

Quarry Oaks Golf Course

Brand Identity & Design Standards

NEBCO Marketing Department

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Strategic Overview

Simply put, the Quarry Oaks Brand Identity & Design Standards exist to provide clear and reliable guidance to ensure brand and design consistency.

Brand Identity & Design Standards are created and enforced to protect the value of the brand.

By using any of the Quarry Oaks brand assets, you expressly consent to be bound by these guidelines.

What is Brand Identity?

A brand's identity is the totality of all touchpoints and communicative assets (media, platforms, channels). A brand identity is experienced by anyone who comes into contact with the brand and influences their opinion of the brand. Central to all touchpoints are the brand's defining elements, the visual keys to creating an integrated and distinctive brand identity.

Why Do We Need Identity & Brand Standards?

The Quarry Oaks brand identity is an inextricable part of the brand's equity and profoundly impacts how businesses and customers experience it. All executions that utilize Quarry Oaks are part of that brand identity, as they are what customers see and associate with Quarry Oaks.

Consistency builds strength, and system-wide identity and brand standards are a longstanding part of NEBCO company foundations and are essential to ensuring its continued professionalism.

Who Needs to Use Identity & Brand Standards?

The short answer is: any employee.

Or, any affiliate that activates anything for the Quarry Oaks brand. Always use the latest version of the Brand Identity & Design Standards available on the NEBCO Intranet.

Overview

Core brand elements are the building blocks of the Brand Identity & Design Standards. Consistently using a common set of elements, logos, icons and wordmarks enables integrated marketing communication, innovation and maximizes brand awareness.

Approved logos can be found on the NEBCO Intranet. Only those logos can be used externally and internally.

Logo usage beyond those must be prior approved by the NEBCO Marketing Department.

Examples of where logos might be used are invoices, internal documents, internal accounting and marketing software, letterheads, business cards, brochures, pamphlets, email signatures, social media platforms, websites, cellphones applications (apps), company vehicles, building and office signage, company apparel, merchandising, billboards, radio commercials, television commercials, and all forms of digital advertising.

Primary Logo

The Quarry Oaks logo is the primary element of visual identity.



A NEBCO Company Logo

The NEBCO Company Logo is a special use version of our logo.

Where should I use this logo?

The NEBCO Company Logo is primarily used in Human Resources materials, email signatures, and product packaging, but can be used in other applications when needed.



Correct Color Usage

There are certain times when you may want to use a different color variation of the logo.



Correct Color Usage - Black & White

In instances where the number of colors is limited, the black & white version of the logo is preferred.



Wordmark

What is a 'wordmark'?

Simply put; it's how the Quarry Oaks appears in writing, such as in a news article, online blog or within an email.

Below are correct and incorrect examples of the Quarry Oaks wordmark.

Correct

Quarry Oaks Golf Course

QUARRY OAKS GOLF COURSE

Quarry Oaks

QUARRY OAKS

Incorrect

quarry oaks golf course

quarry oaks

Do -

Capitalize the first letter of each word.

Don't -

Never use all lowercase.

Colors

The Quarry Oaks logo consists of two primary colors



PMS / Pantone

Pantone 207 C

Pantone Black C

CMYK

C 0
M 100
Y 61
K 43

C 0
M 0
Y 0
K 100

RGB

R 152
G 0
B 46

R 35
G 31
B 32

HEX

#98002E

#231F20

Typography

The primary typeface used in the Quarry Oaks logo itself is Sorts Mill Goudy.

Sorts Mill Goudy Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&%!?

The secondary typeface used on the website is Open Sans.

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&%!?

Suggested Email Signature

In order to maintain brand consistency use the following template as a suggested guideline for an company email signature.

John Smith

Golf Pro | Quarry Oaks

johns@quarryoaks.com | (402) 123-4567



A NEBCO COMPANY 

Don'ts

Never under any circumstances alter, skew or change the Quarry Oaks logo.

Below are just a few examples of what not to do.



Don't -
stretch or skew the logo



Don't -
tilt the logo at an angle



Don't -
add effects to the logo



Don't -
change the color



Don't -
change the font



Don't -
pixelate or blur the logo

Format Breakdown

There are multiple file formats for each logo. It's helpful to understand when to use a specific format so that the quality of the logo isn't hindered.

PNG

A .png file is a digital image that has a transparent background so the logo can be placed on top of on any color background and maintain its original appearance. This file type can be placed on top of a digital document or used on a website most often.

JPG

A .jpg file is also a digital image but unlike the .png file, it has a colored background that fills up the border. This file type is most commonly used when shared or published on the web.

EPS

An .eps file is the vectorized format of a logo. Otherwise known as a "working file" as it is the editable format of a logo. This file type is considered the best choice of graphics format for high resolution printing.

Questions?

Contact the NEBCO Marketing Department