

# BRANDING

& Style Guide



**WHISTLER**



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The background of the lower half of the image is a long-exposure photograph of a highway at night. The road stretches into the distance, with white dashed lines and solid lines marking the lanes. On the left side, there is a concrete wall with several rectangular light fixtures. The lights from the cars on the road have been blurred into long, bright white and yellow streaks, while the taillights on the right side have created long red streaks. The overall scene is dark, with the primary light sources being the road's lighting and the vehicle lights.

**WHISTLER**





# PURPOSE

## Of This Guide

This reference guide is intended as a tool and resource in representing and communicating the Whistler brand. These guidelines should provide branding definition, clarity, and examples to empower team members to stay connected to the brand's core values and message, while also maintaining consistency and professionalism when communicating and promoting the brand across media channels.



# MISSION

What we do & why

At Whistler, our mission is to improve the lives of the people we serve by: helping Oklahoma companies grow revenue; creating fulfilling careers; and giving back to our community.



# LOGOS

## Do's & Don't's

The Whistler logo should always appear clearly, and well contrasted against its background. It should be featured with a white, gray, or black background for branded materials, or black, or against a well-contrasted photo.

When appearing on a "Whistler red" background, the outermost red border on the logo may be inverted with the white line for contrast against the background [See examples].

When appearing on a photo background, filter adjustments should be made to ensure it is in the style, color levels, clarity, and vibrance associated with the Whistler brand.

The transparency levels of Whistler brand colors may be adjusted to ensure good contrast of the logo and/or to create a "wash" or photo overlay.

The Whistler logo, featuring the word "WHISTLER" in a bold, white, sans-serif font, enclosed within a black rounded rectangle with a red border.

# LOGOS

## Variations





# LOGOS

Icon Version



# COLOR PALETTE

## Primary Brand Colors

These are the primary color values to be used in all Whistler branded content. These colors may be used as backgrounds or as title and text colors, so long as appropriate contrast is allowed for legibility. Transparency values may/must be adjusted to allow the logo to appear clearly against a brand color background, or a photo background.

#000000

R: 0	C: 75
G: 0	M: 68
B: 0	Y: 67
	K: 90

#e41e37

R: 228	C: 4
G: 30	M: 99
B: 55	Y: 83
	K: 1

#ffffff

R: 255	C: 0
G: 255	M: 0
B: 255	Y: 0
	K: 0

#505050

R: 80	C: 65
G: 80	M: 57
B: 80	Y: 56
	K: 35

# Fonts

## & Type

### RAILWAY HEAVY

**AaBbCc123**

Use in ALL CAPS for titles & headings

Letter spacing: -10 to 10

### Railway Regular

**AaBbCc123**

Use for subtitles, or added emphasis. All versions such as bold, italic, ALL CAPS, etc. may be used

Letter spacing: -30 to 0

### Open Sans

**AaBbCc123**

Use for body text and general purpose. All versions such as bold, italic, ALL CAPS, etc. may be used

Letter spacing: -10 to 10

Title: **RAILWAY HEAVY**

Subtitle: **RAILWAY**

Body Text: Open Sans

*Thirsty Script*

**AaBbCc123**

Use for tag-lines, emphasis, & promos

Letter spacing: -10 to 10