

# MORGAN'S WONDERLAND LOGO STYLE GUIDE

## LOGO VARIATIONS



### Framless Version (Corporate Communications)

The **Framless Version** is the preferred representation of the Morgan's Wonderland logo identity for corporate communications, such as business cards, letterheads, and more.

### Framed Version (Signage and Promotions)

The **Framed Version** of the Morgan's Wonderland logo is a suitable application that should be taken into consideration for signage purposes, promotional items or situations where the background may effect readability

## CLEAR MANDATORY SPACE



### Spacing Guidelines

Maintain generous margins throughout printed and online materials to allow elements to have proper breathing room and to aid the reader's eye in navigation.

### X-Height

Always maintain a clear space greater than or equal to:

**Framless Logo** – The height and bottom of the butterfly brandmark (X).

**Framed Logo** – The top of the apostrophe and bottom of the "G" from Morgan's wordmark. (X).

## COLOR APPLICATIONS

**Full Color** – Primary and preferred version for reproduction.



**White on Black Background & Single Color**

Allowed for single color applications.



## COLOR PALETTES

Color	Screens/Tints	PMS C	HEX	CMYK	RGB
<b>Empowered Plum</b>		526 C	#652D86	76 / 99 / 0 / 0	101 / 45 / 134
		90% Tint	#7F4395	60 / 87 / 4 / 0	127 / 67 / 149
		75% Tint	#8E5EA2	50 / 73 / 3 / 0	142 / 94 / 162
<b>Inclusion Coral</b>		165 C	#FF6319	0 / 68 / 98 / 0	255 / 99 / 25
		90% Tint	#F58349	0 / 60 / 78 / 0	245 / 131 / 73
<b>Radiant Daffodil</b>		7404 C	#F5D93F	5 / 10 / 87 / 0	245 / 217 / 63
		80% Tint	#FAE06B	3 / 8 / 70 / 0	250 / 224 / 107
<b>Unity Fern</b>		7731 C	#15874A	86 / 23 / 93 / 9	21 / 135 / 74
		90% Tint	#4D9B69	73 / 18 / 74 / 3	77 / 155 / 105
		75% Tint	#81B693	52 / 11 / 51 / 0	129 / 182 / 147

# INSPIRATION ISLAND LOGO STYLE GUIDE

## LOGO VARIATIONS



### Framed Version (Signage and Promotions)

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## CLEAR MANDATORY SPACE



### Spacing Guidelines

Maintain generous margins throughout printed and online materials to allow elements to have proper breathing room and to aid the reader's eye in navigation.

### X-Height

Always maintain a clear space greater than or equal to:

**Framed Logo** - The top of the apostrophe and bottom of the "G" from Morgan's wordmark. (X).

## COLOR APPLICATIONS

Full Color - Primary and preferred version for reproduction.



### White on Black Background & Single Color

Allowed for single color applications.



## COLOR PALETTES

Color	Screens/Tints	PMS C	HEX	CMYK	RGB
Empowered Plum	  90% 75%	526 C 90% Tint 75% Tint	#652D86 #7F4395 #8E5EA2	76 / 99 / 0 / 0 60 / 87 / 4 / 0 50 / 73 / 3 / 0	101 / 45 / 134 127 / 67 / 149 142 / 94 / 162
Inclusion Coral	 90%	165 C 90% Tint	#FF6319 #F58349	0 / 68 / 98 / 0 0 / 60 / 78 / 0	255 / 99 / 25 245 / 131 / 73
Radiant Daffodil	 80%	7404 C 80% Tint	#F5D93F #FAE06B	5 / 10 / 87 / 0 3 / 8 / 70 / 0	245 / 217 / 63 250 / 224 / 107
Unity Fern	  90% 75%	7731 C 90% Tint 75% Tint	#15874A #4D9B69 #81B693	86 / 23 / 93 / 9 73 / 18 / 74 / 3 52 / 11 / 51 / 0	21 / 135 / 74 77 / 155 / 105 129 / 182 / 147
Sky Blue		2975 C	#95D4E9	38.66 / 1.76 / 5.5 / 0	149 / 212 / 233

# MORGAN'S MASTER BRAND FONT GUIDE

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## ARIAL

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?#%&\*!@()+-

ARIAL REGULAR ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890?#%&\*!@()+-*

ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890?#%&\*!@()+-**

ARIAL BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890?#%&\*!@()+-***

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