

Olympus Resort, Cat Island - Visual Identity Standards

This document defines the official usage of the Olympus Resort logo system. Following these rules preserves brand recognition and communicates a consistent luxury experience across all touchpoints.



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1. Brand Essence and Voice

Positioning: A refined, ocean-inspired luxury destination that blends modern minimalism with Bahamian warmth. **Symbolism:** The nautilus suggests harmony, longevity, and the sea. The wordmark communicates precision and calm.

Personality

Calm, sophisticated, understated, confident, welcoming.

Voice Guidelines

Use clear, warm language. Avoid hype. Prefer short, elegant sentences. Celebrate craft, nature, and service.

2. Logo Architecture and Lockups

The primary logo pairs the nautilus emblem with the OLYMPUS wordmark and the destination line "CAT ISLAND - BAHAMAS". Secondary lockups may omit the destination or use a stacked composition for square spaces.

Primary Lockup



OLYMPUS

Stacked (no destination)

OLYMPUS

Horizontal (no destination)

3. Clear Space, Alignment and Minimum Size

Clear Space: Keep a margin on all sides equal to the height of the nautilus (X). No text, graphics, or edges may enter this area. **Alignment:** Center the destination line to the full wordmark width. **Minimum Sizes:** Full logo 120 px (digital) or 35 mm (print). Nautilus icon 24 px or 8 mm.



Clear space = X (nautilus height).

4. Color System

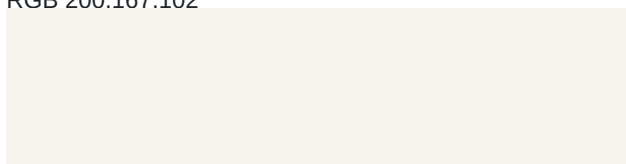
Primary palette uses Olympus Gold and Deep Charcoal. Ivory and sea-glass are supportive tones. For print, prefer Pantone 871 C metallic foil for gold accents. For digital, use flat HEX color.



Olympus Gold - Primary

HEX #C8A766

RGB 200,167,102

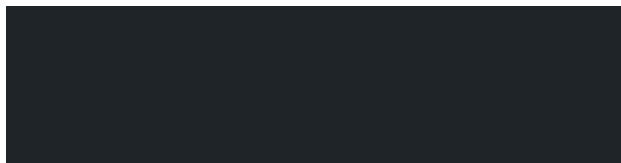


Ivory - Neutral

HEX #F7F4ED

RGB 247,244,237

CMYK 0,1,4,3



Deep Charcoal - Primary

HEX #1F2428

RGB 31,36,40



Sea-glass - Accent

HEX #9BC8C3

RGB 155,200,195

CMYK 22,0,3,22

5. Typography System

Wordmark Typeface: Custom geometric sans (vector artwork). **Brand Fonts:** Helvetica or Inter for system use. Headlines in Bold, body in Regular. Destination line uses small caps with wide tracking (+120 to +160).

OLYMPUS - HEADLINE EXAMPLE

Body copy example for brochures, menus, and web. Maintain 150% line-height.

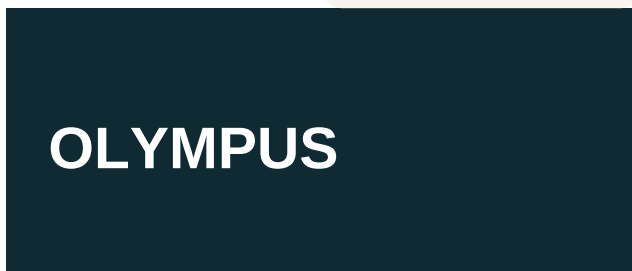
6. Background Control and Contrast

Use gold on light, matte backgrounds. Use charcoal on light or photographic backgrounds with strong contrast. Avoid busy textures; when needed, place the logo on an ivory panel. Do not place gold on yellow or similar tones.

Good

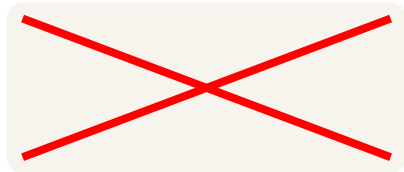


Good

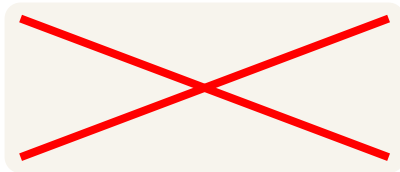


7. Incorrect Usage - Do Not

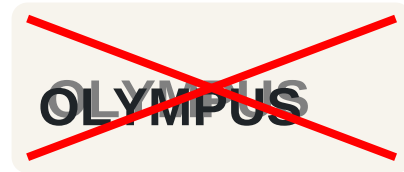
Do not alter proportions, add effects, or change colors. These examples are prohibited.



Do not stretch



Do not squash



No drop shadows



No random recolors



No outlines

8. Icon and Favicon

Use the nautilus emblem alone for favicons, social avatars, and badges. Maintain padding around the icon and avoid intricate backdrops at small sizes. Provide 16, 32, 48, and 256 px, plus SVG.



48 px



32 px



16 px

9. File Formats and Delivery

Vector master: SVG, EPS, PDF in both RGB and CMYK. **Raster web:** Transparent PNG at 1x, 2x, and 3x. **Favicon and App:** SVG plus PNG 16, 32, 48, 256. Include a one-color charcoal version for engraving or embroidery.

10. Print Production Notes

Preferred stocks: uncoated ivory or deep charcoal. Recommended finishes: metallic gold foil (Pantone 871 C), blind emboss, or spot UV. Minimum foil line weight 0.3 mm and minimum negative space 0.25 mm. Convert text to outlines in print PDFs.

11. Digital and UI Usage

Use SVG in headers for crisp scaling. Maintain 16-24 px padding around clickable logos. Animation should be subtle (300 ms or less). Ensure text near the logo meets contrast checks.

12. Co-Branding and Partnerships

When pairing logos, align cap heights and visual weight. Separate by at least 1x clear space. Default partner marks to single-color charcoal unless a full-color version is required by contract.

13. Legal and Contacts

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