

2019

GRAPHIC

STANDARDS



VILLA EYRIE
RESORT

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LOGO USAGE



OFFICIAL LOGO

2019 Introduces a new logo standard for the Villa Eyrie (1C) on official colour navy blue Pantone 302C. The update does not change the form of the logo but updates colours to a new monochrome theme.

When possible, the vertical applicaiton of this logo is always the first option.



REVERSE 1 COLOUR APPLICATION

This is one of the most common applications of the logo and must use this official reversed single colour version.

The correct usage will always display the eagle head lighter than the body of the eagle. Incorrect usage of the logo results in a dark head and light body (resulting in a crow like appearance).

There is no two tone version of this logo in reverse. Use only 1 colour application.

USE ONLY THIS VERSION FOR REVERSED, AND DO NOT REVERSE THE POSITIVE APPLICATION OF THE LOGO.



HORIZONTAL APPLICATION

To be used when horizontal application is required and used on a dark background.



ALTERNATE HORIZONTAL APPLICATION

To be used when horizontal application is required and used on a light or white background.



WORDMARK APPLICATION

To be used in footer only in ads on the official navy blue colour (Pantone 302C) when official logo application can't be used.

LOGO USAGE



SCREENED ALTERNATIVE

This version is available only by request or special authorization. Do not use this version without approval by in-house marketing and design studio, Drive Kreativ of GAIN Group (marketing@gain-vi.ca).



APPLICATION ON IMAGES

The correct usage of the logo should have the most consistent background with few conflicting elements. Although the logo is designed to work on busier backgrounds, the preference is always to locate it where there are few conflicting or inconsistent elements.

When there is little choice but to locate it on a busier background, always choose an area that has the darkest area of the photo to give the most separation of logo elements from the background.

In the event of extremely light backgrounds (a luminance of less than 20%), use the '1C' version of the logo (note the eagle head always correctly compliments the body with the head always appearing lighter- correct bald eagle appearance)



Logo Usage



LOGO SAFE AREAS

Padding (X) is based on the baseline of the VILLA EYRIE wordmark to the extent of the stem of 'r' of 'RESORT'. The optimal padding is defined by two X units surrounding the extremities of the logo. Minimum padding of one X unit should only be used in extreme cases where space is at a premium.

Absolute centering of elements against the logo are defined by the blue dotted cross hair.

In unique cases, centering can also be performed on the logomark vertical centre (indicated in solid blue) which bisects the eagle head.

FONT STANDARDS

OFFICIAL FONTS

Azo Sans

Azo Sans is the official font. The use of this font shall always be used for headings, taglines and any text that requires emphasis. It shall be tracked no more than 200 em and no less than 0 em.

No other applications of this font shall be acceptable or shall be used elsewhere.

Bodoni 72 Book Italic

The use of Bodoni 72 is limited to, main headline applications with a tracking of 0 em and always MIXED CAPS. It shall be 50 - 55% larger than that of the Azo Sans tagline or secondary headline.

Primary Body
Azo Sans
AZO SANS

Body text shall always be Azo Sans with regular (0 em) tracking. Emphasis should always be ALL CAPS with tracking of 180 em before the use of Azo Sans Bold.

Alternate Body Text
Kepler Std Italic

In the event of alternate body text, emphasis of text shall always be Azo Sans Medium or Azo Sans Bold, and NEVER Azo Sans Black.