



# STYLE GUIDE

MOUNTAIN SKY LOGO | AUGUST 2018

## **WELCOME**

The purpose of this document is to provide guidance on use of the MOUNTAIN SKY logo by staff and authorized users who are developing branded marketing materials. Please review this guide before developing outward-facing, inward-facing, media and branding materials such as print collateral web design, apparel, signage, etc.

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# THE MOUNTAIN SKY LOGO

The MOUNTAIN SKY logo carries two symbolic meanings.

Embodied in the iconography of the two mountain ranges is the unification of the Rocky Mountain and Yellowstone Conferences. This takes place over the backdrop of a big hopeful sky.

The coming together of the two conferences is further captured in two symbolic rivers flowing together into a single body of water.

The preferred version of the MOUNTAIN SKY logo is full-color. The full-color logo should nearly always appear against a solid white background.

Secondary versions of the logo, including grayscale, one-color (black) should be used only in instances when color artwork and layouts are not possible, such as apparel, newsprint, etc.

## LOGO

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NOTE: In addition to the primary EPS versions of the logo, JPG and PNG versions are also available for digital use. Always select the electronic artwork appropriate for your application.

# LOGO SIZING

Follow these specifications for minimum size when scaling the logo for print. Avoid reducing the logo smaller than indicated by the numbers beneath the examples as readability becomes difficult.

## LOGO SMALL SIZE (avoid scaling below 1.25")



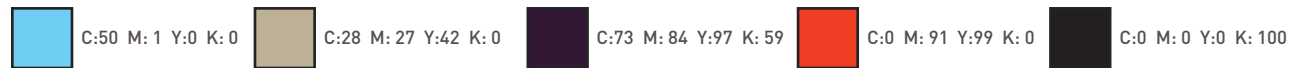
FILENAMES  
Mtn\_Sky\_Logo\_SmL\_CMYK  
Mtn\_Sky\_Logo\_SmL\_Grayscale  
Mtn\_Sky\_Logo\_SmL\_Black  
Mtn\_Sky\_Logo\_SmL\_Reverse

## LOGO STANDARD SIZE (use as standard size for print)



FILENAMES  
Mtn\_Sky\_Logo\_Std\_CMYK  
Mtn\_Sky\_Logo\_Std\_Grayscale  
Mtn\_Sky\_Logo\_Std\_Black  
Mtn\_Sky\_Logo\_Std\_Reverse

## PROCESS SPOT COLORS (used for print applications)



## PANTONE COLORS (used for print applications)



# LOGO VARIATIONS/FILES

Each version of the MOUNTAIN SKY logo is available in four different color formats: CMYK, RGB, grayscale, and one-color (black) Always use the electronic artwork appropriate for your application:

## PRINT

Use EPS files for print applications. This file can be infinitely scaled and is your most versatile format. It is largely used by professionals and requires special software to be opened.

## WEB

Use JPG and PNG files for online applications.

## MICROSOFT WORD

Use JPG files in Word and other word-processing applications.

## POWERPOINT/ PRESENTATION SOFTWARE

Use PNG files in PowerPoint and similar applications.



### CMYK

Use this logo for all full-color print applications.

#### FILENAMES

Mtn\_Sky\_Sml\_CMYK.eps  
Mtn\_Sky\_Std\_CMYK.eps

(The CMYK version of the logo is provided in EPS format only.)



### RGB

Use this logo for all digital communications.

#### FILENAMES

Mtn\_Sky\_Std\_RGB.eps  
Mtn\_Sky\_Sml\_RGB.eps  
Mtn\_Sky\_Std\_RGB.png  
Mtn\_Sky\_Sml\_RGB.png  
Mtn\_Sky\_Std\_RGB.jpg  
Mtn\_Sky\_Sml\_RGB.jpg



### GRAYSCALE

Use this logo for all one-color print applications.

#### FILENAMES

Mtn\_Sky\_Std\_GRAY.eps  
Mtn\_Sky\_Sml\_GRAY.eps  
Mtn\_Sky\_Std\_GRAY.png  
Mtn\_Sky\_Sml\_GRAY.png  
Mtn\_Sky\_Std\_GRAY.jpg  
Mtn\_Sky\_Sml\_GRAY.jpg



### ONE COLOR (BLACK)

Use this logo for one-color print applications where the grayscale cannot be reproduced.

#### FILENAME

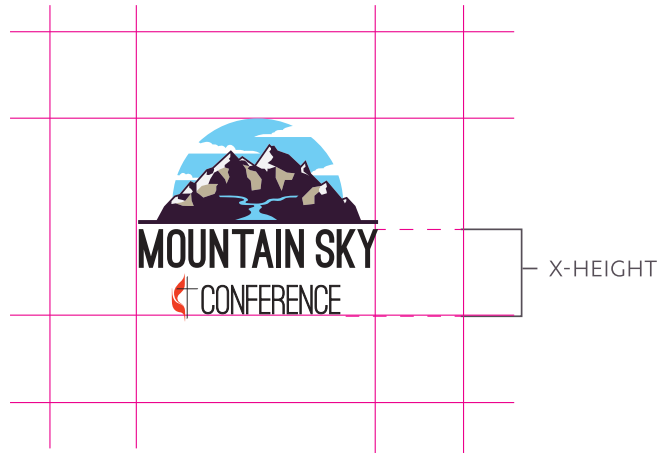
Mtn\_Sky\_Std\_BLACK.eps  
Mtn\_Sky\_Sml\_BLACK.eps  
Mtn\_Sky\_Std\_BLACK.png  
Mtn\_Sky\_Sml\_BLACK.png  
Mtn\_Sky\_Std\_BLACK.jpg  
Mtn\_Sky\_Sml\_BLACK.jpg

# CLEAR SPACE

Please follow these logo specifications to ensure maximum visibility and legibility in all communications.

## MOUNTAIN SKY LOGO SMALL

The minimum clear space for the logo (small) is "X," where "X" is equal to the height of the word "Mountain Sky" and "Conference". See example below.



## MOUNTAIN SKY LOGO STANDARD

The minimum clear space for the logo (standard) is "X," where "X" is equal to the height of the word "Conference". See example below.



# TAG LOGO

**HOLDING DEVICE/TAG** Use on top or bottom of photo or colored background

When overlaying the MOUNTAIN SKY logo onto an image, color or busy background, using the logo with holding device lock-up is best.

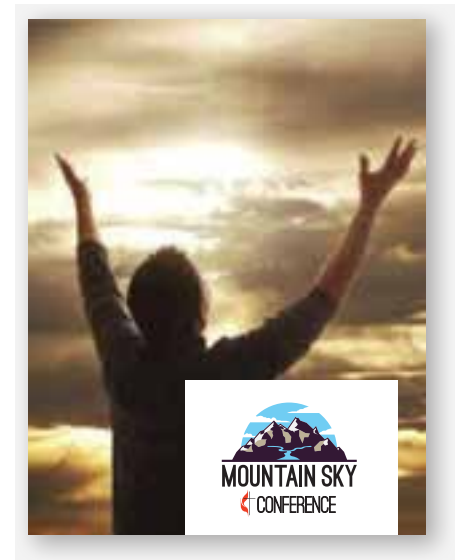
When used at the top of the page, the top of the tag should be flush with the top edge of the artboard. When used at the bottom of the page, the bottom of the tag should be flush with the bottom edge of the artboard.



Do not change the color of the holding device.



**HOLDING DEVICE** Mock-up on photo or colored background





# INCORRECT LOGO USAGE

The logo should be used according to the specifications in this brand guide. Always use the approved artwork provided and do not alter the logo in any way. Here are some examples of incorrect usage.

## SIZE RELATIONSHIP

Do not alter the size relationship of the logo components.



## COLOR

Do not change the colors of the symbol or logotype.



## ARRANGEMENT

Do not rearrange the position of the logo components.



## ADDED WORDS

Do not add words to the logo.



## ADDED EFFECTS

Do not add a drop shadow or other effects to the logo.



## TYPEFACES

Do not replace or substitute the fonts within the logo.



# INCORRECT LOGO USAGE

The logo should be used according to the specifications in this brand guide. Always use the approved artwork provided and do not alter the logo in any way. Here are some examples of incorrect usage.

## DISTORTION

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Do not distort or stretch any part of the logo. Always scale in proportion.



## INDIVIDUAL ELEMENTS

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Do not deconstruct the logo elements to form new graphic lock-ups or identities.



## BACKGROUND

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Do not place the logo on a background that does not provide sufficient contrast.



# TYPOGRAPHY

Typography is an important aspect of design. The fonts for the MOUNTAIN SKY logo were chosen with intentionality and were carefully and purposefully positioned, spaced modified and composed in the finished logo.

As a general rule, it is best to NOT use the fonts within the logo along with the logo. It serves to make the logotype less common.

It is recommended that you use complimentary fonts along with the logo as shown.

## FONTS

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OSTRICH SANS BLACK

OSTRICH SANS (with stroke)

### COMPLIMENTARY FONTS:

San Francisco (System font)

Calibri (System font)

DIN Regular (<http://www.fonts.com/font/fontfont/ff-din/regular>)

QUESTIONS?

QUESTIONS?

For any questions regarding these branding  
guidelines, please contact  
[jason@midnightoilproductions.com](mailto:jason@midnightoilproductions.com)

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