



 **BRUSH CREEK RANCH**

BRAND STANDARDS

LOGOS



BRUSH CREEK RANCH



Saratoga Wyoming

BRUSH CREEK RANCH

EST



1884

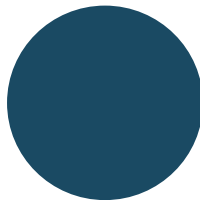
- TRUE SPIRIT OF THE WEST -



BRUSH CREEK RANCH

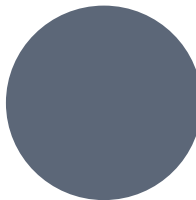
SARATOGA, WYOMING

BRAND COLORS



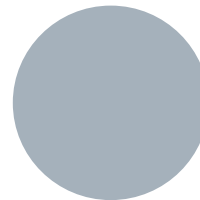
OPEN SKY

CMYK: 95/63/33/14
PANTONE: 7701C
RGB: 9/87/122
HEX: #07577A



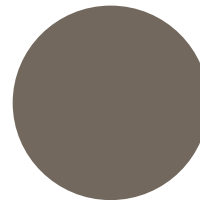
STORM

CMYK: 67/54/39/14
PANTONE:
RGB: 93/103/120
HEX: #5D6778



RAIN

CMYK: 36/23/20/0
PANTONE:
RGB: 166/178/188
HEX: #A6B2BC



TUMBLEWEED

CMYK: 53/51/58/21
PANTONE: 404C
RGB: 114/104/93
HEX: #72685D



CLOUD

CMYK: 11/10/15/0
PANTONE: 404C
RGB: 225/220/211
HEX: #E1DCD3

BRAND FONT

Montserrat | Ultra Light | Light | **Regular** | **SemiBold** | **Bold**
abcdefghijklmnopqrstuvwxyz / 1234567890

Zimra | Regular | **Bold**
abcdefghijklmnopqrstuvwxyz / 1234567890

Beloved | *Regular* | *Bold*
abcdefghijklmnopqrstuvwxyz / 1234567890

BRAND TAGLINES

PRIMARY:
**TRUE SPIRIT
OF THE WEST**

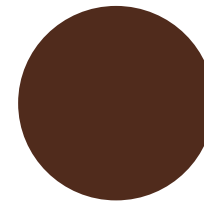
BRAND ELEMENTS



LOGO FULL COLOR & BLACK

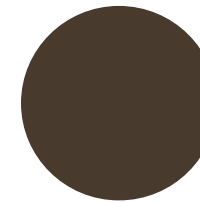


BRAND COLORS



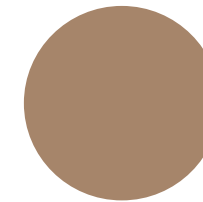
LEATHER

CMYK: 44/74/81/59
PANTONE: 4625C
RGB: 81/44/29
HEX: #512C1D



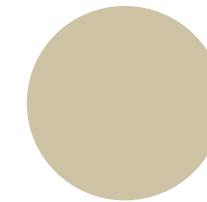
BOOT

CMYK: 55/62/72/54
PANTONE:
RGB: 73/58/46
HEX: #493A2E



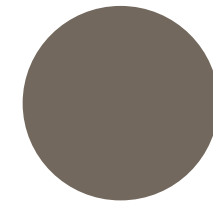
CALF

CMYK: 33/45/60/7
PANTONE:
RGB: 166/133/105
HEX: #A68569



MORNING DUST

CMYK: 20/18/37/0
PANTONE: 4545C
RGB: 206/196/165
HEX: #CEC4A5



WINTER COAT

CMYK: 53/51/58/21
PANTONE: 404C
RGB: 114/104/93
HEX: #72685D

BRAND FONT

Montserrat | Ultra Light | Light | **Regular** | **SemiBold** | **Bold**
abcdefghijklmnopqrstuvwxyz / 1234567890

Zimra | Regular | **Bold**
abcdefghijklmnopqrstuvwxyz / 1234567890

Beloved | *Regular* | *Bold*
abcdefghijklmnopqrstuvwxyz / 1234567890

BRAND TAGLINES

PRIMARY:
GRAND ADVENTURE

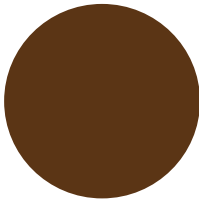
BRAND ELEMENTS



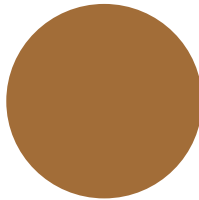
LOGO FULL COLOR & BLACK



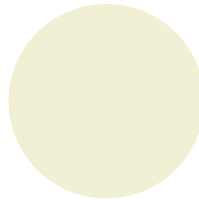
BRAND COLORS



TRAIL
CMYK: 44/72/97/50
PANTONE: 732C
RGB: 91/54/22
HEX: #5B3616



PENNY
CMYK: 31/58/88/13
PANTONE: 7574C
RGB: 163/109/57
HEX: #A36D39



LINEN
CMYK: 5/3/18/0
PANTONE: 7499C
RGB: 242/239/212
HEX: #F2EFD4

BRAND FONT

Montserrat | Ultra Light | Light | **Regular** | **SemiBold** | **Bold**
abcdefghijklmnopqrstuvwxyz / 1234567890

Zimra | Regular | **Bold**
abcdefghijklmnopqrstuvwxyz / 1234567890

Beloved | *Regular* | *Bold*
abcdefghijklmnopqrstuvwxyz / 1234567890

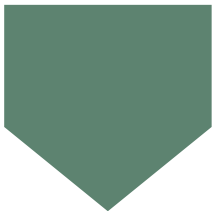
BRAND ELEMENTS



LOGO FULL COLOR & BLACK



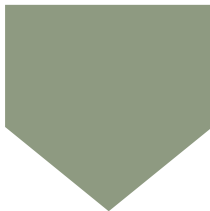
BRAND COLORS



SAGE
CMYK: 67/34/58/11
PANTONE: 5555C
RGB: 92/130/113
HEX: #5C8271



MOSS
CMYK: 66/47/77/37
PANTONE:
RGB: 74/87/61
HEX: #4A573D



HERB
CMYK: 47/30/52/3
PANTONE:
RGB: 143/154/129
HEX: #8F9A81



CALM NIGHT
CMYK: 71/64/65/71
PANTONE: 419C
RGB: 36/37/36
HEX: #242524



TRANQUILITY
CMYK: 57/46/47/12
PANTONE: 424C
RGB: 114/117/116
HEX: #727574

BRAND FONT

Montserrat | Ultra Light | Light | **Regular** | **SemiBold** | **Bold**
abcdefghijklmnopqrstuvwxyz / 1234567890

Beloved | Regular | Bold
abcdefghijklmnopqrstuvwxyz / 1234567890

BRAND TAGLINES

PRIMARY:
RENEWAL ON THE RANGE

BRAND ELEMENTS



LOGO FULL COLOR & BLACK



LEGACY LOGO FOR APPAREL



BRAND COLORS



CLUB ORANGE
CMYK: 20/56/100/5
PANTONE: 7571C
RGB: 195/123/42
HEX: #C37B2A



WOOD
CMYK: 38/52/83/20
PANTONE:
RGB: 140/107/62
HEX: #8C6B3E



BRUSH
CMYK: 22/28/45/0
PANTONE:
RGB: 200/177/145
HEX: #C8B191



HUNTER BLUE
CMYK: 77/64/53/42
PANTONE: 432C
RGB: 54/64/73
HEX: #364049



GUN METAL
CMYK: 57/46/47/12
PANTONE: 424C
RGB: 11/117/116
HEX: #727574

BRAND FONT

Montserrat | Ultra Light | Light | **Regular** | **SemiBold** | **Bold**
abcdefghijklmnopqrstuvwxyz / 1234567890

Beloved | Regular | Bold
abcdefghijklmnopqrstuvwxyz / 1234567890

BRAND TAGLINES

PRIMARY:
YOURS TO CONQUER

BRAND ELEMENTS



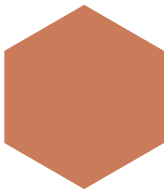
LOGO FULL COLOR & BLACK



BRAND TAGLINES

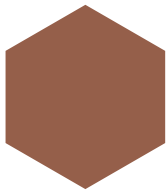
PRIMARY:
EPICUREAN ADVENTURE

BRAND COLORS



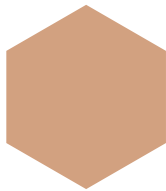
COPPER

CMYK: 19/57/68/3
PANTONE: 7591C
RGB: 199/125/91
HEX: #C77D5B



RUST

CMYK: 34/62/71/20
PANTONE:
RGB: 147/96/73
HEX: #936049



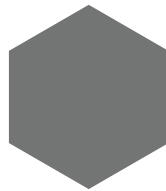
HAY

CMYK: 19/37/51/1
PANTONE:
RGB: 207/162/128
HEX: #CFA280



SOIL

CMYK: 71/64/65/71
PANTONE: 419C
RGB: 36/37/36
HEX: #242524



MORNING FOG

CMYK: 57/46/47/12
PANTONE: 424C
RGB: 114/117/116
HEX: #727574

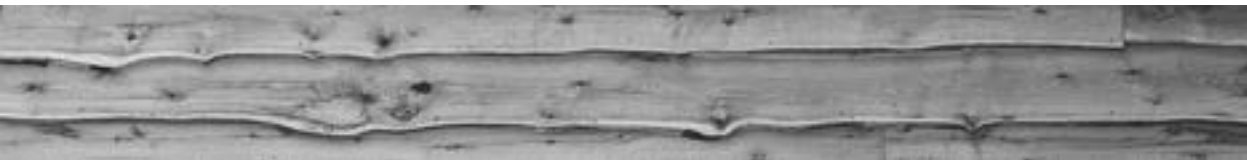
BRAND FONT

Montserrat | Ultra Light | Light | **Regular** | **SemiBold** | **Bold**
abcdefghijklmnopqrstuvwxyz / 1234567890

Garamond | Regular | *Italic* | **Bold**
abcdefghijklmnopqrstuvwxyz | 1234567890

Beloved | *Regular* | *Bold*
abcdefghijklmnopqrstuvwxyz / 1234567890

BRAND ELEMENTS



LOGO FULL COLOR & BLACK



CHEYENNE
CLUB

CHEYENNE
CLUB

BRAND COLORS



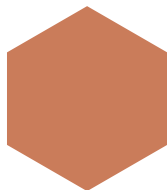
SLATE

CMYK: 59/42/45/9

PANTONE: 444C

RGB: 110/124/124

HEX: #6E7C7C



COPPER

CMYK: 19/57/68/3

PANTONE: 7591C

RGB: 199/125/91

HEX: #C77D5B



STEAM

CMYK: 15/13/21/0

PANTONE: 7527C

RGB: 214/209/196

HEX: #D6D1C4



SOIL

CMYK: 71/64/65/71

PANTONE: BLACK

RGB: 36/37/36

HEX: #242524

BRAND FONTS

Montserrat | Ultra Light | Light | **Regular** | **SemiBold** | **Black**
abcdefghijklmnopqrstuvwxyz | 1234567890

Garamond | Regular | *Italic* | **Bold**
abcdefghijklmnopqrstuvwxyz | 1234567890

Beloved | *Regular* | *Bold*
abcdefghijklmnopqrstuvwxyz / 1234567890

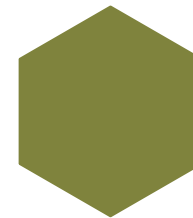
BRAND ELEMENTS



LOGO FULL COLOR & BLACK



BRAND COLORS



LEAF

CMYK: 55/33/95/13

PANTONE: 7491C

RGB: 120/132/59

HEX: #78843B



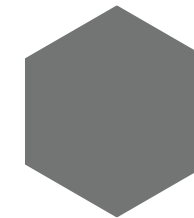
SOIL

CMYK: 70/67/64/74

PANTONE: BLACK

RGB: 36/37/36

HEX: #242524



MORNING FOG

CMYK: 49/39/39/4

PANTONE: 423C

RGB: 136/139/141

HEX: #888B8D

BRAND FONTS

Montserrat | Ultra Light | Light | **Regular** | **SemiBold** | **Black**
abcdefghijklmnopqrstuvwxyz | 1234567890

Garamond | Regular | *Italic* | **Bold**
abcdefghijklmnopqrstuvwxyz | 1234567890

Beloved | *Regular* | *Bold*
abcdefghijklmnopqrstuvwxyz / 1234567890

BRAND ELEMENTS



GREENS



BLUE GREENS

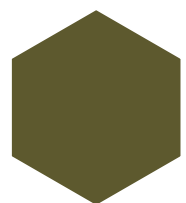


LINEN

LOGO FULL COLOR & BLACK



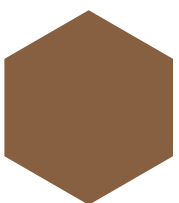
BRAND COLORS



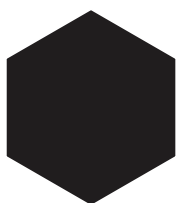
GRASS
CMYK: 0/0/56/78
PANTONE: 2409C
RGB: 93/90/48
HEX: #5D5A30



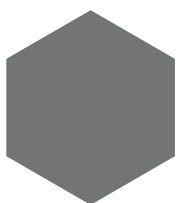
CORNMEAL
CMYK: 7/35/100/0
PANTONE: 124C
RGB: 235/169/0
HEX: #EBA900



WALNUT
CMYK: 40/56/78/25
PANTONE: 7505C
RGB: 130/96/64
HEX: #826040



SOIL
CMYK: 70/67/64/74
PANTONE: BLACK
RGB: 36/37/36
HEX: #242524



MORNING FOG
CMYK: 49/39/39/4
PANTONE: 423C
RGB: 136/139/141
HEX: #888B8D

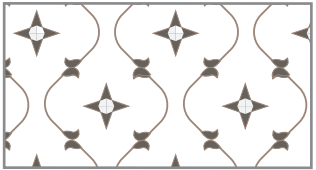
BRAND FONTS

Montserrat | Ultra Light | Light | **Regular** | **SemiBold** | **Black**
abcdefghijklmnopqrstuvwxyz | 1234567890

Garamond | Regular | *Italic* | **Bold**
abcdefghijklmnopqrstuvwxyz | 1234567890

Beloved | Regular | **Bold**
abcdefghijklmnopqrstuvwxyz / 1234567890

BRAND ELEMENTS



PATTERN



WOOD

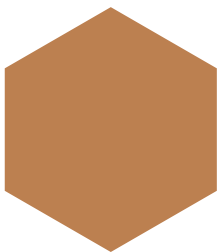


LINEN

LOGO FULL COLOR & BLACK

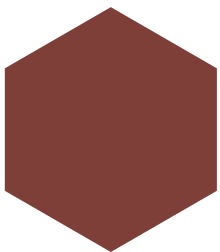


BRAND COLORS



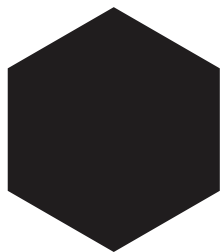
CORK

CMYK: 26/50/76/6
PANTONE: 729C
RGB: 182/129/80
HEX: #B68150



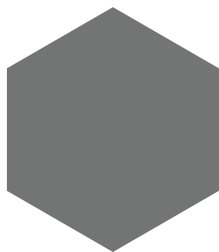
MERLO

CMYK: 36/76/71/35
PANTONE: 499C
RGB: 121/64/57
HEX: #794039



SOIL

CMYK: 70/67/64/74
PANTONE: BLACK
RGB: 36/37/36
HEX: #242524



MORNING FOG

CMYK: 49/39/39/4
PANTONE: 423C
RGB: 136/139/141
HEX: #888B8D

BRAND FONTS

Montserrat | Ultra Light | Light | **Regular** | **SemiBold** | **Black**
abcdefghijklmnopqrstuvwxyz | 1234567890

Garamond | Regular | *Italic* | **Bold**
abcdefghijklmnopqrstuvwxyz | 1234567890

Beloved | *Regular* | *Bold*
abcdefghijklmnopqrstuvwxyz / 1234567890

BRAND ELEMENTS



STONE



WINE



WOOD

LOGO FULL COLOR & BLACK

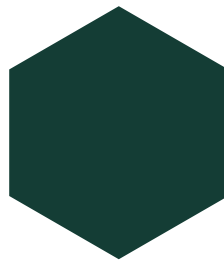


BRAND COLORS



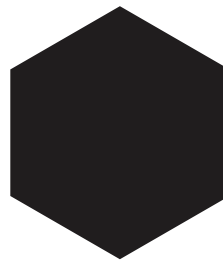
PEWTER

CMYK: 57/30/30/25
PANTONE: 2163C
RGB: 94/124/133
HEX: #5E7C85



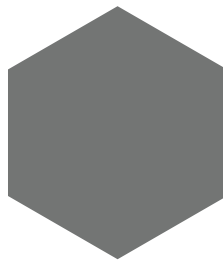
EVERGREEN

CMYK: 85/51/70/54
PANTONE: 567C
RGB: 21/62/53
HEX: #153E35



SOIL

CMYK: 70/67/64/74
PANTONE: BLACK
RGB: 36/37/36
HEX: #242524



MORNING FOG

CMYK: 49/39/39/4
PANTONE: 423C
RGB: 136/139/141
HEX: #888B8D

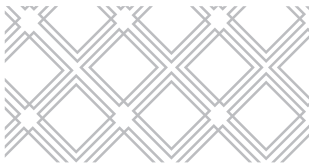
BRAND FONTS

Montserrat | Ultra Light | Light | **Regular** | **SemiBold** | **Black**
abcdefghijklmnopqrstuvwxyz | 1234567890

Garamond | Regular | *Italic* | **Bold**
abcdefghijklmnopqrstuvwxyz | 1234567890

Beloved | *Regular* | *Bold*
abcdefghijklmnopqrstuvwxyz / 1234567890

BRAND ELEMENTS



PATTERN



SLATE



WOOD

LOGO FULL COLOR & BLACK



BRAND COLORS



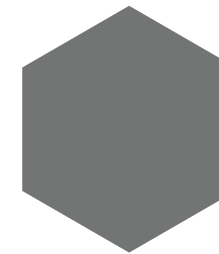
CORNMEAL
CMYK: 7/35/100/0
PANTONE: 124C
RGB: 235/169/0
HEX: EBA900



SLATE
CMYK:
PANTONE: 2178C
RGB:
HEX:



SOIL
CMYK: 70/67/64/74
PANTONE: BLACK
RGB: 36/37/36
HEX: #242524



MORNING FOG
CMYK: 49/39/39/4
PANTONE: 423C
RGB: 136/139/141
HEX: #888B8D

BRAND FONTS

Montserrat | Ultra Light | Light | **Regular** | **SemiBold** | **Black**
abcdefghijklmnopqrstuvwxyz | 1234567890

Garamond | Regular | *Italic* | **Bold**
abcdefghijklmnopqrstuvwxyz | 1234567890

Beloved | *Regular* | *Bold*
abcdefghijklmnopqrstuvwxyz / 1234567890

BRAND ELEMENTS



FLOUR

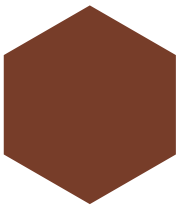


SLATE

LOGO FULL COLOR & BLACK

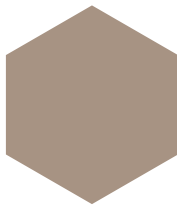


BRAND COLORS



COCO

CMYK: 36/75/83/39
PANTONE: 478C
RGB: 116/62/42
HEX: #743E2A



CLOTH

CMYK: 37/38/47/3
PANTONE: 7530C
RGB: 163/147/131
HEX: #A39383



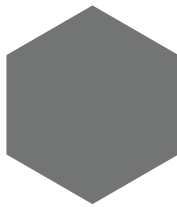
STEAM

CMYK: 15/13/21/0
PANTONE: 7527C
RGB: 214/209/196
HEX: #D6D1C4



SOIL

CMYK: 70/67/64/74
PANTONE: BLACK
RGB: 36/37/36
HEX: #242524



MORNING FOG

CMYK: 49/39/39/4
PANTONE: 423C
RGB: 136/139/141
HEX: #888B8D

BRAND FONTS

Montserrat | Ultra Light | Light | **Regular** | **SemiBold** | **Black**
abcdefghijklmnopqrstuvwxyz | 1234567890

Garamond | Regular | *Italic* | **Bold**
abcdefghijklmnopqrstuvwxyz | 1234567890

Beloved | *Regular* | *Bold*
abcdefghijklmnopqrstuvwxyz / 1234567890

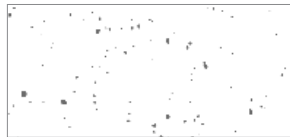
BRAND ELEMENTS



STAR PATTERN



STICK PATTERN



DUST

LOGO FULL COLOR & BLACK



GREEN MOUNTAIN

AT BRUSH CREEK RANCH



GREEN MOUNTAIN

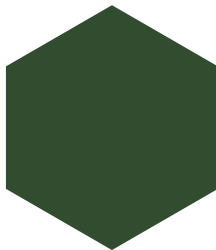
AT BRUSH CREEK RANCH



GREEN MOUNTAIN

AT BRUSH CREEK RANCH

BRAND COLORS



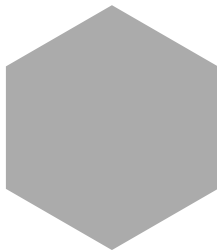
SAGEBRUSH

CMYK: 74/46/84/48
PANTONE: 350C
RGB: 52/76/48
HEX: #344C30



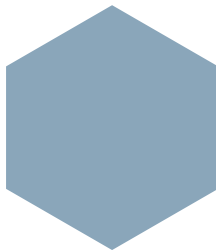
PINE

CMYK: 81/52/57/33
PANTONE: 8525C
RGB: 49/83/84
HEX: #315354



FROST

CMYK: 28/22/22/0
PANTONE: 179-4-U
RGB: 185/185/186
HEX: #B9B9BA



ICICLE

CMYK: 48/26/18/0
PANTONE: 114-10-U
RGB: 137/166/187
HEX: #89A6BB

BRAND FONT

Montserrat | Ultra Light | Light | **Regular** | **SemiBold** | **Bold**
abcdefghijklmnopqrstuvwxyz / 1234567890

Garamond | Regular | *Italic* | **Bold**
abcdefghijklmnopqrstuvwxyz | 1234567890

Beloved | *Regular* | *Bold*
abcdefghijklmnopqrstuvwxyz / 1234567890

BRAND TAGLINES

PRIMARY:
YOUR WINTER SOLITUDE

BRAND ELEMENTS



