



Whitefish
LIVING

Whitefish Living Brand Guidelines

BRANDING PURPOSE

Whitefish Living is a brand for a travelers guide website, an ongoing project being developed for a potential launch that will guide tourists to popular destinations and keep locals up to date on Whitefish news and events. The brand is to capture the spirit of Whitefish Montana in a fresh way using imagery locals experience every day and giving them a sense of unity. Furthermore, It is designed to interest Whitefish visitors to locations locals recommend, allowing locals to show their businesses and culture all while expressing pride in being a Whitefish Local.

BRANDING MESSAGE

Step into a Captivating Hometown

This is where locals are one with their community and High, mountainous under the big sky. Whitefish is where the wild wilderness and the quiet life of hometown living create a unique setting for outdoor experiences, lodging, and activities making it the perfect town to relax and escape from the cares of the world.

BRAND LANGUAGE

The brand language expresses a state of mind that local Whitefish residents have living in the area. Locals love being one with their community authentically and enjoying the quiet, relaxing, and chill life Whitefish offers.

It also expresses a sense of wonder and wild nature since the area is untouched by wilderness, high mountains, and iconic locations like Glacier National Park or Flathead Lake.

Keywords: Wondrous, Wild, Relaxation, Montanan Lifestyle, Serene

LOGO

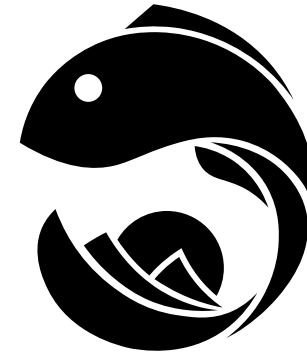
Main Logo



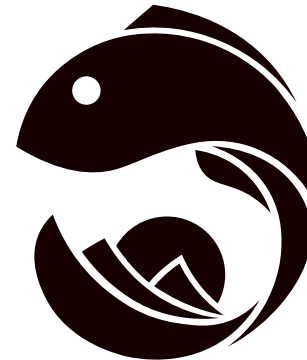
The whitefish is iconic to Whitefish, Montana. It is where the name of the town and lake nearby come from. It is a familiar image for locals, exhibiting a sense of pride and a close connection to the nature around the town.

The logo takes a unique twist on the iconic fish. Taking inspiration from the high mountains in the area, and the “Big Sky” feeling of Montana, the logo is designed to intertwine the fish with the wilderness landscape, as if the fish and high mountains are one.

Alternative Logos



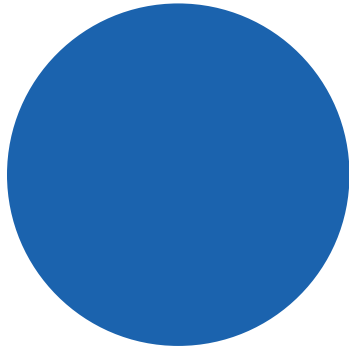
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COLOR VARIATIONS



COLOR PALLET

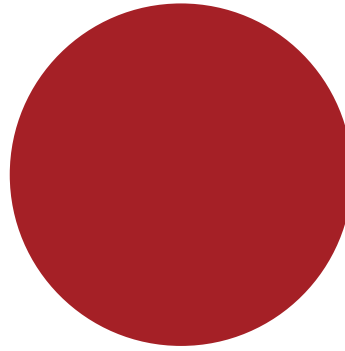


Icy Blue

0062ad

RGB: 0, 98, 173

CMYK: 100, 43.35, 0, 32.16

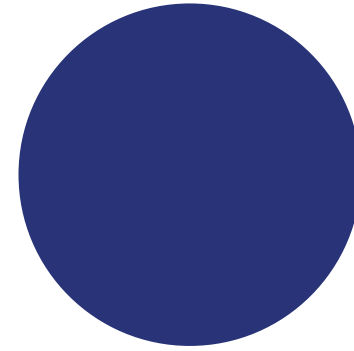


Dusk Red

a32426

RGB: 163, 36, 38

CMYK: 0, 77.91, 76.69, 36.08

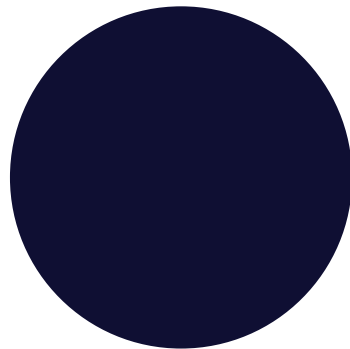


Far Mountain

18297d

RGB: 24, 41, 125

CMYK: 80.8, 67.2, 0, 50.98

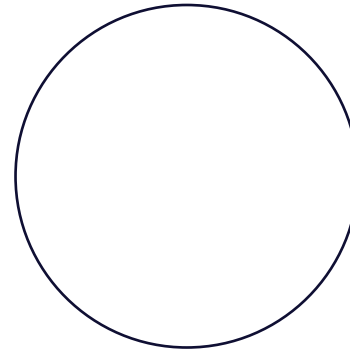


Nighttime Peaks

060036

RGB: 6, 0, 54

CMYK: 88.89, 100, 0, 78.82



Glacier Snow

ffffff

RGB: 225, 225, 225

CMYK: 0, 0, 0, 11.76

CORRECT LOGO USAGE



1. Never apply a gradient to the type when using a gradient version of the logo.



2. Never apply a color or gradient to the logo other than the colors of the logos provided even if the colors are part of the color palette.



3. Never shrink the fish logo or enlarge the type for both the horizontal and vertical logos.



3. Never set both lines of type to equal height.

TYPOGRAPHY

Outfit Regular

ABCDEFGHIJKLMNO
abcdefghijklmnop

Karla Light

ABCDEFGHIJKLMNOP
abcdefghijklmnop

BRAND APPLICATION



BRAND APPLICATION

