



Graphics Standard Manual



Oglebay

Introduction

Oglebay is rich in history and the brand will continue that tradition.

The Oglebay logo symbolizes the true attitude the resort has to its nature roots.

The Oglebay logo represents the identity of the organization and its vision and values. If the logo is reproduced consistently, through out time, brand recognition will be achieved as well as trust and acceptance.

This manual outlines the Oglebay logo guidelines regarding the use of the logo. Any use of this logo must be in accordance with the guidelines in this manual. If you have any questions, need files, or wish to reproduce the logo in a manner other than specified within this Graphics Standard Manual, please call or email:

Oglebay Marketing
304-243-4036
LMcGlaughlin@oglebay.com

The Oglebay logo consists of two elements: The primary icon (leaves) and the Oglebay logotype. Both of these elements have been custom designed and should never be recreated or re-typeset. The proportion of each element has also been carefully calculated and the balance of size relationships between elements should be maintained in all circumstances.

PRIMARY 2-COLOR SIGNATURE



PRIMARY BLACK AND WHITE SIGNATURE



PRIMARY SIGNATURE ACCEPTABLE REVERSE OPTIONS



Oglebay department elements added to logo.

PRIMARY 2-COLOR SIGNATURE W/ TAG NAMES



UNACCEPTABLE USES

As discussed earlier, in order to protect the identity and to achieve recognition and acceptance of the brand, it must be reproduced consistently every time it is used.

Here are some examples of uses of the logo that should NEVER be done.

NEVER CHANGE THE COLOR



NEVER DISTORT THE LOGO



NEVER PLACE A LOGO ON A BACKGROUND WITHOUT SUFFICIENT CONTRAST



COLORS

Two colors of the signature represent vibrancy of nature and our vibrant community. These colors should ALWAYS be used for the Oglebay logo.

In print 100% black is preferred for one color usage.

PRIMARY COLORS



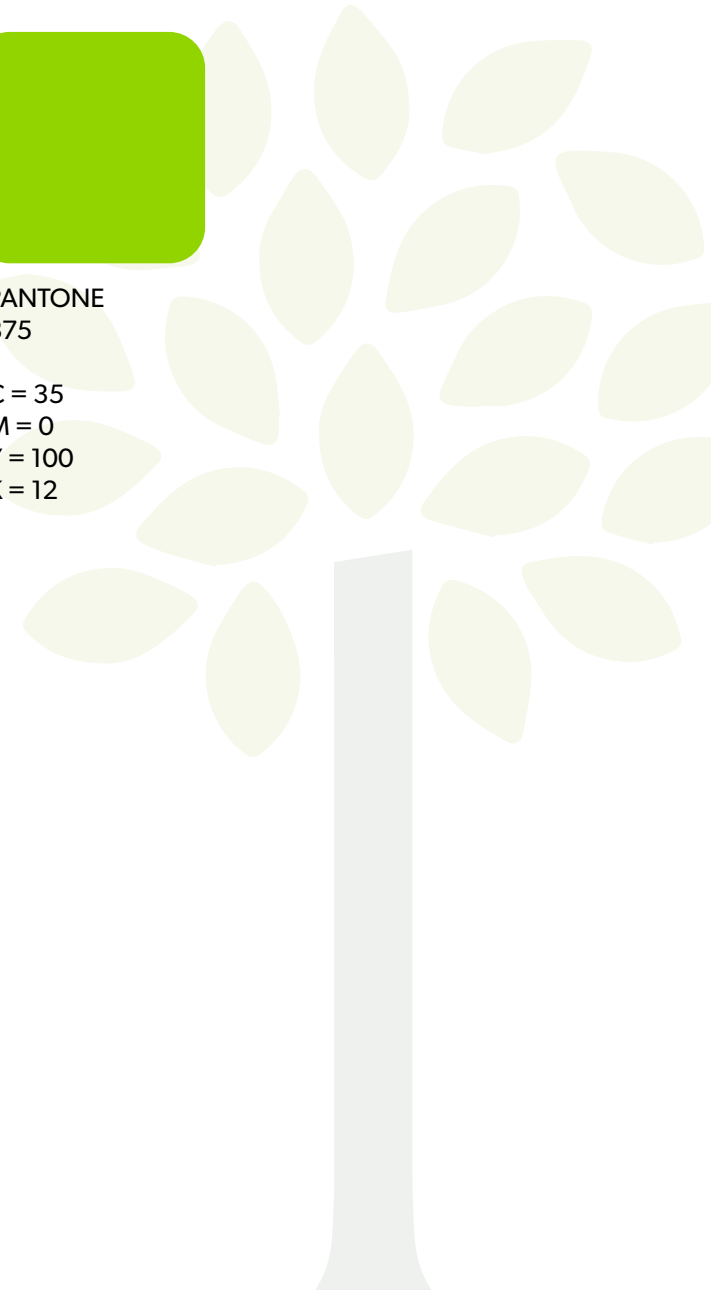
PANTONE
364

C = 59
M = 26
Y = 74
K = 32



PANTONE
375

C = 35
M = 0
Y = 100
K = 12



COLORS

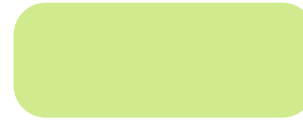
The colors in our supporting palette were chosen to complement our primary palette of green, providing additional range to the brand experience.

The buildings and landmarks we see every day on the park served as the inspiration for the hues of our secondary color palette.

The secondary palette colors work well as accent colors or as subtle backgrounds behind typography or graphics. Darker colors may be used behind light-colored typography.

Screens or tints of the supporting colors may be used to achieve the desired effect but should be used cautiously, as screening certain colors may result in undesirable pastels.

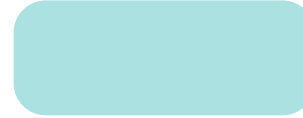
SECONDARY COLORS



PMS 372
CMYK 19/1/49/0



PMS 518
CMYK 62/80/53/60



PMS 317
CMYK 27/7/12/0



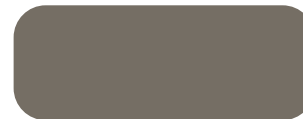
PMS 1685
CMYK 69/35/49/8



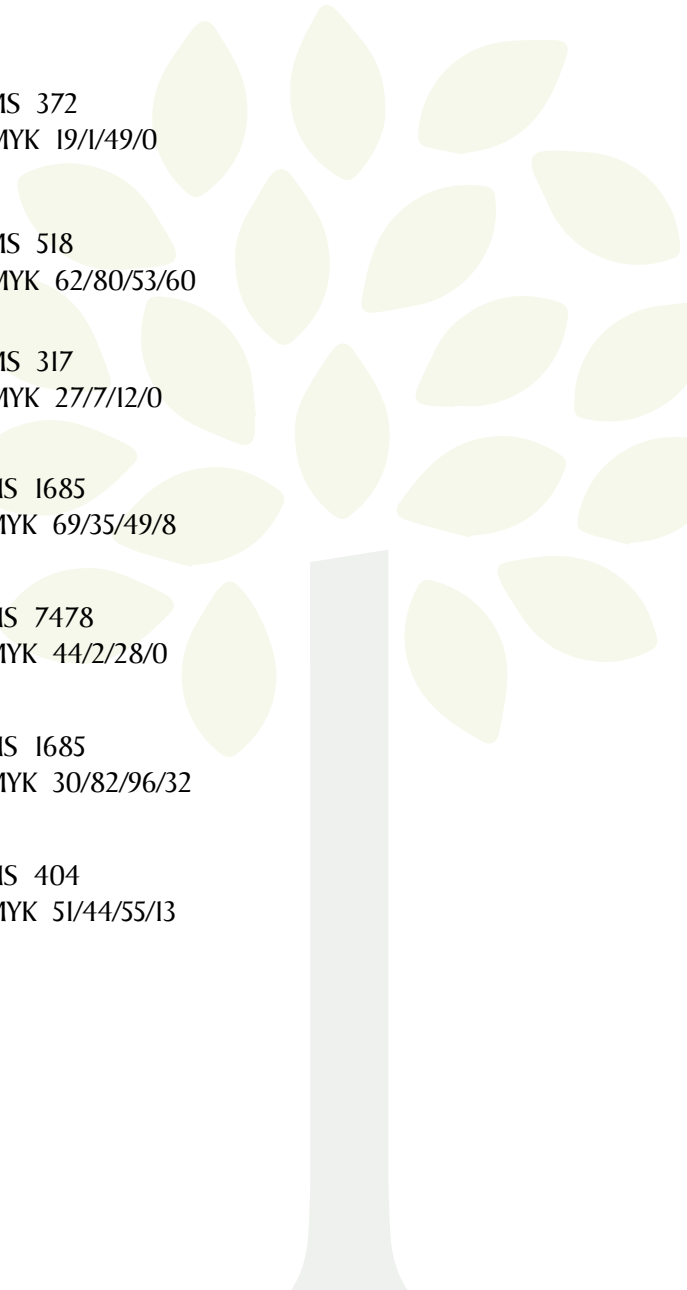
PMS 7478
CMYK 44/2/28/0



PMS 1685
CMYK 30/82/96/32



PMS 404
CMYK 51/44/55/13

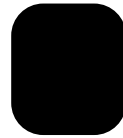


COLORS

Each location of the park has been allotted a small color set for thier individual needs for web and print.

Like their counterparts these colors work well as accents or neutral backgrounds.

WEB COLORS/TERTIARY COLORS



GOOD ZOO

BLACK

CMYK 18/78/100/7



FESTIVAL OF LIGHTS

CMYK 59/26/74/32

CMYK 15/100/100/0



WEDDINGS

CMYK 0/72/24/0

CMYK 13/0/39/0



WHEELING PARK

CMYK 35/0/100/12

CMYK 59/26/74/32



WEST SPA

CMYK 64/17/20/0

CMYK 27/24/37/0



TRAINING

CMYK 51/44/55/13

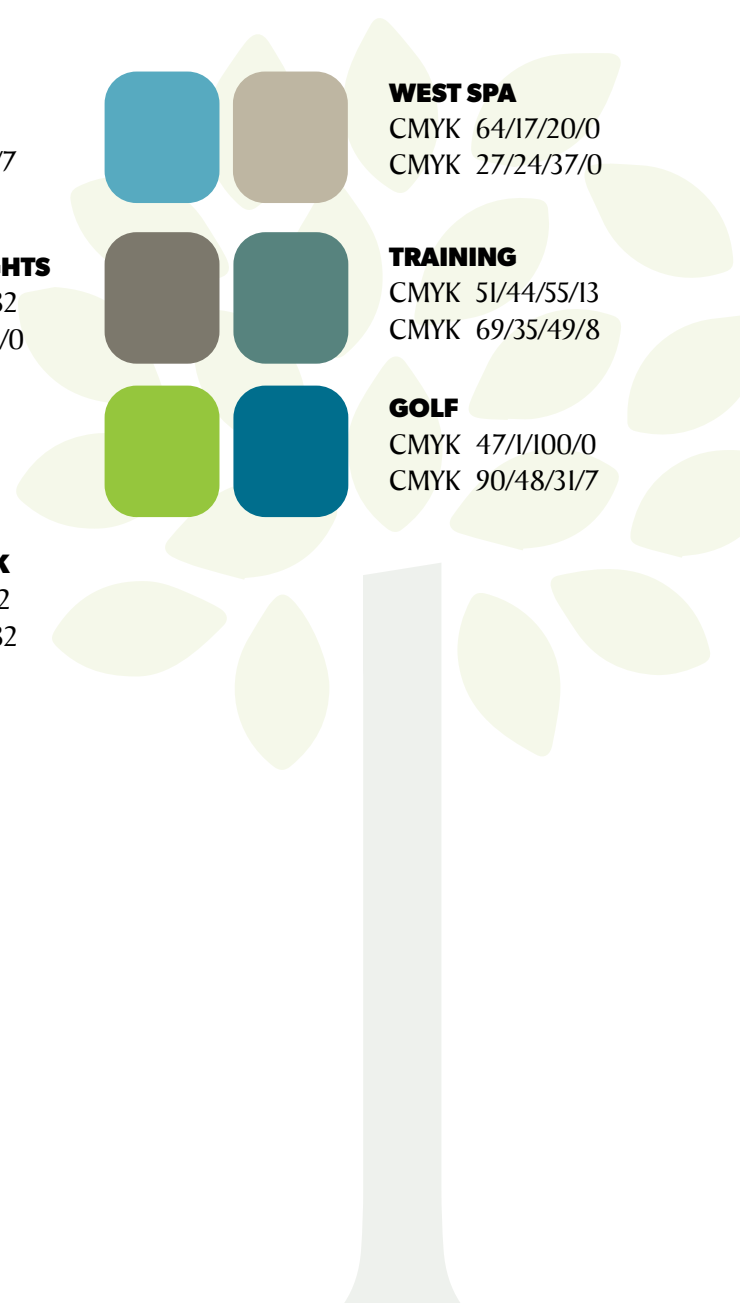
CMYK 69/35/49/8



GOLF

CMYK 47/1/100/0

CMYK 90/48/31/7



TYPOGRAPHY

Primary Typography

The primary typeface for all Oglebay materials and signage is Baker.

This should be used for headlines, subheads and for minimal amounts of copy

Secondary Typography

Gibson is the secondary typeface to be used for larger blocks of copy due to its readability and the fact that it is web safe. Gibson is a sans serif font and compliments Baker which is serif.

Baker
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789
-!@#\$\$%^&*()_+{}:"<>'[]\;./

Gibson Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789
-!@#\$\$%^&*()_+{}:"<>'[]\;./

Gibson Light Italic
abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
0123456789
-!@#\$\$%^&()_+{}:"<>'[]\;./*

Gibson Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789
-!@#\$\$%^&*()_+{}:"<>'[]\;./

Gibson Regular Italic
abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
0123456789
-!@#\$\$%^&()_+{}:"<>'[]\;./*

Gibson Semi Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
0123456789
-!@#\$\$%^&*()_+{}:"<>'[]\;./

Gibson Semi Bold Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789
-!@#\$\$%^&*()_+{}:"<>'[]\;./

Gibson Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
0123456789
-!@#\$\$%^&*()_+{}:"<>'[]\;./

Gibson Bold Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789
-!@#\$\$%^&*()_+{}:"<>'[]\;./



USE OF PHOTOGRAPHY

Photography should depict real people enjoying the beauty of Oglebay, or beauty shots of the resort and iconic places. Selections, when possible and if applicable, should always include people in groups of two or more.

Visually, image selections should help tell a story, the focus should always be on people using the services of the resort in a positive way. All imagery should be authentic, contemporary and sophisticated; overly staged situations should be avoided.

If you must use stock photography, models should look like everyday people. Avoid models with the stereotypical “perfect” look or photos that look forced.

Make sure to consider diversity in race, gender and age in order to accurately represent the Oglebay community.

For additional photos please contact:

Oglebay Marketing
304-243-4036
LMcGlaughlin@oglebay.com





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