COEUR

CLIMBING

—CO—

Table of Contents

These brand guidelines were crafted especially for you to help you make the most of your strategically stunning brand identity. This guide covers our brand strategy work, an index of your brand identity elements, tips for optimizing your beautiful brand, a guide for when to use which file type, and so much more!

If you have any questions, please don't hesitate to get in touch

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Brand Strategy

TONE

WELCOMING · CONNECTED · ENERGIZING · INCLUSIVE · COMMUNAL · SAFE · FUN

FOUNDATION

The love of climbing and the comraderie it has developed, combined with the desire to have a fresh & fun indoor recreational & social experience during the colder months inspired the launch of Coeur Climbing Co.

BRAND ESSENCE

Coeur Climbing Co. is passionate about fostering community, health, and life-long friendships for all ages and skill levels through climbing.

TARGET AUDIENCE

Coeur Climbing Co. will appeal to the recreation and climbing needs for individuals and families in the greater Coeur d'Alene area. This target audience is centered around families, children, and young adults 18+. Experienced outdoor climbers are not the focus for this brand.

COMPETITION

- Kroc Center in CDA
- Wild Walls and Blocyard climbing gyms in Spokane
- Various gyms and indoor recreational facilities like Triple Play and bowling alleys

DISTINGUISHING CHARACTERISTICS

- The only gym of its kind in the greater Coeur d'Alene metropolitan area
- A unique environment - inclusive and family-oriented. A place to climb, socialize, have a party or hold a meeting
- Values: safety, fitness & health, community

CREATIVE CONSIDERATIONS

- Balance masculine and feminine appeal
- Balance the appeal for young people and families
- Create an inclusive, inviting aesthetic through colors, lowercase text, and graphic styles
- Inspiration: the climbing rope that represents skill, expertise and safety
- Color palette: nature-inspired
- Avoid resemblance of a paper clip in the primary logo mark
- Ensure versatility for all uses: black and white, multi-color, building signage, merchandise, etc.

COEUR

CLIMBING COMPANY

a welcoming place to
build community through climbing

COEUR CLIMBING

—CO—

Behind the Logo

Coeur Climbing Company appeals to the recreation and climbing needs of individuals and families in the greater Coeur D'Alene area. But as a brand they are about much more than climbing - this is an inclusive place to build community through the sport.

The primary logo mark for Coeur is inspired by their values. The rope - an essential part of climbing - represents skill and expertise. The left hand side of the rope is curved into three "Cs" to represent the partners and create a subtle monogram. The typeface, colors, shapes and textures integrate to create a sense of warmth, connection and trustworthiness, while maintaining a nature-inspired confidence found in the Pacific Northwest.

OUR MISSION is to provide customers of all ages and skill levels a fun, welcoming environment in which to learn or improve climbing skills, socialize, and build a community of climbers for a lifetime.

CCC

COEUR CLIMBING COMPANY | CLIMB. CONNECT. COEUR. |

1.

2.

3. **COEUR**

CLIMBING COMPANY

4. **COEUR**

CLIMBING COMPANY

5. **COEUR CLIMBING CO.**

6.

7.

Brand File Formats

FILE TYPE	APPLICATION	RESOLUTION	COLOR MODE	USAGE
EPS-PRINT EPS	*large print*	*infinite*	*cmyk*	*designers and printers only*
PDF-PRINT PDF	*print*	*infinite*	*cmyk*	*preferred for print*
PNG-PRINT PNG	*print*	*300*	*cmyk*	*print*
PNG-LG-WEB PNG LARGE	*web + digital*	*150*	*rgb*	*preferred for web*
PNG-SM-WEB PNG SMALL	*web + digital*	*150*	*rgb*	*web*

LET'S TALK VECTORS

Most file types are limited by a set resolution and become pixelated when they're scaled larger than their original size. Vector files (ai + eps files) are special because they're made up of mathematical algorithms instead of pixels. This means they have infinite resolution and won't become pixelated no matter how large you scale them.

Because of their mathematical nature, vector files are great for your large logo needs AND anytime your logo needs to be printed or cut very precisely, such as for specialty print applications. Some examples of these are vinyl signage, letterpress, foil stamping, die cutting, laser cutting, screen printing, and engraving.

YOUR LOGO — NORMAL

YOUR LOGO — VECTOR

Primary Logo

LOCATION

CCC-BRAND IDENTITY » CCC BRAND FILES »
1-PRIMARY LOGO

FILE NAME

📄 PRIMARY LOGO-COLOR.PDF

AVAILABLE IN

◨ MULTI-DARK

◨ MULTI-CHALK

◨ RUST-DARK

◨ RUST-CHALK

◼ BLACK

◻ CHALK

USAGE NOTES

The primary logo should be used most frequently. Exceptions include when less space is available, a different orientation is desired, or a departure from the primary logo helps make a unique branded impression.

Secondary Logo

COEUR

CLIMBING COMPANY

LOCATION

CCC-BRAND IDENTITY » CCC BRAND FILES »
2-SECONDARY LOGO

FILE NAME

📄 SECONDARY LOGO-COLOR.PDF

AVAILABLE IN

◨ MULTI-DARK

◨ MULTI-CHALK

◨ RUST-DARK

◨ RUST-CHALK

◼ BLACK

◻ CHALK

Text Logo

COEUR
CLIMBING COMPANY

LOCATION

CCC-BRAND IDENTITY » CCC BRAND FILES » 3-TEXT LOGO

FILE NAME

📄 TEXT LOGO-COLOR.PDF

AVAILABLE IN

- DARK TEAL
- RUST
- BLACK
- CHALK

USAGE NOTES

The text logo should be used when brand recognition is already apparent or simplicity is desired. This is also a preferred option for photo watermarks.

Horizontal Logo Left

COEUR
CLIMBING COMPANY

LOCATION

CCC-BRAND IDENTITY » CCC BRAND FILES »
4-HORIZONTAL LEFT

FILE NAME

HORIZONTAL LOGO LEFT-COLOR.PDF

AVAILABLE IN

MULTI-DARK

MULTI-CHALK

RUST-DARK

RUST-CHALK

BLACK

CHALK

USAGE NOTES

This logo is designed for left alignment use where vertical space is limited.

Horizontal Logo Center

COEUR CLIMBING CO.

LOCATION

CCC-BRAND IDENTITY » CCC BRAND FILES »
5-HORIZONTAL CENTER

FILE NAME

HORIZONTAL LOGO CENTER-COLOR.PDF

AVAILABLE IN

- MULTI-DARK
- MULTI-CHALK
- RUST-DARK
- RUST-CHALK
- BLACK
- CHALK

USAGE NOTES

This logo is designed for use when vertical space is limited. Letterhead footer, website menu bar, etc.

Logo Mark

LOCATION

CCC-BRAND IDENTITY » CCC BRAND FILES »
6-LOGO MARK

FILE NAME

📄 LOGO MARK-COLOR.PDF

AVAILABLE IN

◪ MULTI-DARK

◪ MULTI-CHALK

◪ RUST-DARK

◪ RUST-CHALK

◼ BLACK

◻ CHALK

USAGE NOTES

The mark is used to further emphasize and embellish the brand impression in contexts where one of the logos is already present, and is a great addition when paired with one of the brand's logos or taglines.

Logo Mark Estd.

LOCATION

CCC-BRAND IDENTITY » CCC BRAND FILES » 7-LOGO MARK ESTD

FILE NAME

📄 LOGO MARK ESTD-COLOR.PDF

AVAILABLE IN

◼ MULTI-DARK

◼ MULTI-CHALK

◼ RUST-DARK

◼ RUST-CHALK

◼ BLACK

◻ CHALK

USAGE NOTES

The mark is used to further emphasize and embellish the brand impression in contexts where one of the logos is already present, and is a great addition when paired with one of the brand's logos or taglines.

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Best Practices & Usage

GENERAL USAGE

CCC brand elements should not be altered in any way from the form in which they're received and should only be used in the brand colors provided. When possible, pair the logo and identity with the designated brand colors and typefaces, and always maintain strong contrast between brand elements and the background color to ensure legibility.

COLOR

The multi-color logo is preferred, however, the rust or black/white versions should be used when the background competes with the logo coloring.

Rust, chalk, or dark teal is preferred for color backgrounds. Save leaf green and teal for accent/highlight colors.

OFFICIAL DOCUMENTS

The black version of your logo should only be used when it's required for official black-and-white only documents. Otherwise, the color versions of your logo should be used.
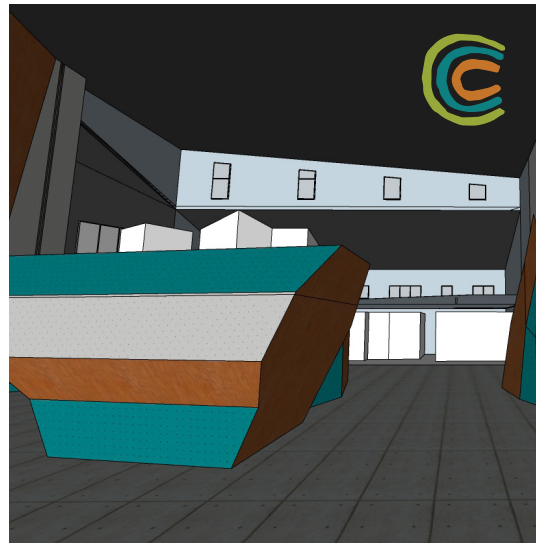
Best Practices & Usage

WITH PHOTOGRAPHY

Most often, CCC logos and taglines should be used in white over dark photography and in Rust / Dark Teal over light photo areas.

Always ensure there is enough contrast between the branding and background and that there's sufficient negative space in the photo composition for the brand elements to stand out and be legible.

If the center of the photo is the focal point, try using a logo mark in the corner of the frame.

Best Practices & Usage

SPACING

Ample breathing room is everything when it comes to your brand.

Your logos should have a clear space margin equal to the height of the 'C' in the logo mark. No other visual elements (type, photos, etc.) should enter this space.

This padding around the mark ensures that the logo is highly legible and will read correctly.

Be aware of legibility through sizing as well – if items within the logo become unreadable, do not size that small and opt for a different logo option instead..
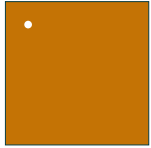
TOO SMALL

USE THIS INSTEAD

Brand Color Palette

RUST

HEX
#C47529

CMYK
20 60 100 5

RGB
196 117 41

PANTONE
7571 C

DARK TEAL

HEX
#0C3E40

CMYK
90 56 61 50

RGB
12 62 64

PANTONE
316 C

LEAF GREEN

HEX
#97A63A

CMYK
46 21 100 2

RGB
151 166 58

PANTONE
2304 C

TEAL

HEX
#008083

CMYK
86 32 47 8

RGB
0 128 131

PANTONE
2237 C

DARK RUST

HEX
#502112

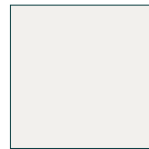CMYK
40 82 87 62

RGB
80 33 18

PANTONE
4695 C

DARKER RUST
WEB ONLY

HEX
#30130A

CMYK
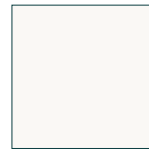54 75 74 77

RGB
48 19 10

CHALK

HEX
#F2EEEB

CMYK
4 4 5 0

RGB
242 238 235

LIGHTER CHALK
WEB ONLY

HEX
#FAF8F5

CMYK
1 1 2 0

RGB
250 248 245

PRINT

For printing, it's best to use CMYK.
For a large print run with minimal
colors or specialty print methods,
it's recommended to use the Pantone
Matching System (PMS) spot colors.

WEB & DIGITAL

For web, use the HEX values (#xxxxxx)
and for digital applications, use RGB.
Note that colors may vary on different
computers/devices, due to inconsistent
monitor color calibration.

PLEASE NOTE

*Some brand colors may appear without
a designated Pantone color. This is
because the color is too light and
Pantone doesn't provide many pastel
options. If you wish to use this color
in your print collateral, I recommend
choosing a paper stock or material that
coordinates as closely as possible.*

● INDICATES PRIMARY COLORS

Print Type Hierarchy

BARLOW - EXTRABOLD - 530 TRKG ⟶

SMALLEST HEADING

BARLOW - LIGHT - 110 TRKG ⟶

LARGE HEADING

BARLOW - BOLD - 150 TRKG ⟶

this is a secondary heading.

LATO - REGULAR ITALIC - 100 TRKG ⟶

This is what an introduction paragraph or quote could look like in your branded documents or on your website.

LATO - LIGHT - 110 TRKG ⟶

This is body copy. Cuptam aliant ullecti omnisitio consed eatusa voles placepe rsperchit rernam es daerum que eatur. Quid quam hil inum id ut haris doluptas dolupta ssimagnam eruptae quiduntin con nos ad quaestrum ium ute vellore consequi tem.

Aceariae officiendis mi, optaerio venisi bearum haria sandunt quia nonsecu ptatus imus eum nones moditatur molorepresci odiatet odi totaturio. Nem quiaeror ari dunt ea quidelestrum fugit ut dolore is et landebis conecero ex evelest, am vent ommodi nobitaque sitat.

Web Type Hierarchy

LATO - UPPERCASE - WEIGHT: 700
SIZE: 14 PX - SPACING: .49EM
LINE HEIGHT: 1.3EM ⟶

h3 SMALLEST HEADING

EFFRA - UPPERCASE - WEIGHT: 300
SIZE: 64 PX - SPACING: .12EM
LINE HEIGHT: 1.1EM ⟶

h1 LARGE HEADING

LATO - LOWERCASE - WEIGHT: 700
SIZE: 28 PX - SPACING: .09EM
LINE HEIGHT: 1.4EM ⟶

h2 this is a secondary heading.

LATO - ITALIC - WEIGHT: 300
SIZE: 20 PX - SPACING: .02EM
LINE HEIGHT: 1.5EM ⟶

quote *This is what an introduction paragraph or quote could look like in your branded documents or on your website.*

LATO - NORMAL - WEIGHT: 300
SIZE: 15 PX - SPACING: .11EM
LINE HEIGHT: 1.5EM ⟶

p This is body copy. Cuptam aliant ullecti omnisitio consed eatusa voles placepe rsperchit rernam es daerum que eatur. Quid quam hil inum id ut haris doluptas dolupta ssimagnam eruptae quiduntin con nos ad quaestrum ium ute vellore consequi tem.

Aceariae officiendis mi, optaerio venisi bearum haria sandunt quia nonsecu ptatus imus eum nones moditatur molorepresci odiatet odi totaturio. Nem quiaeror ari dunt ea quidelestrum fugit ut dolore is et landebis conecero ex evelest, am vent ommodi nobitaque sitat.

Brand Taglines

LOCATION: CCC BRAND FILES » TAGLINES

The CCC taglines bring another unique and visually compelling element to the brand. These will be integrated throughout brand collateral as a beautiful branded element or combined with one of the logos for a stunning impression.

climb. connect. coeur.

1-TAGLINE

TAGLINE-COLOR.PDF

2-LOGO TAGLINE

LOGO TAGLINE-MULTI-DARK.PDF

3-CCC TAGLINE

CCC-TAGLINE-COLOR.PDF

4-LOGO MARK TAGLINE

LOGO MARK TAGLINE-COLOR.PDF

Seamless Patterns

LOCATION: CCC BRAND FILES   » PATTERNS

The Coeur Climbing Company brand finds a new level of depth and distinction through its use of custom patterns.

These patterns will be integrated throughout brand stationery and collateral as a stunning background element or combined with one of the logotypes for

an amazing brand impression.

PATTERN-DARK TEAL

CCC-PATTERN-VARIATION.EPS

PATTERN-TRANSPARENT

CCC-PATTERN-VARIATION.EPS

Digital Presence

LOCATION: CCC BRAND FILES   » DIGITAL PRESENCE

WEBSITE FAVICON

Your website favicon is a great opportunity to reinforce your branding via your mark.

SOCIAL PROFILE IMAGE

You may also use a nice photo of yourself if you feel that's a better representation of your brand on social media.

SOCIAL BANNER IMAGE

You may also use an on-brand photo if you feel that's a better fit for your Facebook and/or Twitter profile.

Cheers!

These guidelines lay the visual foundation for Coeur Climbing Company and hint at the exciting possibilities the brand identity holds. Thank you for your partnership!

BROOKE & KRISTI

— PS —

Need more?

We'd love to continue our partnership! We can help you bring your brand to life even more through things like packaging, signage, stationery, digital templates, and more!

Whenever you're ready to continue our collaboration, just drop me a line.

KRISTI@RINEHARTMARKETING.COM