



vacation **ESCAPES**

VISUAL IDENTITY BRAND BOOK

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This document functions as a guide to help content managers, producers, copywriters, designers, and photographers maintain the established visual identity of Vacation Escapes across the site, social, collateral and all other brand touch points.

Note: This document contains referential materials and images that are for inspiration purposes only and cannot be copied. For internal use only. May contain uncleared third-party rights.



Brand Strategy

Mission • Value • Vision • Tone



Our Mission

We are family oriented, experience focused while evoking a sense of adventure to create those memorable experiences.

To create exceptional travel experiences by offering relaxing, convenient, and enjoyable accommodations that make guests and their families feel at home.

Our Vision

The common thread between our highest-affinity customer profiles is family.

We have 2 core groups of customers Stable Families (\$90K HHI with \$3K-\$5K Budget) and Affluent Families (\$170K HHI with \$5K+ Budget) While those represent a wide range of household incomes between the two groups, they find common ground by prioritizing resort travel, beaches and family fun.

To create the ultimate travel experience by offering a curated selection of unique accommodations and desirable amenities in the most sought after destinations.

Brand Identity

Logos • Colors • Fonts



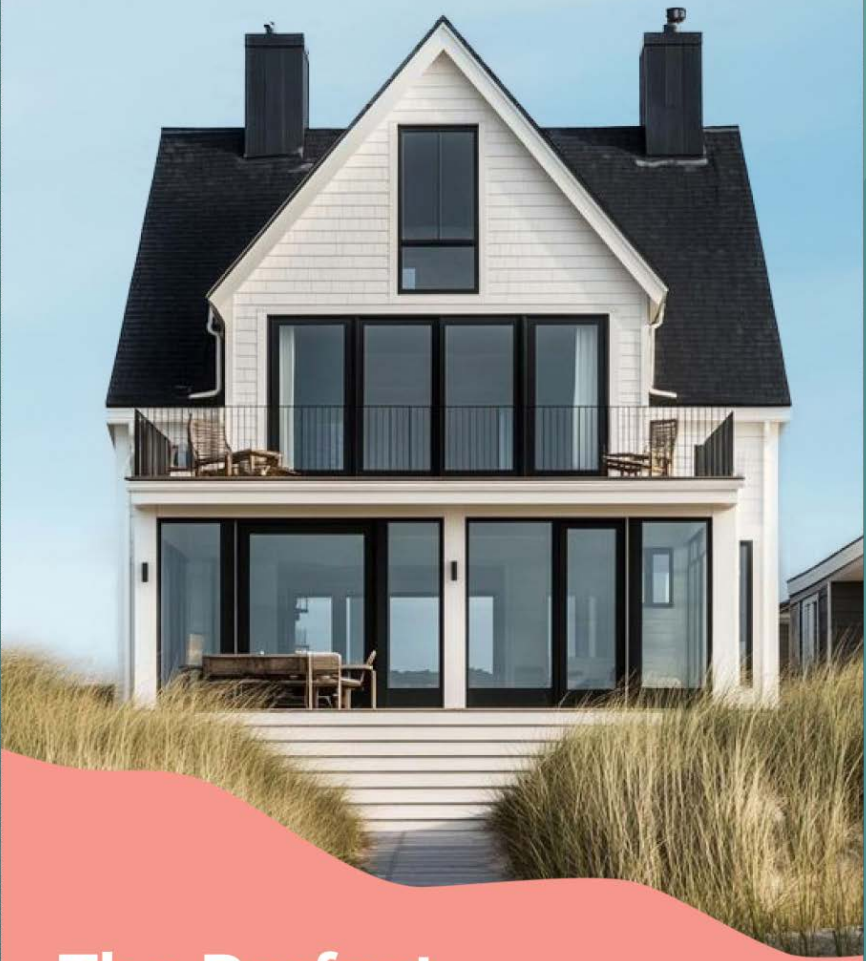
Logo Overview

One of our most important branding assets is our logo. We use different versions of the logo for different purposes



vacation
ESCAPES

**The Ultimate
Travel
Experience**



**The Perfect
Beachside Oasis**

Primary Logo

The Primary logo contains an illustrated landscape in the Vacation “v” shape. These are available in multiple color and file formats. Our abstract monogram is inviting, simple and meaningful. Implied motion adds finesse to our V and creates a shorthand for our brand to use when space is limited. Our symbol is of equal importance as our logotype, however, as we establish our brand and seek to grow our recognition and equity, always ensure our name is present in the same context or nearby.

* Note

For consistency and integrity of the brand, always utilize the official logo files provided. Do not re-create or manually alter the logo.



Secondary Logo

The secondary logo is a selective-use logotype circling the “V” mark, making it ideal for collateral that has a busy background. This logo is to be used sparingly and only when the primary logo does not fit. The primary logo is the main identifier and should be used whenever possible.

* Note

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Logo Mark

The Primary logo contains an illustrated landscape in the Vacation “v” shape. These are available in multiple color and file formats. Our abstract monogram is inviting, simple and meaningful. Implied motion adds finesse to our V and creates a shorthand for our brand to use when space is limited. Our symbol is of equal importance as our logotype, however, as we establish our brand and seek to grow our recognition and equity, always ensure our name is present in the same context or nearby.

* Note

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Logo Spacing

Safe Zone

The Vacation Escapes logo should always have enough space around it to set it apart from other copy and graphics. We call this area the Safe Zone and it should be equal to the height and width of our logo. Putting type, photos, borders, patterns or other elements in the Safe Zone is like hunting on posted land. Don't be that person.

Minimum Sizing

We're proud of our logo. So just like that trophy catch, we want to show it off. That means making sure it's big enough to always be legible, regardless of medium. The logo should not be reproduced smaller than the minimum size shown here. This will ensure our brand identity always appears clean and clear.



Incorrect Logo Usage

To ensure consistent presentation of the Vacation Escapes logo, do not alter, distort, recreate, or modify the logo in any form, including changes to its colors, proportions, or the introduction of new elements. Always use the logo exactly as provided to uphold brand consistency.



Do not introduce new elements into the logo.



Do not change the colors.



Do not change rearrange essential elements.



Do not rotate the logo.



Do not obstruct the logo



Do not distort the logo.



Do not apply effects to the logo.



Do not change the logo fonts.



Do not put the logo on a busy background.

Logo Colors

There are (4) logo color options of the Vacation Escapes logo, full color, dark, greyscale, and single color. Be sure to use the proper logo for the right application.

Greyscale and one color should only be used in printing when the full color logo won't work.



Full Color



Dark Background



Greyscale



One Color

Color Overview

One of our most important branding assets is our logo. We use different versions of the logo for different purposes

Color Palette

Inspired by landscapes near, far, above and below — our core colors represent all the shades of who we are as a brand. They help build brand recognition and let consumers know they are in the presence of a Vacation Escapes.

<div></div> <div>Pamper #529494</div> <div>RGB 82, 148, 148</div> <div>CMYK 70, 27, 41, 2</div>	<div></div> <div>Fresh #94d1bf</div> <div>RGB 148, 209, 191</div> <div>CMYK 42, 1, 30, 0</div>	<div></div> <div>Coral #f6978c</div> <div>RGB 246, 151, 140</div> <div>CMYK 0, 50, 37, 0</div>	<div></div> <div>Peach #f8b3ae</div> <div>RGB 248, 179, 174</div> <div>CMYK 0, 36, 22, 0</div>	<div></div> <div>Sunny #f1f3c4</div> <div>RGB 241, 243, 196</div> <div>CMYK 6, 0, 28, 0</div>	<div></div> <div>Sea Blue #006096</div> <div>RGB 0, 96, 150</div> <div>CMYK 100, 62, 18, 3</div>	<div></div> <div>Picton Blue #3eb4e4</div> <div>RGB 62, 180, 228</div> <div>CMYK 65, 10, 1, 0</div>
80% Tint	80% Tint	80% Tint	80% Tint	80% Tint	80% Tint	80% Tint
60% Tint	60% Tint	60% Tint	60% Tint	60% Tint	60% Tint	60% Tint
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Typography Overview

Our font embodies our brand personality and is a key asset in brand communications.

Typeface

Vacation Escapes has two approved serif fonts, CoconPro and Montserrat. CoconPro should be used for headlines on all Vacation Escapes materials. Montserrat contains three versions with bold being the primary version used for headlines. All body copy should be set in Montserrat regular.

CoconPro should only be used for short, large headlines. Everything else should be in Montserrat.

For longer headlines, Montserrat Bold can be substituted in place of CoconPro.

CoconPro

Font Weight
// Regular } ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat

Font Weight
// Regular } ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font Weight
// Semi Bold } ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font Weight
// Bold } ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography Usage

When styling text make sure copy is easy to read.

Find Your
Escape Today.

Optimal for large-scale displays, CoconPro is suited for **headings**.

Rum re serro to quost modi cusdae.
Milit laccaerovid qui venihil imus dipis.

Montserrat Bold is the go-to for clear **headlines and titles**, ensuring legibility and style.

Tur atesedi untur atum volupta verum dolorat.

Montserrat Semi Bold brings distinction as **sub-headlines** and emphasizes key points.

Rum re serro to quost modi cusdae. Henimilit laccaerovid qui venihil imus dipis diationsendiTore et quiae. Itas dolum repudae porehendi denet litate coriae liamus quam as sitatius iur, et quam, ipsam, voluptaepuda sam explit, sitatur a cus volupta quiaspi cimporerro te et am, tectorehenes seque cus ut quas por alitati bla velit lacearum quo omnis ut repudit.

Montserrat Regular ensures clear legibility for **body copy**.

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Photography Overview

Our font embodies our brand personality and is a key asset in brand communications.



Sunburst Resort, Steamboat CO

Spacious, luxurious
condominiums,
minutes from skiing

Lets Go



Vacation Escapes
Sponsored

The Ultimate
Travel
Experience

Lakeside Resort
Chattanooga, TN

Lifestyle Photography

Lifestyle photography should be wide angled to feature the landscapes. The subjects in the photography should be a range of families and older couple. Lifestyle photography can incorporate the mixed illustration look.

*** Note**
These images are for representation only to show the look and feel of the property images. These specific images should never be used.



Property Photography

Property photography should be high quality images that best feature the resorts. These images should highlight different features the resorts offer while keeping in mind composition rules. Each image should have a clean, warm feel that matches the brands colors. Property photography can also incorporate the mixed illustration look.

✱ **Note**
These images are for representation only to show the look and feel of the property images. These specific images should never be used.

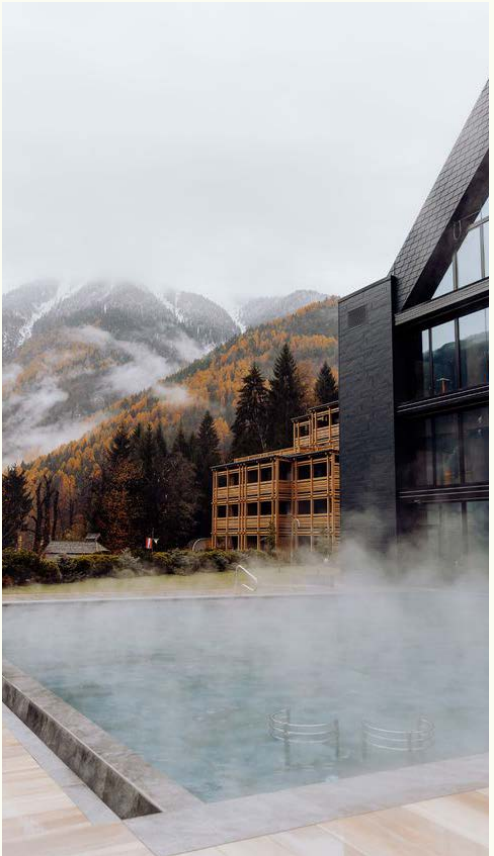


Illustration Overview

Our font embodies our brand personality and is a key asset in brand communications.

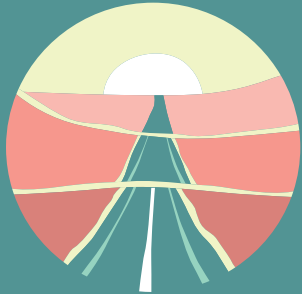
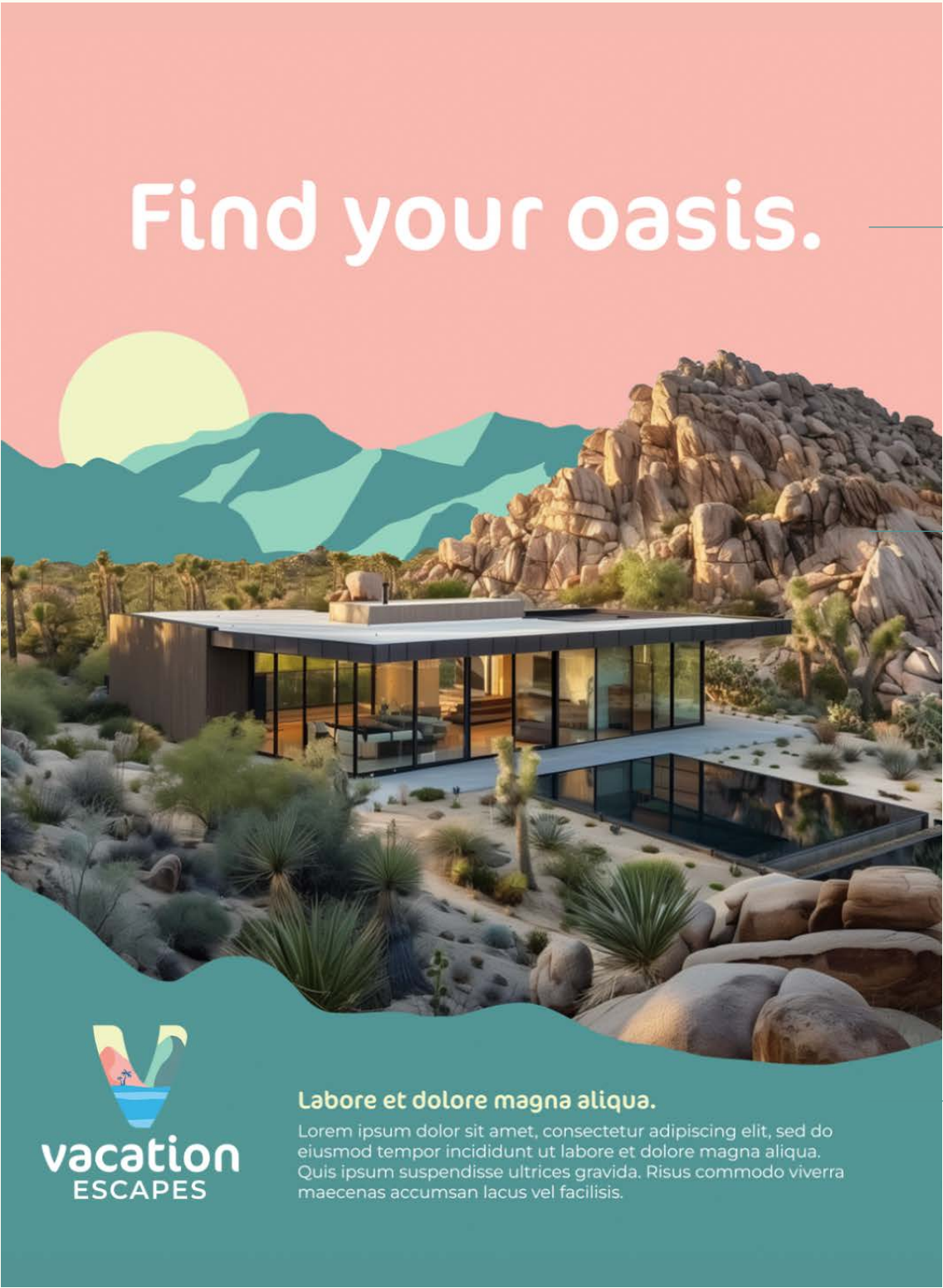


Illustration Elements

Illustrations can be used to highlight different landscapes around Vacation Escapes properties. This treatment will not work for every photo and should only be applied to the landscape in the photos.

*** Note**
This illustration element works best for print ads, paid ads, and on the website.



When styling text make sure copy is easy to read.

Part of the landscape has been turned into an illustration to feature the location and property in a unique way.

Additional shapes can be pulled in to help body copy stand out.

Landscape Icons

Our icons help feature the various landscapes Vacation Escapes offers. Such as mountains, beach, lake, desert, midwest and rivers. These icons should be used sparingly and only to help highlight different landscapes.

The icons should never be on a busy background and sized correctly to be clearly visible.

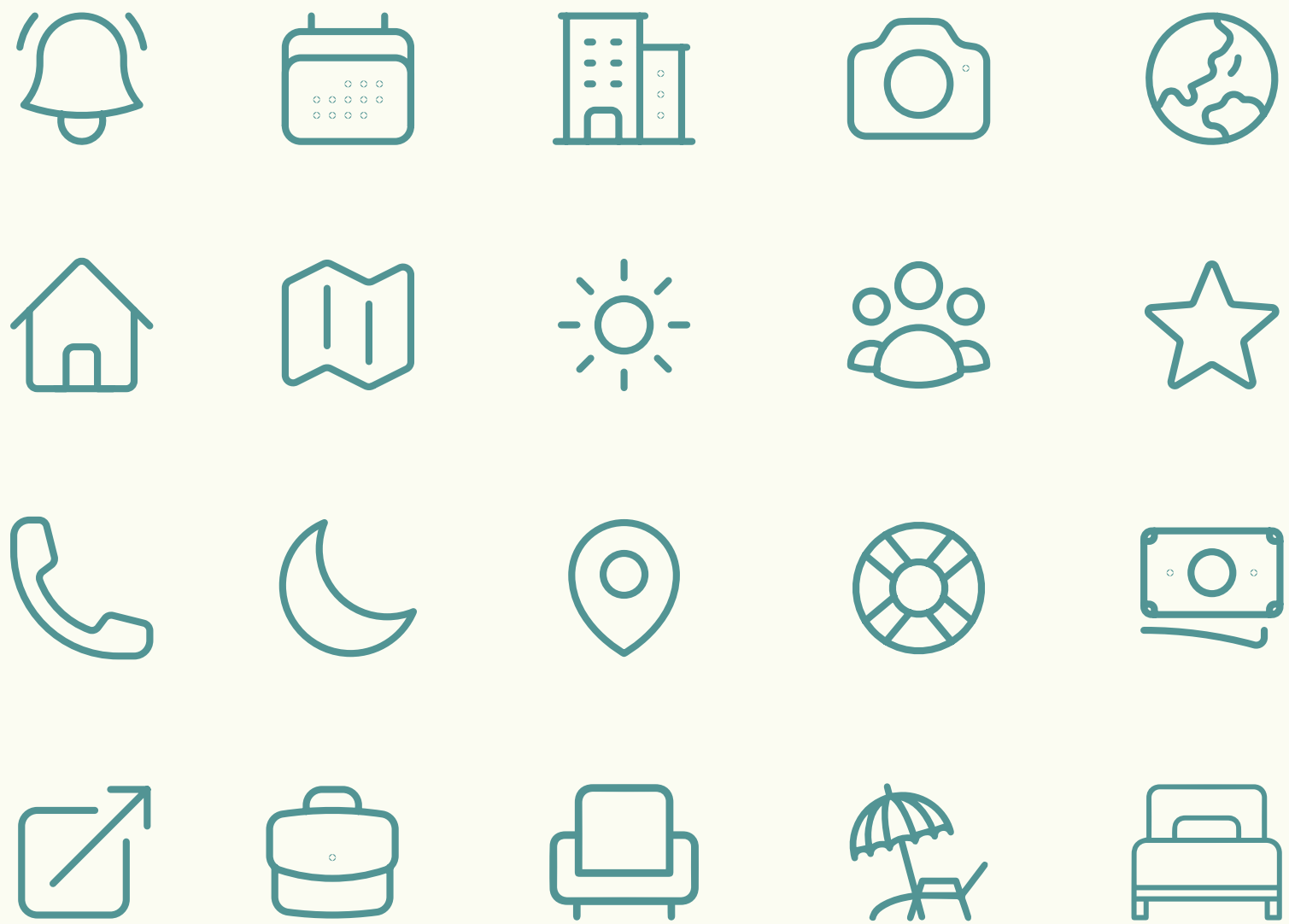
*** Note**
These icons work best on the website and as instagram highlight icons.

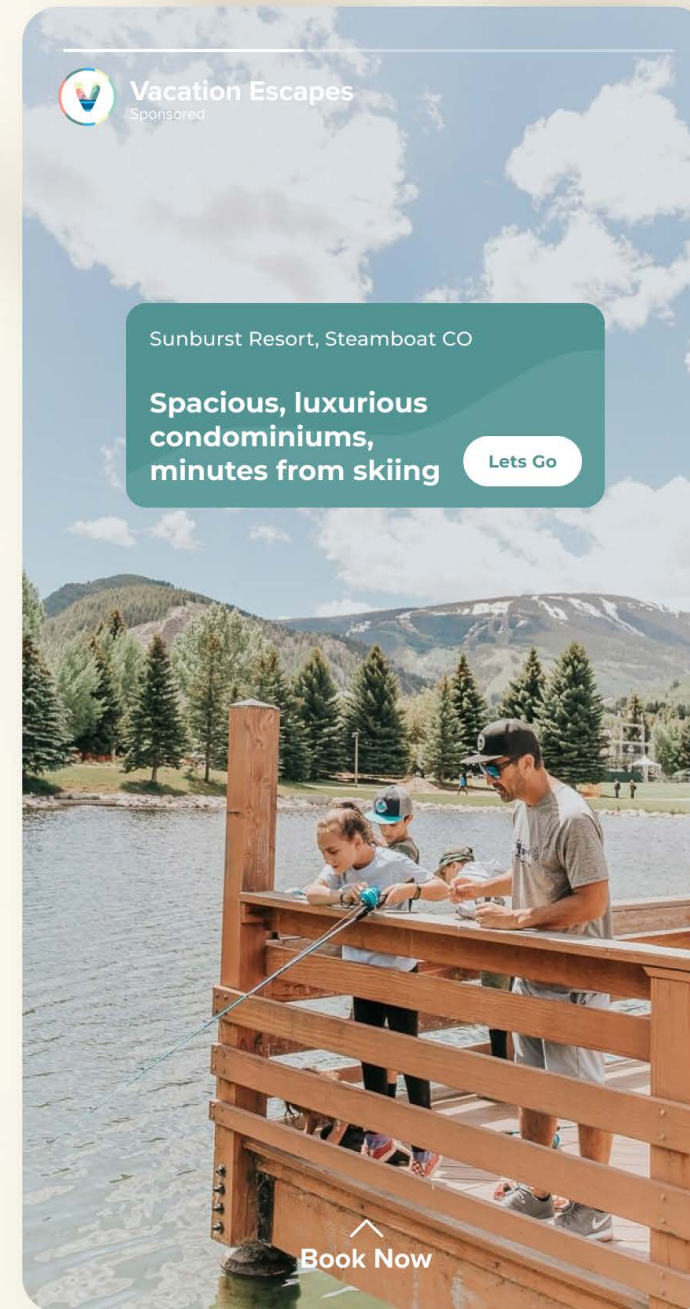


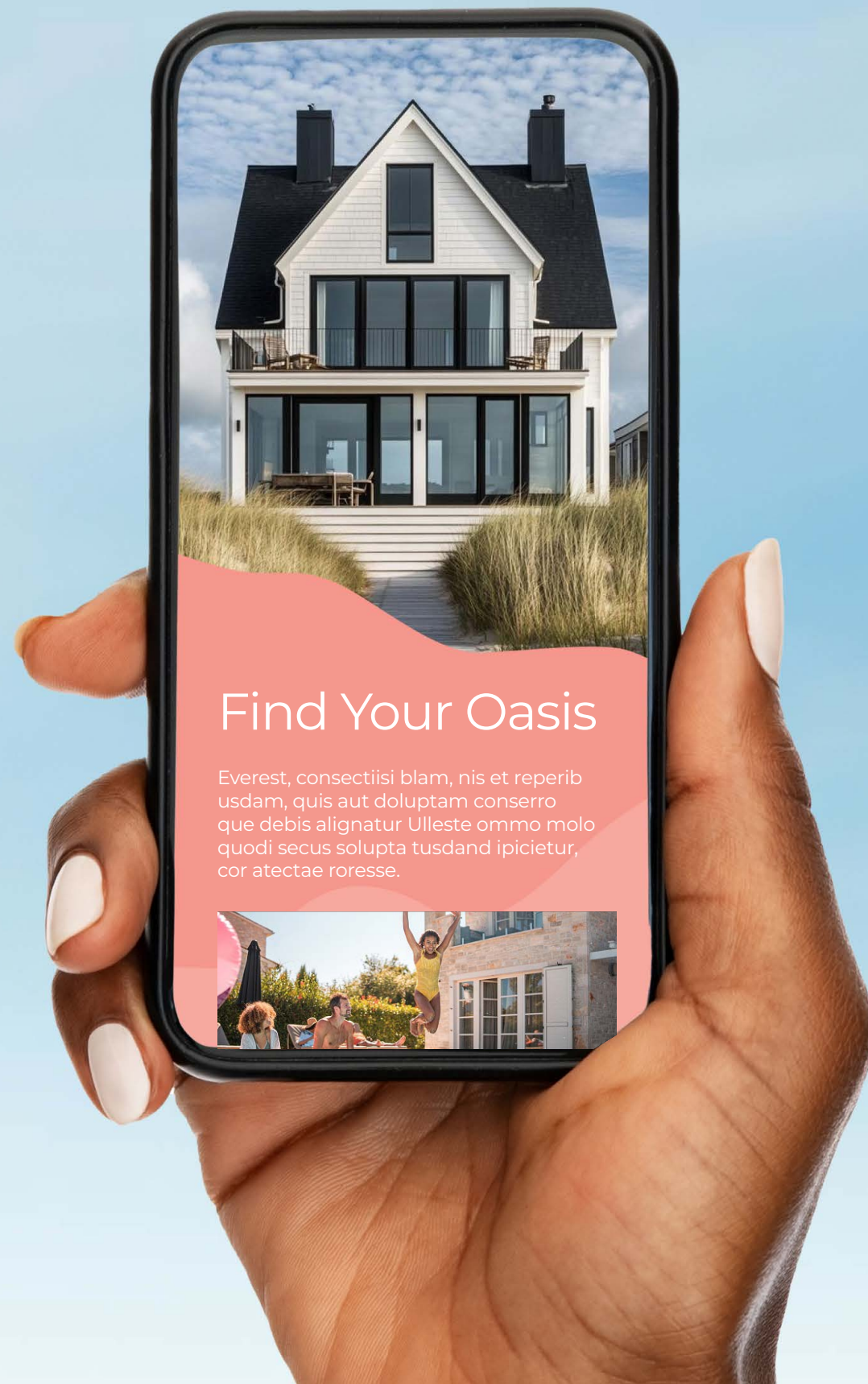
Additional Icons

Our icons help feature the various landscapes Vacation Escapes offers. Such as mountains, beach, lake, desert, midwest and rivers. These icons should be used sparingly and only to help highlight different landscapes.

The icons should never be on a busy background and sized correctly to be clearly visible.

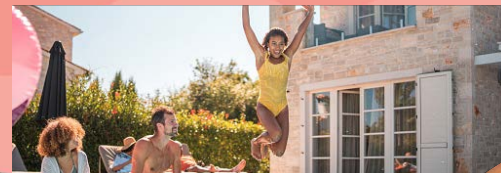


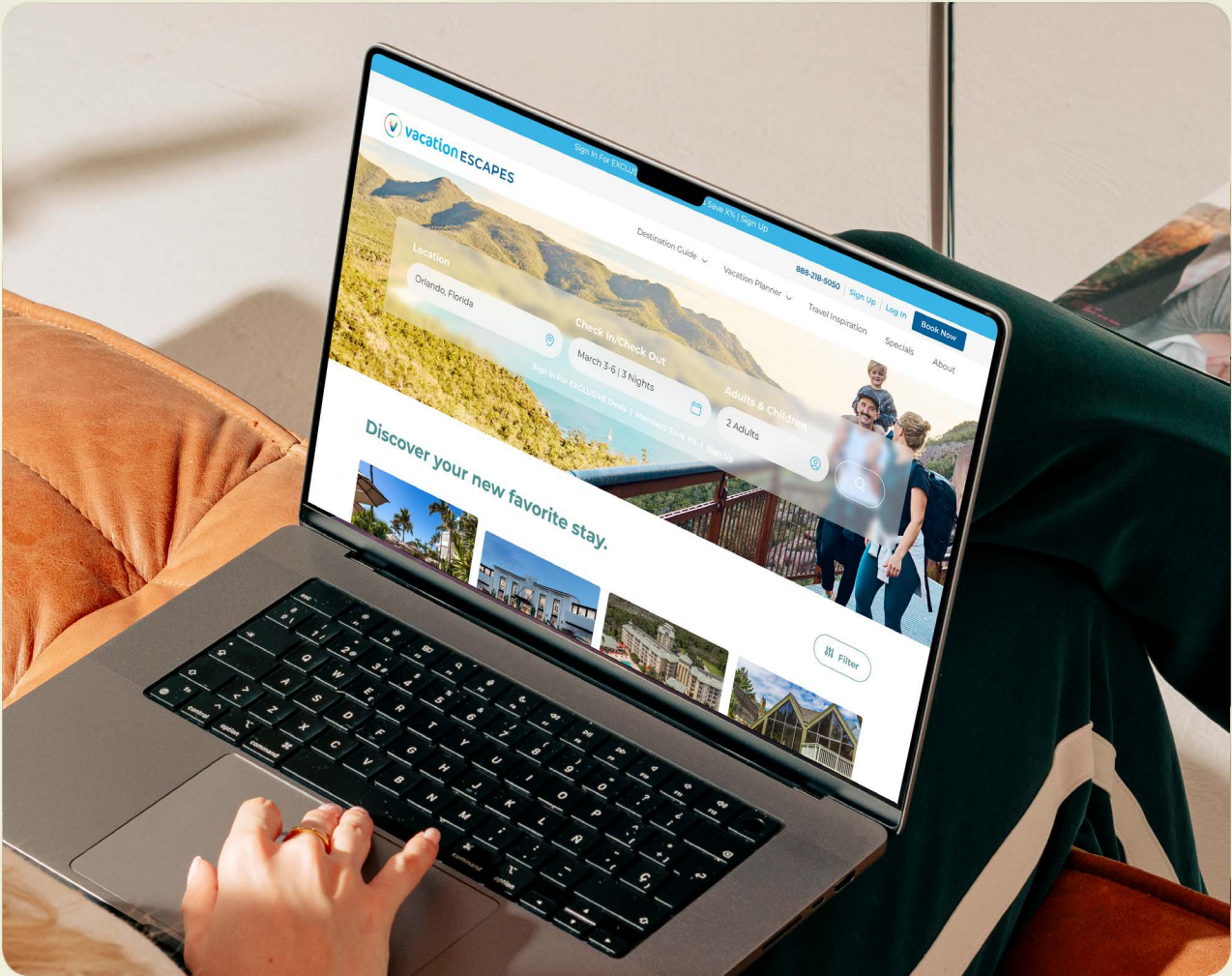




Find Your Oasis

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The Ultimate Travel Experience

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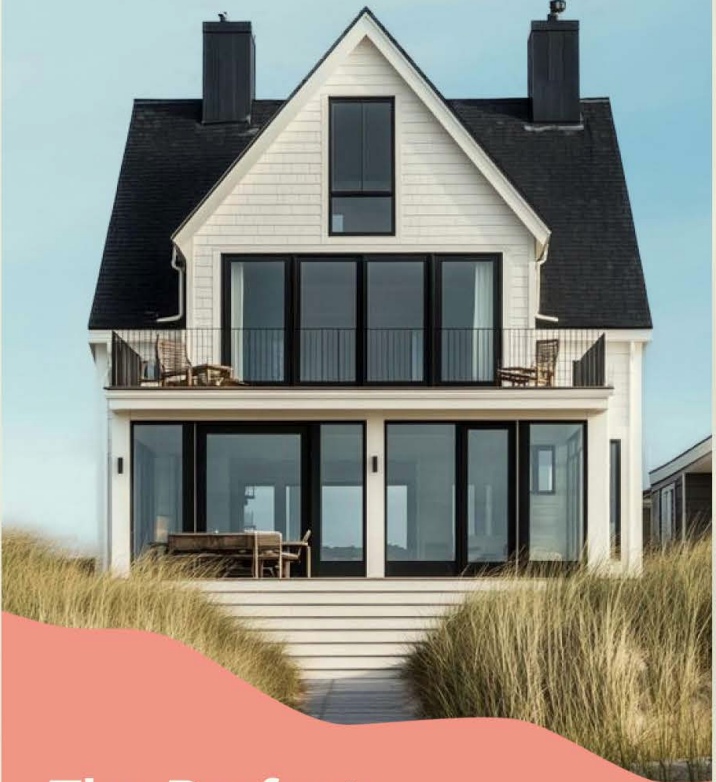


Sunburst Resort, Steamboat CO

Spacious, luxurious
condominiums,
minutes from skiing

Lets Go

 vacation ESCAPES



The Perfect Beachside Oasis

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

 Vacation Escapes
Sponsored





WATCHING THE SKYLINE
Michael Veale, who was on the staff from the web department at the Arts District.

The Great Gadfly Michael Veale won't stop pestering Dallas City Hall. And that's a good thing.

MICHAEL VEALE LIVES ON THE 22nd floor of One Arts Plaza in a condo filled with natural light and tasteful art. Its spacious balcony looks out over the Arts District and offers the kind of tableau of the city that makes employees the Visitors Bureau employees in their sleep. Veale, who looks like a casual Les Luthier. He has a head so closely shaved that it looks

like he waxes it, and he wears cowboy boots with his white oxford and jeans. None of this suggests how Veale spends his free time: sending unsolicited, heavily researched, lengthy budgetary memos to Mayor Mike Rawlings, along with the rest of the Dallas City Council, along with City Manager A.C. Gonzales, and his assistant city managers, along with the city's chief financial officer, and who knows who else. One from September, regarding the city's Neighborhood Plus program, came with four tables and two pages of footnotes. Veale, studying to be a city manager, but an internship with the Philadelphia school district warned him away from civil service. Instead he went into tech, working and spent the better part of three decades eventually becoming senior vice president in the IT. He decided to move to

Dallas a decade ago, from the city. Some friends were riding around White Plains, an avid rider. He noted the degrees in Dallas, 50 in. "About eight minutes from the airport, he signed at the still-under-construction. He moved in three months. For a time, he was a heeled retiree, traveling involved in nonprofits, and microlending. Then when he was campaigning, he was impressed and he knew in town, telling he should vote for Rawlings. The attention of The City founder Garrett Boone, through the Boones, he met Mike Morath, who advised district's technology advisor. That student who thought a city manager was a waste, he "spent a lot of time from the internet" and his own numbers, finding with how the city is run. He a city that cannot address issues, that has the wrong has no real source of revenue other than raising taxes. TIF districts, "I realized the amok here," he says. He started writing letters with city staff and City Council to give them what he could. revolves around his contracting and retaining. And he's gotten their attention. Philip Kingman, man Philip Kingman, who are "very valuable." Veale invited Kingman to if he wanted to vote for him. Veale filled out a questionnaire supported someone else. Veale isn't sure how much actually has, but that he on, he set reasonable goals. You know what, Mike? You 100 percent of what you want, to keep you going. I thought, Well, if I were to throw out there made accomplished something.

Find your oasis.



Labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Asset Links

Primary, Secondary and Logo Mark
[EPS](#) | [PNG](#) | [JPG](#)

Typography Files
[CoconPro](#) | [Montserrat](#)

Icons
[Landmark Icons](#) | [Additional Icons](#)

Photography Images
[Lifestyle](#) | [Properties](#)

