



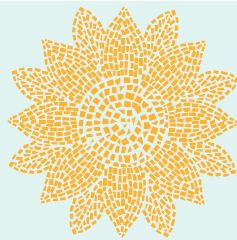
SUNFLOWER
— BEACH —
RESORT & RESIDENCES

BRAND GUIDELINE BOOK



LOGO SPECIFICATION

Hi! We're so excited you're taking the time to read through our brand guidelines. We've created this page to help you use our brand assets and comply with our visual requirements.



SUNFLOWER

— BEACH —

RESORT & RESIDENCES

INTRODUCTION

This is our primary logo. It has been carefully crafted, and should be used with consideration throughout our whole design system.

100% SPACE CLEAR



U S A G E

This is our Wordmark logo version. If you'd like, you can use the Wordmark in combination with your name or business for promotion.



It is important that the appearance of the Wordmark remains consistent. The Wordmark should not be misinterpreted, modified, or added to. No attempt should be made to alter the Wordmark in any way. Its orientation, color and composition should remain as indicated in this document – there are no exceptions.

Do not add a drop shadow.

Do not adjust any part of the Wordmark.

Do not change the color of the Wordmark outside of the approved color palette.

Do not make the bar longer or shorter.

Do not remove the 'bar' from the Wordmark.

Do not use old versions of the logos to represent Sunflower Beach.

WE ASK THAT YOU:

Use the Sunflower Beach Marks fairly. You are always allowed to use the Sunflower Beach Marks to inform people that you are partnering or promoting Sunflower Beach.

Always follow these Brand Guidelines when using the Sunflower Beach Marks.

Always spell the Sunflower Beach Marks properly.

WE DO NOT ALLOW THE FOLLOWING USES:

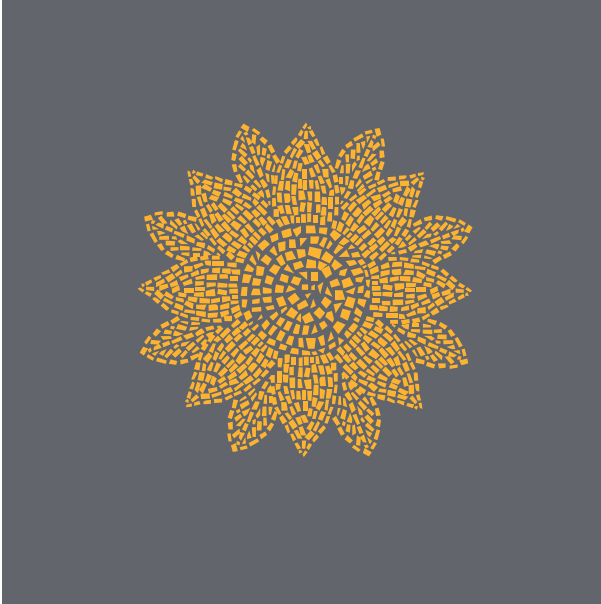
Incorporating the Sunflower Beach Marks or a confusingly similar mark into the name of your brand, organization, event, or trademark.

Using any trademarks, trade dress or logos that are confusingly similar to the Sunflower Beach Marks.

Using the Sunflower Beach Marks in a manner that is in Sunflower Beach's sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, tarnishing, obscene or otherwise objectionable to Sunflower Beach.

I C O N

Under certain circumstances we prefer to simply use the Icon on its own instead of the full Wordmark. In general, these are communications where the Sunflower Beach brand has already been established, either through use of the Wordmark, in copy, or by voiceover.



It is important that the appearance of the Icons remains consistent. The Icons should not be misinterpreted, modified, or added to. No attempt should be made to alter the Icon in any way. Its orientation, color and composition should remain as indicated in this document – there are no exceptions.

Do not add a drop shadow.

Do not adjust any part of the Icon.

Do not change the color of the Icon outside of the approved color palette.

Do not attempt to combine our Wordmark and Icon.

Do not outline the Icon.

Do not use old versions of the logos to represent Sunflower Beach.



PERMITTED COLOR VARIATIONS

**PRIMARY
BRAND
COLORS**

GOLDEN SUNRISE

CMYK = 0, 33, 91, 0

RGB = 253, 183, 20

OCEAN GREEN

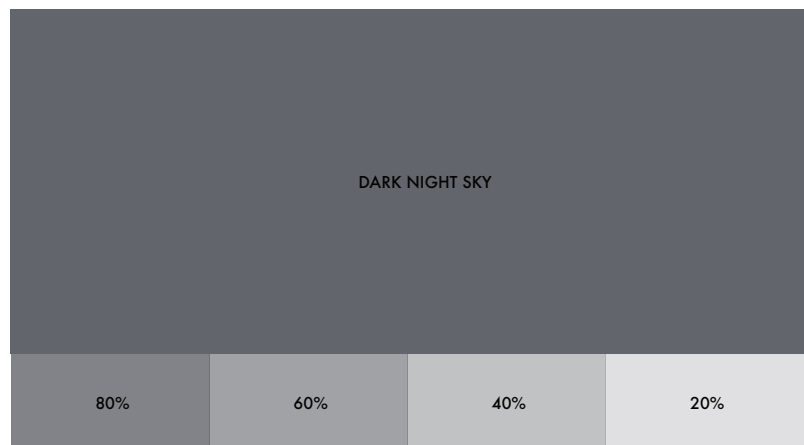
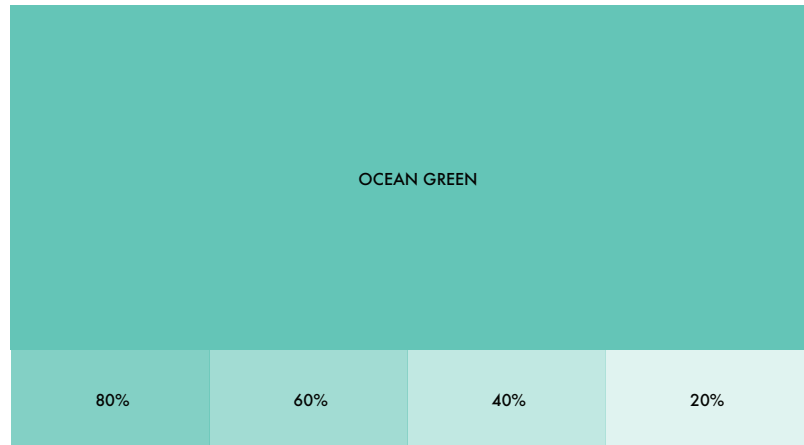
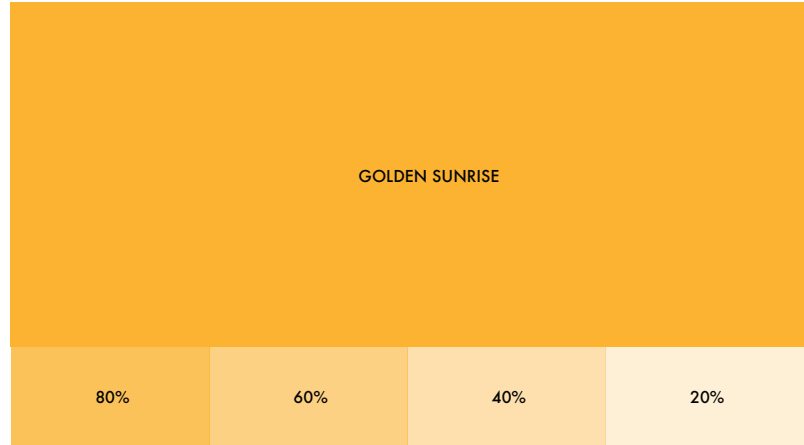
CMYK = 57, 0, 34, 0

RGB = 113, 200, 183

DARK NIGHT SKY

CMYK = 63, 53, 46, 18

RGB = 101, 101, 106



T Y P O G R A P H Y

PRIMARY FONT

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@\$%

SECONDARY FONT

Didot

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@\$%

SPECIALTY FONT

Drina

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@\$%



F O N T S I Z E S

FONT SIZE 22 PT

Title

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,''''
123456789£\$?!<>{}[]#¢™®**

FONT SIZE 16 PT

Subtitle

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,''''
123456789£\$?!<>{}[]#¢™®**

FONT SIZE 11 PT

Content

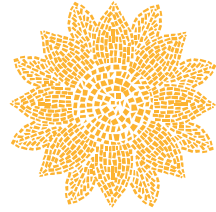
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,''''
123456789£\$?!<>{}[]#¢™®**



PHOTO SECTION

Outdoor lifestyle photography:
Subtle hues paired with the
occasional bold color.





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