



MOUNTAIN LAND STYLE GUIDE-DRAFT



MOUNTAINLAND COLLECTIONS

852 E 1050 S
American Fork, UT 84003

Phone: (801) 492-1596

mountainlandcollections.com

HOW TO USE THIS GUIDE

Nothing is more important to a brand then the use of its graphic elements in its communication. The purpose of this giude is to help unify and bring structure to the purposes of Mountainland Collections through the means of the website design. Let the instruction given be a springboard to additional future applications and solutions.



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A COMMUNITY OF POSITIVE INTERACTIONS.

INTRODUCTION

Our longstanding philosophy has always been to utilize a positive collection approach. All employees receive continuous training and are experienced professionals. With Mountain Land as your collection partner, you can be confident that your customers will be treated with dignity and respect.

HONESTY AND INTEGRITY WITH COMMITMENT.

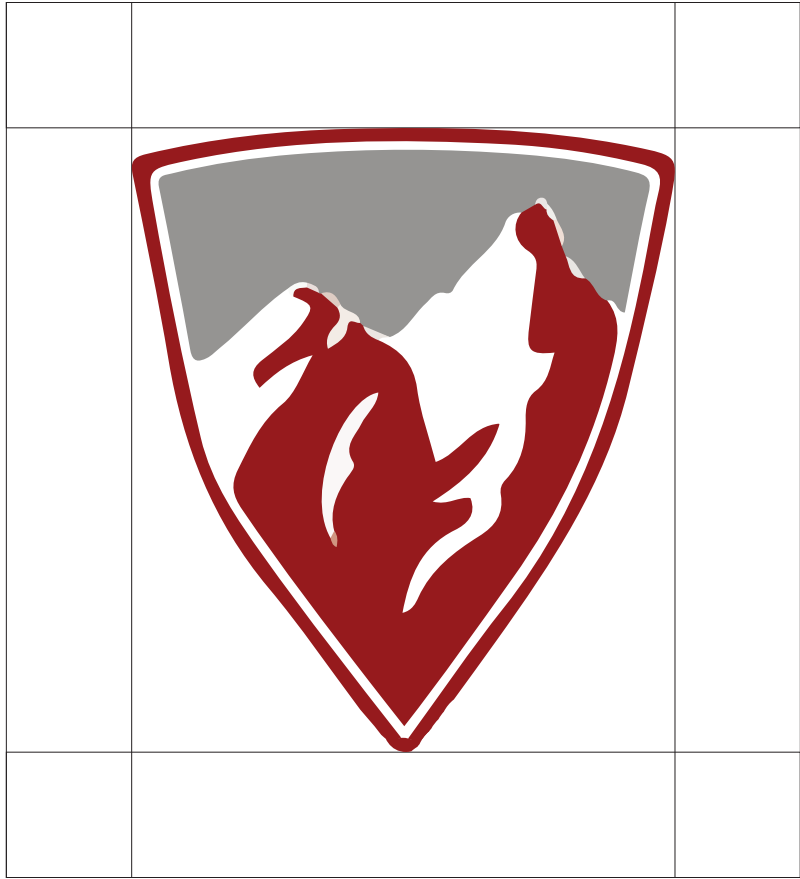
Here at Mountain Land we have been building relationships for almost thirty years. We want to maintain and expand these relationships by moving our brand to a warm and confident approach. By introducing authenticity, our clients can feel trust from our interactions. Adding subtle mountain-like elements will help build brand equity by associating with our name and logo mark.



THE MARK

SYMBOLISM

The use of a shield shape embodies trust and reliability. While the mountain illustration reflects our location, it also is unique in its artistic approach. With soft, rounded and imperfect lines—it contains a feeling of approachability and friendliness.



LOGO MARK



ONE COLOR-RED



ONE COLOR-BLACK



REVERSED COLOR

A DEVELOPING BRAND

Mountian Land is a developing brand so as it expands into new media, the colors and use can change. We want to be flexible with that. However the above colors shown are a baseline to where we want to start.

MAIN LOCKUP

CLEAR-SPACE

The clear-space is essential both on web and printed materials. The clear-space guidelines should be maintained as the logo is proportionately scaled. For certain applications such as promotional items, the logo mark can be cropped slightly to add an interest but should retain it’s recognition.



1. PRIMARY LOCKUP



BLACK ON WHITE



WHITE ON BLACK

USE CASES

For some cases the use of a black and white lockup are nessisary. However, the color lockup should be considered as an option before the above.

SECONDARY LOCKUP

PRODUCT EQUITY

This mark is for other marketing and advertising purposes as the brand leans into other applications or maybe best used in left-aligned compositions.



1. SECONDARY LOCKUP

BLACK ON WHITE



WHITE ON BLACK



A DEVELOPING BRAND

For some cases the use of a black and white lockup are nessisary. However, the color lockup should be considered as an option before the above.

GRAPHIC ELEMENTS

Mountain Land is a place of connection and enforcement and our look should reflect that. The colors are bold, warm, and confident. The graphic elements are both professional and approachable. Photography should be authentic and positive.



COLOR & USES

BRAND COLOR

Color should be used in a way that helps solutions feel open and clean. This is accomplished by the percentage of color in relation to white space on a page. The reds provided can help add variety to a single layout while maintaining brand equity. Red 40 will be the next most used color after white, followed by splashes of accent other reds and grays.

BRAND COLOR



Red 40 —
HEX: #960000

REDS



Red 30 —
HEX: #ad0000



Red 20 —
HEX: #c70000



Red 10 —
HEX: #e00000

GRAYS



Gray 40 —
HEX: #363333



Gray 30 —
HEX: #5c595c

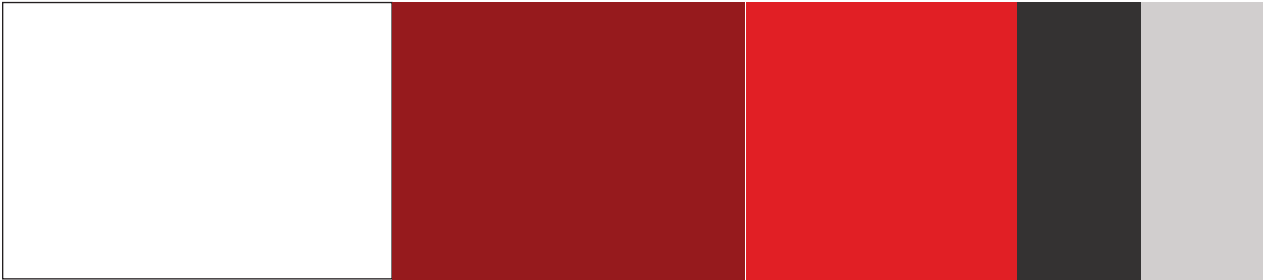


Gray 20 —
HEX: #949494



Gray 10 —
HEX: #d1cfcf

UI HIERARCHY



THE PALETTE

Our colors portray authority while also a felling of positivity, and warmth. Using the colors in consistent combinations helps reinforce our communication consistency.

AZ

Teko Typeface—
Indian Type Foundry

THICK &
THIN STYLES

Styles —
5 Weights

AA BB CC DD EE FF GG HH II
JJ KK LL MN OO PP QQ RR
SS TT UU VV WW XX YY ZZ
! @ # \$ % 0 1 2 3 4 5 6 7 8 9

Font Family —
Google Fonts

DISPLAY FONT

Teko is an Open Source typeface that currently can be found via Google Fonts. This font family has been created for use in headlines and other display-sized text on screen.

TYPOGRAPHY

TYPE SAMPLE

Teko Semibold
All Caps

Roboto Black
All Caps

Roboto Regular
Sent. Case

Teko Semibold
All Caps

Roboto Reg. Italic
Sent. Case

TEKO REGULAR —
ALL CAPS

ROBOTO BLACK

Roboto adipiscing elit, sed diam nonummy nibh
euis mod tincidunt ut laoreet dolore magna
aliquam erat volutpat. Sned diam wisi enim.



“
Roboto adipiscing elit, sed diam
nonummy nibh euis mod tincidunt.

Aa

Roboto Typeface —
Christian Robertson

Light to Black Styles

Styles —
12 Styles

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz ! @ # \$ % 0 1 2 3 4
5 6 7 8 9

Font family —
Google Fonts

BODY COPY

Roboto has a dual nature. It can be used both as a headlind or in body copy. It come with a large rang of styles. Styles should be mixed carfully as to not cluter or distract from the message of an application.

TYPE SAMPLE

Teko Semibold
All Caps

Roboto Light
Sent. Case

Roboto Bold
All Caps

WITH SUPERIOR CLIENT SERVICES.

Roboto adipiscing elit, sed diam
nonummy nibh euis mod tincidunt
laoreet dolore magna aliquam erat
volutpat. Sned diam wisi enim.

[LEARN MORE >](#)



MAKING EVERY CALL COUNT FOR YOU.

Roboto adipiscing elit, sed diam
nonummy nibh euis mod tincidunt
laoreet dolore magna aliquam erat
volutpat. Sned diam wisi enim.

[LEARN MORE >](#)

Teko Semibold
All Caps

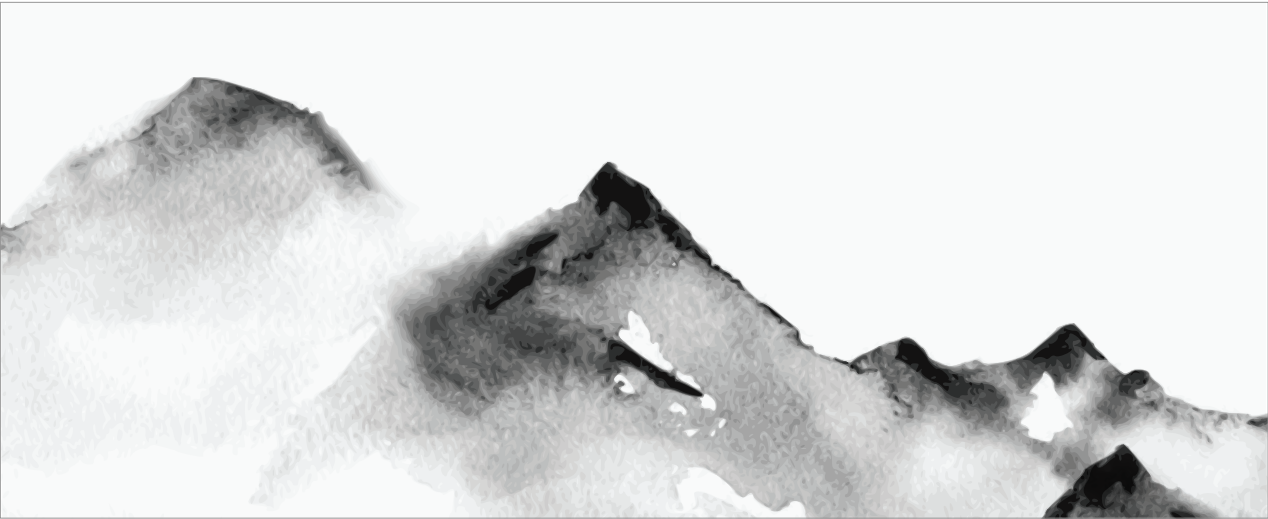
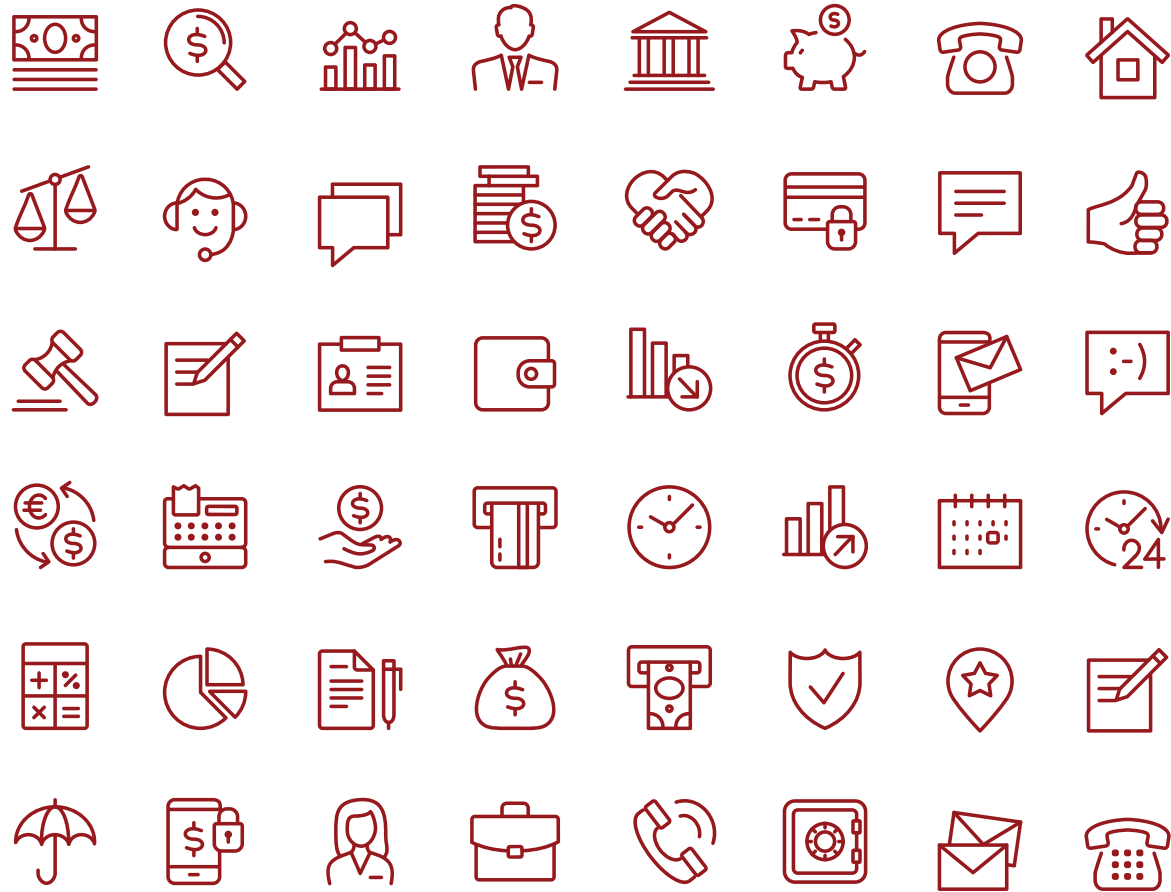
Roboto Light
Sent. Case

Roboto Bold
All Caps

ICONS & OTHER ELEMENTS

SIMPLE AND BOLD

To the right are some sample icons that can be used to help communicate various information. To maintain consistent feel, additional icons created for the brand should maintain the same graphical structure. The use of icons should be minimal, as to not distract from the overall messaging. The best use case is for way-finding via the website or an event.



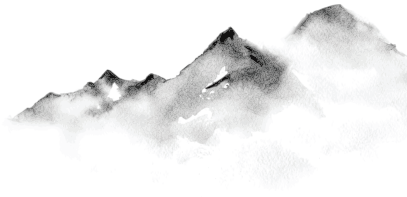
PEOPLE

When appropriate use bold, large headlines and the above graphics. This will convey strength and maintain the brand consistency.

STATIONARY

CLEAN AND SIMPLE

Our correspondence should be consistent and clear. Graphic elements should not impede the communication but yet, support convey the message. Consider the use of white space and simple grid layouts.



To whom it may concern,

01 JAN 2020

SENT
Revicers Name
Company
1234, Street Name
UT, 84087

FROM
Mountain Land Collections
852 E 1050 S
American Fork, Utah
USA, 84003

Respectively,

Senders Name
COMPANY TITLE

801.492.1596
info@mountainland.com
mountainlandcollections.com

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Fringilla urna porttitor rhoncus dolor purus non enim. Eu nisl nunc mi ipsum faucibus. Egestas pretium aenean pharetra magna ac placerat vestibulum lectus. Rhoncus urna neque viverra just.

Elit sed vulputate mi sit amet mauris. Nibh nisl condimentum id venenatis a condimentum vitae sapien. Sed risus pretium quam vulputate dignissim suspendisse in. Rhoncus urna neque viverra justo. Congue mauris rhoncus aenean vel. Sit amet massa vitae tortor condimentum lacinia quis vel. Eleifend quam adipiscing vitae proin rhoncus dolor purus sagitti.

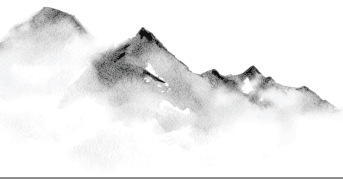
Nunc scelerisque viverra mauris in aliquam sem fringilla. Purus semper eget duis at tellus at urna condimentum mattis. Eleifend quam adipiscing vitae proin. Malesuada pellentesque elit eget gravida cum sociis. Maecenas accumsan lacus vel facilisis. Velit ut tortor rhoncus dolor purus accumsan pretium.

ENVELOPE



852 E 1050 S
American Fork, Utah
USA, 84003

801.492.1596
info@mountainland.com
mountainlandcollections.com



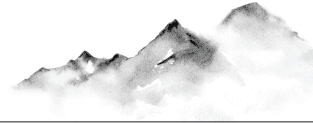
BUSINESS CARD



Mountain Land
COLLECTIONS

JOHNATHAN DOE
Company Title

801.123.4567
john@mountainland.com





Mountain Land
COLLECTIONS

REINFORCING THE BRAND

Consistent use of graphic elements across the same medium should be considered as shown above. This will Begin to build a family of products within our brand.

DIGITAL APPLICATIONS

BOLD AND CLEAR

Our correspondence should be consistent and clear. Graphic elements should not impede the communication but yet, support convey the message. Consider the use of white space and simple grid layouts. When using HTML and the use of our brand fonts maybe unavailable use Ariel as a substitute.

semper eget quis at teneas at urna cona
quam adipiscing vitae proin. Malesuada
gravida cum sociis. Maecenas accumsa
tortor rhoncus dolor purus accumsan pr

Respectively,

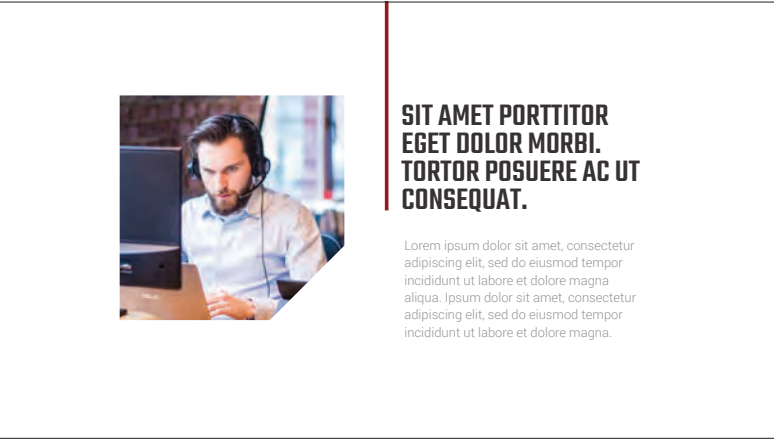
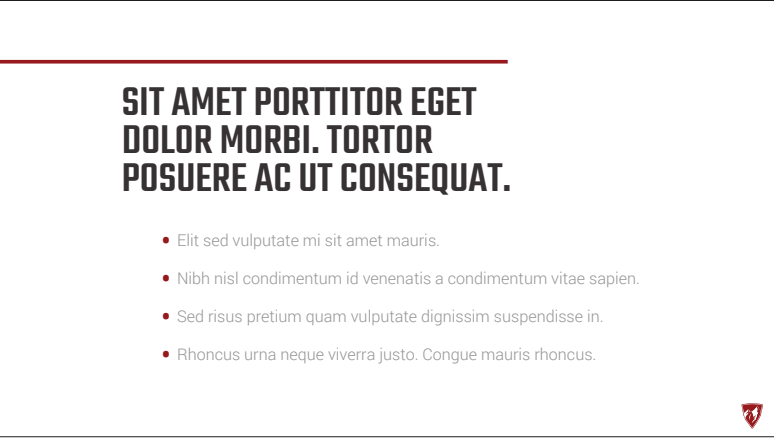
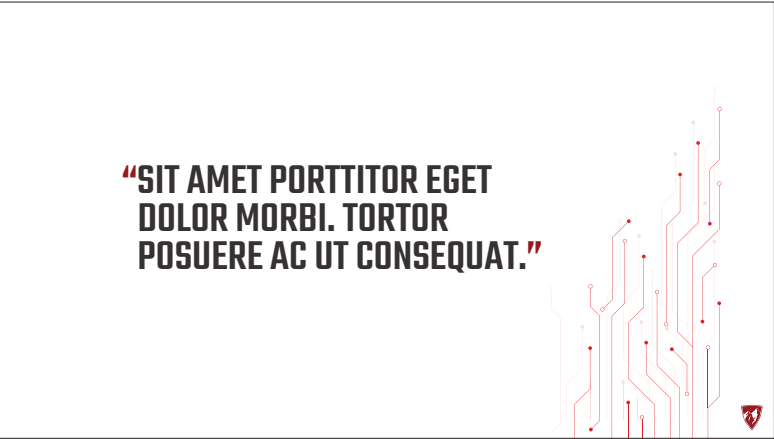
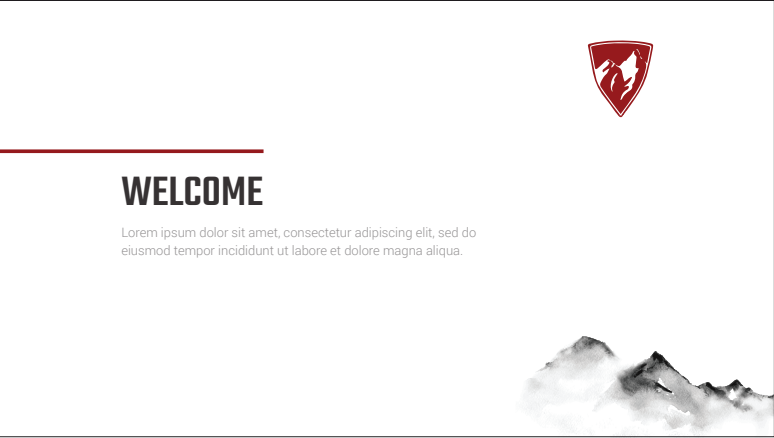
Senders Name
COMPANY TITLE

801.492.1596
852 E 1050 S
American Fork, Utah
USA, 84003



EMAIL SIGNATURE

PRESENTATION TEMPLATES



REINFORCING THE BRAND

Consistent use of graphic elements across the same medium should be considered as shown above. This will Begin to build a family of products within our brand.

PHOTOGRAPHY

THEMATIC

Photography should not only have a consistent look and feel but also an underlined connection to our brand. Consider the three categories or themes listed. Each photograph should support the message of It's application, inspire or add brand equity.

Us
Authentic and Warm



Mountain Land
Aspirational and Association



Customers
Confident and Satisfied



WARM AND DIVERSE

To add variety to a layout use a mix of the three categories to build a unifying message. Consider the tone of each image, it should feel warm and inviting without harsh lighting or contrast. When appropriate make efforts to adjust photos to have a consistent flavor.



SWAG AND MORE

HAVE SOME FUN

Consistency is important to any brand. However when appropriate the brand can be pushed into new territories as we apply and explore physical applications.

“ABOVE EXCELLENCE”

TAGLINE AND MISSION

*Our Mission is to be consistently moving upward, to new mountainous heights. Heights, of **personal growth** and **client results**—all the while maintaining **true character and Integrity**.*



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