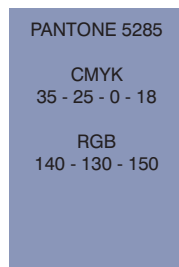
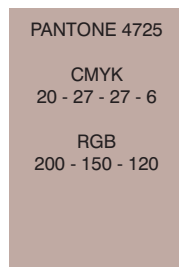
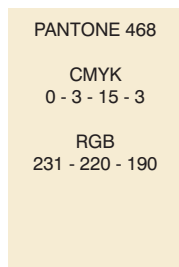
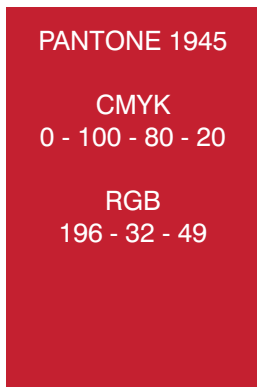
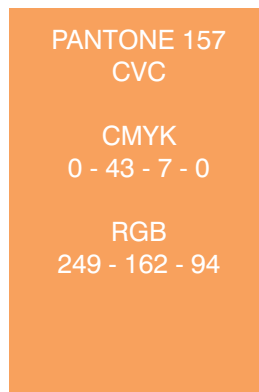
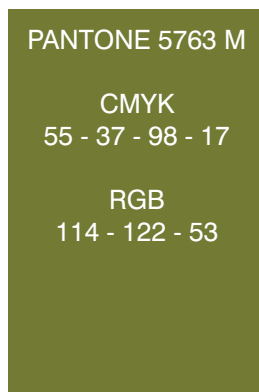
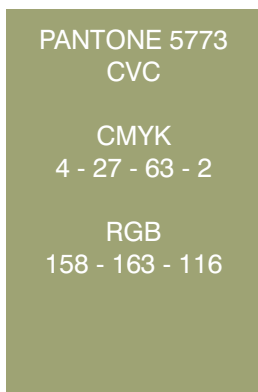
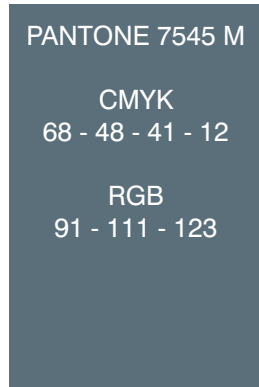
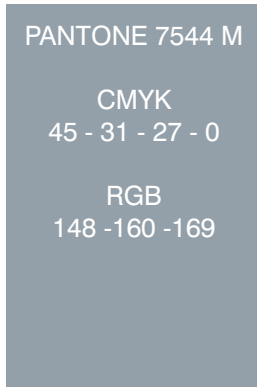




# BRAND AND STYLE GUIDE

Created March 5, 2007 by Neil Wilkinson and Lisa Sabin

- Colors
- Logos
- Fonts



### Brand Main Colors

The colors in the Temple Square Hospitality palette have been selected to compliment the essence and personality of the brand. Only the shown colors should be used. The brand's main colors, along with black, will serve as the foundation of the palette.

### Brand Accent Colors

The secondary colors are to be used as accent and background colors.

### For Color Consistency

**CMYK Process:** Always use the CMYK formula provided for process printing. Do not use the automatic formulas in the design software programs. These vary from program to program and will create inconsistency of color.

**Pantone:** If you do not use CMYK colors, give the press the Pantone color formula noted on the swatch.

**RGB:** These formulas should be used for web, e-mail and presentations, or anything for a monitor screen. RGB should not be used for print materials.



### Logo Usage

These guidelines for proper logo use will ensure the consistency and recognition necessary to establish the Temple Square Hospitality brand.

Use these guidelines to apply the logo to all visual material produced and printed for and about:

- Temple Square Hospitality Corporation
- Flowers Squared
- The Joseph Smith Memorial Building
- The Roof Restaurant
- The Garden Restaurant
- The Nauvoo Cafe
- The Lion House
- The Lion House Pantry Restaurant
- The Devereaux Mansion

Unauthorized use of these logos or any of their elements is a copyright violation and subject to legal penalties.

### Improper Logo Usage

Use only approved reproduction art for the logos; do not recreate it.

Do not alter the logos in the following ways:

- Manipulate
- Tilt
- Size anamorphically
- Compress
- Extend
- Rearrange design elements
- Eliminate design elements
- Change font
- Change color
- Use a low resolution file
- Reverse, surprint, or place logo into a busy background.



**Temple Square Hospitality**

To reproduce the Temple Square Hospitality logo in promotional, educational or corporate communication materials, use the following:

Proper use of the logo

Assigned Pantone Colors:

Pantone 7544 M

Pantone 7545 M

For process refer to color page.

Always leave at least .125" of space around the logo.

**Temple Square Hospitality "H"**

Proper use of the logo

Assigned Pantone Colors:

Pantone 7544 M

Pantone 7545 M

Always leave at least .125" of space around the logo.

Proper use as a watermark

The "H" can also be used as a watermark. When used as a watermark it can bleed, and may be produced in Pantone 7545, Pantone 468, Pantone 4725, or Pantone 5285.



**The Garden Restaurant**

To reproduce The Garden Restaurant logo in promotional, educational or corporate communication materials, use the following:

Please note that in all instances where the word "The" precedes a logo name, it must be included as part of that name in copy, and should always be capitalized.

Proper use of the logo

Assigned Pantone Colors:

Pantone 157

Pantone 5763 M

Always leave at least .125" of space around the logo.



**The Roof**

To reproduce The Roof Restaurant logo in promotional, educational or corporate communication materials, use the following:

Proper use of the logo

Assigned Pantone Colors:

Pantone 7544 M

Pantone 7545 M

Always leave at least .125" of space around the logo.



**NAUVOO**  
CAFÉ

**The Nauvoo Cafe**

To reproduce The Nauvoo Cafe logo in promotional, educational or corporate communication materials, use the following:

- Proper use of the logo
- Assigned Pantone Colors:
- Pantone 483 C
- Pantone 7545 M

Always leave at least .125" of space around the logo.



**JOSEPH SMITH**  
MEMORIAL BUILDING  
 RESTAURANTS • WEDDINGS • CATERING

**Joseph Smith Memorial Building**

To reproduce The Joseph Smith Memorial Building logo in promotional, educational or corporate communication materials, use the following:

- Proper use of the logo
- Assigned Pantone Colors:
- Pantone 5773

Always leave at least .125" of space around the logo.

**JOSEPH SMITH**  
MEMORIAL BUILDING  
 RESTAURANTS • WEDDINGS • CATERING





**The Lion House**

To reproduce The Lion House logo in promotional, educational or corporate communication materials, use the following:

Please note that in all instances where the word “The” precedes a logo name, it must be included as part of that name in copy, and should always be capitalized.

Proper use of the logo  
Assigned Pantone Colors:

Pantone 157

Pantone 5763 M

Always leave at least .125” of space around the logo.



**The Lion House Pantry Restaurant**

To reproduce The Lion House Pantry Restaurant logo in promotional, educational or corporate communication materials, use the following:

Proper use of the logo  
Assigned Pantone Colors:

Pantone 1945

Pantone 7545 M

Always leave at least .125” of space around the logo.



### The Devereaux Mansion

To reproduce The Devereaux Mansion logo in promotional, educational or corporate communication materials, use the following:

Proper use of the logo

Assigned Pantone Colors:

Pantone 483 C

Pantone 7545 M

Always leave at least .125" of space around the logo.

Rialto DF Roman  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 !@#\$%^&\*()

RIALTO DF CAPS  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 !@#\$%^&\*()

**Rialto DF Bold Roman**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 !@#\$%^&\*()

Swiss 721 BT Roman  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 !@#\$%^&\*()

Swiss 721 BT Condensed  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
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**Swiss 721 BT Medium Italic**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 !@#\$%^&\*()

Avenir Light  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 !@#\$%^&\*()

**Avenir Heavy**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 !@#\$%^&\*()

To develop a consistent Temple Square Hospitality brand identity, specific fonts should be used in all literature and promotional materials. These fonts give a recognizable style to all communications.

Rialto, Swiss721, and Avenir characterize the brand personality.

With their varying weights and italic schemes, the fonts are ideal for use in most design layouts.