KLONDIKE KATE'S

CABINS & RESTAURANT

Contents

Effective May 1, 2012

This Graphic Standards Manual covers the basic guidelines for Klondike Kate's graphic identity.

The Manual provides a summary of the primary features and applications of the graphic identity.

For further guidelines on how to apply the identity in specific communications materials, please contact Outside the Cube | creative@outsidethecube.ca
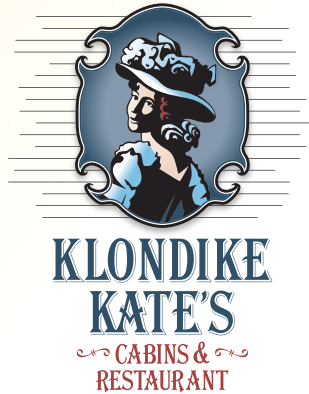
The Logos

KlondikeKatesLogo.pdf

All logo versions are contained in one single multipage pdf/ai file.

Wordmark

The wordmark should be used if the mimimum size cannot be respected.
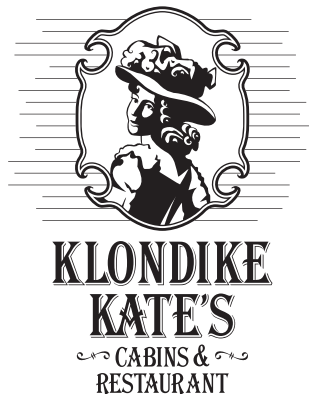
Page 1

Page 2

Page 3
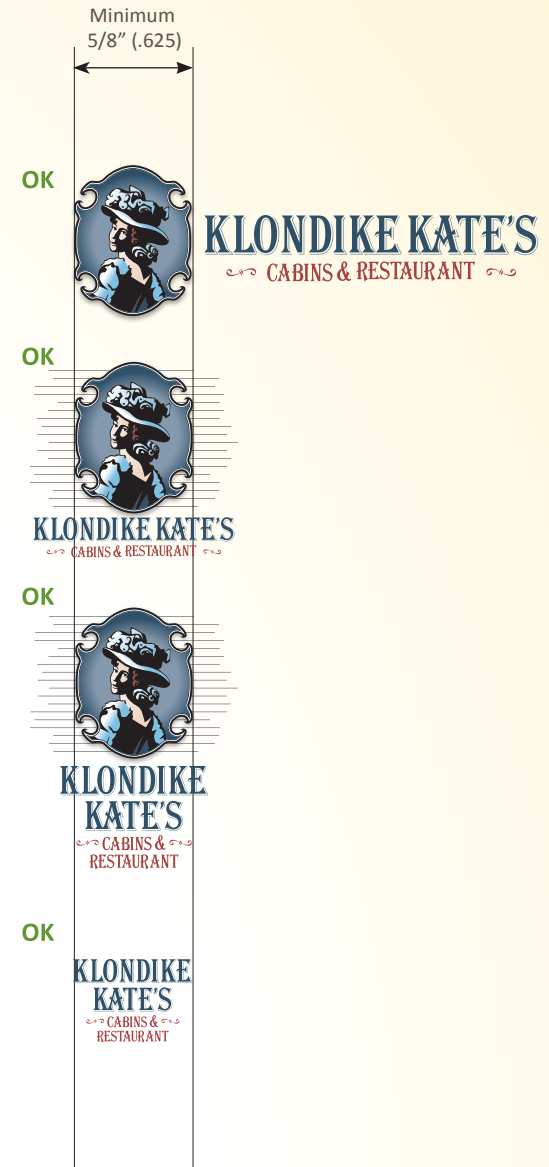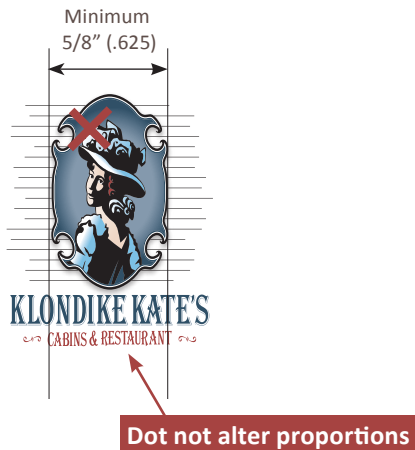
Page 5

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Sizing and Proportions

Minimum Size

The minimum size is based on the crest size. The minimum size for the crest should **never be less than 5/8"**. If you cannot make the crest fit, use the text-only logo. Do not alter the logo in any way to "make it fit."

The relationship of the crest to the tagline is locked in position within the art file and thus changes will remain proportionate. It is forbidden to alter the relationship of the tagline to the crest, although the crest may appear independent of the wordmark.

Maintain logo proportions all times

Minimum
5/8" (.625)

Dot not alter proportions

Minimum
5/8" (.625)

Crest is too small

Do not retype text

Klondike Kates
Cabin & Restaurant

Wrong text proportion

Text too small

Minimum
5/8" (.625)

OK

OK

OK

OK

Clear Space

Normal Use

Clear space is the area surrounding the perimeter of the logo. In each and every application of the logo, the clear space must, at all times, be kept free of other elements. As a general rule, the clear space surrounding the logo and tagline should not be less than the width of the 'K' in KLONDIKE.

This applies for all sponsoring placement and the use of the wordmark.

Corporate Colours

Colour Matching

Colour accuracy is important, and should always be a priority when reproducing the Klondike Kate's logos or crests.

However, there will be circumstances when accurate reproduction of the colour palette will not be possible (ie. embroidery). In these situations, use your own discretion to match the colours as best as possible, ideally with the help of a printing professional.

Main Colours

Navy | CMYK: 50-15-0-70

Wine | CMYK: 40-90-85-0

Wall | CMYK: 0-15-70-15

Wood | CMYK: 0-5-40-0

Secondary Colours

Siding | CMYK: 0-2-10-0

Skin | CMYK: 5-15-20

Kate | CMYK : 45-5-0-5

Mush | CMYK: 65-65-65-30

Border and Background

Overlapping the Border

When creating Klondike Kate's material, the crest of the logo should overlap the border of the frame it is placed in. Make sure the blue border thickness is regular.
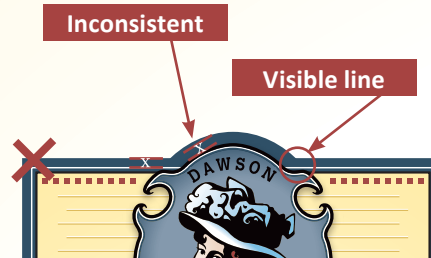
Preferred Background

The background colour should be a radial gradient between **Wood** and **Siding** *(see page 5)*. The text should set on the lighter colour.

Gradient origin

Inconsistent

Visible line

Inconsistent

No border

OK

DAWSON

KLONDIKE KATE'S
CABINS & RESTAURANT

Kate may have
kiss & told.
But we don't.

YUKON
LARGER THAN LIFE

www.klondikekates.ca

867-993-6527   3rd Ave. & King St.
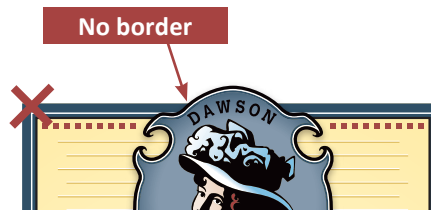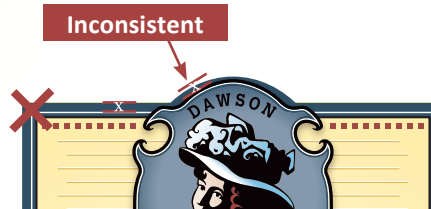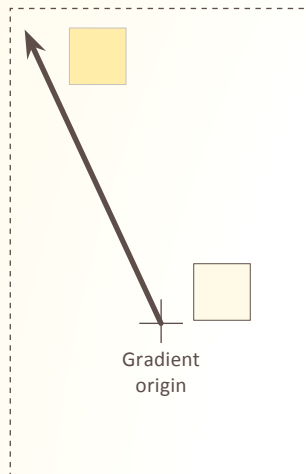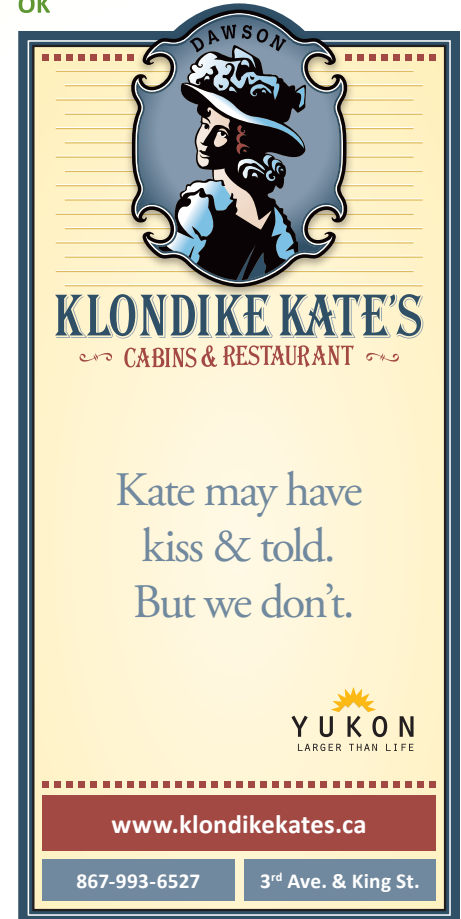
Other Backgrounds

Background Colours

The logo should always be readable. Avoid placement on dark background and images as much as possible. If you have to use a dark background, do not use the crest in reverse (white) or any other colour. Only the wordmark can be used in reverse (white) if there is enough contrast.

Ad Templates
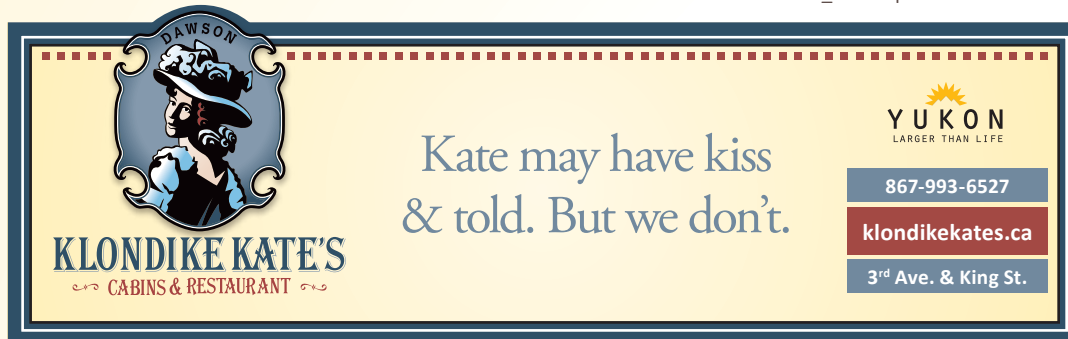
Background Colours

A series of Adobe InDesign ad templates exist to accommodate various ad formats. Follow them as close as possible. More detailed instructions are provided in the template files.
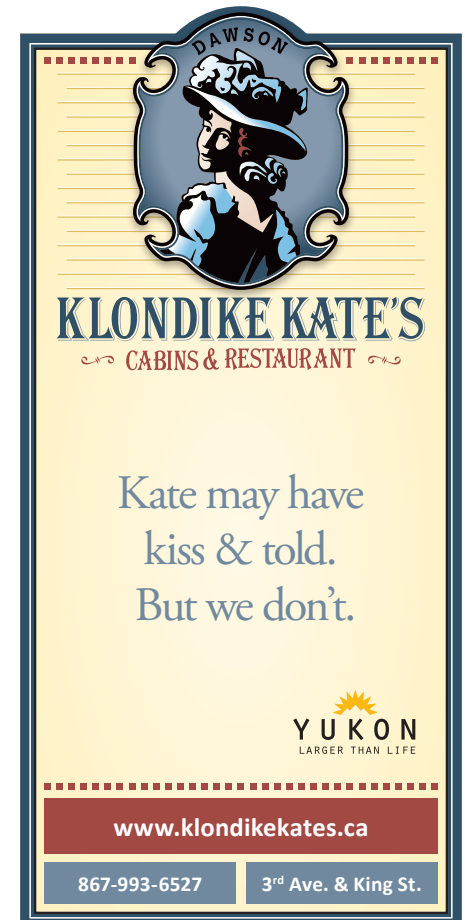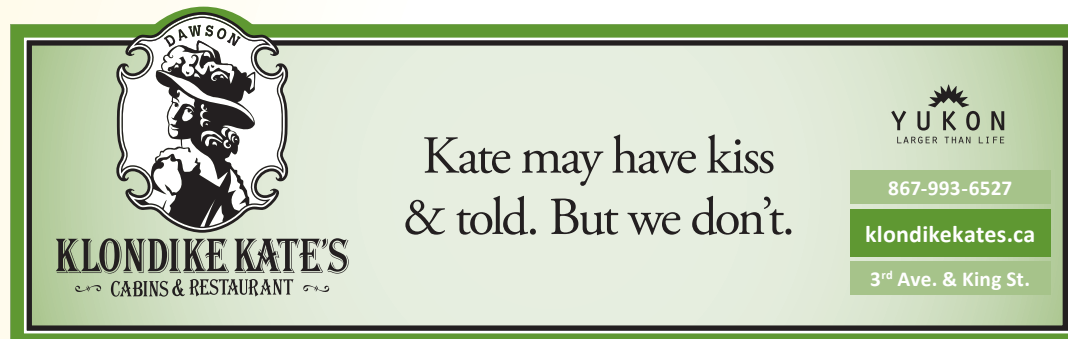
Note that you will need Adobe InDesign CS4 or higher to manipulate these files.

KK_AdTemplte-NoO.idml

KK_AdTemplte-Mammoth.idml

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3rd Ave. & King St.

KK_AdTemplte-Mammoth.idml

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KK_AdTemplte-Bigbox_300x250.idml

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KK_AdTemplte-Aurore.idml

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info@klondikekates.ca
3rd Ave. & King St.   www.klondikekates.ca   867-993-6527

Ad Concepts and Packages

Branding Ads

Each crest is associated with its own headline concept. There are four banding concepts, described below. They should not be interchanged; make sure to use the proper crest for the given headline.

Packages

The packages below are sample packages. However, packages should always be associated with the proper crest.

Crest Variations

The variations of the logo crests can be found in the files listed below. They will be required to adapt the ad templates to the various ad concepts.

KlondikeKatesCrests.ai
KlondikeKatesCrests-tall.ai
KlondikeKatesCrests-long.ai

Brand Ad:
Kate may have kiss & told. But we don't.

Package:
Romantic Weekend for Two | $680
Two nights in luxury cabin, candlelight dinner for two, breakfast in bed and in-cabin couples massage.

Brand Ad:
1898 on the outside. 2012 on the inside.

Package:
Nostalgic Getaway | $500
Step back in time and enjoy a weekend getaway in Historic Dawson City... let yourself be relax in a private setting, with modern amenities. Package includes: 2 nights accommodation, dinner for 2 and 2 passes to the Dawson City Museum.
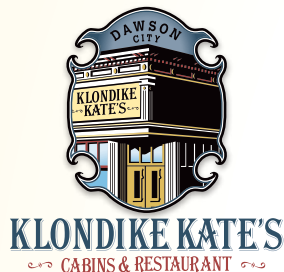
Brand Ad:
Is Dawson still a fresh place? Check out our local fare.

Package:
Feeling Sprucy! | $159
We just harvested 30 pounds of fresh spruce tips. Try our chef's special tasting menu— dinner for two includes: appetizer, dinner and feature cocktail all "spruced" up for you!

Brand Ad:
Is Dawson still a wild place? Check out our morel mushroom sauce.

Brand Ad

Brand Ad

Package Ad

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Is Dawson still a
fresh place?

Check out our
local fare.

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KLONDIKE KATE'S
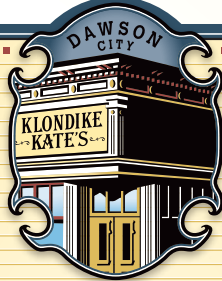*CABINS & RESTAURANT*

Feeling Sprucy! $159

We just harvested 30 pounds of
fresh spruce tips. Try our chef's
special tasting menu—dinner for
two includes: appetizer, dinner and
feature cocktail all "spruced" up
for you!

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Typography

Proportions

Typography is an important part of Klondike Kate's identity. You should use the following standards at all times.

It is not always possible to use the specified font size, however, if reduced, the relationship between headlines and body copy should maintain the same proportion. This applies to line spacing, and space between paragraphs and characters.

Also note that the URL should always be bigger than the phone number and address, and placed in a reverse box at the end of the piece where it is inserted.

Remain proportional at all time.

Headlines | Adobe Garamond Pro
Colour: Navy (60%)
Size: 24 pt (min 18pt)
Leading: 24 pt
Tracking: -20

Body | Adobe Garamond Pro
Colour: Navy
Size: 12 pt (min 10pt)
Leading: 18 pt
Tracking: 0

Subtitle | Adobe Garamond Pro
Navy
Size: 15 pt bold
Leading: 17 pt
Tracking: 0

Features | Adobe Garamond Pro
Colour: Wine
Size: 9 pt
Leading: 17 pt
Tracking: 0

Notes | Calibri
Size: 8 pt (min 7pt)
Reverse Size : 8pt Bold
Leading: 12 pt
Tracking: 0

URL | Calibri
Colour: Always reverse
Size: 10 pt bold (min 8pt)
Leading: 12 pt
Tracking: 0

Example

Romantic Weekend for Two | $680

Two nights in luxury cabin, candlelight dinner for two, breakfast in bed and in-cabin couples massage.

Subtitles

Parking on site | Pet friendly

| 867-993-6527 | 867-993-6527 |

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DAWSON CITY

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