CATALOOCHEE

RANCH

BRAND GUIDELINES

2024

THE ORIGINAL
SMOKY MOUNTAIN RANCH

High above it all

Cataloochee Ranch is a casual high-country resort spread out across hundreds of acres along the southeastern border of the Great Smoky Mountains National Park—conveniently located just a short drive west of Asheville, NC. The property's open fields, mountaintop meadows and elevated ridges deliver an unexpected mix of big skies and broad views that have captivated families and outdoor enthusiasts for the better part of a century. That rugged natural beauty is complemented by classic comforts, perfectly rustic cuisine, humble hospitality and hands-on, expert-led activities that recall the adventurous spirit and inspiring settings of America's quintessential working ranches.

CATALOOCHEE
RANCH

HOW TO USE THIS GUIDE

The purpose of this style guide is to provide guidance on how to create a consistent and unique visual style for Cataloochee Ranch. Please consider content in this guide when executing content for the brand.

LOGOS

THE PRIMARY MARK

Honest and hardworking

Inspiration has been drawn from the Cataloochee archives and pieces from the 1930's. This perfectly imperfect lockup should be used whenever possible. It is essential that the proportions remain the same and that each element of the primary mark is legible.

SIZE AND SCALE

When designing with the Cataloochee Ranch logo please maintain a minimum white space area of one "C" that is height of the "Cataloochee" wordmark. To maintain legibility, the Cataloochee Ranch primary lockup should maintain a size no smaller than 2 inches wide.
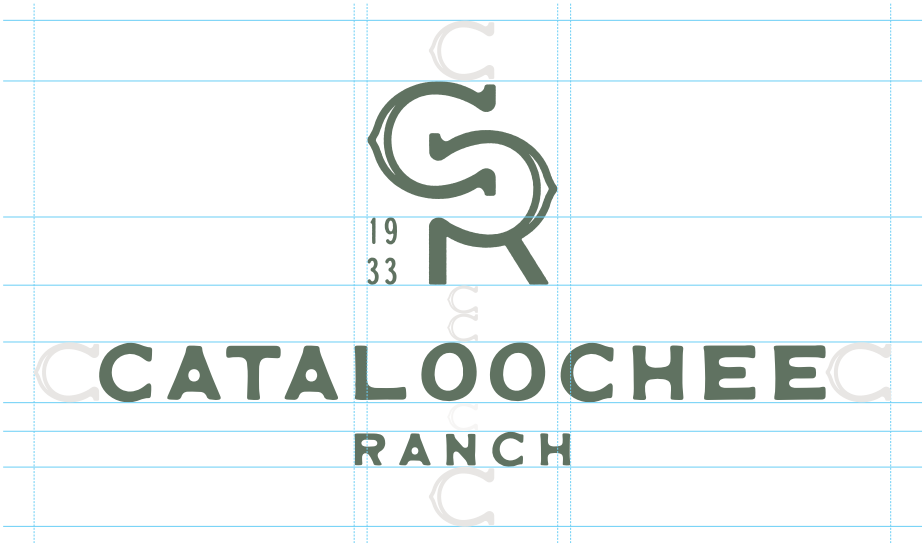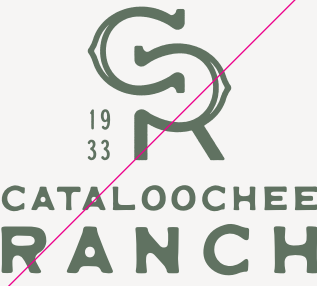

GUIDANCE

Important reminders to never alter the logo.

Do not change colors

Do not alter the scale of the logo.

Don't stretch or manipulate the logo.

Do not change orientation

Do not modify spacing

CATALOOCHEE
RANCH

Primary Stacked Lockup

CATALOOCHEE RANCH

Primary Horizontal Lockup

CATALOOCHEE
RANCH

Primary Arched Lockup

LOGOTYPES

In instances where the primary mark must be smaller than 2 inches, or becomes hard to read, these alternates are acceptable replacements. Ensure legibility and proportions at all times.

Primary Icon

Primary Icon–Plain

Arched Submark

Oval Submark

SUBMARKS

These submarks are an extension of the Cataloochee branding system. These allow for flexibility while maintaining brand recognition.

High Country Stables, sub-brand example

CATALOOCHEE
RANCH
High Country Stables

High Country Adventures, sub-brand example

CATALOOCHEE RANCH
High Country Adventures

SUB-BRANDING SYSTEM

Elements should be pulled from the main brand system to create continuity across all sub-brands. Colors and typography should be altered in a way that makes the sub-brand feel new, yet familiar.

Sub-brands can be developed for a variety of situations and circumstances. Please contact the brand team for further development, related files, and recommendations.

TYPOGRAPHY

TYPOGRAPHY & USE

Professional: Corporate Applications –
Interstate Typeface

Supporting: *Expressive Applications —*
Sandleford Typeface

Expressive: Softer Applications –
Custom Lettering

Primary Typeface

Efficient with clearly-differentiated letterforms, Interstate is Cataloochee's choice for all messaging. The wide spacing makes it best-suited for display usage, but is suitable for text setting in print and on-screen. Counters are open, even in the bold and bold condensed weights, further contributing to legibility. There are a large number of weights of this font making this typeface versatile and useful.

The entire family is open for use. However, the most common uses are condensed-regular, regular, and light. Lead copy is lighter both in color and weight with subheads in a medium weight, emphasized in color and style. Body copy will mostly be a use of Interstate regular or light.

Aa

Interstate –
Primary Typefacevv

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Interstate Font Family –
Tobias Frere-Jones

Light   Light
Regular   Regular
Bold   **Bold**
Black   **Black**

Styles –
All

Supporting Typeface

Think: Pull quotes and short introductions

Sandleford Regular and Sandleford Italic together form a robust, calligraphic text font family with display font aspirations. Regular and italic weights are both open for use.

For use in body copy, text should be limited to three or four sentences.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz *0 1 2 3 4 5 6 7 8 9*

Sandelford —
Beasts of England

Aa

Sandelford Reular —
Supporting Typeface

Regular
Italic

Styles —
All

Typographic Elements & Accents

Think: Apparel and Patches

For playful approaches and applications, this stylistic range of custom elements maintain an upbeat vibe that harkens back to hand-lettering and sign styles of the early 20th century.

Distinctly family friendly and lighthearted, elements range from classic and modern, while some feel more rustic. Please take into account the application and content before use.

Custom elements have been developed for a variety of situations and circumstances. Please contact the brand team for related files and recommendations.

Ranch Life

Giddy Up!

Yee Haw!

Since 1933

CATALOOCHEE
RANCH

THE
Original Smoky Mountain Ranch

TYPOGRAPHIC APPLICATION

Font Pairings – Formal Message

*Hyphenation always turned **OFF**

TITLE

HEADLINE

Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nec feugiat in fermentum posuere urna. Orci ac auctor augue mauris augue. Sed turpis tincidunt id aliquet risus feugiat in ante metus. Eget mauris pharetra et ultrices neque ornare. Ipsum a arcu cursus vitae. Diam ut venenatis tellus in metus vulputate eu scelerisque. Viverra nibh cras pulvinar mattis nunc sed blandit libero. Cras ornare arcu dui vivamus arcu felis bibendum ut tristique. Euismod quis viverra nibh cras pulvinar mattis. Amet nisl suscipit adipiscing bibendum est ultricies integer. Fermentum dui faucibus in ornare quam viverra. Magna etiam tempor orci eu lobortis elementum. Varius vel pharetra vel turpis nunc eget lorem dolor sed. Placerat orci nulla pellentesque dignissim enim. In aliquam sem fringilla ut. Fermentum odio eu feugiat pretium nibh ipsum. Pulvinar neque laoreet suspendisse interdum consectetur libero id faucibus.

Interstate Regular Condensed–All Caps

Font Size: 10 pt

Tracking: 130 pt

Interstate Regular Condensed–All Caps

Font Size: 24 pt

Leading: 28 pt

Tracking: 50 pt

Sandleford Italic

Font Size: 16 pt

Interstate Light

Font Size: 9 pt

Leading: 16 pt

Tracking: -10 pt

Font Pairings – Expressive Message

*Hyphenation always turned **OFF**

Title

―

SUBHEAD GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nec feugiat in fermentum posuere urna. Orci ac auctor augue mauris augue. Sed turpis tincidunt id aliquet risus feugiat in ante metus. Eget mauris pharetra et ultrices neque ornare. Ipsum a arcu cursus vitae

Interstate Regular

Font Size: 18 pt

Tracking: -10 pt

Sandleford Regular–All Caps

Font Size: 10 pt

Tracking: 130 pt

Sandleford Regular

Font Size: 14 pt

Leading: 22 pt

COLOR

BRAND COLORS

Primary Palette

The following colors enhance recognition and unify the appearance of Cataloochee Ranch branding. These colors can be used to reinforce hierarchy when layouts may be more complex and difficult to understand. Significant white or clear space is vital.

Cataloochee Green
CG-500

#5E7461
PMS 5615 C
CMYK 52 16 52 54

Dark Horse

#31261D
BLACK 4 C
CMYK 41 57 72 90

Evening Sky

#253746
PMS 7546 C
CMYK 73 45 24 66

Saddle Brown

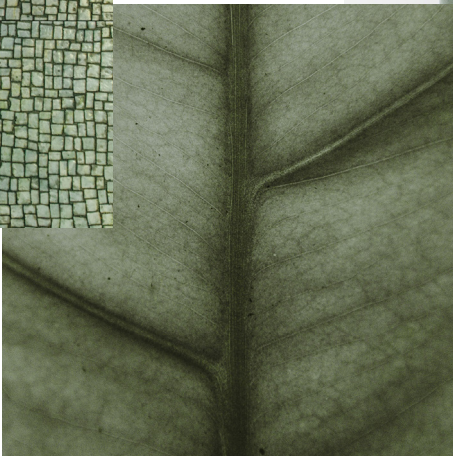#99552B
PMS 7516 C
CMYK 100 80 0 4

COLOR

BRAND COLORS

Secondary Palette

This palette of complimentary colors should be used as accents to add a pop of color, or create contrast.

Pine Tree	Ranch Ruby	Khaki	Burlywood
#284734	#7C2529	#BAA58D	#D6A461
PMS 553 C	PMS 1815 C	PMS 4253 C	PMS 7509 C
CMYK 82 30 65 76	CMYK 16 97 86 54	CMYK 28 33 45 0	CMYK 16 36 71 0

Balancing

Nature

Nostalgic

CATALOOCHEE GREEN

Inspired by the nostalgia of the Stanley Thermos, the primary color of Cataloochee Ranch is green. This color is used to emphasize the logo, or as a dominant color on printed/digital material. It can be perceived as harmonious, relaxing, balancing, fresh, and is strongly associated with nature. All are attributes we want to communicate to our guests.

Cataloochee Green
CG-500

#5E7461
PMS 5615 C
CMYK 52 16 52 54

Sample Text

Aa

SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quits nostrud sed exercitation ullamco laboris nisi ut aliquip exea dipiscing.

This palette was specifically expanded for the purpose of web and other interface design. Please contact the brand team for recommendations on use.

NEUTRAL PALETTE

The neutral palette comes from a larger group of warm grays and is designed to work with a variety of digital based applications. However, the brand has adopted some of those colors as core elements. DH 050 has been used on several applications as a soft background (surface), while the other colors below are being used with text. This is done to help be consistent with the overall tone.

DH 900/ Text 1	DH 800/ Text 2	DH 500/ Text 3	DH 200/ Surface 4	DH 100/ Surface 3	DH 050/ Surface 2
#31261D BLACK 4 C CMYK 41 57 72 90	#6E6259 WARM GRAY 11 C CMYK 26 36 38 68	#A59C94 WARM GRAY 6 C CMYK 14 19 21 39	#D1CDC9	#E8E6E4	#F6F5F4

TINTS & SHADES

Tints and shades are used most effectively to differentiate the hierarchy of information. Carefully consider tint and shade selection, as certain tints may be inappropriate for type.

This palette was specifically expanded for the purpose of web and other interface design. Please contact the brand team for recommendations.

Cataloochee Green
100%

B-900	#434843	B-400	#7BA186
B-800	#546456	B-300	#8BB297
CATALLOCHEE GREEN	#5E7461	B-200	#A6C8B2
B-600	#68846D	B-100	#C6DDCF
B-500	#719178	B-50	#E8F1EC

Evening Sky
100%

EVENING SKY	#253746	ES-400	#7A95AD
ES-800	#374C5E	ES-300	#90A9BE
ES-700	#455F74	ES-200	#AEC2D4
ES-600	#55738B	ES-100	#CADBE9
ES-500	#63829D	ES-50	#E7F0FC

Saddle Brown
100%

SADDLE BROWN	#99552B	SB-400	#DD8551
SB-800	#B3602D	SB-300	#E29970
SB-700	#C2682D	SB-200	#E9B498
SB-600	#CF6F31	SB-100	#F1D0C0
SB-500	#D97534	SB-50	#F5EBE8

Khaki
100%

K-900	#372008	K-400	#826947
K-800	#452E15	K-300	#998265
K-700	#523B1C	KHAKI	#BAA58D
K-600	#604725	K-100	#D9C8B4
K-500	#6A502A	K-50	#F4E9D8

Pine Tree
100%

PINE TREE	#264634	PT-400	#529F82
PT-800	#336149	PT-300	#68B096
PT-700	#3C7357	PT-200	#8EC6B3
PT-600	#3F8166	PT-100	#B9DCD0
PT-500	#458E71	PT-50	#E2F1EC

COLOR RECOMMENDATIONS FOR BRANDING

The preferred brand
color combination is the
green logo on a light
background.

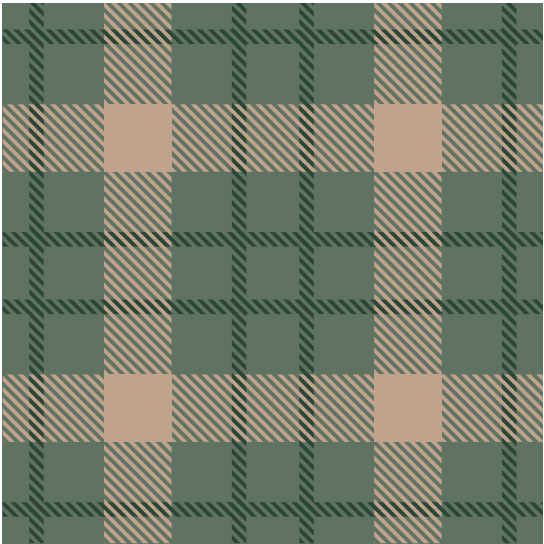## PATTERNS

Two tiers of patterns have been created to support the brand. Inspiration has been drawn from old textiles, Appalachian quilts, and historic ranch items. Patterns can use used as a flood to add interest and texture. Colors can be altered, but must stay within the brand color palette.

Branded patterns have been developed for a variety of situations and circumstances. Please contact the brand team for related files and recommendations.
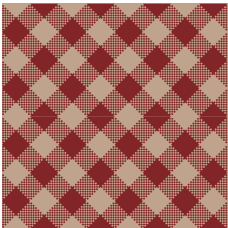
TIER 01—BRAND PATTERNS

My Favorite Flannel

Cataloochee Brand

### TIER 02—BRAND PATTERNS
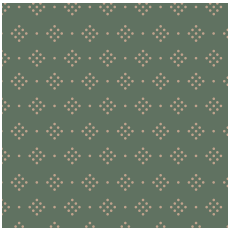
Kitchen Apron

Tea Towel

Old Handkerchief

BADGES AND PATCHES

Recommended color combinations and typography pairings are illustrated here. These help enhance brand recognition and unify the appearance of the brand.
Colors are preferably printed at 100% solid.
In exceptional circumstances requiring a wider range of color variation, tints can be used.

Branded badges and patches have been developed for a variety of situations and circumstances. Please contact the brand team for related files and recommendations.

PRIMARY LOGO

1933
CR
CATALOOCHEE
RANCH
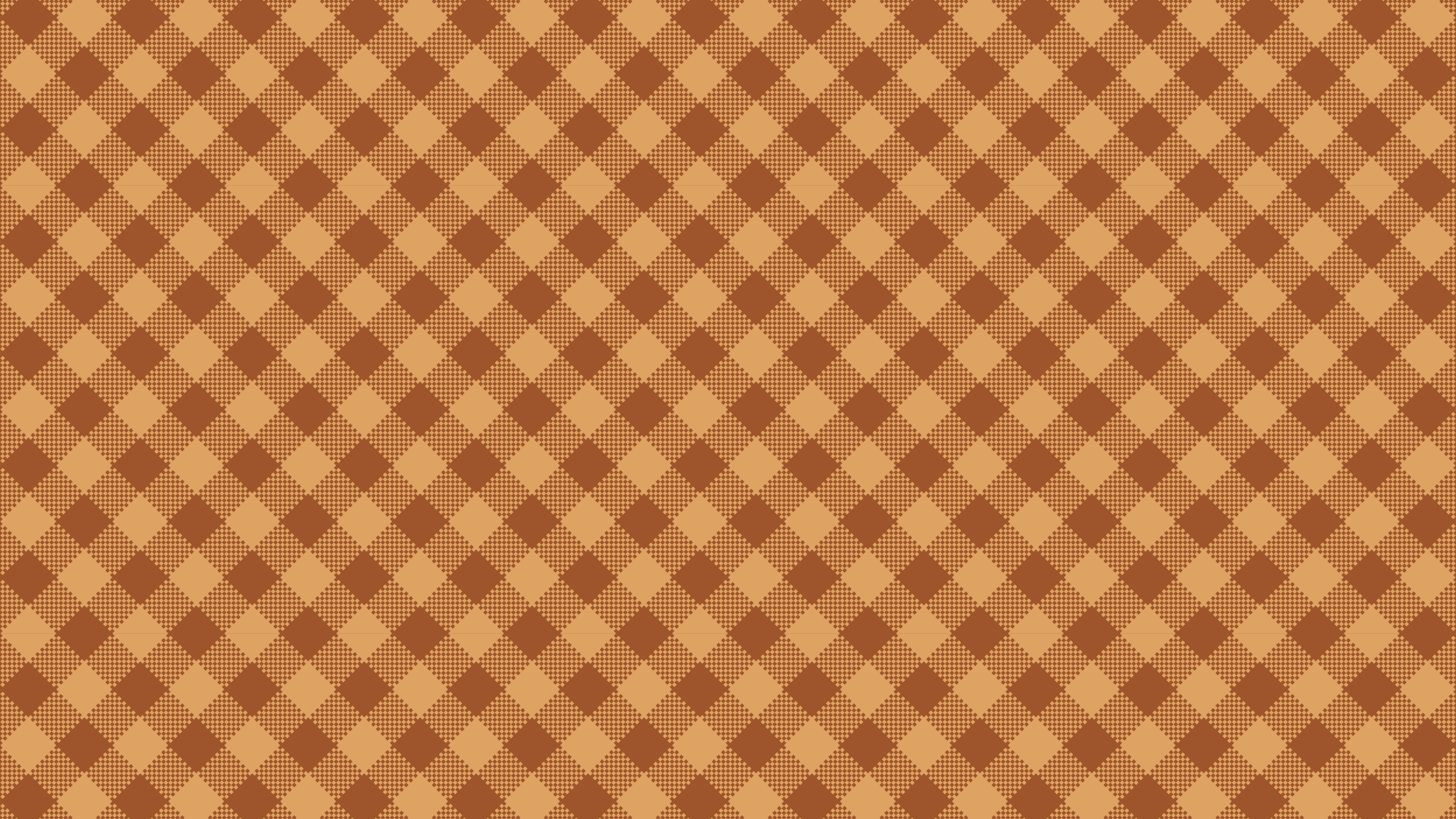
FONTS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Interstate Font Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Sandleford Font Family

PRIMARY PALETTE

Cataloochee Green	#5E7461
CG-500	PMS 5615 C
	CMYK 52 16 52 54

Dark Horse	#31261D
DH-900	BLACK 4 C
	CMYK 41 57 72 90

Evening Sky	#253746
ES-500	PMS 7546 C
	CMYK 73 45 24 66

Saddle Brown	#1C3385
SB-500	PMS 7516 C
	CMYK 100 80 0 4

NEUTRAL PALETTE

DH 900/	#31261D
Text 1	BLACK 4 C
	CMYK 41 57 72 90

DH 800/	#6E6259
Text 2	WARM GRAY 11 C
	CMYK 26 36 38 68

DH 500/	#A59C94
Text 3	WARM GRAY 6 C
	CMYK 14 19 21 39

| DH 200/ | #D1CDC9 |
| Surface 4 | |

| DH 100/ | #E8E6E4 |
| Surface 3 | |

| DH 050/ | #F6F5F4 |
| Surface 2 | |

SECONDARY PALETTE

Pine Tree	#284734
	PMS 553 C
	CMYK 82 30 65 76

Ranch Ruby	#7C2529
	PMS 1815 C
	CMYK 16 97 86 54

Burlywood	#D635ED
	PMS 7509 C
	CMYK 19 82 0 0

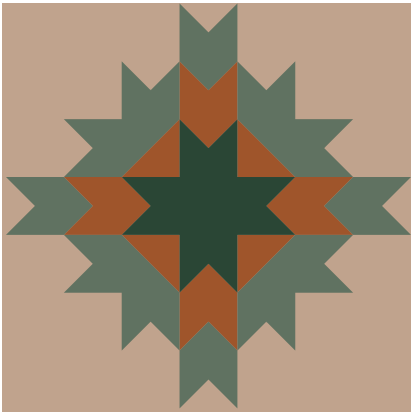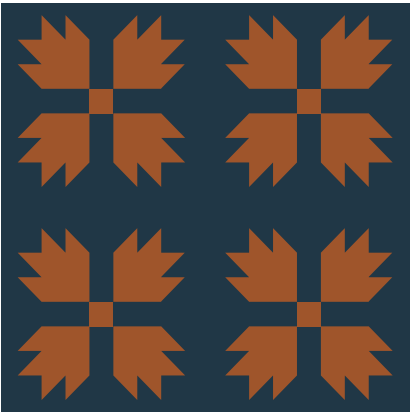| Khaki | #BAA58D |
| | PMS 4253 C |
| | CMYK 5 38 0 0 |

Giddy
Up!

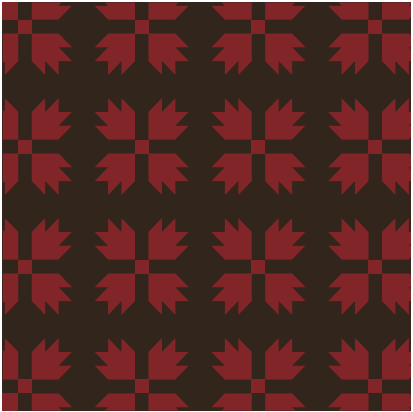CATALOOCHEE
RANCH

APPENDIX

PATTERNS

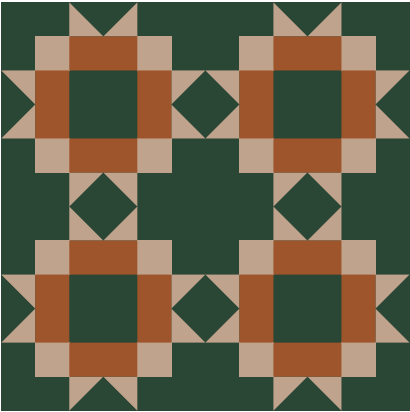Additional patterns can be created upon request. Please contact the brand team for recommendations and related files.

Cataloochee Star

Bear Paw

Bear Paw

Barn Quilt