BRANDING
& Style Guide

WHISTLER

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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.

WHISTLER

LOGOS

Do's & Don't's

WHISTLER

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.

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