



REVEL

AT CAROLINA PARK

BRAND GUIDE
NOVEMBER 2020

				
Taupe Grey	Spruce	Sky Blue	Slate	Orange
PMS 410 C	PMS 5405 C	PMS 9242 C PASTEL	PMS Cool Gray 8 C	PMS 1565 C
—	—	—	—	—
C 20	C 60	C 20	C 0	C 0
M 20	M 25	M 0	M 0	M 40
Y 25	Y 25	Y 5	Y 0	Y 60
K 60	K 30	K 0	K 45	K 0
—	—	—	—	—
#68635D	#50747C	C8E9F1	#8C8C8C	#F9A870
—	—	—	—	—
R 104	R 80	R 200	R 140	R 249
G 99	G 116	G 233	G 140	G 168
B 93	B 124	B 241	B 140	B 112

This diagram is precise but we think your best approximation is just fine.



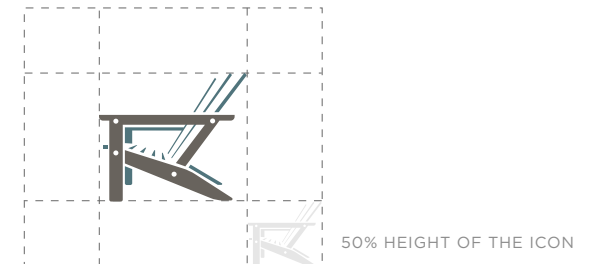
Stacked Logo



Horizontal Logo



Logotype



Icon

Keep a minimum of 1X worth of space between the logo and other elements such as type, borders, edges and other logos.

X is equal to the height of the icon.

Taupe Grey + Spruce



< Primary Logo

Use this logo option where possible, when Print Production is Full-Color or allows two Pantone colors.

Taupe Grey

Spruce



< 1 Color Logos

Use when print production is limited to one Pantone color.

White + Sky Blue



< Negative-Color Logo

Use White, Plus the brand's lighter colors, when dark backgrounds are employed.



Logo - Greyscale

Use when circumstances call for a logo void of color, like printing from an office laser printer.
Do not use when color is available.



Logo - Greyscale Negative

Use when circumstances call for a logo void of color, like printing from an office laser printer.
Do not use when color is available.

Thanks for not editing, changing, distorting, recoloring, or reconfiguring the logo.



Do Not Remove Elements



Do Not Add Elements



Do Not Rotate



Do Not Distort



Do Not Alter Colors

Usage	Example	Font Specifics
Logo	REVEL AT CAROLINA PARK	LUXURY (GOLD) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Headlines	<i>Be closer to family, friends and fun places to spend time with them.</i>	<i>Sheila (Bold)</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>0123456789</i>
Subheads	Be closer to family, friends and fun places to spend time with them.	Ceacelia (Heavy) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Bodycopy and URL	You're not slowing down. You're changing directions. Spending less time at work and more time outdoors. Living here, you're 30 minutes from historic Charleston, 15 minutes from beautiful beaches and great weather to enjoy it all. RevelatCarolinaPark.com	Open Sans (Regular) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Tagline/Accents	Live & love life. <i>Live & love life.</i>	Caslon (Bold Italic) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 Caslon (Bold Italic) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

CLIENT: Revel at Carolina Park JOB: Logo Design DETAIL: Final Logo Files & File Names DATE: November 2020	primary logo 2-color - CMYK & PMS 410C & 5405C TAUPE GRAY + SPRUCE	secondary logo 1-color TAUPE GRAY	secondary logo 1-color SPRUCE	for dark backgrounds WHITE & SKY BLUE	for dark backgrounds WHITE LOGO	BLACK LOGO
(1) Stacked Logo	 Revel Logo CMYK FINAL Outlined Revel Logo PMS 410C & PMS 5405C	 Revel Logo FINAL 1 Color Tauupe Gray CMYK Revel Logo FINAL 1 Color Tauupe Gray CMYK	 Revel Logo Spruce CMYK FINAL Outlined Revel Logo Spruce PMS 5405C	 Revel Logo Reversed & Sky Blue CMYK Revel Logo Reversed & Sky Blue PMS 9242C Pastel	 Revel Logo FINAL Reversed Revel Logo FINAL Black	 Revel Logo FINAL Black
(2) Horizontal Logo	 Revel Horizontal Logo 2 Color CMYK Revel Horizontal Logo PMS 410C & PMS 5405C	 Revel Horizontal Logo Spruce CMYK Revel Horizontal Logo Taupe PMS 410C	 Revel Horizontal Logo Spruce CMYK Revel Horizontal Logo Spruce PMS 5405C	 Revel Horizontal Logo Reversed & CMYK Sky Blue Revel Horizontal Logo Reversed & PMS 9242C Pastel	 Revel Horizontal Logo Reversed Revel Horizontal Logo Black	 Revel Horizontal Logo Black
(3) Logotype	 Revel Logo Type Taupe CMYK Revel Logo Type Taupe PMS 410C	 Revel Logo Type Spruce CMYK Revel Logo Type Spruce PMS 5405C			 Revel Logo Type Reversed	 Revel Logo Type Black
(4) Icon	 Revel Icon 2 Color CMYK Revel Icon PMS 410C & PMS 5405C	 Revel Icon Taupe CMYK Revel Icon Taupe PMS 410	 Revel Icon Spruce CMYK Revel Icon Spruce PMS 5405	 Revel Icon Reversed & Sky Blue CMYK Revel Icon Reversed & PMS 9242C Pastel	 Revel Icon Reversed	 Revel Icon Black