

THE RANCH EVENTS COMPLEX

BRAND GUIDELINES



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THE RANCH EVENTS COMPLEX

BRAND GUIDELINES



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INTRODUCTION

THE RANCH EVENTS COMPLEX IS OWNED BY LARIMER COUNTY AND IS NORTHERN COLORADO'S LARGEST AND MOST VERSATILE EVENTS COMPLEX. WITH OVER 375,000 SQUARE FEET OF VERSATILE INDOOR AND OUTDOOR SPACE, THE RANCH HAS EARNED A REPUTATION AS ONE OF THE PREMIER EVENT AND ENTERTAINMENT COMPLEXES IN THE REGION. THE RANCH IS HOST TO A VARIETY OF EVENTS RANGING FROM COMMUNITY EVENTS TO CONFERENCES, MEETINGS, TRADE SHOWS, BANQUETS, OUTDOOR FESTIVALS, EQUINE, AND LIVESTOCK EVENTS TO NAME A FEW. IT IS A COMMUNITY GATHERING PLACE, WITH LONG-STANDING AGRICULTURAL ROOTS WHERE ITS MISSION IS TO PROVIDE ENTERTAINMENT AND FACILITIES TO THE CITIZENS OF LARIMER COUNTY AND THE SURROUNDING AREAS THROUGH A VARIETY OF EVENTS AND SHOWS.

THE PURPOSE OF THIS BRAND BOOK, ALSO KNOWN AS A BRAND STYLE GUIDE, IS TO HELP YOU AS A PROMOTER COMMUNICATE A CONSISTENT MESSAGE TO YOUR AUDIENCE BY ADHERING TO THE DESIGN STANDARDS DEVELOPED BY THE RANCH MARKETING AND EVENTS DEPARTMENTS. WE REQUEST THAT YOU FOLLOW THE STANDARDS SET FORTH IN THE RANCH BRAND BOOK IN YOUR MARKETING AND PROMOTIONAL MATERIALS WHERE THE FACILITY IS MENTIONED. PLEASE CONTACT YOUR RANCH EVENT COORDINATOR WITH ANY QUESTIONS YOU MAY HAVE!

01

THE LOGO

01. LOGO

02. LOGO VARIATIONS

03. LOGO SIZING

04. LOGO COLOR & CLEARSPACE

01. LOGO

WHEN USING THE LOGO, KEEP IN MIND THAT THE FULL LOGO INCLUDES THE TR, THE RANCH AND LARIMER COUNTY'S EVENT COMPLEX.



02. LOGO VARIATIONS

MONOGRAM

THE MONOGRAM LOGO SHOWS JUST THE TR.



VERTICAL

THE VERTICAL LOGO DISPLAYS THE TR OVER THE RANCH AND LARIMER COUNTY'S EVENT COMPLEX.



03. LOGO SIZING

WHEN CHANGING THE SIZE OF OUR LOGO
DO NOT DISTORT, ROTATE, CHANGE THE
PROPORTIONS, STRETCH OR SKEW. DO NOT
ADD ANY UNNECESSARY DROP SHADOWS,
GRADIENTS OR EMBOSSING.

CORRECT





WRONG



04. LOGO COLOR & CLEARSPACE

WHEN USING COLOR WITH OUR LOGO, KEEP IN MIND THAT THERE ARE ONLY 3 COLOR WAYS YOU CAN USE; THE ORIGINAL ORANGE /MAROON/BLACK, ALL WHITE OR ALL BLACK.

		
HEX	#F47B20	#A60A3D
RGB	244, 123, 32	166, 00, 61
CMYK	0.00 0.50 0.87 0.04	0.00 0.94 0.63 0.35
PANTONE	1585 C	1945 C

HERE ARE A FEW MORE THINGS TO KEEP IN MIND:

- DO NOT EDIT THE LOGO WITH HIGH CONTRAST OR VIBRANT COLORS.
- DO NOT PLACE THE LOGO ONTO BACKGROUND COLORS AND TONES THAT ARE SIMILAR TO THE LOGO COLORS.



CLEARSPACE - MAKE SURE THERE IS SPACE SURROUNDING THE LOGO WHEN INCORPORATING IT INTO DESIGN



02

TYPOGRAPHY

01. MAIN FONT

02. SECONDARY FONT

03. THIRD FONT

04. HIERARCHY

01. MAIN FONT

Egyptian505 BT

Regular

Bold

Italic

Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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02. SECONDARY FONT

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RIFT SOFT

LIGHT

MEDIUM

DEMI

BOLD

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03. THIRD FONT

A

STRANGER

WIDE

WIDE TEXTURE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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03

COLOR

01. MAIN COLORS

02. SECONDARY COLORS

01. MAIN COLORS

PANTONE 1585 C
HEX COLOR: F47B20

PANTONE 1945 C
HEX COLOR: A60A3D

02. SECONDARY COLORS

RGB 57, 79, 118
HEX COLOR: 394F76

RGB 90, 170, 193
HEX COLOR: 5AAAC1

04

IMAGERY

01. ELEVATE YOUR EXPECTATIONS

01. ELEVATE YOUR EXPECTATIONS

LOGO VARIATIONS



THE 'ELEVATE YOUR EXPECTATIONS' BRANDING WILL ALWAYS BE ACCOMPANIED BY THE WATERCOLOR ARCH IMAGE.

COLORS:

RGB 57, 79, 118

HEX COLOR: 394F76

80% OPACITY

RGB 90, 170, 193

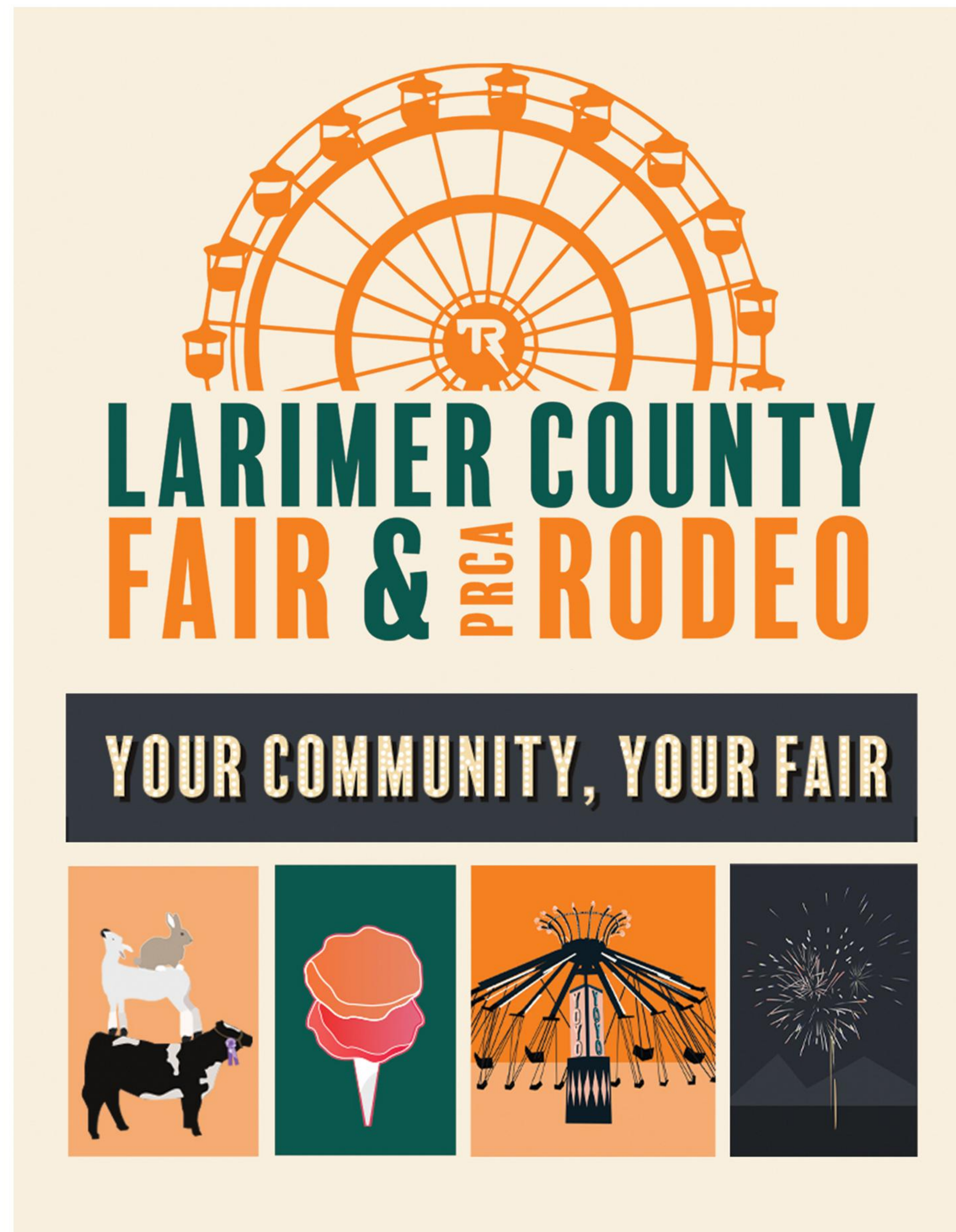
HEX COLOR: 5AAAC1

05

EVENTS

01. LARIMER COUNTY FAIR & PRCA RODEO

01. LARIMER COUNTY FAIR & PRCA RODEO



TYPOGRAPHY

BALBOA PLUS

FILL

INLINE

PRIMARY

PRIMARY COLORS | LOGO COLORS

RGB 245, 128, 32
HEX COLOR: F58020

RGB 11, 88, 78
HEX COLOR: 0B584E

BACKGROUND COLOR

RGB 248, 239, 222
HEX COLOR: F8EFDE

SECONDARY COLORS

RGB 52, 57, 63
HEX COLOR: 34393F

RGB 246, 171, 114
HEX COLOR: F6AB72

ADDITIONAL APPROVED COLORS

HEX:
F25755

HEX:
E63638

HEX:
416DB5

HEX:
7CA691

HEX:
BBDDBA

06

LARIMER COUNTY

01. LOGO VARIATIONS

02. LOGO COLORS

01. LOGO VARIATIONS

SMALL LOGO - USE 'SMALL' LOGO FOR ANYTHING UNDER 2"



PRIMARY LOGO



BLACK WHEN PRINTING BLACK & WHITE



WHITE AGAINST DARK BACKGROUND

STANDARD LOGO - USE LOGO FOR ANYTHING LARGER THAN 2"



PRIMARY LOGO



BLACK WHEN PRINTING BLACK & WHITE



WHITE AGAINST DARK BACKGROUND

02. COLORS

PRIMARY COLORS | LOGO COLORS

PANTONE: 626 CP
RGB: 40, 92, 77
HEX COLOR: 285C4D

PANTONE: 7470 CP
RGB: 0, 90, 112
HEX COLOR: 005A70

PANTONE: 7502 CP
RGB: 168, 153, 136
HEX COLOR: CEB888

SECONDARY COLORS

PANTONE: 130 CP
RGB: 242, 169, 0
HEX COLOR: F2A900

PANTONE: 7586 CP
RGB: 158, 83, 48
HEX COLOR: 9E5330

75% RICH BLACK
RGB: 64, 64, 64
HEX COLOR: 404040