

THE RANCH EVENTS COMPLEX

BRAND GUIDELINES



THE RANCH

Proudly owned by Larimer County

Website:
WWW.TREVENTSCOMPLEX.COM

Phone:
(970) 619-4000

The background of the slide features large, stylized, light blue letters 'R' and 'E' that are partially visible and faded, serving as a decorative element.

THE RANCH EVENTS COMPLEX

BRAND GUIDELINES



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Introduction

The Ranch Events Complex is owned by Larimer County and is Northern Colorado's largest and most versatile events complex. With over 375,000 square feet of versatile indoor and outdoor space, The Ranch has earned a reputation as one of the premier event and entertainment complexes in the region. The Ranch is host to a variety of events ranging from community events to conferences, meetings, trade shows, banquets, outdoor festivals, equine, and livestock events to name a few. It is a community gathering place, with long-standing agricultural roots where its mission is to provide entertainment and facilities to the citizens of Larimer County and the surrounding areas through a variety of events and shows.

The purpose of this Brand Book, also known as a brand style guide, is to help you as a promoter communicate a consistent message to your audience by adhering to the design standards developed by The Ranch Marketing and Events Departments. We request that you follow the standards set forth in The Ranch Brand Book in your marketing and promotional materials where the facility is mentioned. Please contact your Ranch Event Coordinator with any questions you may have!

01

Logo

- 01. Logo
- 02. Logo Variations
- 03. Logo Sizing
- 04. Logo Color & Clearspace

01. Logo

When using the logo, keep in mind that the full logo includes the TR, The Ranch and Proudly owned by Larimer County.



(Primary Logo)

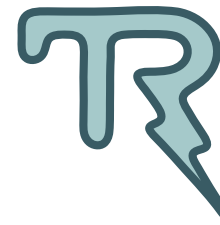
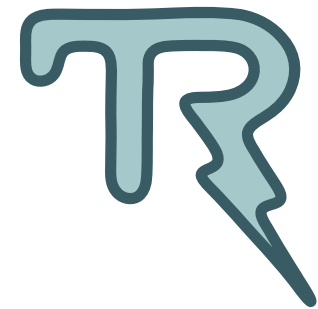
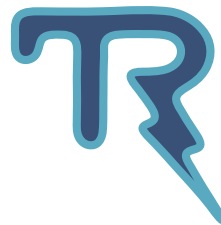
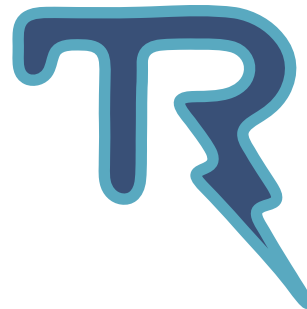


(Secondary Logo)

02. Logo Variations

Monogram

The Monogram logo shows just the TR.



Vertical

The vertical logo displays the TR over The Ranch and Proudly owned by Larimer County.



03. Logo Sizing

When changing the size of our logo do not distort, rotate, change the proportions, stretch or skew. Do not add any unnecessary drop shadows, gradients or embossing.

CORRECT





INCORRECT



03. Logo Color & Clearspace

When using color with our logo, keep in mind that there are only 3 color ways you can use; the original dark blue/light blue/black, all black or all white.

		
HEX	#395077	#59A9C0
RGB	57, 80, 119	89, 169, 192
CMYK	86, 71, 31, 14	64, 18, 19, 0
PANTONE	7685 C	630 C

Here are a few things to keep in mind:

- Do not edit the logo with high contrast or vibrant colors
- Do not place the logo onto background colors and tones that are similar to the logo colors

Clearspace – make sure there is space surrounding the logo when incorporating it into design.





02

Typography

01. Main Font

01. Main Font

Campaign Slab

Regular
Medium
Bold
Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

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ù † ° \$ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾
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Aa

03

Color

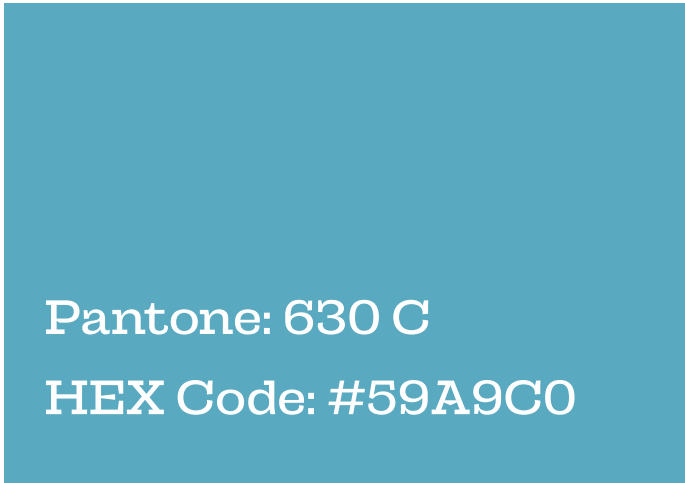
01. Main Colors

02. Secondary Colors

01. Main Colors




Pantone: 7685 C
HEX Code: #395077

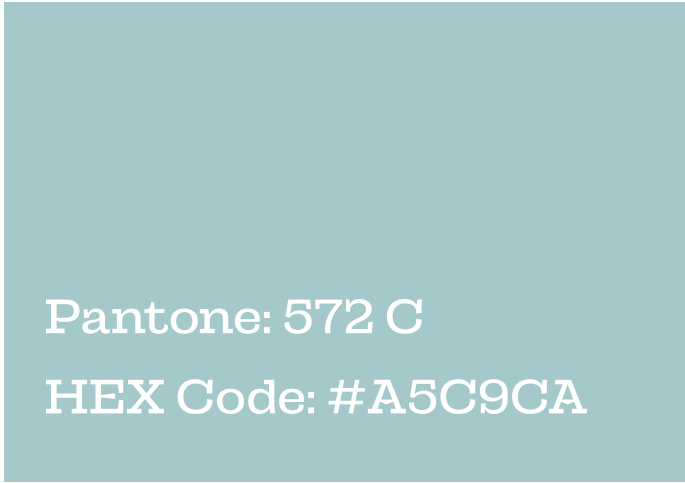


Pantone: 630 C
HEX Code: #59A9C0

02. Secondary Colors



Pantone: 2215 C
HEX Code: #395B64



Pantone: 572 C
HEX Code: #A5C9CA

04

Imagery

01. Elevate Your Expectations

01. Elevate Your Expectations



The 'Elevate Your Expectations' branding will always be accompanied by the watercolor arch image.

Colors:

RGB: 57, 79, 118
HEX Code: #394F76

80% Opacity

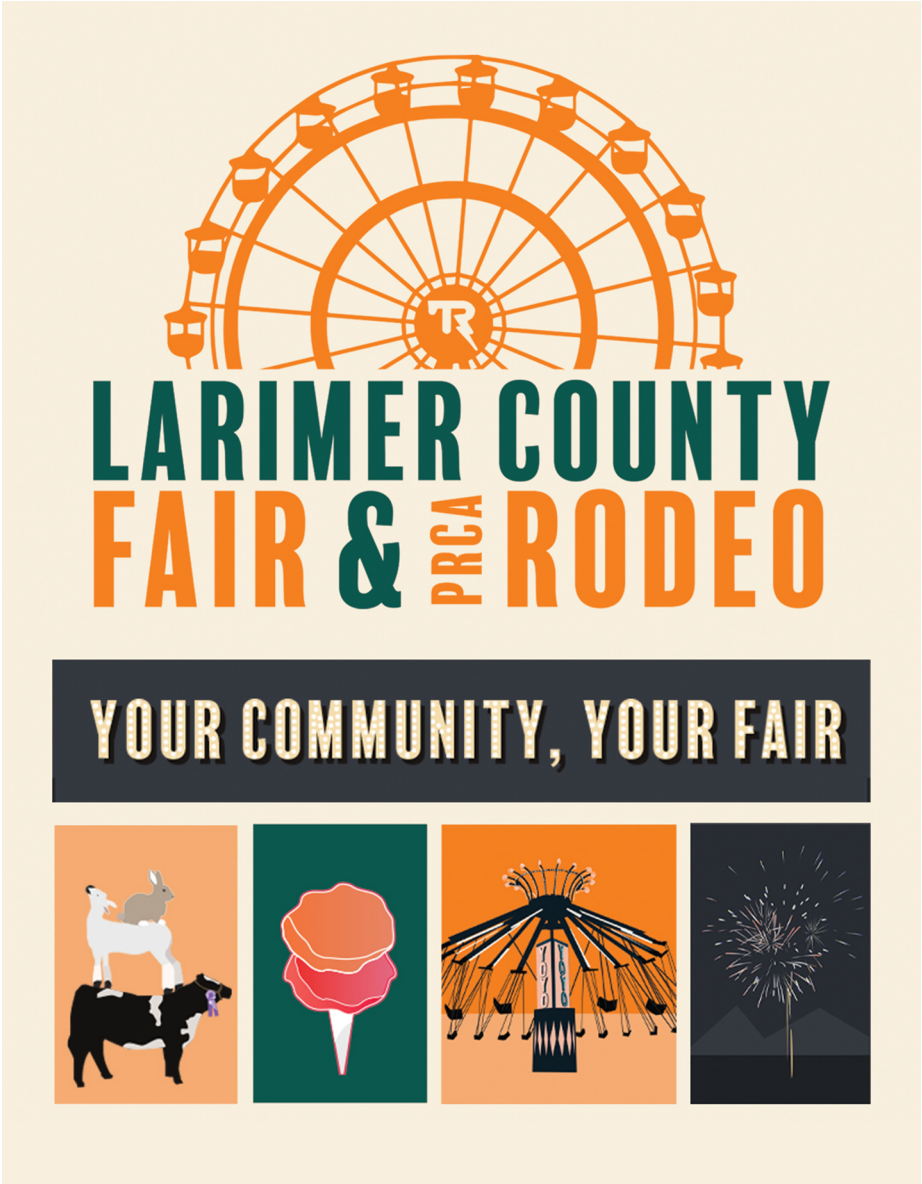
RGB: 90, 170, 193
HEX Code: #5AAAC1

05

Events

01. Larimer County Fair & PRCA Rodeo

01. Larimer County Fair & PRCA Rodeo



Typography

BALBOA PLUS

FILL

INLINE

PRIMARY

Primary Colors | Logo Colors

RGB: 245, 128, 32
HEX Code: #F58020

RGB: 11, 88, 78
HEX Code: #0B584E

Background Color

RGB: 248, 239, 222
HEX Code: #F8EFDE

Secondary Colors

RGB: 52, 57, 63
HEX Code: #34393F

RGB: 246, 171, 114
HEX Code: #F6AB72

Additional Approved Colors

HEX:
#F25755

HEX:
#E63638

HEX:
#416DB5

HEX:
#7CA691

HEX:
#BBDDBA

06

Larimer County

- 01. Logo Variations
- 02. Logo Colors

01. Logo Variations

Small logo - Use 'small' logo for anything under 2"



Primary Logo



Black when printing Black & White



White against dark background

Standard logo - Use logo for anything larger than 2"



Primary Logo



Black when printing Black & White



White against dark background

02. Colors

Primary Colors | Logo Colors

Pantone: 626 CP
RGB: 40, 92, 77
HEX Code: #285C4D

Pantone: 7470 CP
RGB: 0, 90, 112
HEX Code: #005A70

Pantone: 7502 CP
RGB: 168, 153, 136
HEX Code: #CEB888

Secondary Colors | Logo Colors

Pantone: 130 CP
RGB: 242, 169, 0
HEX Code: #F2A900

Pantone: 7586 CP
RGB: 158, 83, 48
HEX Code: #9E5330

75% Rich Black
RGB: 64, 64, 64
HEX Code: #404040