristics and vintage styling. The feel is bold and youthful while still maintaining an air of sophistication.

Recommended f ormats are:
.eps | .ai | .png | .jpg | .tiff

A) The Primary Logo
The primary logo lock-up should be used whenever possible—this is the stacked version without the tagline. This can be used with spot colors or CMYK in print or as RBG for digital use. The supplied font files are clearly labelled.

LOGO VERSION B–HORIZONTAL

LOGO VERSION C–WITH TAGLINE

B) Horizontal Logo
This version is only to be used when the Primary Logo (A) will not work in a given space and makes the logo or type too small to read.

C) Tagline Logo
The full logo with tagline is to be used for apparel and products where identifying the location is important. The Tagline uses editable type so that the words can be changed out for different uses.

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CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, a clear zone has been established around the logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our organization name – they have a fixed relationship that should never be changed in any way.
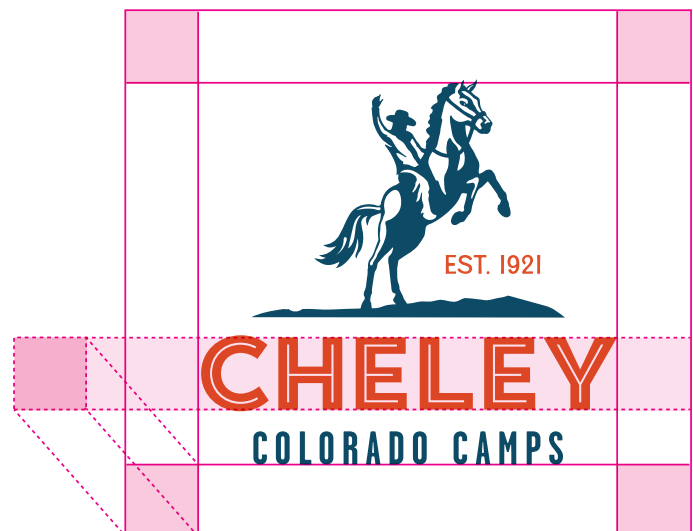
CLEARSPACE

Computation
-
The clear zone is the height of the capital "H" in CHELEY on all sides.

Definition
-
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

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LOGO

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LOGO COLOR VERSIONS

Not all logos work in all applications. Because of this we create alternate versions for use where you can only use one color, when you have to use a grayscale image or black only, or if you need to use the logo on a darker background. See next page for examples how to, and how not to, use the logo versions.

FULL COLOR–CMYK (&RGB)
-
Also known as 4-color process, this is what you will usually use in print applications, especially desktop printers. The RGB version is similar but set up specifically for digital and screen use.

ONE SPOT COLOR
-
This version uses one spot color (PMS 7701C). This is appropriate for screen printing with one color.

ONE COLOR BLACK
-
For use in black and white printing when you cannot use screens or tints of the colors.

FULL COLOR–2 SPOT COLORS
-
This version is similar to the CMYK version but uses 2 Pantone PMS spot colors (PMS 7701C & 7579C). This is appropriate for screen printing on apparel or when exact color matching is important.

GRAYSCALE
-
For use in continuous-tone black & white printing with screens when you want to convey the more nuanced feel of the color logo. Only for use in higher-resolution applications.

REVERSE
-
For use in on dark colors for screen and print where the other logos will not give enough contrast.

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ALTERNATE LOGO VERSIONS

Not all logos work in all applications. Because of this we create alternate versions for use where a simplified version is required, or where space is conducive to using circular versions, such as in social media profile applicatiuons or as tags on apparel.

SIMPLIFIED
-
The simplified version is good for small or low resolution applications where the detail in the primary logo may get lost.

ULTRASIMPLIFIED/SILHOUETTE
-
The silhouette version is good for the smallest applications or where production methods don't allow for detail—for instance, small embroidery or silk-screens.

HORSE ONLY
-
Can be used on its own as a decorative element as long as there is another full logo or the Cheley logotype on the piece for identification.

CIRCULAR V1
-
This is the circular version of the logo lockup that can be used as a tag on apparel or for use in social media. It can be used anywhere a square logo would be used.

CIRCULAR V2
-
This simplified horse mark can be used in square or circular applications like social media profiles or on the breast pocket of a shirt.

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APPLICATION ON A SOLID COLOR BACKGROUND

OK

NOT OK ✕

You may use the color version of the logo on light colored solid backgrounds that do not compete with the logo—no more than the equivalent of 15% black.

The reverse version of the logo must be used on darker backgrounds.

The color logo may not be used on dark colors or full screens of brand colors where there is little contrast.

APPLICATION ON AN IMAGE BACKGROUND

OK

NOT OK ✕

The only logos to be used on photos are the one-color versions, and only in situations where the image is not too busy and there is enough contrast, such as when you use a color overlay on an image.

The color logo may not be used on images of any kind, as a general rule. One color versions may not be used on a busy background or in situations where there is not enough contrast to be legible.

Logo Primary Font
Logo Secondary Font
Logo Tertiary Font

LOGO PRIMARY FONT

**PRIMARY FONT
TOWN 20 INLINE**

**DESIGNER :
JASON VANDENBERG
J FOUNDRY
-**

THE FONT
Town is a display collection inspired by art deco and contemporary lettering. The fonts have a classic feel, with contemporary proportions, styling and details. The "Inline" in the title refers to the thin line running in the center of the letters. There is also a standard, non-inline version of this font available. This is an ALL CAPS font with no lowercase letters.

FONT USAGE
This is used for the Cheley logotype and should be used sparingly in other content. It can be used for display type but should never be used for small text or large amounts of copy.

TOWN 20 INLINE

Bold

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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! " ⊠ $ % & / ( ) = ? ` ; :
¡ " ⊠ ¢ [ ] | { } ≠ ¿ '
« ∑ € ® † Ω ¨ – Ø ϖ · ⊠ '
Æ Œ @ Δ º ª © ƒ ∂ , Å ¥ ≈ Ç
√ ~ ⊠ ∞ … — ≤ < > ≥ ˘ › ‹ ◊

Logo Primary Font
Logo Secondary Font
Logo Tertiary Font

LOGO SECONDARY FONT

**TEXT/DISPLAY FONT
GARAGE GOTHIC BOLD**

**DESIGNER :
TOBIAS FRERE-JONES
THE FONT BUREAU, INC.**
-

THE FONT
Designed by Tobias Frere-Jone, Garagfe Gothis is a condensed typeface with a rounded edges and a smooth feel, creating a modern font with a friendly quality. There are three weights in the family—Regular, Bold, and Black.

FONT USAGE
This condensed font can be used in tight spaces. It can be used as a display font for subheads and sparingly as a text font where space is limited or where you want more personality than a standard sans-serif font.

GARAGE GOTHIC

Bold

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

Regular

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

Figures

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |

Special Characters

!	"	§	$	%	&	/	(	)	=	?	`	;	:
¡	"	¶	¢	[	]			{	}	⊕	¿	'
«	⊕	Ð	®	†	⊕	¨	/	ø	⊕	•	⊕	'
æ	œ	@	⊕	º	º	©	ƒ	⊕	,	å	¥	⊕	ç
⊕	~	⊕	⊕	…	—	⊕	‹	›	⊕	ˇ	›	‹	⊕

Logo Primary Font
Logo Secondary Font
Logo Tertiary Font

LOGO TERTIARY FONT

TEXT/DISPLAY FONT
ALFONS CONDENSED BOLD

DESIGNER :
EMIL KARL BERTELL
FENOTYPE
-

THE FONT
Alfons is a collection of 38 display
fonts with a friendly, vintage
feel. Alfons is divided into eight
subfamilies. The core family is
a monoline script that has eight
weights from extra thin to black
and on top of that two printed
versions that have softer, a bit
blurred features.

FONT USAGE
This font is to be used sparingly as
a decorative font to add a vintage
personaity to elements. It is used
as the tagline and "Est. in..." font in
the logo.

ALFONS CONDENSED

Bold

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

Regular

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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! " § $ % & / ( ) = ? ` ; :
¡ " ¶ ¢ [ ] | { } ≠ ¿ ´
« ∑ € ® † Ω ¨ / ø ϖ · ± ˆ
Æ Œ @ Δ ˙ ª © ƒ ∂ , Å ¥ ≈ Ç
√ ~ µ ∞ … – ≤ ‹ › ≥ ˜ › ‹ ◊

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Primary Colors

CHELEY OFFICIAL COLORS

PRIMARY COLOR SYSTEM

–
Cheley has two official colors: Blue and Orange.

Blue 7701C:
Blue signifies trust and loyalty. It is a calming and reassuring color that gives us peace and inspires confidence and security.

Orange 7579C:
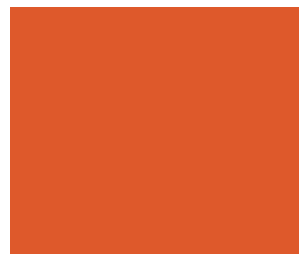Orange signifies enthusiasm and optimism. It is youthfuls and exudes warmth, energy and optimism.

Tones

7701C
COLOR CODES
CMYK: C96 M67 Y40 K25   RGB: R16 G74 B102
Pantone: 7701C   Web: #104a66

Tones

7579C

COLOR CODES
CMYK: C6 M83 Y97 K1   RGB: R226 G81 B42
Pantone: 7579C   Web: #e2512a

Tones

CHELEY

COLORADO CAMPS

EST. 1921

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