

2019
GRAPHIC
STANDARDS



LOGO USAGE



OFFICIAL LOGO

As of March 2019, introduced a new logo and brand identity standard for Villa Eyrie Resort's redesigned dining space Alpina Restaurant (formerly known as Summit Restaurant).

When possible, the vertical application of this logo in one tone, 100% black is always the first option.



OFFICIAL REVERSE WHITE APPLICATION

Reverse 100% white logo is designed for application on a dark or black background. This is one of the most common applications of the logo and must use this official reversed version.



ALTERNATE 1 COLOUR APPLICATION

Also known as the colour, 'sand dune' or Pantone 7531C version. To be used ONLY on a white background when in single colour application is required. DO NOT use this version when used alongside or grouped with Villa Eyrie Resort's logo or any other related GAIN Group logos.

Other applications of logo in one colour application must be approved by GAIN Group marketing (marketing@gain-vi.ca).



ALTERNATIVE REVERSE 1 COLOUR APPLICATION

This is the official reversed single colour version for use only with one colour application. Preferred colour is referred as 'sand dune' or Pantone 7531C.



HORIZONTAL APPLICATION

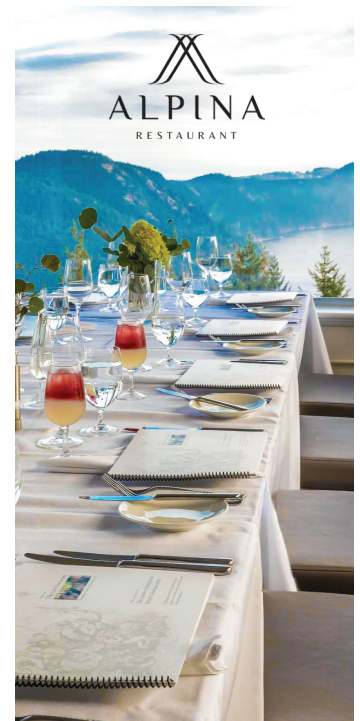
To be used when a horizontal application is required.



LOGOMARK APPLICATION

Primarily used as a favicon, app icon, social media avatars and on corporate communications. Should only be used when there is a clear mention of the Alpina Restaurant brand name.

LOGO USAGE



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 or apply a dark transparent overlay to ensure the logo is clearly visible and stands out.

In the event of extremely light backgrounds (a luminance of less than 20%), use the official 100% black version of the logo.



GROUPED WITH VILLA EYRIE RESORT & GAIN GROUP BRANDS

When used alongside any logos of GAIN Group brands including Villa Eyrie Resort, use the official version of the logo.

LOGO USAGE



LOGO SAFE AREAS

Padding (X) is based on the padding between 'Alpina' and 'Restaurant' in the wordmark. 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 logomark.

FONT STANDARDS

FEDERO

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Federo is the official font. The use of this font shall always be used for headlines and any text that requires emphasis. It shall be tracked no more than 300 em and no less than 180 em.

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

CABIN

The use of Cabin is limited to, secondary headline applications with a tracking of 200 em and always ALL CAPS. It shall never be larger than 50% of the primary Federo headline. This font may be used online for applications that may be smaller than 9 pt as a body text in the event that Federo does not work.

Primary Body Cabin Cabin Bold

Body text shall always be Federo with regular (0 em) tracking. Emphasis should always be ALL CAPS.

Alternate Body Text *Cabin Italic*

In the event of alternate body text, emphasis of text shall always be underlined or *Cabin Italic*.