THOMPSON FALLS
MONTANA

GENUINE IN NATURE

BRAND GUIDE

COLOR PALETTE

Below is the approved color palette for Thompson Falls. The palette contains rich natural colors to illustrate the area's beautiful landscape and recreational opportunities. When possible, stay within the colors provided when creating promotional materials.
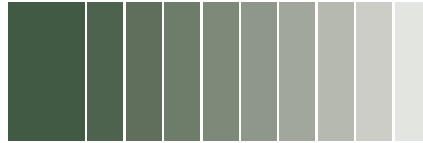
Forest Green
RGB 64 90 67   Pantone 553 C
CMYK 75 48 77 31   Hex#405a43

Light Tan
RGB 223 220 206   Pantone 7527 C
CMYK 12 9 18 0   Hex#dedccd

Earth
RGB 84 57 42   Pantone 7533 C
CMYK 45 64 74 55   Hex#533929
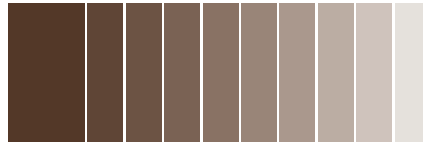
Sky Blue
RGB 186 217 242   Pantone 2707 C
CMYK 25 6 0 0   Hex#b9d8f1
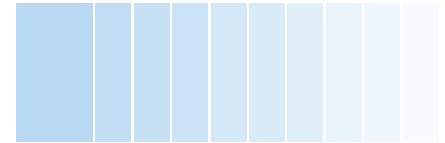
Sage
RGB 191 206 185   Pantone 5807 C
CMYK 26 10 29 0   Hex#becdb9
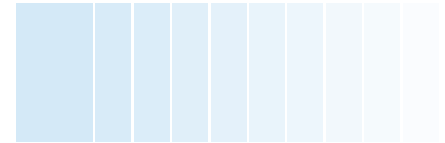
Light Blue
RGB 212 231 247   Pantone 656 C
CMYK 15 3 0 0   Hex#d4e7f7

TYPEFACES

The fonts within the Thompson Falls logo are Rocking Bones and Nexa Rust Sans. Rocking Bones is an expressive, hand-drawn serif font. Because Rocking Bones is a display font, it should be used sparingly and when appropriate. Nexa Rust Sans is a bold sans serif with rough edges. The Thompson Falls tagline, *Genuine in Nature*, should always appear in the Nexa Rust Sans font.

Rocking Bones

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Nexa Rust Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PRIMARY LOGOS

The Thompson Falls logo must be presented consistently. Please adhere to the following guidelines. If you have any questions, please contact Xxxxxxxx Xxxxxxxxx at (406) xxx-xxxx or email Xxxxxx@xxxx.com. The primary logo should be used without alteration, in full color when possible. Grayscale, monochromatic, one color and text-only versions are available.

Primary Full-Color Logo

Primary Two-Color Logo

LOGO VARIATIONS

Grayscale Logo

Full-Color Horizontal Logo

Two-Color Horizontal Logo

One-Color

Grayscale Horizontal Logo

LOGO VARIATIONS

Typography with Tagline

Thompson Falls
MONTANA
GENUINE IN NATURE

Horizontal Typography

Thompson Falls
MONTANA

Stacked Typography

Thompson
Falls
MONTANA

Logo with Forest Green Background

Logo with Light Tan Background

Logo with Sky Blue Background

MINIMUM SIZE

The logo should always be clearly legible. Always size the logo proportionally.

PROTECTED AREA

The protected area surrounding the Thompson Falls logo should be clear of text and/or other logos. In the primary logo, the size of the protected area is equal to the height of the T in Thompson.

Size of
Protected Area

INCORRECT USES

Below are examples of incorrect uses of the Thompson Falls logo. Do not stretch or distort the logo. Do not use any variations other than the approved logos. Do not add a stroke around the logo unless approved. Do not adjust or change the color of the logo. Do not change the position or proportions of the text.

Do not stretch the logo.

Do not distort the logo.

Do not adjust the color.

Do not change the position or proportions of the text.