



GREEN BEAGLE

— LODGE —

BRAND STYLE & GUIDELINES

01 PRIMARY LOGO



GREEN BEAGLE

— LODGE —

CHAPEL HILL - PITTSBORO



GREEN BEAGLE

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CHAPEL HILL - PITTSBORO

1. Primary logo for light backgrounds (dark green text, no outline).
2. Primary logo for dark backgrounds (white text, white outline).

This logo should **never** be used at a small scale. For small use, the logomarks below are best. Example: Left poor scaling, Right good scaling.



02 LOGOMARK

1. Bing icon for light backgrounds (no outline).
2. Bing icon for dark backgrounds (white outline).
3. Bing icon buttons in 2 dark shades and 2 light shades.

Ideal for profile pictures, social posts, and other usage when space is a limiting factor.



03 COLORS



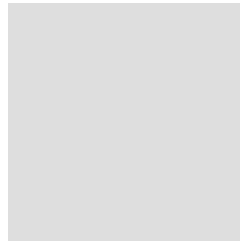
#B5966E



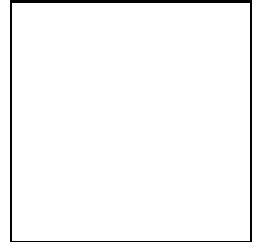
#CBC8AF



#323131



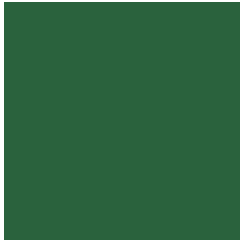
#DEDEDE



#FFFFFF



#3A664B



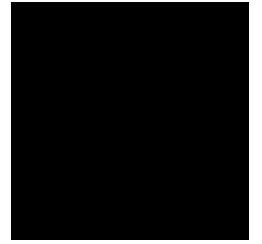
#2A623D



#1F5434



#1F4731



#000000

This is a primary color base for the Green Beagle Lodge brand.

These rules can be broken for special posts, or seasonal color schemes (fall, Halloween, Christmas, etc).

Any none-predetermined color should always be pastel, washed out, and/or low saturation to remain on brand.

04 TYPOGRAPHY

Pre-Header/flavor text
Primary Header

Paragraph or text body.

ALT. HEADER
Sub-Header/flavor text

Paragraph or text body.

Playfair Display Black
PLAYFAIR DISPLAY SC

Mr Dufee
Roboto Slab Regular

The above typography should be used for all physical and digital promotional content. It will also be used throughout the website design to create brand consistency.

Pre/Sub headers or flavor text is not always required but adds a level of elegance to an otherwise authoritarian typeface.

05 ELEMENTS



Fine lined, hand-drawn elements can be included in design to exemplify the "green" in Green Beagle Lodge.

Subtlety is key, and they will often be best used as transparent additions to a background.

See the header of this design document as an example use.

Pets can be introduced as stylized silhouettes, following the same fine lined style.

They can be small and in focus like those to the right, or they can be subtle in the background as shown behind this section.



06 LANGUAGE & TONE

HELPFUL
MAGICAL
DELIGHTFUL
CLEAN
GREEN
SAFE
FUN

LUXURY
AVAILABLE
CAPABLE
DILIGENT
OUTSTANDING
SPECIAL
REFINING

ENERGETIC
SUPERB
RELIABLE
REMARKABLE
UNIQUE
EVOLVING

CREDIBLE
KNOWLEDGEABLE
INTERESTING
FRIENDLY
VALUABLE
PREMIUM

The language we use is just as if not more important than the design its self. Above are selected adjectives which reflect the brand. When designing, always reflect on the message and ensure it matches the tone shown above.

07 MISCELLANEOUS

SPACING & MARGINS

Significant margins should be given to the border of all designs. Type should be given reasonable space from any accompanying elements.

A balance is always struck between size and spacing, but when in doubt it is often always the right call to space everything out and eliminate something else.

FLAT VS GRADIENT

Our brand is of "flat" design, meaning that gradients or additional details that create shape or 3D effect should be avoided for consistency.

Example: left is flat, right is detailed/gradient.

