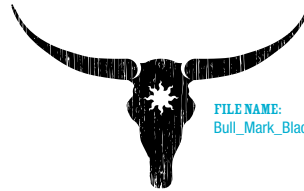


# SON VALLEY RANCH

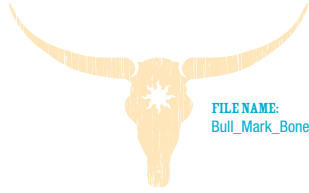
STYLE GUIDE  IMAGE LIBRARY

## LOGO GUIDELINES

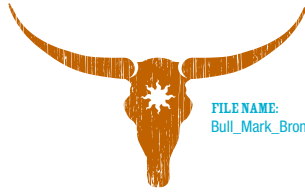
The official Son Valley Ranch logo marks are presented throughout this style guide by color and end-use.



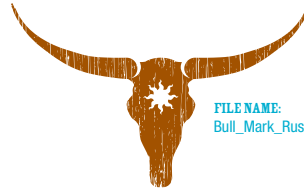
FILE NAME:  
Bull\_Mark\_Black.eps



FILE NAME:  
Bull\_Mark\_Bone.eps



FILE NAME:  
Bull\_Mark\_Bronze.eps



FILE NAME:  
Bull\_Mark\_Rust.eps



FILE NAME:  
Bull\_Mark\_Brown.eps



**BONE YELLOW**

PMS: 155C

C: 0  
M: 12  
Y: 28  
K: 0

R: 254  
G: 224  
B: 173

HEX: FEE0AD



**BRONZE**

PMS: 1605C

C: 23  
M: 62  
Y: 94  
K: 9

R: 179  
G: 79  
B: 0

HEX: B34F00



**RUST**

PMS: 1615C

C: 30  
M: 64  
Y: 95  
K: 19

R: 145  
G: 64  
B: 0

HEX: 914000



**NATURAL BROWN**

PMS: 1545C

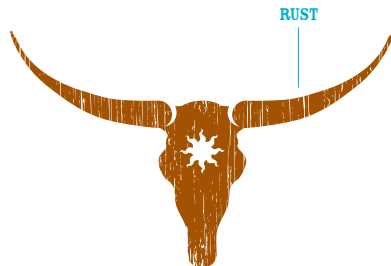
C: 42  
M: 67  
Y: 97  
K: 52

R: 71  
G: 33  
B: 1

HEX: 472101

## COLOR GUIDELINES

Careful application of this color palette will impart a consistent and professional look to all Son Valley Ranch communications. Please do not use this reproduction for color matching (refer to the PANTONE color selection guides when specifying print colors).



NATURAL BROWN

RUST

BONE YELLOW



FILE NAME:  
Horiz\_Logo\_Inverted.eps

NATURAL BROWN

BRONZE



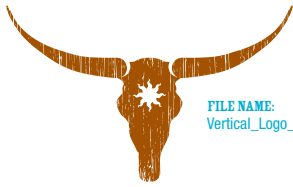
NATURAL BROWN

RUST

BRONZE

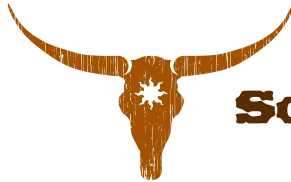
## FONT GUIDELINES

The primary typefaces in the Son Valley Ranch identity system are Anticca Free (logotype), Rosewood Fill (tagline), Adobe Wood Type (ornaments) and Georgia (body copy). Consistent use of typography helps create a distinct visual identity.



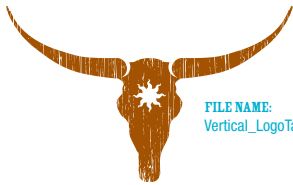
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Vertical\_Logo\_Color.eps

**SON VALLEY RANCH**



FILE NAME:  
Horiz\_Logo\_Color.eps

**SON VALLEY RANCH**



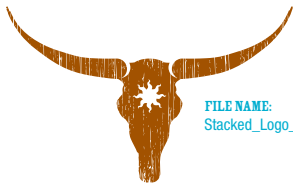
FILE NAME:  
Vertical\_LogoTag\_Color.eps

**SON VALLEY RANCH**  
YOUTH • ADVENTURE • HOPE



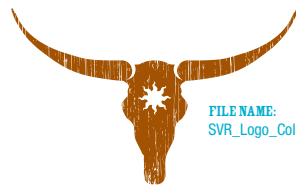
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**SON VALLEY RANCH**  
YOUTH • ADVENTURE • HOPE



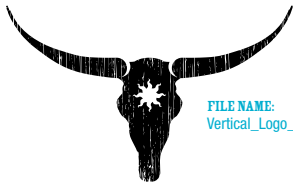
FILE NAME:  
Stacked\_Logo\_Color.eps

**SON  
VALLEY  
RANCH**  
YOUTH • ADVENTURE • HOPE



FILE NAME:  
SVR\_Logo\_Color.eps

**SVR**  
SON VALLEY RANCH



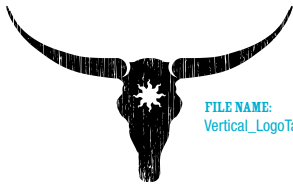
FILE NAME:  
Vertical\_Logo\_Black.eps

**SON VALLEY RANCH**



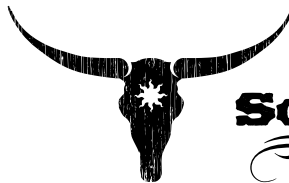
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Horiz\_Logo\_Black.eps

**SON VALLEY RANCH**



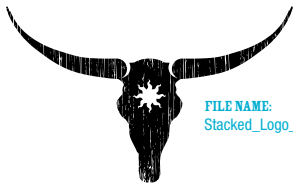
FILE NAME:  
Vertical\_LogoTag\_Black.eps

**SON VALLEY RANCH**  
YOUTH · ADVENTURE · HOPE



FILE NAME:  
Horiz\_LogoTag\_Black.eps

**SON VALLEY RANCH**  
YOUTH · ADVENTURE · HOPE



FILE NAME:  
Stacked\_Logo\_Black.eps

**SON  
VALLEY  
RANCH**  
YOUTH · ADVENTURE · HOPE



FILE NAME:  
SVR\_Logo\_Black.eps

**SVR**  
SON VALLEY RANCH