

Design and Brand Guidelines





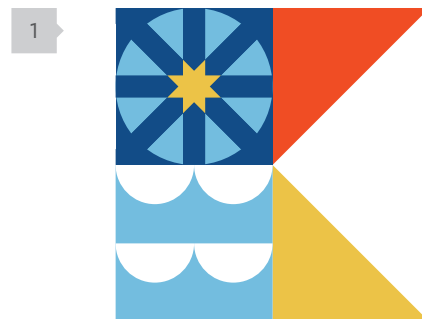
THE KEMAH LOGO

The Kemah logo is comprised of two elements, the "K" logo mark and the logo type. The logo can be reproduced in full color-CMYK, RGB or 4 PMS spot colors. The Kemah logo should not be altered or recomposed in any way.

1) **The K Logo Mark**
Consists of the graphic tile K

2) **The Logo Type**
Carefully chosen for its clean and legible style, the logo type should never be altered or typeset in another font.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff



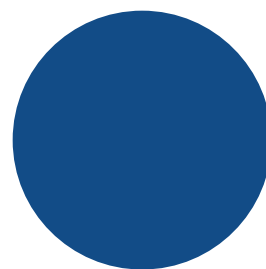
2

KEMAH
T E X A S



THE LOGO COLORS

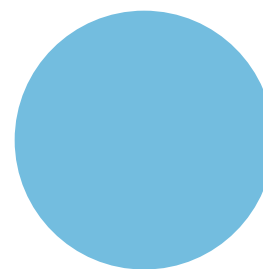
The Kemah logo is made up of 4 colors. Reference the color values to the right when reproducing the Kemah logo for print (CMYK or PMS) or on screen (RGB or HEX).



NAVY

—
COLOR CODES:

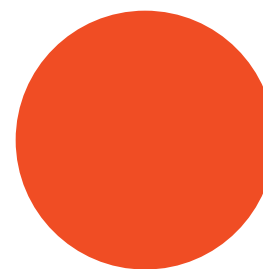
C:100, M:81, Y:24, K:0
PMS 7686
R:24, G:77, B:136
HEX #184D88



SKY BLUE

—
COLOR CODES:

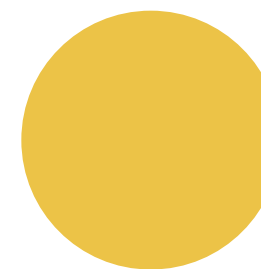
C:51, M:10, Y:5, K:0
PMS 292
R:117, G:189, B:223
HEX #75BDDF



RED

—
COLOR CODES:

C:0, M:85, Y:98, K:0
PMS 172
R:240, G:78, B:37
HEX #F04E25



YELLOW

—
COLOR CODES:

C:8, M:21, Y:84, K:0
PMS 128
R:236, G:196, B:72
HEX #ECC448



THE LOGO VS THE CITY SEAL:

The new Kemah identity is intended primarily for visitor facing marketing efforts. In some instances where it makes sense it can also be used for special events and sponsorship recognition. In order to qualify, those events should have the potential to attract overnight visitors. Below are some guidelines to follow when selecting which mark to use.

- ▼ **The Kemah Logo**
This logo is intended for all visitor facing marketing efforts and anything that promotes a fun, family atmosphere. Examples of this are visitor guide ads, billboards, event sponsorship or signature events.
- ▼ **The City Seal**
This logo is intended for all official municipal business. Examples of this are bond improvement signage, utility statements or stuffers, press releases regarding updated garbage pickup or official city business.



- Visitor Guide Ads & Billboards
- Event Sponsorship
- Signature Events
- Visitor Signage
- Visitor Merchandise



Official Municipal Communication



- City Improvement Signage
- Utility Statements
- Press Releases For Official City Business
- Official City Records Or Permits



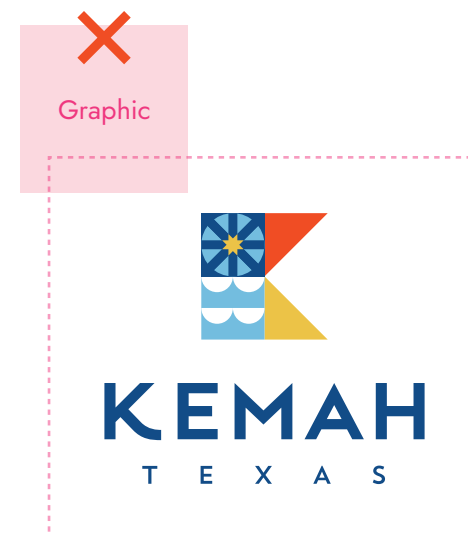
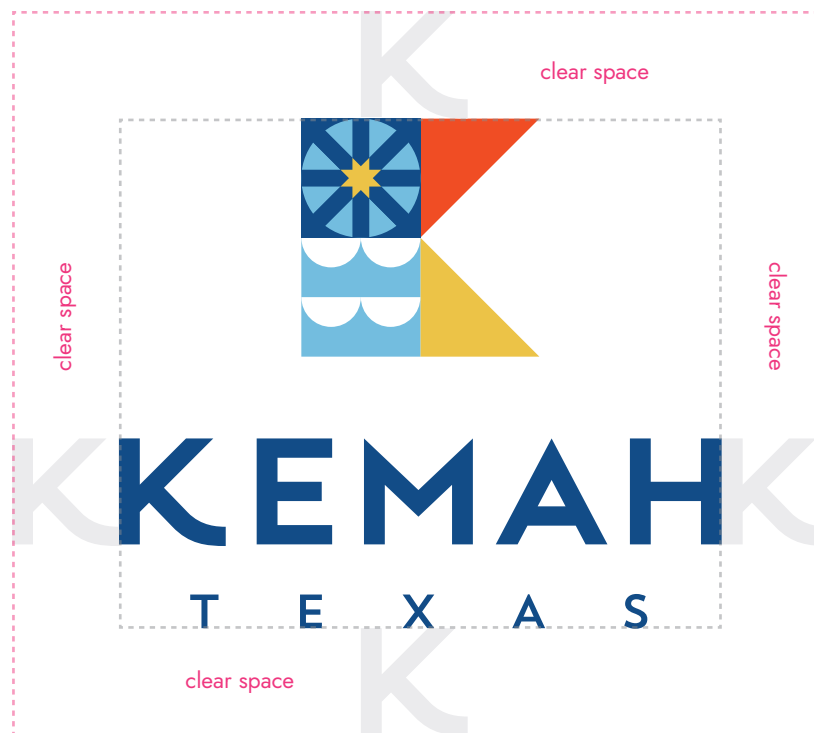
Visitor Facing Marketing



LOGO CLEAR SPACE

It is important to keep the logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.

The minimum clear space is equal to the height (vertically) or the width (horizontally) of the "K" in "Kemah." This space is designed to ensure legibility for all applications of the logo. Careful consideration must be used when placing the logo close to graphic elements.

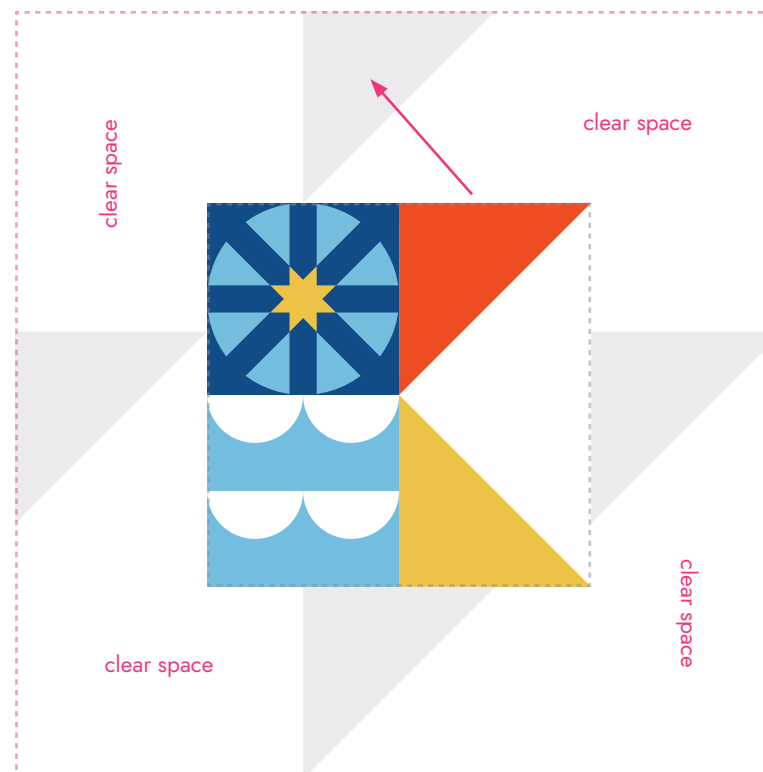




LOGO MARK CLEAR SPACE

An exclusion zone has also been established around the logo mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.

The minimum clear space is equal to the height (vertically) or the width (horizontally) of the top triangle. This space is designed to ensure legibility for all applications of the logo. Careful consideration must be used when placing the mark close to graphic elements.





THE HORIZONTAL LOGO

In certain applications and if space allows, the horizontal Kemah logo may be used. All the standards for the stacked logo apply to the horizontal logo, including the clear space rule.



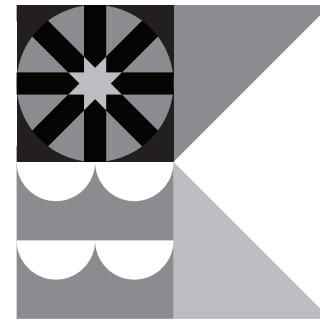


THE GRAYSCALE LOGO

The Kemah grayscale logo should only be used in instances when black & white printing is absolutely necessary. The grayscale logo is intentionally tinted in shades of gray so it can translate well for black and white printing. **The Kemah logo should never be replicated in solid black.**

Recommended Uses:

- 1 Spot Color-Black & White Printing
- Newsprint Publication
- Partnership/Collaborations Applications
- Faxed Documents



KEMAH
T E X A S



LOGO BACKGROUND APPLICATION

When placing the Kemah logo on a background, please refer to the examples on the right for correct application. These rules apply to all versions of the logo including the logo mark when used by itself.



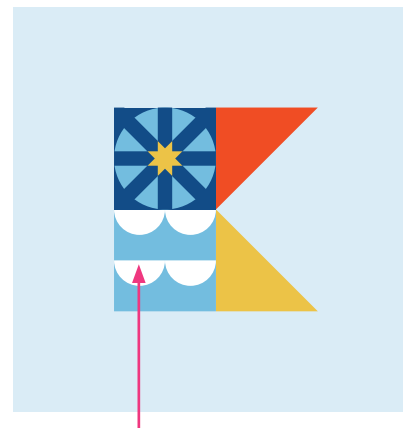
✓ Do place the logo on a white or light solid background.



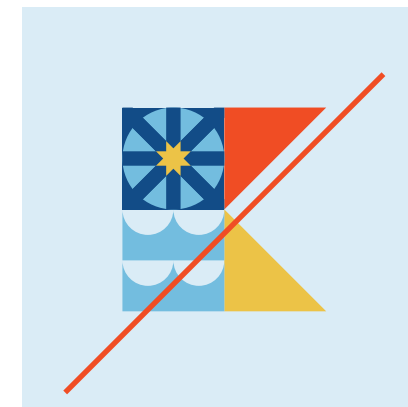
✗ Do not place the logo on a dark background or any color that does not provide enough contrast for the logo.



✗ Do not place the logo on imagery or texture that is so busy that it risks illegibility of the logo.



✓ The background of the logo mark should always be solid white.



✗ Do not knock out the white solid portions of the logo when placing it on a colored background.



THE TAGLINE

Similar to the logo, the tagline has been typeset intentionally and should not altered or recreated in any way.

There should always be a separation of color between "All Kinds" and "of Fun." When placed on a solid colored background "All Kinds" should be reversed out, and "of Fun" should be the dark navy.

ALL KINDS *of Fun.*

ALL KINDS *of Fun.*



LOGO MINIMUM SIZE

To make sure the logo is always clear and legible, there is a minimum size requirement. To maintain legibility of the logo, refer to the minimum sizes detailed on the right.

✓
APPROPRIATE SIZE



✓
MINIMUM SIZE



✗
TOO SMALL



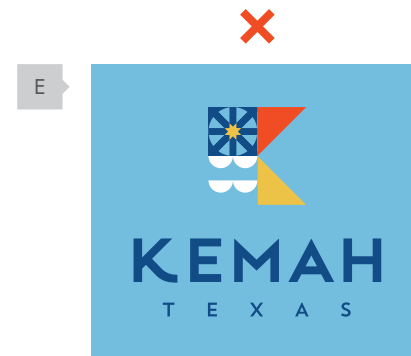


INCORRECT LOGO USAGE

To protect the integrity of the Kemah logo, do not alter or distort it in any way. Even well-intentioned changes can have a negative impact. Illustrated here are common mistakes to avoid. For the horizontal and grayscale logos, follow these same rules against improper use.

Incorrect Usage Examples:

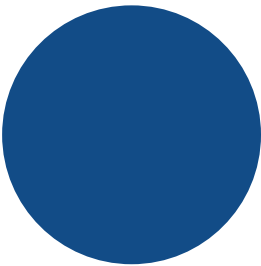
- A) Do not change the size, position, or alter the structure of the logo in any way.
- B) Do not attempt to reproduce the logo in one color. If necessary for the logo to be in one color, only use the logo type (not the mark). Use the grayscale logo if printing in black and white.
- C) Do not stretch the logo vertically or horizontally. Always make sure the logo is scaled proportionally when placed in a document.
- D) Do not add drop shadows or any type of special effects to the logo.
- E) Do not place the logo on colored backgrounds that are the same in color and therefore do not create enough contrast or separation.





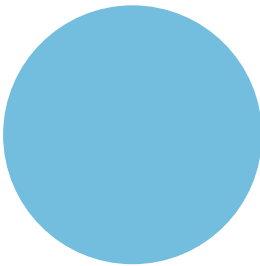
BRAND COLOR PALETTE

Inspired by the sea and nature, the Kemah brand palette consist of 6 colors. White is also considered a major component of the brand palette. Please utilize the Pantone, CMYK, RGB and HEX values outlined on the right when producing materials for Kemah.



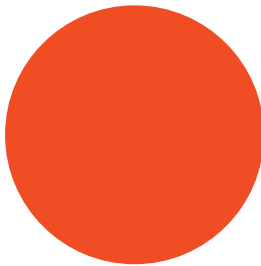
NAVY

C:100, M:81, Y:24, K:0
PMS 7686
R:24, G:77, B:136
HEX #184D88



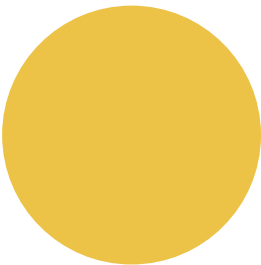
SKY BLUE

C:51, M:10, Y:5, K:0
PMS 292
R:117, G:189, B:223
HEX #75BDDF



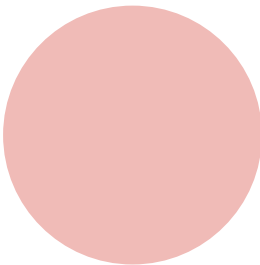
RED

C:0, M:85, Y:98, K:0
PMS 172
R:240, G:78, B:37
HEX #F04E25



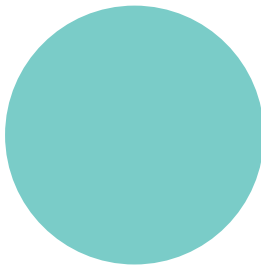
YELLOW

C:8, M:21, Y:84, K:0
PMS 128
R:236, G:196, B:72
HEX #ECC448



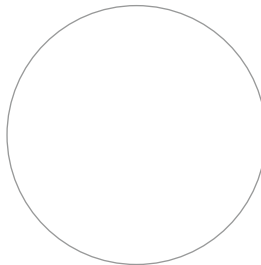
PEACH

C:4, M:30, Y:20, K:0
PMS 699
R:238, G:187, B:183
HEX #EEBBB7



AQUA

C:50, M:0, Y:25, K:0
PMS 564
R:122, G:204, B:200
HEX #7ACCC8



WHITE

C:0, M:0, Y:0, K:0
R:255, G:255, B:255
HEX #FFFFFF



DISPLAY FONT: JOSEFIN

The display font for Kemah is Josefin. Josefin is a playful sans serif with a geometric touch. It comes in 14 weights, including Extra-Light, Regular, and Bold, making it a versatile option for the Kemah brand. Josefin includes some very quirky swashes and tails that gives it a fun and friendly appeal. Josefin should be used only as an accent on campaigns and communication pieces for Kemah. **Josefin should be used for large headlines, graphic titles, subtitles and special graphic elements.**

Proper Uses

- Large Headlines or Titles
- Subtitles
- Large Call-Outs
- Contact Information
- Special Graphics (i.e. Tagline, URL)

Available for free download:

<https://fonts.google.com/specimen/Josefin+Sans>

Jo

Josefin

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

1 2 3 4 5 6 7 8 9 0



WEIGHTS:

Thin, *Thin Italic*

ExtraLight, *ExtraLight Italic*

Light, *Light Italic*

Regular, *Regular Italic*

Medium, *Medium Italic*

SemiBold, *SemiBold Italic*

Bold, *Bold Italic*



TEXT FONTS: JOST & JOSEFIN SLAB

The text fonts for Kemah are Jost and Josefin Slab. Both were selected for their easy readability and unique characteristics. Both are also Google fonts and considered web safe. **Jost should be used for body copy, captions and small labels. Josefin Slab is reserved for stylistic headers, special quotes, and numerals.**

▀ Jost Proper Uses

- Body Copy
- Captions
- Small Graphics & Labels

▀ Josefin Slab Proper Uses

- Stylistic Headers
- Special Quotes
- Special Numerals (i.e. Calendar Dates)

Available for free download:

<https://fonts.google.com/specimen/Jost>

<https://fonts.google.com/specimen/Josefin+Slab>

Jost

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim veniam quis.

ExtraLight, *ExtraLight Italic*
Light, *Light Italic*
Regular, *Regular Italic*
Medium, *Medium Italic*
SemiBold, *SemiBold Italic*
Bold, *Bold Italic*

Josefin Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim veniam quis.

ExtraLight, *ExtraLight Italic*
Light, *Light Italic*
Regular, *Regular Italic*
Medium, *Medium Italic*
SemiBold, *SemiBold Italic*
Bold, *Bold Italic*



TEXT STYLE GUIDES

These styles should be used as a guide for all type setting for Kemah collateral & marketing communications.

VISITKEMAHTX.COM

URL: Josefin Bold, ALL CAPS, Tracking=150 pt

▼ **1401 SH-146 KEMAH, TX 77565**

Contact Info: Josefin SemiBold, ALL CAPS, Tracking=150 pt



Special Numerals (Such as Dates): Josefin Slab, Bold

▼ Captions for imagery or very small text on info graphics should look like this.

Caption: Jost Regular, Sentence case

HEADLINE STYLE

Headline: Josefin Bold, ALL CAPS

Large call-outs or introduction sentences should look like this. Can be scaled proportionally to compliment the headline size.

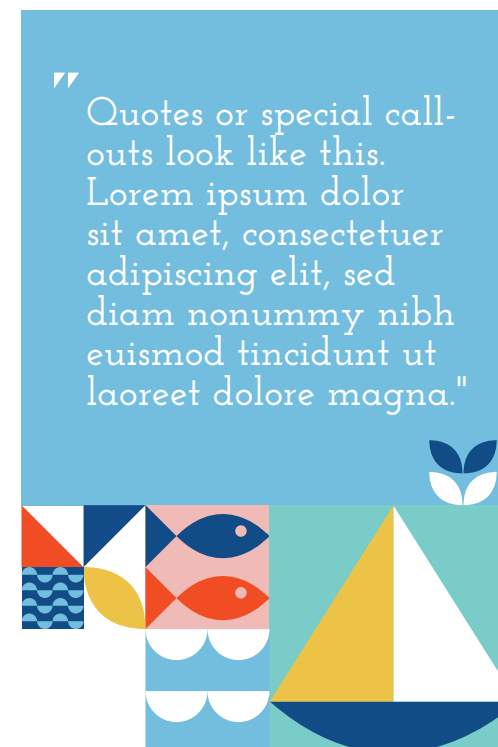
Call-Out: Josefin Regular, Sentence case

SUBTITLE STYLE

Larger call out body copy should look like this. Used for smaller blocks of copy with less than two paragraphs. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi ad enim.

Subtitle: Josefin Bold, ALL CAPS, Tracking=25 pt

Body Style: Jost Regular, Sentence case



Quote Block: Josefin Slab, SemiBold, Sentence case