

LOGO AND IDENTITY



PRIMARY LOGO

Ideally, the logo will appear in color wherever possible. In the event that color versions cannot be used, black and white version options should be applied.



BLACK

LOGO COLORS

In the event that the color version cannot be used, black and white version options are available.

Particularly in situations where photocopied materials, newspaper or black - only printing occurs, the black and white versions are most suitable.

For dark backgrounds, the white logo should be applied, ensuring legibility is maintained.



WHITE



COLOR
TAHOE TEAL LIGHT



T COLOR
AHOE TEAL



BLACK

MONOGRAM

We have two different monograms that can be used as a secondary logo mark to represent Vist Truckee-Tahoe.



WHITE



COLOR
TAHOE TEAL LIGHT



COLOR
TAHOE TEAL



MONOGRAM WITH BOUNDING BOX

We have two different monograms that can be used as a secondary logo mark to represent Vist Truckee-Tahoe.

BLACK



WHITE



COLOR
TAHOE TEAL LIGHT



COLOR
TAHOE TEAL



CLEAR SPACE & MINIMUM SIZE

To protect the integrity of the Visit Truckee-Tahoe logo, no text, graphic, photographic or illustrative elements should appear in the clear space surrounding the logo.

The clear space surrounding the Visit Truckee-Tahoe logo is equal to width of the letter “c” of the logo.

The logo should always be a sufficient size to reproduce accurately and maintain clear legibility. Therefore, a minimum size for all print and digital applications of the logo has been established to protect its integrity.

As a general rule, the logo is to be used as a premium branding device—not arbitrarily sized as will fit into any given area.

CLEAR SPACE SURROUNDING LOGO



MINIMUM SIZE FOR PRINT AND DIGITAL USAGE



28 mm width
1.1” width
197 px width

LOGO USAGE

Use of the 1-color logo on a white, very light or dark background, or reversed out of a 1-color background where the orange is low contrast.



DO



Unacceptable Variations

- Do not apply a drop shadow or stroke
- Do not distort or rotate
- Do not use on a background or image with low contrast
- Do not put the logo over a busy background image
- Do not change the logo color



DON'T



COLORS

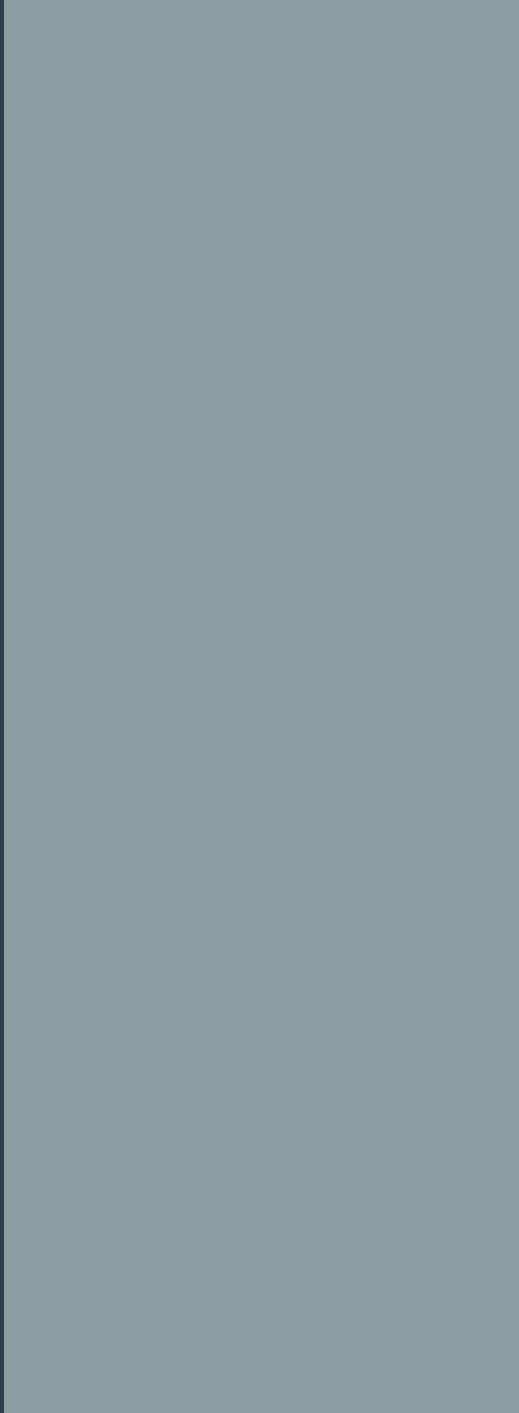
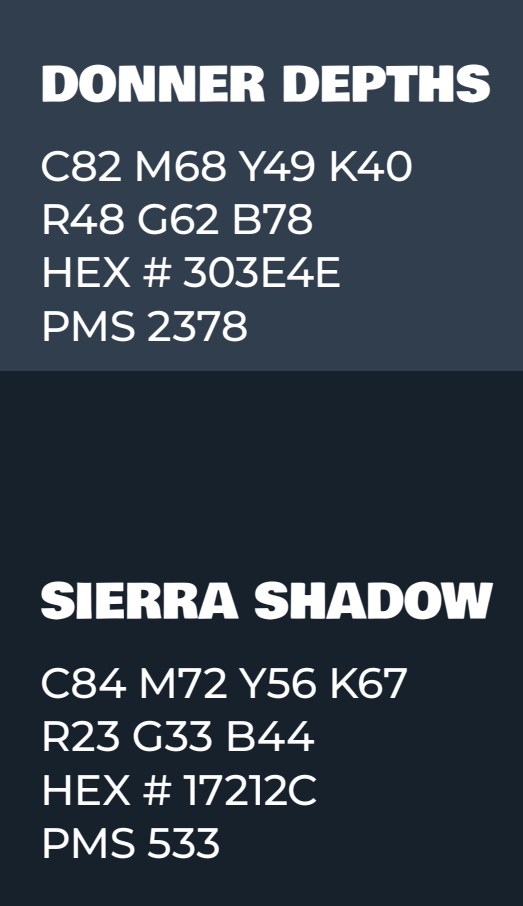
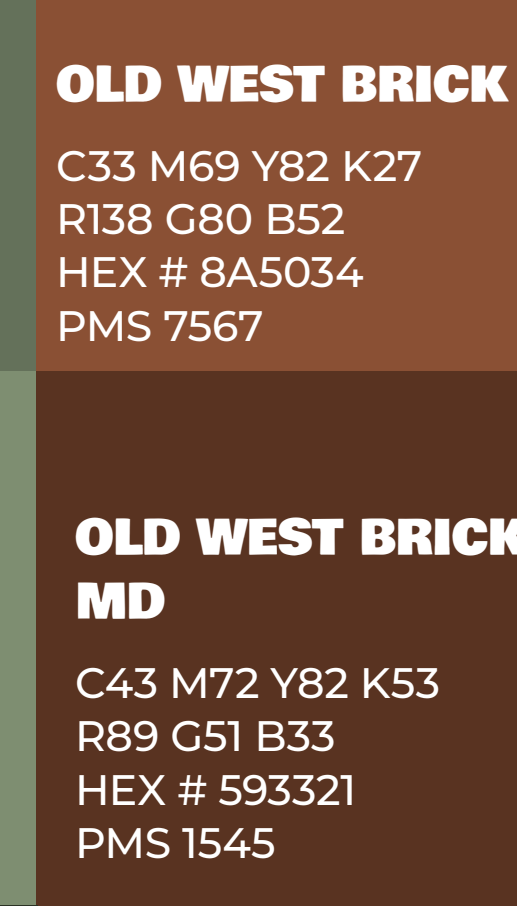
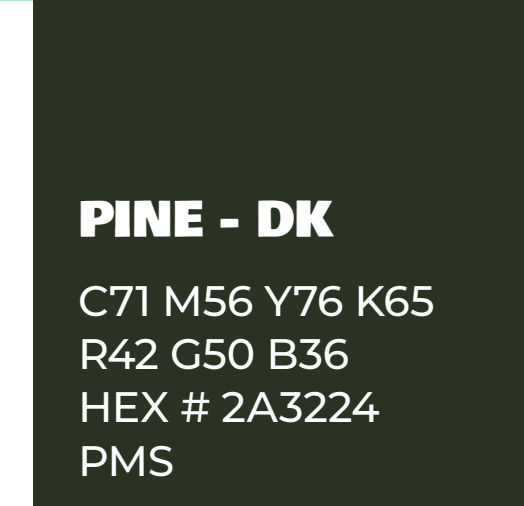
Visit Truckee-Tahoe's primary colors are the main colors that should appear in brand applications.

CMYK is the acronym used for printing that uses the accumulated addition of four process colors (cyan, magenta, yellow and black) in varying proportions to create thousands of colors.

RGB stands for the subtractive color properties of red, green and blue on a digital screen. RGB color values should be used for web and interactive uses.

HEX colors are also for on-screen applications.

Pantone® Matching System (PMS) is a standard color matching system used by printers and graphic designers. It is used in a variety of industries, primarily printing, though sometimes in the manufacture of colored paint, fabric, and plastics.

 DONNER DEPTHS C82 M68 Y49 K40 R48 G62 B78 HEX # 303E4E PMS 2378	 TRAIL MIST C49 M30 Y33 K0 R139 G157 B160 HEX # 8B9DA0 PMS 7543	 TAHOE TEAL C62 M0 Y24 K0 R79 G194 B201 HEX # 4FC2C9 PMS 630	 MOSS C67 M26 Y44 K2 R90 G150 B145 HEX # 5A9691 PMS 223	 PINE C60 M41 Y66 K20 R100 G113 B90 HEX # 64715A PMS 5565	 OLD WEST BRICK C33 M69 Y82 K27 R138 G80 B52 HEX # 8A5034 PMS 7567	 ALPINE WHITE C2 M2 Y2 K0 R246 G246 B246 HEX # F6F6F6 PMS 656
 SIERRA SHADOW C84 M72 Y56 K67 R23 G33 B44 HEX # 17212C PMS 533	 TRAIL MIST - LT C21 M12 Y14 K0 R199 G208 B209 HEX # C7D0D1 PMS 5455	 TAHOE TEAL - LT C26 M0 Y12 K0 R186 G228 B226 HEX # BAE4E2 PMS 628	 MOSS - LT C30 M0 Y14 K0 R175 G227 B223 HEX # AFE3DF PMS 317	 PINE - LT C53 M32 Y60 K7 R126 G142 B113 HEX # 7E8E71 PMS 5575	 OLD WEST BRICK MD C43 M72 Y82 K53 R89 G51 B33 HEX # 593321 PMS 1545	
		 TAHOE TEAL - DK C73 M19 Y35 K0 R60 G160 B166 HEX # 3CA0A6 PMS 2202		 PINE - DK C71 M56 Y76 K65 R42 G50 B36 HEX # 2A3224 PMS		

VISIT TRUCKEE-TAHOE BRAND PLATFORM

53

TYPOGRAPHY

BOWLBY ONE

Montserrat Bold intro copy. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

Montserrat Medium body copy. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Cras justo odio, dapibus ac facilisis in, egestas quam. Nullam id dolor id nibh ultricies vehicula elit.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Integer posuere erat a ante venenatis dapibus posuere velit. Fusce dapibus, tellus ac cursus commodo, tortor

mauris condimentum nibh, ut fermentum massa justo sit risus. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Lorem ipsum dolor sit elit. Morbi leo risus, porta ac consectetur ac, vestibulum at.

Vestibulum id ligula porta felis euismod semper. Vestibulum id ligula porta felis euismod semper. Praesent commodo cursus. Donec id elit non mi gravida at eget metus.

Git etur, ut dolorehendi sit volendu cillit et que quam nost militae plique quatia dem. Giatquae dolorero consererit ea conem fugia dignis dolupidel mod maiorpo remquis etur.

MAIN HEADER
SUB HEADER

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
!@#\$%^&*()_+=></?
1234567890

BRAND FONTS

BOWLBY ONE REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

MONTERRAT BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

MONTERRAT BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

MONTERRAT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MONTERRAT MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*



VISIT
TRUCKEE
TAHOE