

Primary Logo



USING THE PRIMARY LOGO

The primary logo represents the brand pillars of passion, culture, and storytelling. The primary logo lockup is to be used in most instances. Treat the logo with respect by using over backgrounds with enough contrast. Do not reproduce the logo at a size that is too small to read. Use discretion when using this logo so that it remains legible. Use the primary logo on items on all items that advertise the company or is in front of viewers who have never interacted with the brand.



Secondary Mark



USING THE SECONDARY MARK

This mark is best used as an accent. Do not use this mark directly next to the primary logo. The two logos can work in tandem, opposite each other in position with the primary logo maintaining a stronger hierarchy. Add this logo to a layout to bring balance or add visual interest. This mark works best when it is right aligned. Align to other text based the bottom of the left stroke of the "A".



Typography

HOSPITALITY IS A STORY BETTER TOLD ALOUD

PRIMARY PRINT HEADLINE: Freight Text Pro

Weights: Bold/Semibold/Medium/Book
Emphasis: Highlight using a thicker weight
Case: Sentence Case/All Caps
Kerning: 40
Alignment: Optical

PRIMARY WEB HEADLINE: Freight Text Pro

Weights: Bold/Semibold/Medium/Book
Case: Sentence Case/All Caps

GOOGLE DOCS HEADLINE: Crimson Text

Weights: Bold/Semi Bold/Normal
Case: Sentence Case/All Caps

We believe *profitability* is the result of deep **passion**, a positive **culture**, and effective **storytelling**. Hospitality is more than thread count and water pressure. It isn't just skin deep— something you feel beneath the surface.

PRIMARY PRINT BODY COPY: Gibson

Weights: Light/Book/Regular/Medium
Emphasis: Highlight using italics or a thicker weight
Case: Sentence Case/All Caps or Italics for emphasis
Kerning: 20
Alignment: Optical

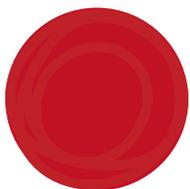
PRIMARY WEB BODY COPY: Freight Text Pro

Weights: Bold/Semibold/Medium/Book
Case: Sentence Case/All Caps

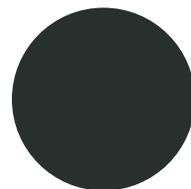
GOOGLE DOCS BODY COPY: Cabin

Weights: Normal/Medium/Semi Bold
Case: Sentence Case/All Caps

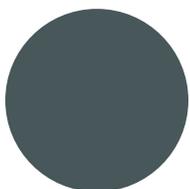
Color



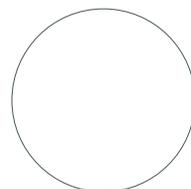
AVOCET RED: PMS 7621C
CMYK: 0 100 87 22
RGB: 172 36 42
Hex: #AC242A



DARK GRAY: PMS 447C
CMYK: 70 57 63 65
RGB: 55 57 56
Hex: #373938



LIGHT GRAY: PMS 445C
CMYK: 66 47 47 37
RGB: 80 87 92
Hex: #50575C



WHITE
CMYK: 0 0 0 0
RGB: 255 255 255
Hex: #FFFFFF

Signature Styles

BOLDNESS

When designing for the Avocet Hospitality brand, don't play it safe. A desire to push the boundaries should influence the decisions made. Be bold.

We want every guest's experience to be so remarkable they pause and say, **'This place is different.'**

TYPOGRAPHY HIGHLIGHTS

Lean into emphasizing certain words or phrases by highlighting them. This enhancement adds another layer visually and enhances the story being told. When creating the highlight, use a weight at least two steps thicker to create enough contrast. When using the book weight of the headline text, Freight Text, use the semibold or bold weight for the highlights.

We invest in partnerships and opportunities that create a valuable collection of uniquely positioned assets.

BRUSHSTROKES

Use brushstrokes as an alternative way to emphasis text. They can also be used as a divider between multiple items.

We invest in partnerships and opportunities that create a valuable collection of uniquely positioned assets.



SECONDARY MARK ALIGNMENT

The secondary marks work best positioned on the right side of the page. When used as an accent, the mark can bleed off the page. When aligning the mark to text boxes or lines, align the bottom of the item with the left stroke of the "A".

