



tropicalsno[®]

VISUAL IDENTITY
GUIDE | *2017*

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03 THE LOGO

Primary Logo

The bold, clean look of the Tropical Sno logo projects friendliness and confidence in the brand. The strong blue and bright oranges of the primary logo is airy and creates a sensation of bright days and sunshine. To build brand awareness, use the full-color logo whenever possible.



Primary Horizontal Logo



Primary Vertical Logo

THE LOGO

Secondary Logos

If it is necessary to print the logo on a light background use the alternate full color logo with the blue line around the logo mark.

When the full color logo mark can't be used, use the flat 2 color version of the logo or the solid black alternative.



Full Color Alternate
Horizontal



Flat 2 Color
Logo Option



Solid Black
Logo Option

05 MINIMUM SIZE/SPACE

Size

Proper logo size is vital in maintaining readability. The minimum size is set so that the logo maintains legibility at roughly 10 points. Make sure the logo is applied at a confident size appropriate for each individual application.



Clear Space

The logo must be surrounded by a clear space equal to the height of the logo mark. As a general rule, more clear space is always preferred. No other competitive design elements may be positioned within this space, including typography.



INCORRECT USAGE

Incorrect Logo Usage

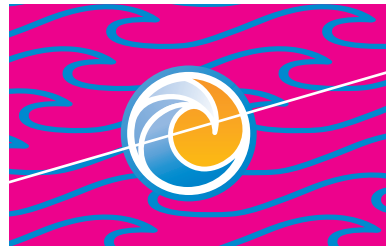
Adherence to these guidelines will ensure that the integrity of the Tropical Sno brand is maintained in all applications. The simplest way to follow these guidelines is to use approved digital artwork for the logo and use good judgment in applying them. The examples shown demonstrate some scenarios that should be avoided when using the logo.



Do not change the color of the logo.



Do not add taglines or text elements to the logo.



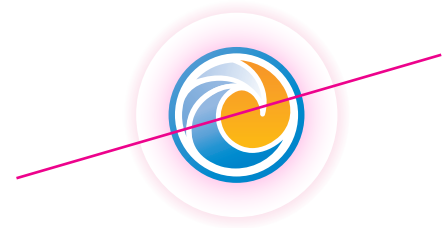
Do not put the full-color logo on a background that could inhibit legibility.



Do not place the logo over a background, image, or texture that might inhibit legibility.



Do not distort or alter the proportions of the logo.



Do not add design elements to the logo.

07 COLOR PALETTES

Primary Palette

There are two primary colors used in the Tropical Sno brand palette—When limited color use is necessary use Pantone PMS 300 C and PMS 130 C to print the logo, Otherwise use the full color CMYK version. It is important that when the colors are used they are rendered accurately.

Secondary Palette

These colors are to be used as a supplementary palette. They can also be screened back to a percentage of full strength or used in subtle gradients.

Color Gradients

When using color gradients, use the specified color for each end point. Gradients should be stretched across objects from the top left to the bottom right in a diagonal direction.



PANTONE 306 C
C 75 M 7 Y 0 K 0
R 0 G 178 B 233



PANTONE 151 C
C 0 M 48 Y 95 K 0
R 248 G 151 B 40



PANTONE 368 C
C 57 M 0 Y 100 K 0
R 122 G 193 B 67



IMAGERY

Graphic Styles

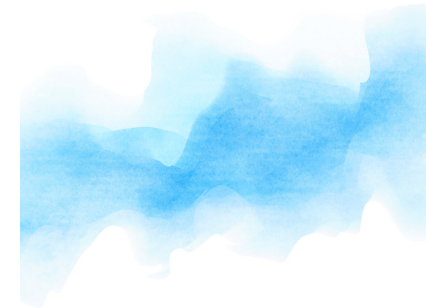
Friendly and approachable support graphics help to put a finishing touch on layouts and designs, creating a look that distinguishes the Tropical Sno brand from their competitors.

Photography

Photography should be bright, colorful, and professional, blending into the established look while reinforcing brand messaging.



Weathered wood textures and ragged edges can be used as core identity elements.



Watercolor textures can be screened back or used as stand alone graphical elements.



Photography should be clean and appetizing, lauding fresh sno and ripe fruit.



Images that depict beach life may be used as backgrounds when screened over a blue wooden texture.

Typefaces

Two font families establish the typographic tone of the Tropical Sno brand. The Nexa typeface family will be used as the masthead, headline and body copy font. BeachBar Black will work as an secondary typeface for clean headlines and special emphasis. These typefaces have been selected because of their easy legibility, flexibility and strong, confident feel.

Aa

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()**

Nexa Black

Aa

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()**

Nexa Heavy

Aa

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()**

Nexa X-Bold

Aa

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()**

Nexa Bold

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Nexa Regular

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Nexa Light

Aa

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()*

BeachBar Black

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Nexa Book

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Nexa Thin

Aa

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()*

BeachBar Alt Black

Visual identity guide prepared by Epic Marketing
www.marketingepic.com

