

TRAVEL MEDFORD

BRAND GUIDE CHEATSHEET

LOGO



TYPOGRAPHY



Use the "M" Mark as a watermark or on pieces where the primary logo is also visible.

HEADLINES: MONTSERRAT BOLD CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ'?"'!"(%)[#]{@}/&<-++x=>®©\$€£¥¢;,:.*1234567890

BODY COPY: MONTSERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ'?"'!"(%)[#]{@}/&<-++x=>®©\$€£¥¢;,:.*1234567890

SERIF: CORMORANT

ABCDEFGHIJKLMNOPQRSTUVWXYZ'?"'!"(%)[#]{@}/&<-++x=>®©\$€£¥¢;,:.*1234567890

COLOR

PRIMARY

SKY BLUE
 PANTONE 7710 C
 CMYK 81, 0, 23, 0
 RGB 0, 167, 181
 HEX #00A7B5

PRIMARY

LIVELY GREEN
 PANTONE 380 C
 CMYK 18, 0, 82, 0
 RGB 219, 228, 66
 HEX #DBE442

AEGEAN BLUE
 PANTONE 7708 C
 CMYK 100, 18, 12, 59
 RGB 0, 86, 112
 HEX #005670

COOL GRAY
 PANTONE COOL GRAY 9 C
 CMYK 30, 22, 17, 57
 RGB 117, 120, 123
 HEX #75787B

EARTHY RED
 PANTONE 1665 C
 CMYK 0, 79, 100, 0
 RGB 220, 68, 5
 HEX #DC4405

CALMING GRAY
 PANTONE WARM GRAY 3 C
 CMYK 9, 11, 13, 20
 RGB 191, 184, 175
 HEX #BFB8AF

SOSC



PRIMARY

EARTHY RED
 PANTONE 1665 C
 CMYK 0, 79, 100, 0
 RGB 220, 68, 5
 HEX #DC4405

PRIMARY

AEGEAN BLUE
 PANTONE 7708 C
 CMYK 100, 18, 12, 59
 RGB 0, 86, 112
 HEX #005670

Typography for SOSC should follow the same guidelines as the standard Travel Medford brand.