

# THE VALE

# Brand

# Guidelines

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**Maddox Marketing Co.**

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**Section One.**

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**Brand Guide**

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**Designed for The Vale Venue**

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**Brand Goal. 01**

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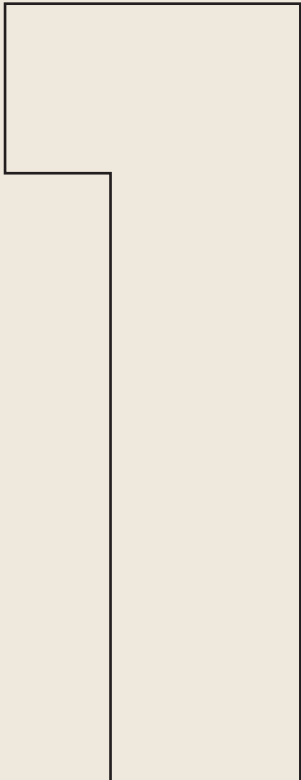
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**Keywords. 03**

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**Concept.**

## Brand Goal.

The new brand for The Vale Venue will work to create an emotional connection with brides, appealing to their desire for a wedding venue that (1) will bring it's own piece of romantic history to the couples' forever love story, and (2) provide a tastefully intimate and completely unique setting unlike any other venue visited.

### THE VALE OFFERS BOTH.

Nestled in historic downtown Conroe, The Vale holds tight to its 110-year-old history through modernized, yet original architecture, stained glass features, sprawling live oak trees, and hand laid paver stones, each a reminder of memorable events throughout the years. The private garden walls, intimate gathering spaces, twinkling lights, and serene fountains offer an extraordinary escape from reality, a hidden unparalleled ambience that is only truly experienced in person.





# Foundational Principles.

## **PLAY AN INTEGRAL ROLE IN OUR COUPLE'S LOVE STORY.**

While doing our part to orchestrate this couple's most significant moment, our venue team becomes woven throughout their wedding story. It's rewarding to build something our cherished brides have been dreaming of since they were little..

## **CHERISH – AND CULTIVATE – THE HISTORY OF OUR VENUE.**

A fondness for antiquity led us to invest in this historic site. Our desire is to rejuvenate the estate, evoke the feeling of being in a place other than where we are, and make our private oasis more accessible to those who will also cherish its old world charm.

## **BE ACCOMMODATING, ATTENTIVE, AND AIM TO PROVIDE FIRST-CLASS SERVICE.**

From the couple's very first tour to our final goodbye at the end of their wedding evening, we provide meticulous service, personalized attention, and incredible care for our couples and their guests. What began as a simple bed and breakfast has since become so much more. As the new owners, we will elevate the experience and only enhance the personalized service provided.



# Brand Keywords.



## WHEN WE THINK OF THE VALE...

When someone mentions The Vale, the intent is that, through precise branding and high-caliber service, these words come to mind under these categories:

### STYLE

victorian luxe

heirloom charm

art nouveau | art deco

modern enchantment

old world ritz

### FEATURES

a gatsby-era oasis

flowing fountains

architectural revival

idyllic gardenscape

### SERVICE

attentive, connection

accommodating

exemplary service

splendid



# Moodboard.

Rich tones of blue and gold

Geometric shapes

Antique, old world style keys

Lush greenery and florals

Victorian architecture

Dark, antique woodwork

As we developed the branding elements, selected typography, and designed the logo, we utilized this mood board as our visual guide.



**Primary Logo. 01**

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**Variations. 02**

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**Elements. 03**

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**Tagline Variety. 04**

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**Brand Stamp. 05**

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**Ready to unVALE your new brand?**

Logo.





## Primary Logo.

### Usage:

The primary logo is the MVP of your brand. It should be used most frequently, whenever space allows.



### LogoType

SORIA

### Naval Canvas

#303e4c

### Brushed Gold

#a69677

## Secondary Logo.

vertical

### Usage:

This is the logo you'll use when the primary logo doesn't fit or feel right in a chosen context.



## Wordmark.

type only



### LogoType

SORIA

### Naval Canvas

#303e4c

### Brushed Gold

#a69677

## Variations.

### LOGO(S) WITH TAGLINE (unlock your forever)



### BRAND STAMP



### HORIZONTAL LOGO VARIATION



## Color Variations.

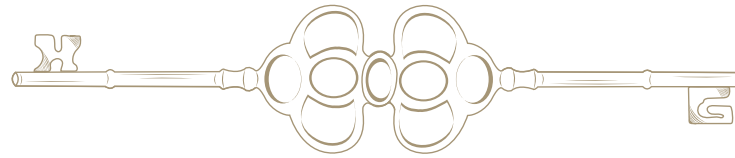




## Elements.

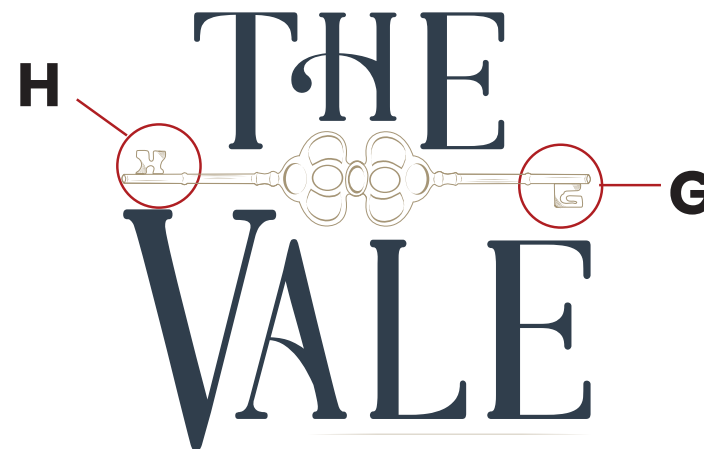
### INTERLOCKING KEY DESIGN

Representing Bride and Groom, two coming together as one.



### HIDDEN LETTERS

The lock portion of the key are hand-drawn to portray the letters "H" and the letters "G" as a subtle nod to the origin of the venue as Heather's Glen.



# Tagline Variety. {Location & History}

## ICON ELEMENT



## TAGLINE

UNLOCK YOUR FOREVER

## LOCATION

CONROE, TEXAS

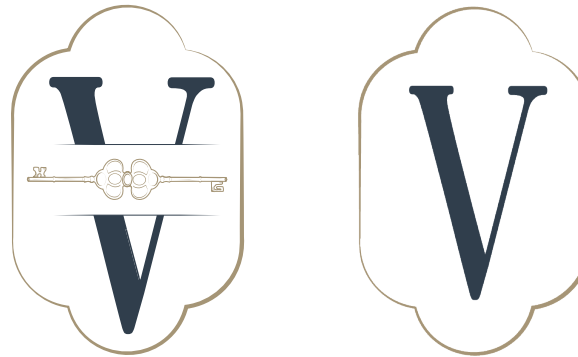
## HISTORY

BUILT IN 1911

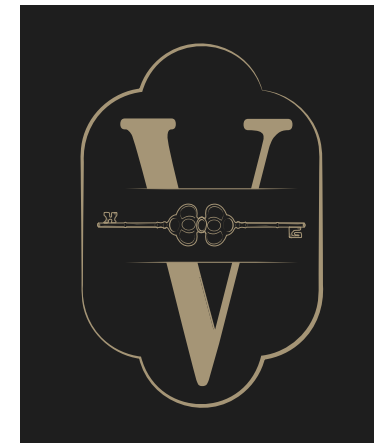
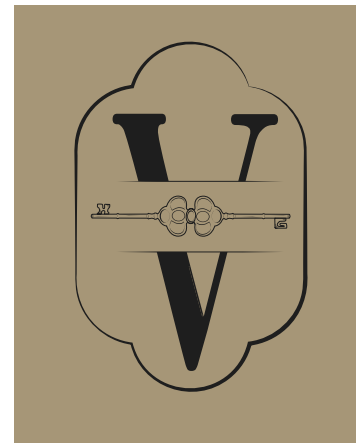
## Brandmark/Stamp.

**Best Used for:**

- Wax Seal
- Social Media
- Website Favicon
- Back of Business Card
- Watermark Icon



### COLOR VARIATIONS



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**Brand Colors. 01**

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**Hero Colors. 02**

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**Color Tints. 03**

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Color.



# Brand Colors.

**PRINT.**

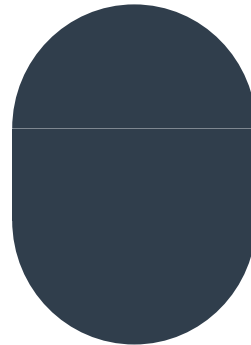
CMYK colors

**SCREEN.**

RGB colors

**WEB.**

Hex colors



**Naval Canvas**

**CMYK.**

82 / 67 / 49 / 41

**RGB.**

48 / 62 / 76

**Hex.**

#303e4c



**Brushed Gold**

**CMYK.**

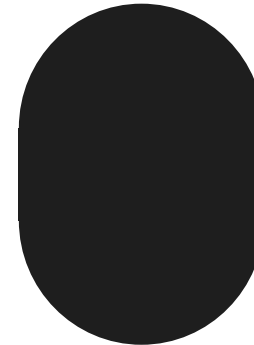
36 / 36 / 57 / 3

**RGB.**

166 / 150 / 119

**Hex.**

#a69677



**Soft Black**

**CMYK.**

072 / 066 / 065 / 075

**RGB.**

030 / 030 / 030

**Hex.**

#1e1e1e



**Iridescence Pearl**

**CMYK.**

000 / 000 / 000 / 000

**RGB.**

252 / 252 / 252

**Hex.**

#fcfcfc

## Hero Colors.



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### Naval Canvas

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**Hex.**  
#303e4c

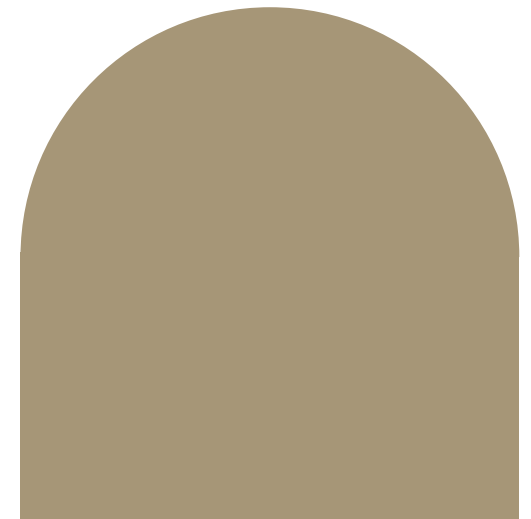
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**CMYK.**  
82 / 67 / 49 / 41

---

**RGB.**  
48 / 62 / 76

---



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### Brushed Gold

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**Hex.**  
#a69677

---

**CMYK.**  
36 / 36 / 57 / 3

---

**RGB.**  
166 / 150 / 119

---

# Color Tint.

## Naval Canvas

RGB : 48 / 62 / 76

CMYK : 82 / 67 / 49 / 41

Hex : #303e4c

## Brushed Gold

RGB : 166 / 150 / 119

CMYK : 36 / 36 / 57 / 3

Hex : #a69677

## Soft Black

RGB : 030 / 030 / 030

CMYK : 072 / 066 / 065 / 075

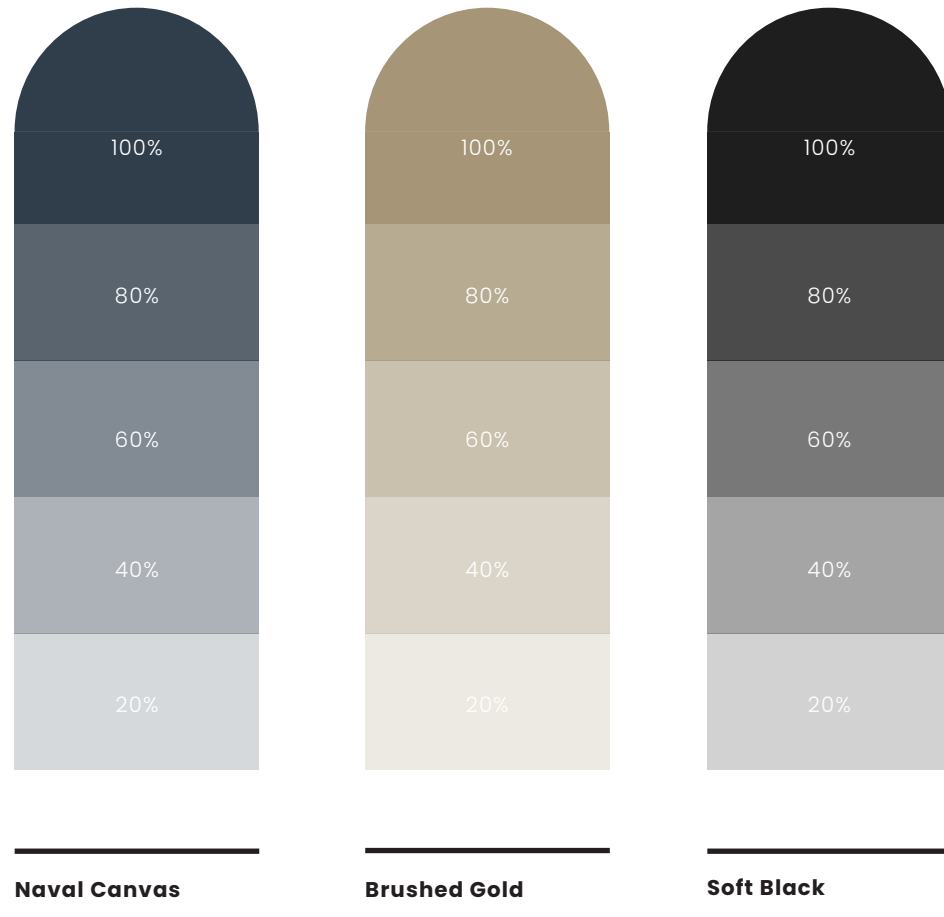
Hex : #1e1e1e

## Iridescence Pearl

RGB : 252 / 252 / 252

CMYK : 000 / 000 / 000 / 000

Hex : #fcfcfc

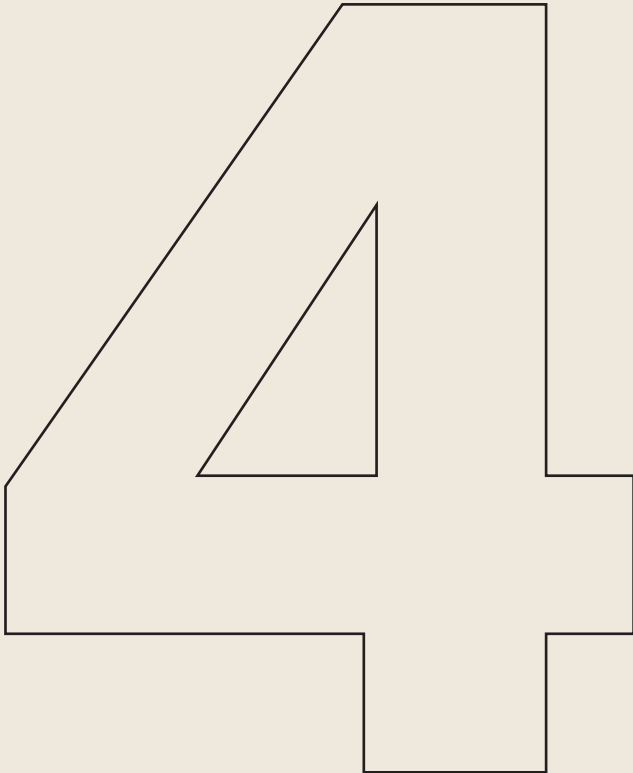


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## Primary Typeface.

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01



Typography.



# Primary Typeface.

**TYPOGRAPHY KEYWORDS:** Modern | Serif | Art Nouveau

**TYPE USAGE:** Main Logo | THE VALE

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# SORIA

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz.

1 2 3 4 5 6 7 8 9 0.

@#\$ %\*O ?/!

À Á Â Ã Ä Å Æ

fl ffi st fk fb fk it ip im in

ct ffk ffb ffb ffh

## Secondary Typeface.

**TYPOGRAPHY KEYWORDS:** classic | script | romantic | vintage

**TYPE USAGE:** accent script | tagline

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*braisetto*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz.*

*1 2 3 4 5 6 7 8 9 0*

*@ # \$ % ^ + \* ( ) < > ? ^ !*

**Pattern. 01**

**Brand Aesthetic 02**

**Mockups. 03**

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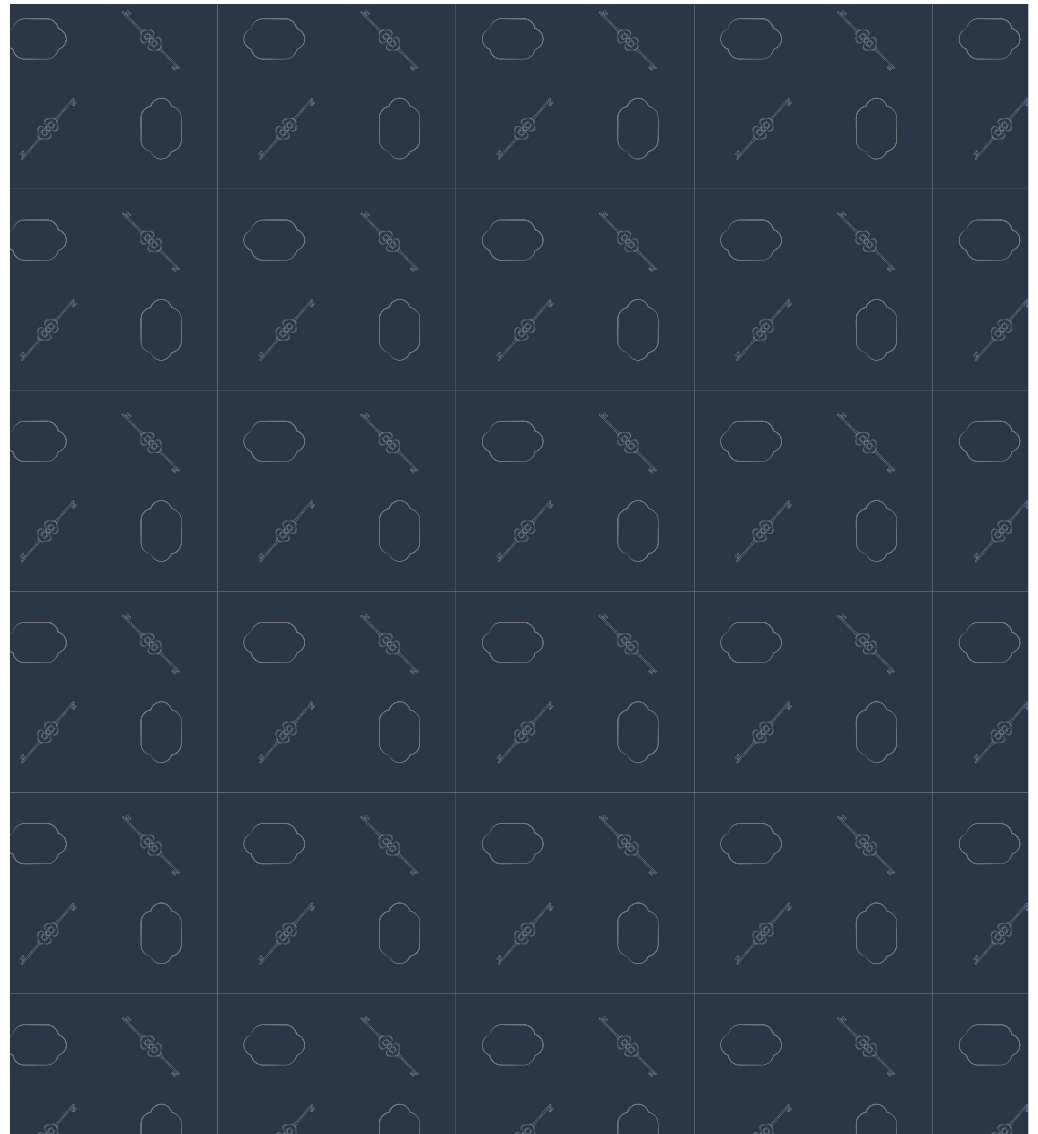
BRAND USAGE.

# Pattern.

An example of what the design elements could look like within a pattern

**Best Used for:**

- Social Media & Website Backgrounds
- Invitations



pattern elements include the key and the "key hole outline"

# Brand Aesthetic

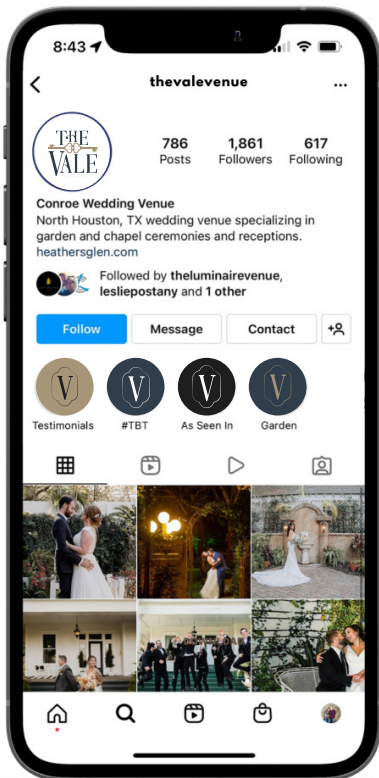




# Mockups.

To showcase the new logo 'in use' and help you visualize it on various applications possibly used in your business, we have included the following mockups.

## SOCIAL MEDIA



## APPAREL



# Mockups.

## WAX SEAL AND ENVELOPE



## SIGNAGE

