

BRAND GUIDELINES

Armstrong
Collective

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About this document

These brand guidelines provide a system to visually connect all Armstrong Collective communications. It provides detailed rules about the use of our brand elements and demonstrates how these elements come together to create various types of communications.

Use of the brand guidelines is the responsibility of all those that create Armstrong Collective communications.

Within this document are detailed instructions about the use of all our brand elements—including our logo, colour palette, typography, and photography style—and a selection of brand applications, which demonstrate how our brand elements are used together to produce a variety of communications.

SECTION 1

Brand Foundation

Brand Promise

To provide unparalleled access to the most spectacular natural wonders of the world.

Defining our Brand Promise

UNPARALLELED
ACCESS GOES
BEYOND VISITING
A PLACE. IT
MEANS BEING
COMPLETELY
IMMERSED IN IT:

You experience it from a perspective few others have had; it's unique, intimate and awe-inspiring.

You feel a close, emotional connection to the place, identifying with the culture, location and nature.

From start to finish, you experience excellent service from a knowledgeable team who provide greater understanding and appreciation of the natural wonders found there.

You're in complete comfort; your every need is anticipated and met.

You leave the place feeling changed, with stories to tell, moments to remember and excitement about what else you can experience with Armstrong Collective.

Brand Personality

Overall Brand Personality

EXPERT
TIMELESS
WORLDLY
CONNECTOR

EXPERTS

We are able to see the bigger picture and the fine details—knowing that having a strong grasp of both makes a real difference.

WORLDLY

We are interested and intrigued by the world. We love to explore and learn and have gained not just intelligence, but understanding.

TIMELESS

While we are modern in our approach, we also understand the classic appeal of experiences and places. Our values and actions also stand the test of time.

CONNECTOR

As curators of experiences we're all about connecting people to self, to each other, and to place. Through deeper connection we know we have more meaningful experiences.

Brand Purpose

The world never ceases to inspire us. In fact, after being profoundly shaped by our travels, it inspired our family business—Armstrong Collective. Here we offer highly curated experiences and exceptional service that share one purpose: **to connect you deeply to the unfathomable greatness of the world.**

MANIFESTO

There are experiences that leave you richer.
That connect you to not only yourself, but to the
unfathomable greatness of the world.

This is what we seek to share through the
travel and hospitality brands that comprise the
Armstrong Collective. Immersive, inspiring experiences
paired with luxury service in the world's most unique
and spectacular natural destinations.

Armstrong
Collective

Curated experiences and
exceptional service that
connect you deeply to the
wonders of the world.

Armstrong Collective

Armstrong Collective

A World Of Wonder Awaits

SECTION 2

Brand Elements

Overview

Our brand is made up of four distinct elements. These elements are the building blocks of Armstrong Collective visual communications.

All images shown are FPO.

Logo

Armstrong
Collective

Colour Palette

Typography

A world
of wonder
awaits.

Photography Style



Our Logo

Our logo is the cornerstone of the Armstrong Collective brand. As unique as our experiences, so too is our logo. Every letter is a custom crafted humanist serif that portray sophistication and luxury. The contrast between thick and thin strokes, provide a balance between modern and natural forms mimicking our immersive experiences.

Armstrong Collective

Custom Letterform

Customize flourished A to represent the many unique journeys we offer.

Humanist Typeface

Every letterform undulate between thick and thin strokes – a humanist serif evoking human-centred experiences.

Detailed Symbolism

4-corner tittle to represent North, South, East, West symbolizing that there are many paths to the extraordinary.

Logo Versions

This page shows all of our logo versions including our primary and secondary logos.

A complete set of logo files are available for print and digital applications in EPS and PNG formats. CMYK, RGB, PMS, black, and reverse versions are all available for use.

The positive logo versions should be used on white or light toned backgrounds and the reverse versions should be used on black or dark-toned backgrounds.

The logo consists of the words "Armstrong" and "Collective" stacked vertically in a black, elegant serif typeface. The letters are well-spaced and the overall composition is clean and professional.The logo consists of the words "Armstrong" and "Collective" stacked vertically in a white, elegant serif typeface. The letters are well-spaced and the overall composition is clean and professional.

Primary stacked

This version should be used whenever possible.

The logo consists of the words "Armstrong Collective" in a black, elegant serif typeface, arranged horizontally. The letters are well-spaced and the overall composition is clean and professional.The logo consists of the words "Armstrong Collective" in a white, elegant serif typeface, arranged horizontally. The letters are well-spaced and the overall composition is clean and professional.

Secondary horizontal

Only to be used in instances where the vertical space is limited.

Logo Usage

To give our logo the right impact, avoid crowding it with other elements or making it too small.

Only use the logo files as supplied. Do not alter or modify the artwork. The logo must always be scaled so that the proportions of all of the elements remain as shown. When manually scaling within any of the Adobe Creative Cloud programs, hold down the shift key while scaling with the cursor to maintain the logo's proportions.



Clear Space

The A from the logo is used as a guide to determine the minimum clearance around all four sides of the logo. No other elements should be placed within this clear space.

Armstrong
Collective

0.85" / 70 pixels

Minimum Size

For litho printing and on-screen. This size is the absolute minimum before it becomes illegible. Other printing methods may require a larger minimum size.



Placement

Whenever possible our primary logo should be centred at the top or bottom of a composition. When the logo is the focal point of a composition, it can also be placed in the centre.

Logo Violations

In order to maintain consistency in the application of the Armstrong Collective logo, do not create any new logo versions. Only versions that are provided in this toolkit should be used throughout the identity. Do not alter or modify the supplied logo files.



Do not alter the colour or tint of the logo



Do not distort the logo proportions via stretching or condensing



Do not rotate the logo



Do not outline or stylize the logo



Do not add a drop shadow or similar effect



Do not change the typeface of the logo



Do not remove elements from the logo



Do not add elements to the logo



Do not use on a complicated or detailed background

Endorsement Logo Lock-up

Armstrong Collective is in the business of providing people with unparalleled access to the most spectacular natural wonders of the world. We're a collection of world-class travel and hospitality experiences in breathtaking regions across the globe.

Experiences that live up to these high standards will be endorsed 'by Armstrong Collective'.

RULES & ENDORSEMENT

The 'by Armstrong Collective' logo locked up version should always be used. The endorsed logo lock-up should be placed centred underneath the primary wordmark. The endorsed logo should be secondary to the primary wordmark, and therefore its sizing should be smaller. The distance of the endorsed logo should be the cap height of the endorsed logo. The Armstrong Collective endorsement should be in a recessive colour to the logo it's endorsing, but should still have enough contrast to retain legibility. The endorsed logo should be no less than 40% in tone and no greater than 60% depending on the background colour.

CONTACT

Any usage of the Armstrong Collective endorsement needs to be reviewed and approved by the brand management team.

For questions and reviews, please contact marketingrequests@thearmstrongcollective.com.



Monogram

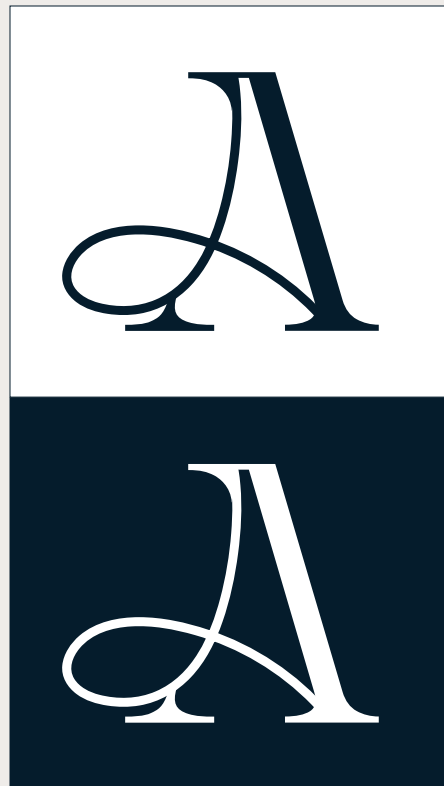
The 'A' from our logo is used as a monogram or simple symbol to represent our brand.

The monogram is available as a separate piece of artwork in all the same formats as our logo. The proportions of the monogram have been altered slightly so that it works better at larger sizes.

It is often used on its own in the centre of a composition, as a graphic element that anchors a composition in a corner, or as a device that connects to images – as shown here.

This monogram is for internal use only. It's not intended to be used or applied by anyone outside of the Armstrong Collective team, such as external partners.

All images shown are FPO.



Monogram Positive & Reverse



0.15" / 10 pixels

Minimum Size

The monogram is typically used as a featured element within a composition. This size is the absolute minimum before it becomes illegible. Other printing methods may require a larger minimum size.

**And then you realize
in the end, this must
be the place.**



Used as a graphic anchor with a headline.

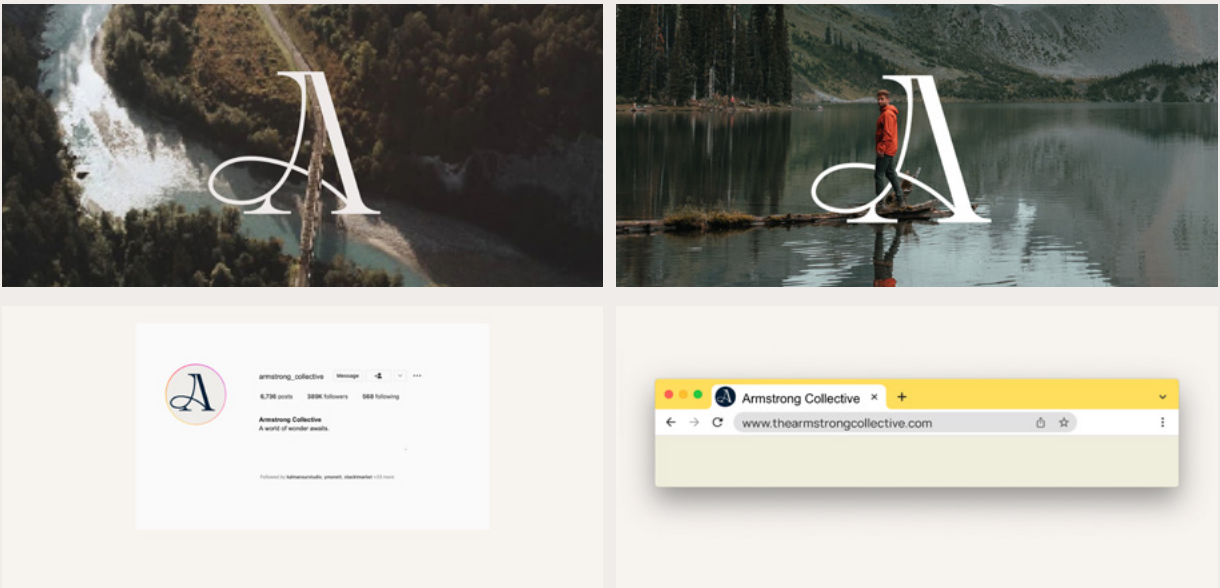
Adit harum resci autime
minturi oporatibus lam.
Bus atat vollup tatem dolupt
atist aut volessed que nus
apero is am fuga. Ullacaere
consequam poratib alirm.

Armstrong
Collective

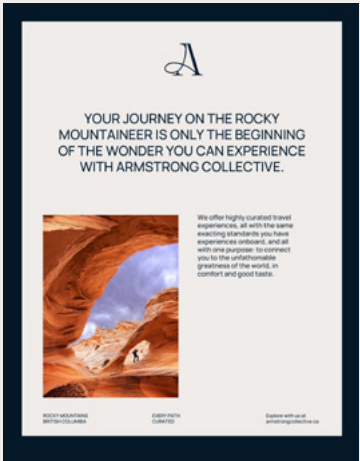
Used as a drop-cap to introduce a block of copy when the first letter is a A.

Monogram - In use

Our 'A' monogram is an integral path of our brand elements toolkit. Its versatility and usage is wide and diverse. The monogram can be used as a graphic element that interacts with the image behind. It can be used at the smallest mediums, scalable for digital use in favcons to display pictures. It can be used as an accent element anywhere that needs it to achieve balance and symmetry. **Use the monogram sparingly and ensure that it does not impede or become an unnecessary decoration.**



Accent
The monogram can be used when needed for navigation or as an accent.



Header
As a tertiary element, the monogram can act as an anchor in the header.



Drop Cap
The monogram can be used as a drop cap to introduce a paragraph.



Armstrong Path

As an extension to our logo, the Armstrong Path is a graphic element composed of a thin stroke that undulates and curves in an organic fashion. It symbolizes the many curated paths of all of Armstrong Collective's experiences.

The path can be used as a tertiary graphic element. It should be used sparingly, and must be placed in areas that allow for negative space. It can be used in a static or dynamic in motion/digital executions.

The Armstrong Path is for internal use only. It's not intended to be used or applied by anyone outside of the Armstrong Collective team, such as external partners.



All examples shown are FPO.



Singular Path

In most cases, singular paths are great to add a graphic accent where photography or copy is not required. Use the path that allows for negative space around it.

Multiple Paths

Multiple paths can be created to overlay on top of each other. It must maintain balance and can not be too busy.

Primary Colour Palette

Our primary colour palette includes Mariana Blue, Sandstone, Nightsky. These should be used most prominently.

CMYK, RGB, hexadecimal, and Pantone spot values are provided to establish consistency across a variety of media: from print to digital applications.

Mariana Blue

HEX #071E32
R7 G30 B50
C96 M36 Y0 K82
Pantone PMS 296C

Mariana Blue is used in our logos, as a background, and for headlines or copy.

Sandstone

HEX #EFECE9
R239 G236 B233
C5 M5 Y6 K0
There is no current Pantone swatch that is light enough to accurately match the CMYK values for this colour. If the Sandstone colour needs to be printed in spot colour, the printer would need to create a custom ink mix that best matches the CMYK values. The closest match is Pantone Grey 1 at 50% opacity although we recommend a custom match should be done by the printer.

Sandstone is used as a background and can be used for headlines or copy when applied over a darker background.

Nightsky

HEX #090D16
R9 G13 B22
C60 M40 Y40 K100
Pantone Black 6C

Nightsky is a supporting colour used when legibility is a concern, in instances such as body copy or when the use of colour is limited.

White

HEX #FFFFFF
R255 G255 B255
C0 M0 Y0 K0
Pantone PMS
Pure White

White is used in reversed logo applications as well as headlines and body copy over photography or dark backgrounds.



Secondary Colour Palette

Our secondary colour palette includes Green, Tempered Grey, and Purple. These colours should be used selectively for background colour and for text.

Please consult with the brand management team to receive approval for use of these colours in external use situations.

Green

HEX #1D6559
R29 G101 B89
C71 M00 Y12 K60

Tempered Grey

HEX #A1AEB1
R161 G174 B177
C09 M02 Y00 K31

Purple

HEX #927B92
R146 G123 B146
C00 M16 Y00 K43

Use of these colours should be limited and are meant to help call out information in graphs, tables and other support graphics. They should always be used as an accent or support colour, not as the primary palette.



Typography

Our brand typeface, Manrope, was chosen to help establish a unique, refined, and modern look and feel for the Armstrong Collective brand. This page describes how the different fonts of Manrope are used.

Negative space is an important part of our brand identity, so avoid completely filling compositions with text. It is important to leave lots of breathing space to help layouts feel professional and easy to navigate.

SYSTEM FONT

Arial (for tables, charts, and numbers) are used in place of Manrope for documents that will be shared with or created by people who don't have licenses for our brand typefaces. Avoid using Arial for permanent branded material or public-facing communications.

Purchase Licenses

Manrope is a free font that can be downloaded at <https://fonts.google.com/specimen/Manrope> Google fonts use the SIL license and are free for all commercial use.

Manrope Light is used for large and short headlines and titles.

Manrope Extra Light
Manrope Regular
Manrope Bold

are used for body copy, call-outs, subheads, and long headlines. The flexibility of three weights is offered to help establish typographic hierarchy and help optimize legibility across a variety of formats, reproduction methods, and sizes.

Headlines, Titles, and Large Call-outs	
FONT	Manrope Light
SIZE	Larger than 25pt
LEADING	100% of the font size
CASE	Sentence or Title case
TRACKING	0-10
KERNING	Set to "Optical"
ALIGN	Centred or Left

Body Copy, Subheads, Call-outs, Long Headlines	
FONT	Manrope
WEIGHTS	Extra Light, Regular, Bold*
LEADING	110-150% of the font size
CASE	Sentence or Title case*
TRACKING	0
ALIGN	Left or Centred

* Light is most often used for body copy, but Regular can be used instead when legibility is a concern. Bold is often used for emphasis.



EVERY PATH CURATED

There are experiences that leave you richer. That connect you to not only yourself, but to the unfathomable greatness of the world.

TAKE THE PATH LESS TRAVELLED

This is what we seek to share through the travel and hospitality brands that comprise Armstrong Collective. Through immersive and inspiring experiences to the world's most unique and spectacular natural destinations, Armstrong Collective offers world-class experiences.

thearmstrongcollective.com

01

NEW ROUTES TO DISCOVER

ROCKIES TO THE RED ROCKS

LOREM	Lorem Ipsum
IPSUM	Dolore Sit Amet
DOLOR	Lorem Ipsum
SIT	Dolore Sit Amet
AMET	Lorem Ipsum

Headlines, Titles, and Large Call-outs

FONT	Manrope Light
SIZE	Larger than 25pt
LEADING	100% of the font size
CASE	Sentence or Title case
TRACKING	0–10
KERNING	Set to "Optical"
ALIGN	Centred or Left

Body Copy, Subheads, Call-outs, Long Headlines

FONT	Manrope
WEIGHTS	Light, Regular, Bold*
LEADING	110–150% of the font size
CASE	Sentence or Title case*
TRACKING	0
ALIGN	Left or Centred

Captions, Sidebars, Tables, Charts

FONT	Manrope
WEIGHTS	Extra Light, Regular, Bold*
LEADING	120–150% of the font size
CASE	Sentence or Title case*
TRACKING	0
ALIGN	Left or Centred

* Light is most often used for body copy, but Regular can be used instead when legibility is a concern. Medium is often used for subheaders.



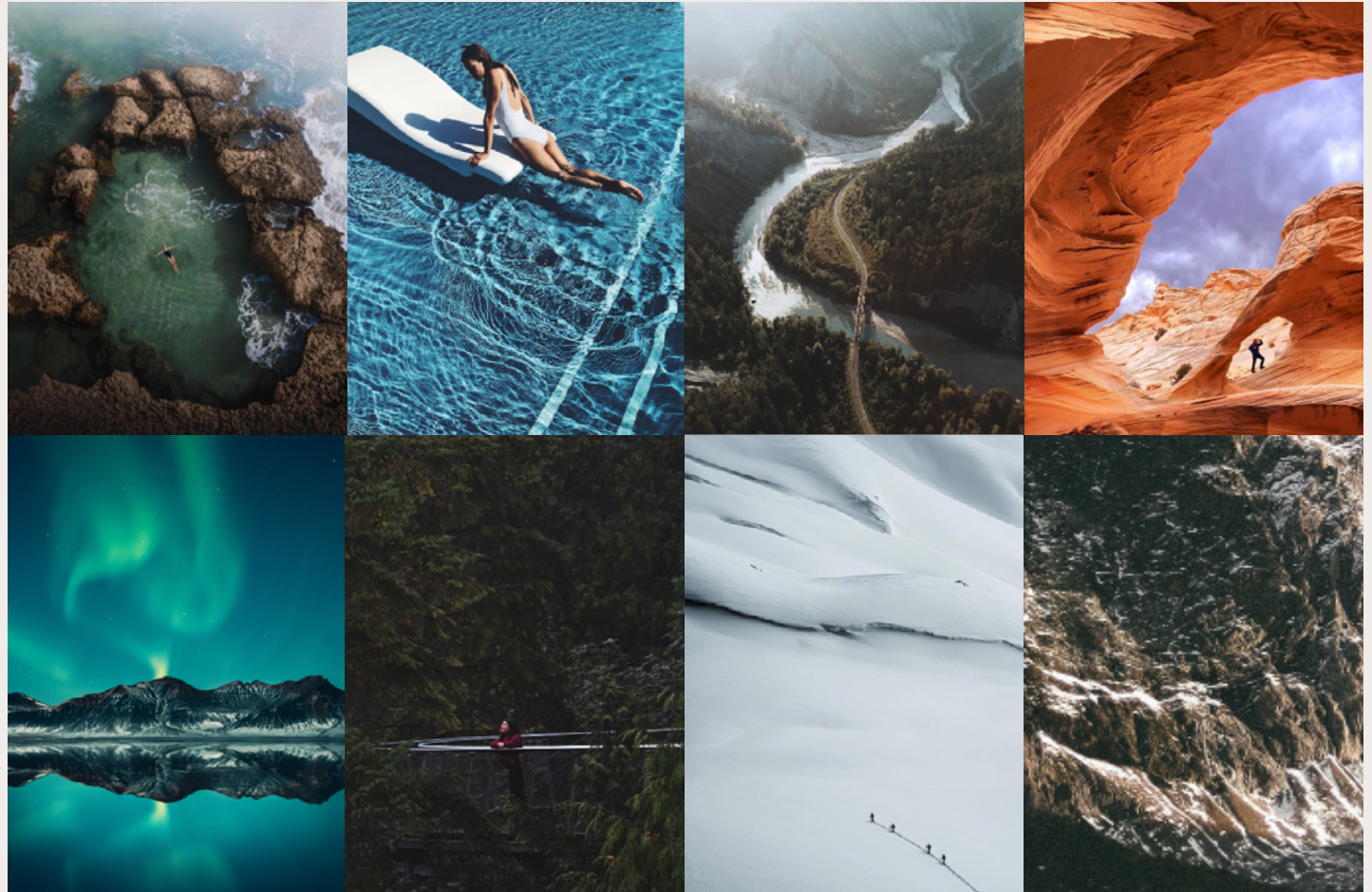
Photography Style

We use photography to portray the many experiences we offer. A focus on depicting unique access to landscapes and adventure. We have established a unique style that is honest, immersive, and minimal.

Our photographs are full-colour, but have an unsaturated, monochromatic colouration with a slight cool tone. We avoid imagery that is overly busy or colourful.

Images should have minimal compositions. Avoid images that have too much visual noise or complexity.

All images are FPO.



Landscape

Minimal graphic images that represent a prosperous financial future. Images should feel somewhat monochromatic, with a warm hue.

People

Candid portraits shot in studio with precise and somewhat dramatic lighting. Dark or light toned neutral backgrounds, with a warm hue. Avoid bright coloured clothing.

Tone of Voice

Overall Brand Tone

INSIGHTFUL
INSPIRATIONAL
CHARMING

How We Speak

INSIGHTFUL

As experts, we offer not only facts but insights. We know our destinations and we know our guests. It's this combination that ensures they get the most from their experiences.

INSPIRATIONAL

We are inspired by the world around us and love to bring our guests on this emotional journey. We can be understated in our writing style because the world is amazing enough.

CHARMING

Travelling the world shapes you. We bring our warmth, personality, and charm to our writing. We are all the more interesting because we own our lived experiences.

Tone of Voice –
Headline Examples

EVERY PATH
CURATED.

EVERY MILE, A NEW
ADVENTURE.

A JOURNEY
FOR THE
SENSES.

FIND NEW
PERSPECTIVE AT
EVERY TURN.

TAKE THE
PATH LESS
TRAVELLED.

Tone of Voice – Copy Examples

EXPERIENCES

Rail Journeys

Our rail journeys are the best way to experience some of the most spectacular scenery in North America. Explore our world-renowned luxury train journey, Rocky Mountaineer.

Luxury Accommodations

Experience the world's most unique and spectacular destinations with luxury accommodations to match. All of our stays are designed for exceptional quality, service, and convenience that makes exploring as comfortable as it is exciting.

Epicurean Experiences

Our epicurean experiences are designed to immerse you in culture in ways you've never imagined. Explore the land, customs, traditions and history of regions in the most delicious way possible and leave with a richer appreciation than when you arrived.

WEBSITE

We do wonders.

There are places in our world that are so spectacular they not only take your breath away, they leave you profoundly changed. We do everything within our power to connect you deeply to the people, the place, the nature and the culture whenever you travel with us. To truly and meaningfully experience the wonder of the world.

Tone of Voice – Copy Examples

ROCKY MOUNTAINEER BROCHURE INSERT

On track for unfathomable greatness.

Your journey on Rocky Mountaineer is only the beginning of the wonder you can experience with Armstrong Collective. We offer meticulously curated travel experiences, crafted with the same uncompromising standards you've enjoyed onboard, all with one purpose: to connect you to the unfathomable greatness of the world, in comfort and good taste.

Explore with us at thearmstrongcollective.com

SECTION 3

Brand Application Examples

Example Website

All examples shown are FPO.



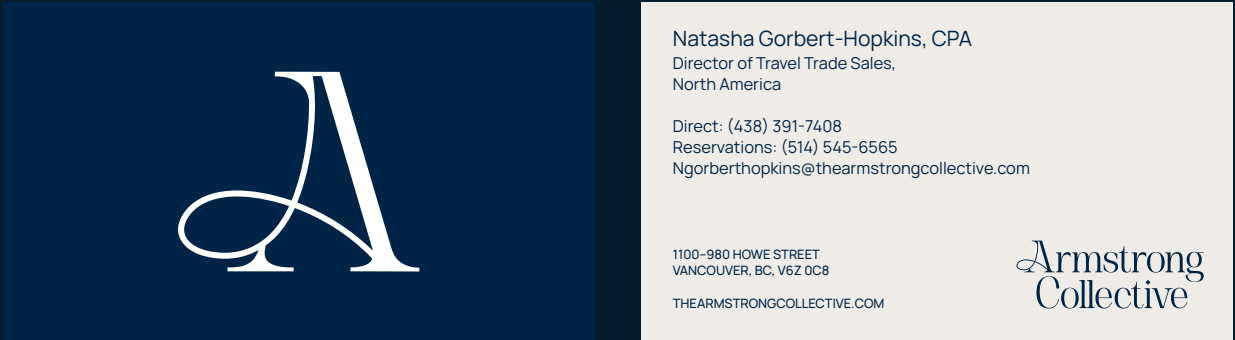
Social Stories Example

All examples shown are FPO.



Business Cards

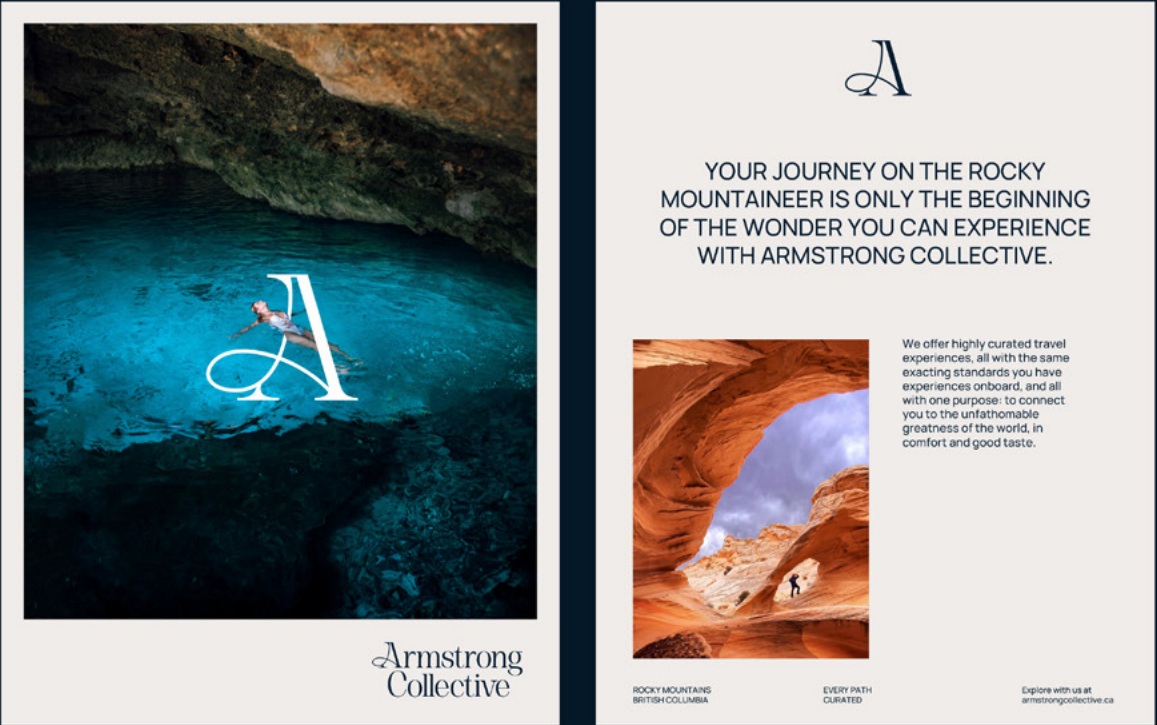
All examples shown are FPO.



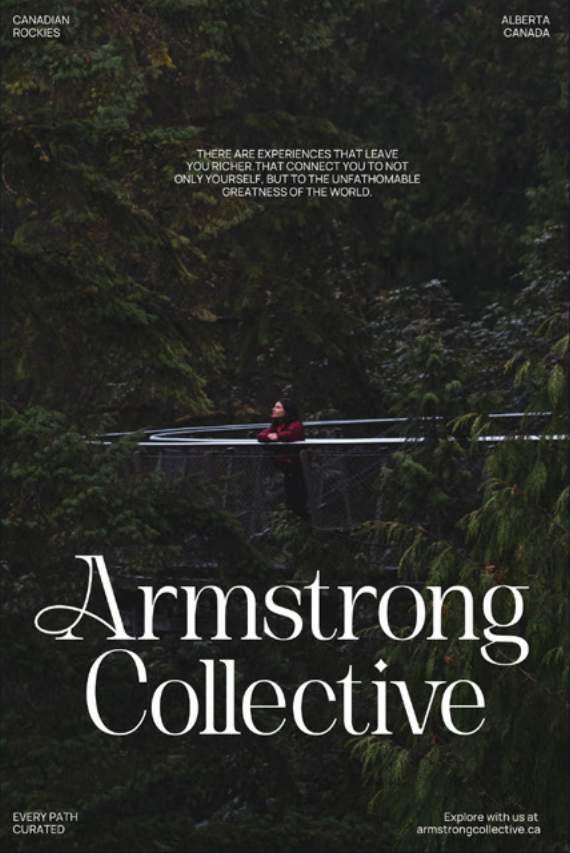
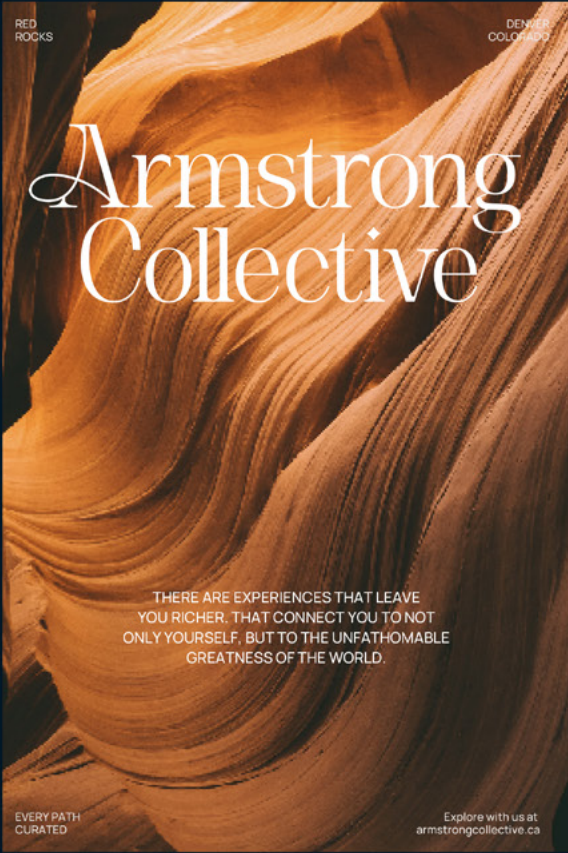
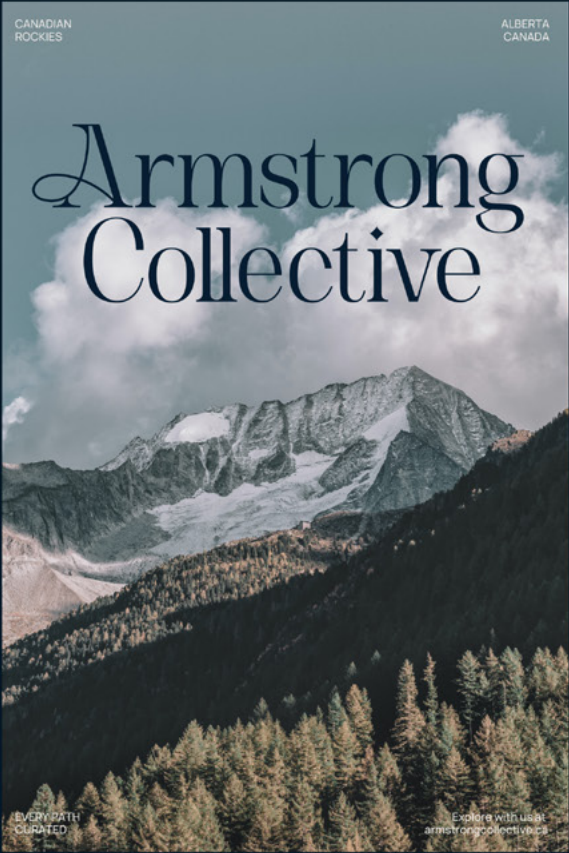


Brochure Example

All examples shown are FPO.

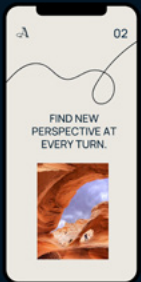
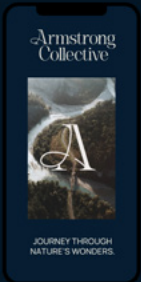
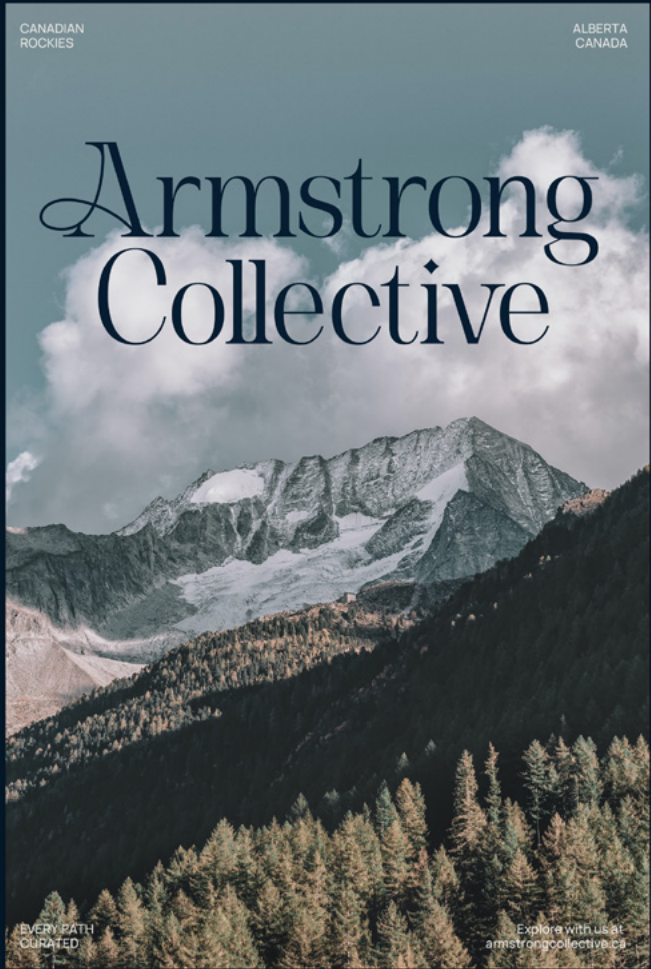
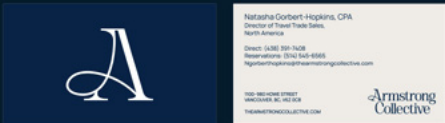


Internal Poster All examples shown are FPO.



THE ARMSTRONG COLLECTIVE BRAND WORLD

Armstrong
Collective



Contact

If you have any questions about the use
of our brand elements, please contact
the brand management team:
marketingrequests@thearmstrongcollective.com