

A scenic landscape featuring a winding river, a train, and steep red rock cliffs. The river flows through a deep canyon, bordered by lush green vegetation on the left and steep, layered red rock cliffs on the right. A train, consisting of several blue and yellow locomotives and passenger cars, is traveling along a track that curves along the edge of the canyon. The sky is filled with soft, white clouds. The overall scene is a picturesque representation of a natural wonder.

BRAND GUIDELINES

CANYON SPIRIT®

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About this Document

These brand guidelines provide a system to visually connect all Canyon Spirit 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 Canyon Spirit communications.

Within this document are detailed instructions about the use of all our brand elements including our logo, color 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



We are all seekers.

Seeking something we not only see with the eyes, but also feel with the soul.

Through charming and exceptional service by rail, we take travelers on a deeply meaningful, awe-inspiring journey through the American Southwest.

We offer an enriching experience marked by captivating open sky, breathtakingly vast chromatic deserts, and a deeper connectedness to the world.

Brand Positioning

For well-traveled couples, aged 50+ seeking a blend of luxury and adventure, Canyon Spirit is an elevated train journey that provides unparalleled access to the untamed beauty of the American Southwest through world-class, personalized service, spacious glass-dome coaches, shared connections and locally-inspired cuisine.



Brand Personality

WILDLY ADVENTUROUS

We are adventurers at the heart of it all. In that spirit, we make way for curious wanderers to experience a deeper connection with the world, through travel by rail.

WESTERN AT HEART

We embrace all that is magical about the American Southwest culture; a sense of connectedness and a deep appreciation for the rich and rugged journey ahead.

CHARMING CURATORS

We juxtapose the wild and rugged outdoors with the charm and sophistication of Southwest hospitality found within our stylish interior. We invite seekers to journey the desert in elevated fashion made all the more enjoyable by our onboard team. We bring class to a timeless journey tailored for an enriching experience with something new to see around every bend.

UNDERSTATED CONFIDENCE

We embody the spirit and the essence of the Southwest; a quietly bold and subtly stately way of being. We embrace the untamed magic of the desert and meet it with modern sophistication.



*A wondrous journey by rail through the
captivating American Southwest.*

CANYON SPIRIT®



Our Offering

An elevated rail adventure through the American Southwest, the gateway to America's most iconic national parks – the Mighty 5 and beyond.

CANYON SPIRIT®



Logo with Tagline

CANYON SPIRIT®

JOURNEY THE WONDROUS SOUTHWEST



SECTION 2

Brand Elements



Overview

Our brand is made up of distinct elements. These elements are the building blocks of Canyon Spirit's visual communications.

All images shown are FPO.

Logo

CANYON SPIRIT®

Brand Colors

Monogram



Typography

Wander in
Wonder

JOURNEY THE WONDROUS SOUTHWEST
DENVER • GLENWOOD SPRINGS • MOAB • SALT LAKE CITY

Photography Style



Logo Suite

These are the suite of logos that are a part of the Canyon Spirit brand.

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

The Rustic Orange or Sand version of our logo should be used whenever possible. The Maroon version should only be used in special circumstances, like when contrast is a concern.

PRIMARY LOGOS



SECONDARY LOGOS



Our Logo

Our logo is the cornerstone of the Canyon Spirit brand. As deeply thoughtful as our experiences, so too is our logo. Typeset in a sophisticated serif with crisp transitions from thick and thins. We believe that the smallest details can have the biggest impact, our slanted 'A' mimics the deep crevasses of canyons. Our typeface provides a balance between linear and undulating forms mimicking our captivating journeys through the American Southwest.

CANYON SPIRIT®

LOGOTYPE
FLECHA BRONZEA
MEDIUM, ALL CAPS

CANYON SPIRIT®

ITALIC TYPOGRAPHIC 'A'
ONLY USED IN THE LOGOTYPE



Primary Logo

This is our primary logo which should be used in a majority of instances when using our brand. It is available in three colors but should be used in Rustic Orange and Sand a majority of the time.

The Rustic Orange version should be used on Sand, white or light toned backgrounds.

The Sand version should be used on Rustic Orange, Maroon, darker-toned backgrounds or on top of photography.

The Maroon version should be used sparingly and should be used on Sand, white or light toned backgrounds.



PRIMARY LOGO RUSTIC ORANGE — HORIZONTAL

Use the Rustic Orange version on Sand, white or light toned backgrounds.



PRIMARY LOGO SAND — HORIZONTAL

Use the Sand version on Rustic Orange, Maroon, darker-toned backgrounds or on top of photography.



PRIMARY LOGO MAROON — HORIZONTAL

Use the Maroon version on Sand, white or light toned backgrounds.



Secondary Logo Versions

We also have two secondary versions of our logo; Stacked Centered and Stacked Left which should be used in specific instances.

The Stacked Centered logo should only be used when placed in the center of a composition. The Stacked Left version should be used when horizontal space is limited.

The positive logo versions should be used on white or light toned backgrounds, and the reverse versions should be used on Rustic Orange, or darker-toned backgrounds.

The reversed version of the logo can also be used on top of photography.

The Maroon version should be used sparingly.



SECONDARY STACKED CENTERED

This version can be used when the logo is placed in center of a composition.



SECONDARY STACKED LEFT

This version can be used when horizontal 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.

CLEAR SPACE

The A from the logo is used as a guide to determine the minimum clearance around all four sides of the logo. This area **MUST** remain clear to guarantee logo readability.

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.



CANYON SPIRIT®

0.85in or 70 pixels



CANYON
SPIRIT®

0.85in or 70 pixels



CANYON
SPIRIT®

0.85in or 70 pixels



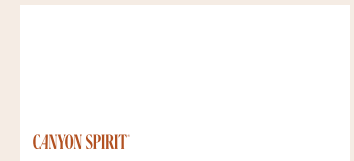
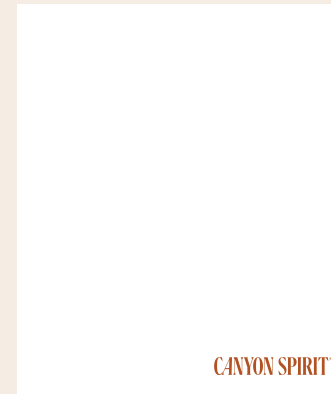
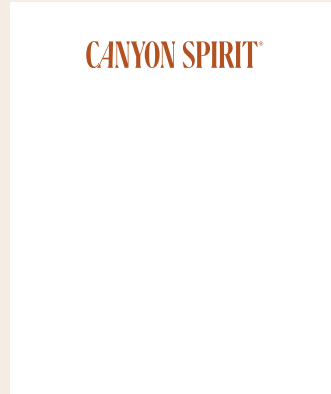
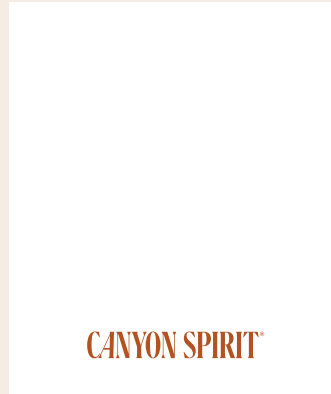
Logo Placement

Whenever possible our primary logo should be centered at the top or bottom of a composition.

If the logo is the star of the show, go for the Stacked Centered version.

If the logo is placed in the corner use the Stacked Left version. But if space is tight vertically, stick with our primary logo.

If you're ever unsure which logo to use, it's best to stick with the primary version.



Logo Versions

Our logos are available in Shadow and white versions when the use of color is limited.

Sand and Rustic Orange are our primary logo colors to use whenever possible. Use of the logo in white or Shadow must be approved by the brand team:

[marketingrequests@](mailto:marketingrequests@thearmstrongcollective.com)

[thearmstrongcollective.com](mailto:marketingrequests@thearmstrongcollective.com)



PRIMARY HORIZONTAL

This version should be used whenever possible.



SECONDARY STACKED CENTERED

This version can be used when the logo is placed in center of a composition.



SECONDARY STACKED LEFT

This version can be used when horizontal space is limited.



Logo Violations

In order to maintain consistency in the application of the Canyon Spirit 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 color 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 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
Lockup

Canyon Spirit is part of Armstrong Collective. Armstrong Collective specializes in providing unparalleled access to the most spectacular natural wonders of the world through world-class travel and hospitality experiences across the globe.

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

RULES & ENDORSEMENT

The 'by Armstrong Collective' endorsed logo should be centered underneath the primary wordmark. The endorsed logo should be secondary to the primary wordmark, and therefore its sizing should be smaller. No one should ever be creating their own endorsed logo. Only logo files that we have provided and given permission for should be used. The distance of the endorsed logo should be the cap height of the endorsed logo. The Armstrong Collective endorsement should be in a recessive color 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 color.

CONTACT

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

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



Canyon Spirit

Monogram Icon

Our monogram is a simple, elegant, and bespoke symbol to represent our brand. Carefully crafted to represent our namesake, the letters 'C' & 'S' mimics the shape of a setting sun behind an expansive canyon.

The Rustic Orange or Sand version of our monogram should be used whenever possible. The Maroon version should only be used in special circumstances, like when contrast is a concern.

The logo must always be scaled so that the proportions of all of the elements remain as shown.

CLEAR SPACE

The clear space X is proportional and is defined by the distance the top of the shield to the top of canyon. To ensure maximum clarity this area MUST remain clear.

MINIMUM SIZE

The minimum size of the monogram is 0.15in / 10px wide. This size is the absolute minimum before it becomes illegible. Other printing methods may require a larger minimum size.



Monogram Positive in Rustic Orange on Sand



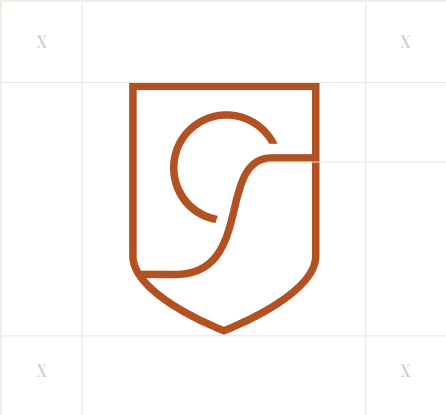
Monogram Reverse in Sand on Rustic Orange



Monogram Positive in Maroon on Sand



Monogram Reverse in Sand on Maroon



Clear Space

X — X Indicator



0.15in or 10 pixels

Minimum Size



Monogram Logo Lockup

Our monogram is also available locked up with our primary logo. **This lockup is not the primary logo and should be used sparingly.**

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 logos 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. This area **MUST** remain clear to guarantee logo readability.

MINIMUM SIZE

0.85in / 70px is the absolute minimum size before it becomes illegible.



Monogram Logo Positive in
Rustic Orange on Sand



Monogram Logo Reverse in
Sand on Rustic Orange



Monogram Logo Positive in Maroon on Sand



Monogram Logo Reverse in Sand on Maroon



Clear Space



Minimum Size



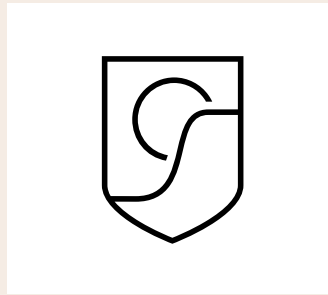
Monogram Versions

Our monogram and its lookup are available in Shadow and white when the use of color is restricted.

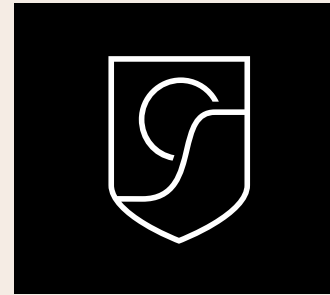
Use of the monogram in Shadow or white must be approved by the brand team:

[marketingrequests@](mailto:marketingrequests@thearmstrongcollective.com)

[thearmstrongcollective.com](mailto:marketingrequests@thearmstrongcollective.com)



Monogram Shadow & White Positive



Monogram Shadow & White Reverse



Monogram Logo Lookup
Shadow & White Positive

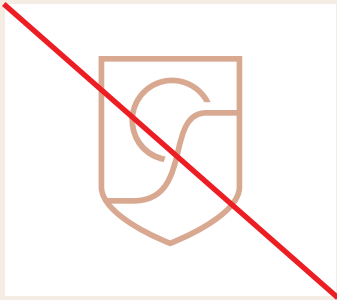


Monogram Logo Lookup
Shadow & White Reverse

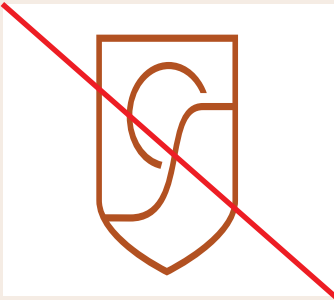


Monogram Violations

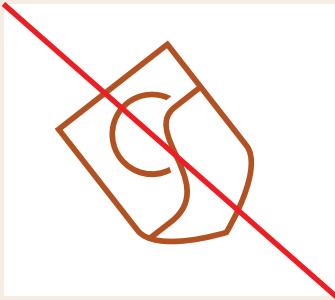
In order to maintain consistency in the application of the monogram, do not create any new logo versions. Only versions that are provided in this toolkit should be used throughout the identity. Do not alter or modify the supplied monogram files.



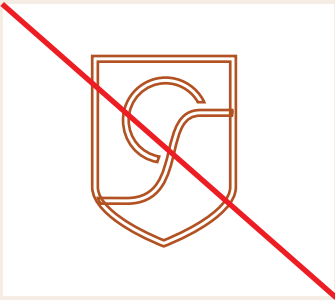
Do not alter the color or tint of the monogram



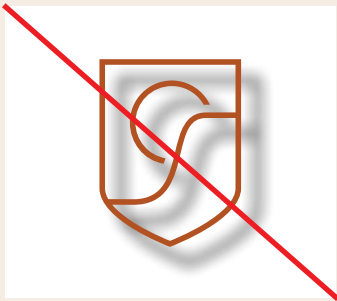
Do not distort the monograms proportions via stretching or condensing



Do not rotate the monogram



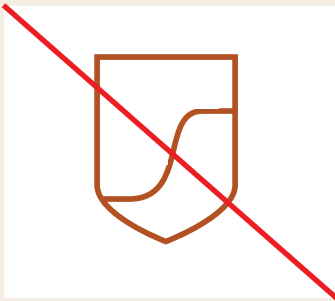
Do not outline or stylize the monogram



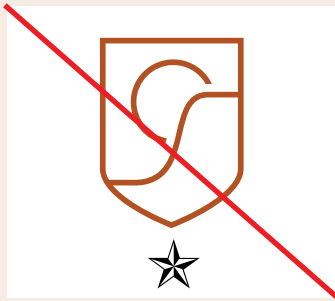
Do not add a drop shadow or similar effect



Do not change the typeface of the logo lockup



Do not remove elements from the monogram



Do not add elements to the monogram



Do not alter the monogram logo lockup with a stacked logo



Do not use on a complicated or detailed background



Monogram – in use

Our monogram is a simple, elegant, and bespoke symbol to represent our brand. Carefully crafted to represent our namesake, the letters 'C' & 'S' mimics the shape of a setting sun behind an expansive canyon.

The monogram is available as a separate piece of artwork, in all the same formats as our logo.

It is often used on its own in the center of a composition, as a graphic element that anchors in a corner, or as a graphic element used to brand collateral as shown here.

All images shown are FPO.



RTR Route Symbol

We created a simple logo system to identify our route, starting with Rockies to the Red Rocks (RTR).

Our RTR route logo is created as a symbol and a lockup with the full route name. Our primary colors, Rustic Orange, Sand and Maroon, can be used for the RTR route symbol.

The symbol should be used when there's supporting copy or visuals that provides clear context.

There are two versions of the lockup to use, vertical and horizontal.

In the majority of instances the vertical lockup should be used. However, if vertical space is limited then use the horizontal lockup.



RTR Route Symbol Positive in Rustic Orange on Sand



RTR Route Symbol Sand Reverse on Rustic Orange



RTR Route Symbol Positive in Maroon on Sand



RTR Route Symbol Sand Reverse on Maroon



RTR Route Symbol Lockup Vertical Positive in Rustic Orange on Sand



RTR Route Symbol Lockup Sand Vertical Reverse on Rustic Orange



RTR Route Symbol Lockup Vertical Positive in Maroon on Sand



RTR Route Symbol Lockup Sand Vertical Reverse on Maroon



RTR Route Symbol Lockup Horizontal Positive in Rustic Orange on Sand



RTR Route Symbol Lockup Sand Horizontal Reverse on Rustic Orange



RTR Route Symbol Lockup Horizontal Positive in Maroon on Sand



RTR Route Symbol Lockup Sand Horizontal Reverse on Maroon



RTR Route Symbol Usage

The symbol must always be scaled so that the proportions of all of the elements remain as shown.

RTR Symbol CLEAR SPACE

Two RRs from the symbol are used as a guide to determine the minimum clearance around all four sides of the logo. This area MUST remain clear to guarantee logo readability.

MINIMUM SIZE
0.42in / 30px is the absolute minimum size for both versions of the symbol before it becomes illegible.

RTR Lockups CLEAR SPACE

The shield from the symbol is used as a guide to determine the minimum clearance around all four sides of the logo. This area MUST remain clear to guarantee logo readability.

MINIMUM SIZE
0.85in / 70px is the absolute minimum size for both versions of the symbol before it becomes illegible.



Symbol Clear
Space



Symbol Minimum Size



Lockup Vertical Clear Space



Lockup Vertical Minimum Size



Lockup Horizontal Clear Space



Lockup Horizontal Minimum Size



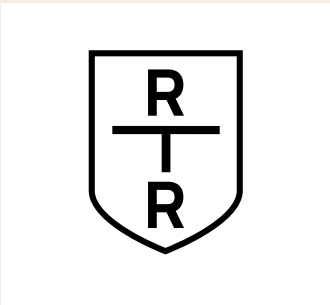
RTR Route Symbol Versions

Our RTR route symbols are also available in Shadow and white reversed colors.

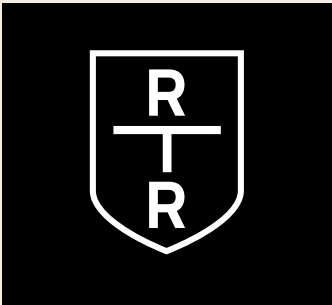
Use of the symbol in Shadow or white must be approved by the brand team:

marketingrequests@thearmstrongcollective.com

These can be used when color needs to be limited but are not intended as the primary symbols to be used.



RTR Route Symbol Shadow Positive



RTR Route Symbol Shadow Reverse



RTR Route Symbol Lookup
Vertical Shadow Positive



RTR Route Symbol Lookup
Vertical Shadow Reverse



RTR Route Symbol Lookup
Horizontal Shadow Positive

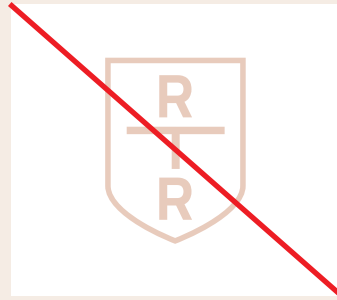


RTR Route Symbol Lookup
Horizontal Shadow Reverse

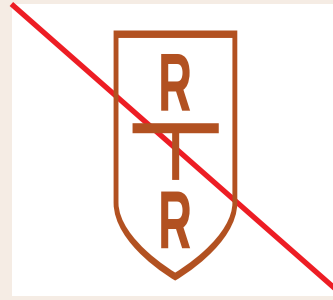


RTR Route Symbol Violations

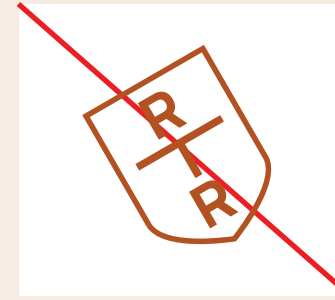
In order to maintain consistency in the application of the RTR symbol, do not create any new versions. Only versions that are provided in this toolkit should be used throughout the identity. Do not alter or modify the supplied files.



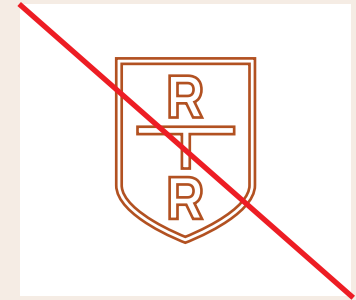
Do not alter the color or tint of the symbol



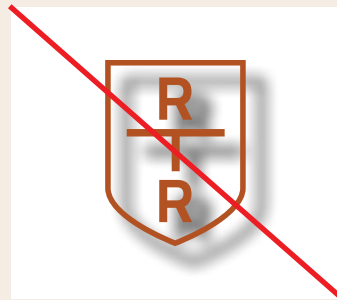
Do not distort the symbol proportions via stretching or condensing



Do not rotate the symbol



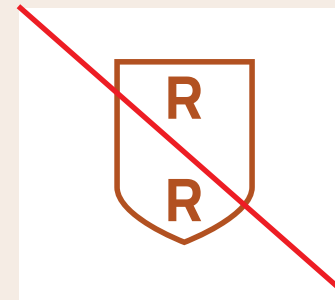
Do not outline or stylize the symbol



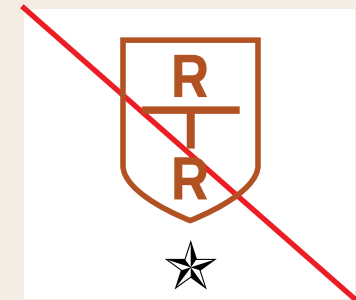
Do not add a drop shadow or similar effect



Do not change the typeface of the symbol lockups



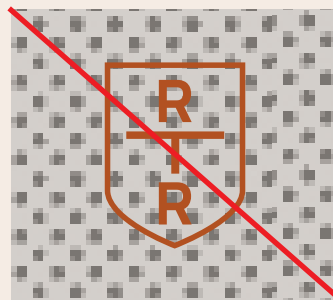
Do not remove elements from the symbol



Do not add elements to the symbol



Do not alter the symbol logo lockups with a stacked logo



Do not use on a complicated or detailed background



Color Palette

Our color palette was inspired by the sandstone vistas, red rocks, and flora found in the American Southwest.

Our palette is divided into two categories, primary and secondary, and is available in print and digital use.

Our primary colors Rustic Orange, Sand and Maroon, are the most recognizable with Canyon Spirit and should be the go to colors in application. Rustic Orange and Sand are the priority colors and will be used most frequently. Maroon serves as a complementary color, introduced after Rustic Orange and Sand. It balances the palette, adds visual interest to brand layouts, and serves as a substitute for Rustic Orange when necessary (e.g., for signage, where a darker color can help conceal dust and wear).

To note, the Rustic Orange 2429c is the best match for coated substrates. However, a print test should be done to select the appropriate PMS color as some adjustments may be needed based on the coated stock being used.

Our secondary colors complement our primaries but can appear at large scale in special applications. The exception is Shadow, which should be considered a neutral color and only used for text.

For comprehensive print collateral guidelines, please reach out to the Canyon Spirit Brand & Content team.

Primary

Rustic Orange		Sand	
PRINT:	DIGITAL:	PRINT:	DIGITAL:
PMS 2429c	R 178	PMS 9184c	R 245
PMS 718u	G 81	PMS 9184u	G 236
	B 33		B 228
C 16		C 0	
M 76	Hex B25121	M 4	Hex F5ECE4
Y 100		Y 11	
K 18		K 6	
For subtle use Great Western Foil #145			

Rustic Orange is the most important brand color. It is used for our logos, monogram, and RTR symbol. It can be used for copy and can be also used as background color.

Sand is used for reversed versions of the logos, monogram, and RTR symbol. It can be used for copy on color backgrounds and on photography, in addition it can be used as a background color.

Maroon	
PRINT:	DIGITAL:
PMS 188c	R 103
PMS 7624u	G 32
	B 14
C 32	
M 87	Hex 67200E
Y 74	
K 45	

Maroon is used for our logos, monogram, and RTR symbol. It can be used for copy and can be also used as background color.

Secondary

Twilight		Sage		Sky		Shadow	
PRINT:	DIGITAL:	PRINT:	DIGITAL:	PRINT:	DIGITAL:	PRINT:	DIGITAL:
PMS 7694c	R 12	PMS 5773c	R 120	PMS 644c	R 157	100% Process	R 0
PMS 7694u	G 57	PMS 5773u	G 126	PMS 644u	G 174	Black C	G 0
	B 69		B 82		B 193		B 0
C 93		C 53		C 39		C 0	
M 65	Hex 0C3945	M 37	Hex 787E52	M 24	Hex 9DAEC1	M 0	Hex 000000
Y 53		Y 77		Y 16		Y 0	
K 47		K 15		K 0		K 100	

Twilight is used as a background color to maintain sophistication and balance.

Sage is used as a background color to evoke a sense of nature.

Sky is used as a background color to create a calming and serene aura.



Color Tints for Digital Use

For flexibility and special circumstances, we have provided a tint of our primary and secondary palette to use.

These tints should be used sparingly and only in the combinations outlined in the color pairings section on pg. 33.

100%	Tints
Rustic Orange R 178 G 81 B 33 Hex B25121	Rustic Orange R 224 G 185 B 166 Hex E0B9A6
Maroon R 103 G 32 B 14 Hex 67200E	Maroon R 194 G 166 B 159 Hex C2A69F
Sand R 245 G 236 B 228 Hex F5E0E4	Sand R 248 G 243 B 237 Hex F8F3ED
Sky R 157 G 174 B 193 Hex 9DAEC1	Sky R 216 G 223 B 230 Hex D8DFE6
Sage R 120 G 126 B 82 Hex 787E52	Sage R 201 G 203 B 186 Hex C9CBBA
Twilight R 12 G 57 B 69 Hex 0C3945	Twilight R 158 G 176 B 181 Hex 9EB0B5



Color Pairings

Our primary brand colors Rustic Orange, Sand and Maroon, should be the go to color combination in application.

In addition, our primary and secondary colors can be used in the following combinations with each other.

Specifically for digital spaces, we have created a collection of tints. These tints can be used to bring interest to a design, or they can be used as a substitution for the primary and secondary colors when they are not suitable.

Do not use only Rustic Orange and Shadow together.

For digital and print use

Rustic Orange type or logo on Sand background



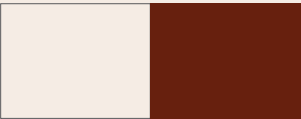
Maroon type or logo on Sand background



Sand type or logo on Rustic Orange background



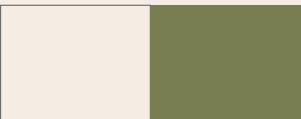
Sand type or logo on Maroon background



Sand type or logo on Sky background



Sand type or logo on Sage background



Sand type or logo on Twilight background



Shadow type on Sky background



Shadow type on Sage background



Shadow type on Sand background



Tints for digital use only

Shadow type on Rustic Orange (Tint) background



Shadow type on Maroon (Tint) background



Shadow type on Sky (Tint) background



Shadow type on Sage (Tint) background



Shadow type on Twilight (Tint) background



Shadow type on Sand (Tint) background



Typography

Our brand has two distinct typefaces; Ivar Display Condensed and Founders Grotesk.

Ivar Display Condensed is our hero font, as such it is used predominantly for headlines. It is available in four weights; Light, Regular, Medium, and Semibold.

SYSTEM FONT

For documents that will be shared with or created by people who don't have licenses for Ivar Display Condensed or Founders Grotesk, please use Times New Roman and Aptos. See pg. 36 for more details.

Ivar Display Condensed

Light
Regular
Medium
Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()-+<>



Typography

Founders Grotesk is our workhorse typeface. It's predominantly used for body-copy but can also be utilized for subheadings. It is available in four weights; Light, Regular, Semibold, and Bold.

Founders Grotesk

Light

Regular

Semibold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()-+<>



System Fonts For Limited Use

Our primary typefaces (see pg. 34 - 35) should be used for all applications whenever possible.

There may be some instances where this isn't possible so we have created an alternative type pairing using the system fonts, Times New Roman and Aptos.

For documents that will be shared with or created by people who don't have licenses for Ivar Display Condensed, please use Times New Roman.

In place of Founders Grotesk for documents that will be shared with or created by people who don't have licenses for our brand typefaces, please use Aptos.

Times New Roman

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890!@#%
^&*()-+<>

Aptos

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890!@#%
^&*()-+<>



Typesetting Overview

Typographic detail makes a big difference to consistency and legibility.

Tracking means using a consistent amount of space between letters to affect the density of a line or block of text.

Ivar Display Condensed and Founders Grotesk are always optically kerned in the first instance, then tracked and manually kerned depending on size and weight where possible.

On larger sizes of type, some detailing is needed to enhance legibility. Sensitively applied kerning makes typography look much better.

When setting copy please avoid any widows or orphans.

Experience eye-opening spaces.

EXAMPLE SETTING

HEADLINE

Ivar Display Condensed
Light
Size: 66pt
Leading: 59pt
Kerning: Optical
Tracking: 0

WE ARE ALL SEEKERS.

We are all seekers. Seeking something we not only see with the eyes, but also feel with the soul. Through charming and curated service by rail, we take travelers on an deeply meaningful, awe-inspiring journey through the American Southwest.

SUBHEAD

Founders Grotesk Semibold
Size: 12pt
Leading: 15pt
Kerning: Optical
Tracking: 50

We offer an enriching experience marked by captivating open sky, breathtakingly vast chromatic deserts, and a deeper connectedness to the world.

BODY

Founders Grotesk Regular
Size: 12pt
Leading: 15pt
Kerning: Optical
Tracking: 40 – 50



Typesetting Ivar Condensed

Ivar Condensed is predominately used for headlines. To ensure legibility and readability in its application please adhere to following rules.

Ivar Display Condensed is available in Light, Regular, Medium, and Semibold.

When typesetting Ivar Display Condensed the type ≥ 54 pt the Light weight should be used.

When typesetting the type ≤ 54 and ≥ 32 pt, the Regular weight should be used.

For headline sizes ≤ 32 and ≥ 20 pt, the Medium weight is recommended.

The Semibold is reserved for the smallest instances ≤ 20 pt.

Example of a Light headline

Explore extraordinary
national parks.

Ivar Display Condensed
Light
Size: 66pt
Leading: 59pt
Kerning: Optical
Tracking: 0

Example of a Regular headline

Explore extraordinary
national parks.

Ivar Display Condensed
Regular
Size: 52pt
Leading: 49pt
Kerning: Optical
Tracking: 10

Example of a Medium headline

Explore extraordinary
national parks.

Ivar Display Condensed
Medium
Size: 26pt
Leading: 28pt
Kerning: Optical
Tracking: 10

Example of a Semibold headline

Explore extraordinary
national parks.

Ivar Display Condensed
Semibold
Size: 14pt
Leading: 16pt
Kerning: Optical
Tracking: 10



Typesetting

Founders Grotesk

Founders Grotesk comes in four weights; Light, Regular, Semibold, and Bold. Regular is always used for body copy, while Semibold is typically used for subheadings and support copy, like calls to action.

Light should be used selectively, such as in editorial layouts where it can help build variety and hierarchy to content-heavy designs. Bold should be used sparingly, such as in smaller copy areas that require extra emphasis or for impact on functional types of signage.

Example of a headline with a subhead

Venture through vivid valleys.

**A REMARKABLY REFINED JOURNEY BY RAIL THROUGH
THE LEGENDARY AMERICAN SOUTHWEST.**

Example of body copy

We are all seekers. Seeking something we not only see with the eyes, but also feel with the soul. Through charming and curated service by rail, we take travelers on an deeply meaningful, awe-inspiring journey through the American Southwest.

We offer an enriching experience marked by captivating open sky, breathtakingly vast chromatic deserts, and a deeper connectedness to the world.

Example of support copy

JOURNEY THE WONDROUS SOUTHWEST
DENVER • GLENWOOD SPRINGS • MOAB • SALT LAKE CITY

Ivar Display Condensed
Medium

Size: 26pt

Leading: 28pt

Kerning: Optical

Tracking: 10

Founders Grotesk Semibold

Size: 9pt

Leading: 12pt

Kerning: Optical

Tracking: 50

Founders Grotesk Regular

Size: 12pt

Leading: 15pt

Kerning: Optical

Tracking: 40 – 50

Founders Grotesk Bold

Size: 9pt

Leading: 12pt

Kerning: Optical

Tracking: 50

Founders Grotesk Regular

Size: 9pt

Leading: 12pt

Kerning: Optical

Tracking: 50



Typesetting Headers

As part of our typesetting system, text can be set in either sentence case or ALL CAPS. In the majority of instances, all text, be it headers or body copy, should be set in sentence case. There are specific instances where ALL CAPS can be used – refer to pg. 41 for details.

Any headlines set in ALL CAPS must be approved by the brand team:
marketingrequests@thearmstrongcollective.com

Example of a sentence case headline

Explore extraordinary
national parks.

Ivar Display Condensed
Light
Size: 66pt
Leading: 59pt
Kerning: Optical
Tracking: 0

Example of an ALL CAPS headline

VENTURE THROUGH
VIVID VALLEYS

Ivar Display Condensed
Regular
Size: 48pt
Leading: 44pt
Kerning: Optical
Tracking: 0

Example of introductory copy

We are all seekers. Seeking something
we not only see with the eyes, but also
feel with the soul.

Ivar Display Condensed
Regular
Size: 28 pt
Leading: 30pt
Kerning: Optical
Tracking: 10

Example of a subhead

A REMARKABLY REFINED JOURNEY BY RAIL THROUGH
THE LEGENDARY AMERICAN SOUTHWEST.

Founders Grotesk Semibold
Size: 9pt
Leading: 12pt
Kerning: Optical
Tracking: 50



Typesetting

Ivar in ALL CAPS

Ivar Condensed headlines are primarily set in sentence case, which is the preferred style. However, in certain circumstances, headlines can be set in ALL CAPS to add visual interest and impact.

All caps should be used selectively, such as in editorial layouts where they help introduce variety and hierarchy to content-heavy designs. They are also appropriate for our tertiary layout style (see pg. 47), where ALL CAPS can create attention-grabbing visuals, particularly in color-blocked sections or layouts.

Any headlines set in ALL CAPS must be approved by the brand team: marketingrequests@thearmstrongcollective.com

To ensure legibility and readability in its application please adhere to following rules.

Ivar Display Condensed is available in Light, Regular, Medium, and Semibold.

When typesetting Ivar Display Condensed the type ≥ 54 pt, then the Light weight should be used.

When typesetting the type ≤ 54 and ≥ 32 pt, the Regular weight should be used.

For headline sizes ≤ 32 and ≥ 20 pt, the Medium weight is recommended.

The Semibold is reserved for the smallest instances ≤ 20 pt.

Example of a Light headline

DAYS FILLED
WITH WONDER

Ivar Display Condensed
Light
Size: 73pt
Leading: 66pt
Kerning: Optical
Tracking: 0

Example of a Regular headline

DAYS FILLED
WITH WONDER

Ivar Display Condensed
Regular
Size: 52pt
Leading: 48pt
Kerning: Optical
Tracking: 5

Example of a Medium headline

DAYS FILLED
WITH WONDER

Ivar Display Condensed
Medium
Size: 26pt
Leading: 26pt
Kerning: Optical
Tracking: 10

Example of a Semibold headline

DAYS FILLED
WITH WONDER

Ivar Display Condensed
Semibold
Size: 14pt
Leading: 15pt
Kerning: Optical
Tracking: 15



Typesetting

Body and Support Copy

Body copy should always be set in sentence case.

Support copy is classed as a succinct piece of text which includes a headline and copy. They typically contain a call to action and secondary information like destinations on a travel route.

In the instances where support copy is used both pieces of text should be set in ALL CAPS, with the headline being slightly bigger, and set in a Bold weight to differentiate it from the secondary information.

Example of body copy

We are all seekers. Seeking something we not only see with the eyes, but also feel with the soul. Through charming and curated service by rail, we take travelers on an deeply meaningful, awe-inspiring journey through the American Southwest.

We offer an enriching experience marked by captivating open sky, breathtakingly vast chromatic deserts, and a deeper connectedness to the world.

Founders Grotesk Regular
Size: 12pt
Leading: 15pt
Kerning: Optical
Tracking: 40

Example of support copy

JOURNEY THE WONDROUS SOUTHWEST

DENVER • GLENWOOD SPRINGS • MOAB • SALT LAKE CITY

Founders Grotesk Bold
Size: 9pt
Leading: 12pt
Kerning: Optical
Tracking: 50

Founders Grotesk Regular
Size: 9pt
Leading: 12pt
Kerning: Optical
Tracking: 50



Photography Style

Our photography is warm and inviting. Sunlight and shadow play an important role in creating a sense of drama and scale. Our service photography should never feel bright white. Instead, it should have a richness with a warm reflection from the surrounding views.



Layout

Our brand has three established layout styles. Impact, Clarity, and Adventurous.

Our primary style is designed for impact, it showcases the drama of the rugged landscape and sophistication of our hospitality.

Our secondary style is all about clarity, ensuring our messaging connects with our audience.

Our tertiary style is adventurous and includes multiple elements from our brand toolkit in dynamic compositions.



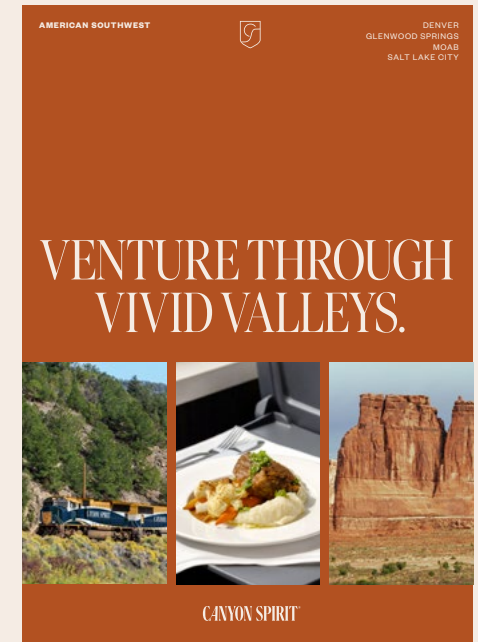
PRIMARY—IMPACT

Full bleed image is used for maximum impact.



SECONDARY—CLARITY

Messaging is given priority to ensure clarity and readability.



TERTIARY—ADVENTUROUS

Layouts are less conventional and utilize multiple imagery and brand assets.



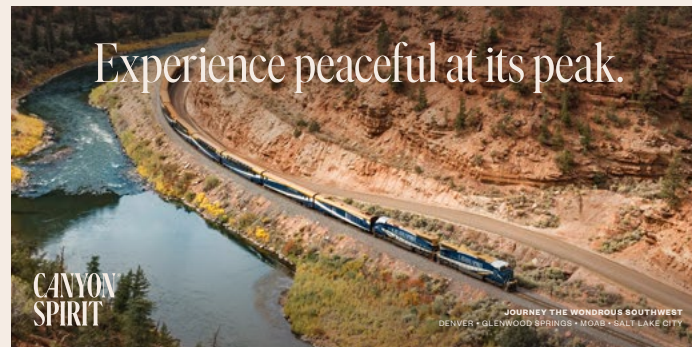
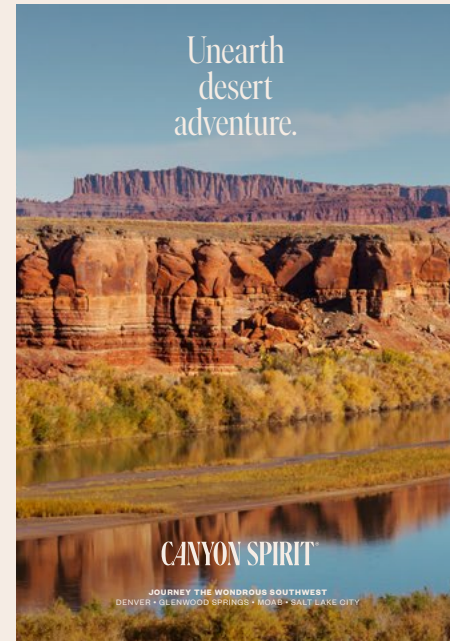
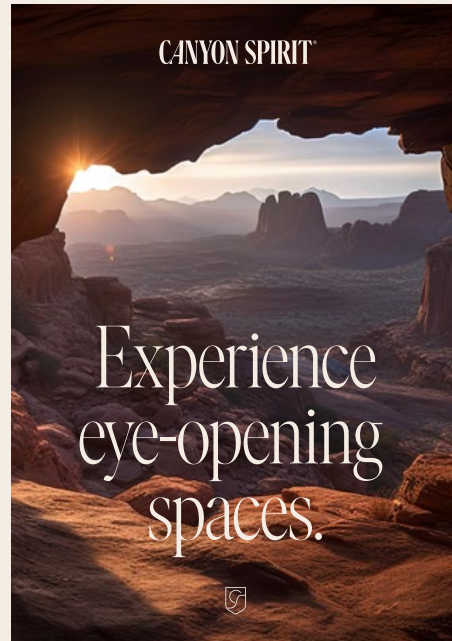
Primary Layout

– Impact

Our primary style is designed for impact.

Predominantly, it uses full-bleed imagery to showcase the drama of the rugged landscape and sophistication of our hospitality.

When creating these compositions, ensure the focal point of your chosen image has plenty of negative space. This should be followed when placing our logo and typography. When setting the typography, it can interact with imagery, creating captivating, eye-catching designs.

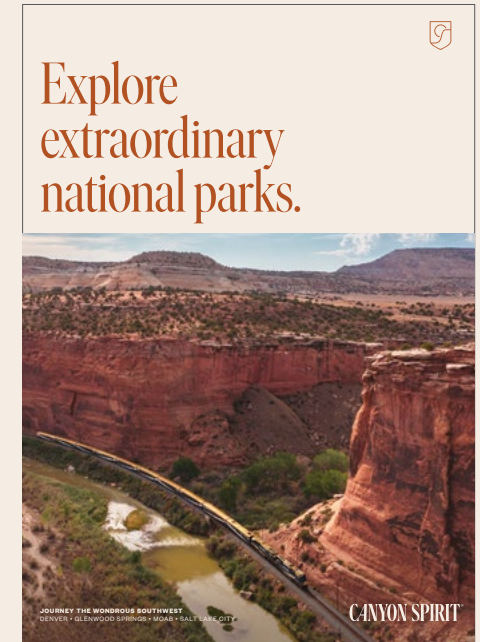
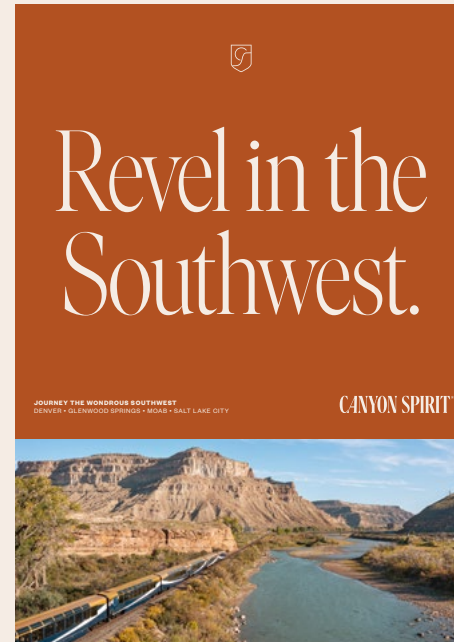
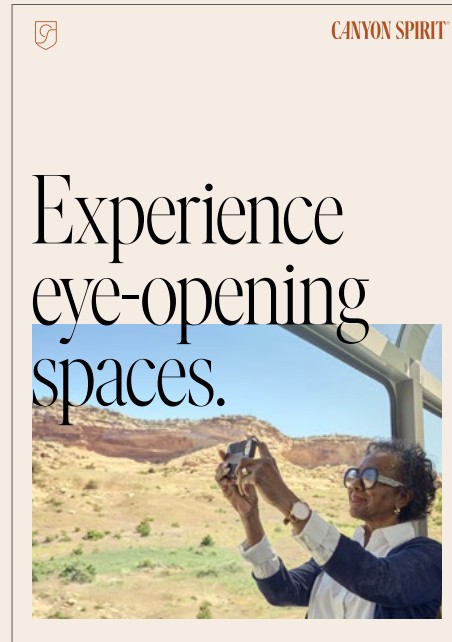


Secondary Layout – Clarity

Our secondary style is all about clarity.

In these compositions, typography and imagery should be given plenty of breathing room to ensure they are easily readable. In this style we predominately use our primary colors; Rustic Orange and Sand.

Layouts in this style are more conventional and should be used in narrower applications, like ad banners or in-feed social posts.



Tertiary Layout – Adventurous

Our tertiary style is adventurous and should be used when we want dynamic and captivating layouts.

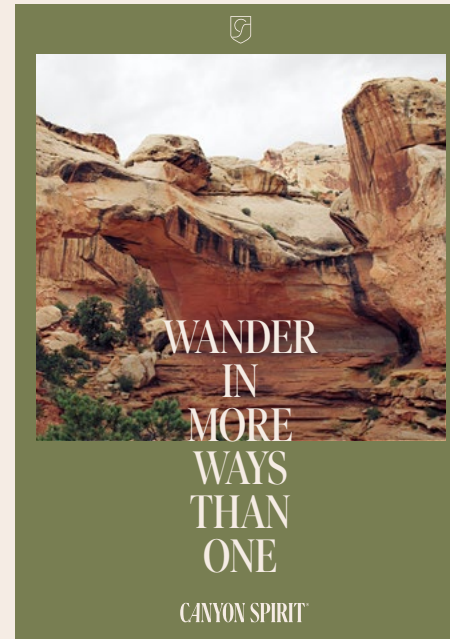
In this style, photography can be cropped in interesting ways, and multiple images can be used to enhance brand storytelling. In addition to our primary colors, our secondary palette can be used.

Typography can intersect with imagery in dynamic and unconventional ways. To increase the sophistication and energy in this style, typography can be set in ALL CAPS, as well as sentence case. Any type set in ALL CAPS must be approved by the brand team:

marketingrequests@

thearmstrongcollective.com

Layouts in this style are captivating and should be used when we want to stand out in our digital advertising, for example story ads.



Tone of Voice

LYRICAL

While we always communicate in a way that is clear and concise; because Canyon Spirit suggests something larger than travel itself, we can be more poetic and expressive in our tone. We are narrators and storytellers who express the intangible magic of our travel experience. This should be done in ways that feel meaningful and evocative rather than flowery.

CHARMING

We bring our warmth, personality, and charm to our writing by using language that is inviting. Through this sense of charm we are able to speak about the details that make the experience amazing. Like excellent service, awe-inspiring routes, and light-hearted storytelling inspired by the rich history of the landscape. We communicate in a conversational tone that says we are your friendly companions on this one-of-a-kind journey.

QUIETLY BOLD

We can speak in a way that is quietly bold, slightly rugged but not brash. The boldness that we use to communicate is one rooted in the confidence of a life-changing experience. This means speaking clearly and directly. We don't make suggestions or guesses when it comes to the magic of the Southwest, we make statements with a smile, never with self-importance.

INSPIRATIONAL

Few things are more inspiring than seeing the world from a brand-new vantage. We use language anchored by the beautiful natural landscape of our routes, to express a sense of wonder and deeper connection within each journey.



Tone of Voice

Headline Examples

Escape to extraordinary.

Wander in wonder.

Revel in the Southwest.

Find solace in the desert sun.

Unearth desert adventure.

Experience peaceful
at its peak.



Tone of Voice
National Park Focused
Headline Examples

A gateway to
unforgettable scenery.

Connecting you to
the world's most
iconic national parks.

Journey from renowned
to remarkable.



Tone of Voice

Copy Sliding Scale

Quietly Bold

← This tone is about making bold and clear statements, it allows for communicating offers, and opportunities, it often lends itself to calls to action.

Best Used

When speaking directly to an offer or promotions. Works well for social posts, captions, and online copy to communicate more functional tactical information.

*More functional/ hardworking communication always utilizes the Quietly Bold tone to relay information that is clear, concise, and on brand.

Pointed and Expressive

This tone is clear and concise but with more expression than the Quietly Bold tone, and not as emotive as our lyrical area, but allows for some hints of inspiration.

Best Used

When speaking and there is a need to appeal emotionally. Could be used in consideration stage communications.

Lyrical Language

→ More poetic in tone, allows for language that is emotive and conjures up deeper sentiment.

Best Used

For hero creative on OOH such as billboards, posters, TV, onboard communications, etc. Could be used in awareness level communications.



Tone of Voice
Copy Sliding Scale
Examples

Quietly Bold	Pointed and Expressive	Lyrical Language
Set out for Southwest adventure.	Marvel at the mountains.	Experience peaceful at its peak.
Go the scenic route by rail.	Journey in satisfaction.	All seekers welcome.
Explore renowned national parks in wonder.	Connecting you to captivating natural wonders.	Wander in wonder. Arrive at astonishing by rail.

Functional
Communication Sample

Adventure's just up ahead.

You've booked your rail journey, now you're ready to set out for a Southwest adventure. Take a moment to delve into our special guide full of pre-travel tips and key information—sure to prepare you for an unforgettable time onboard. Your remarkable journey is right around the bend.



SECTION 3

Brand Application





Brand Application Examples

Posters

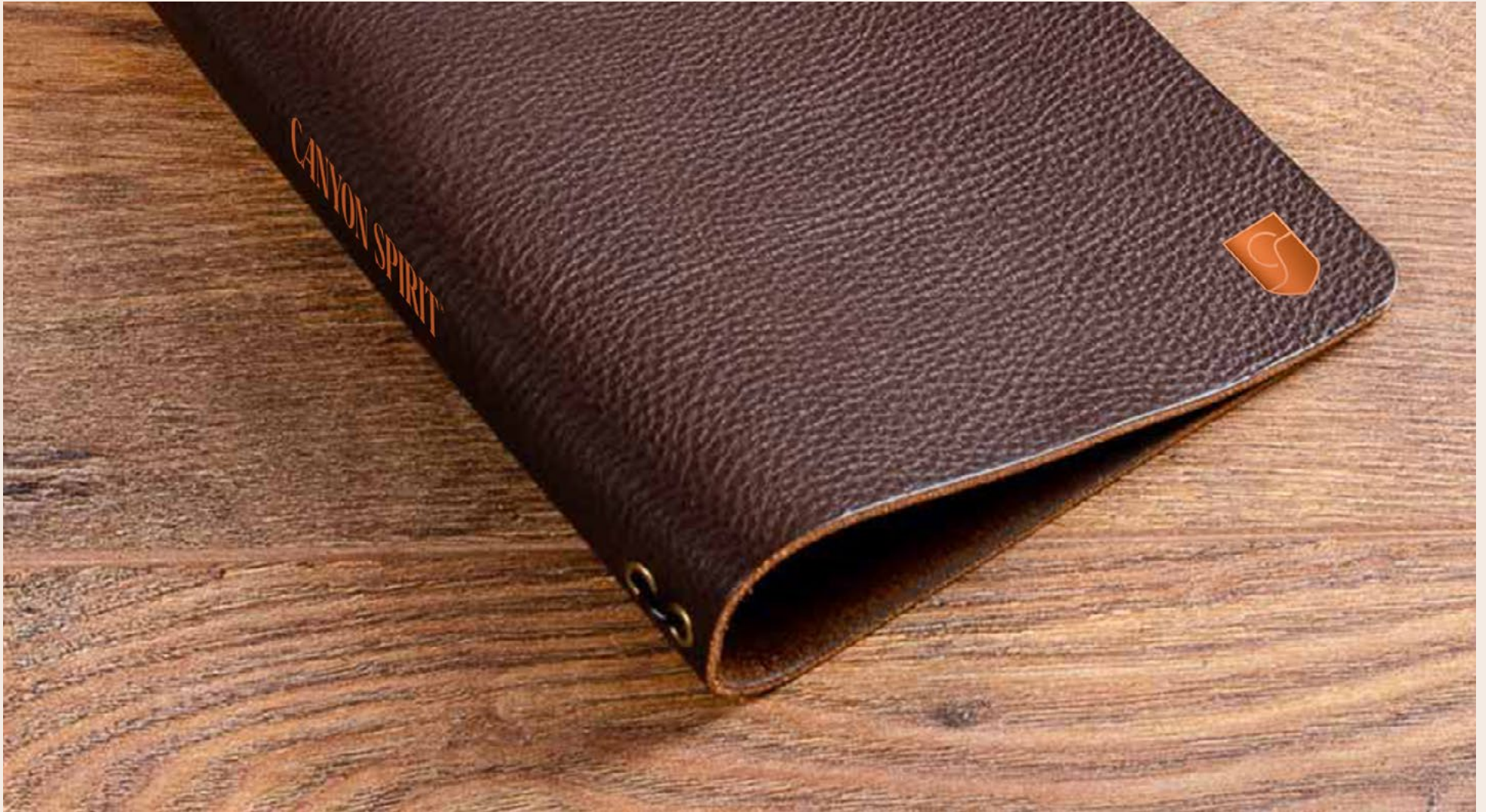


Brand Application Examples
Glassware



Brand Application Examples

Menu Cover



Brand Application Examples

Guest Pin



Brand Application Examples

Business Cards

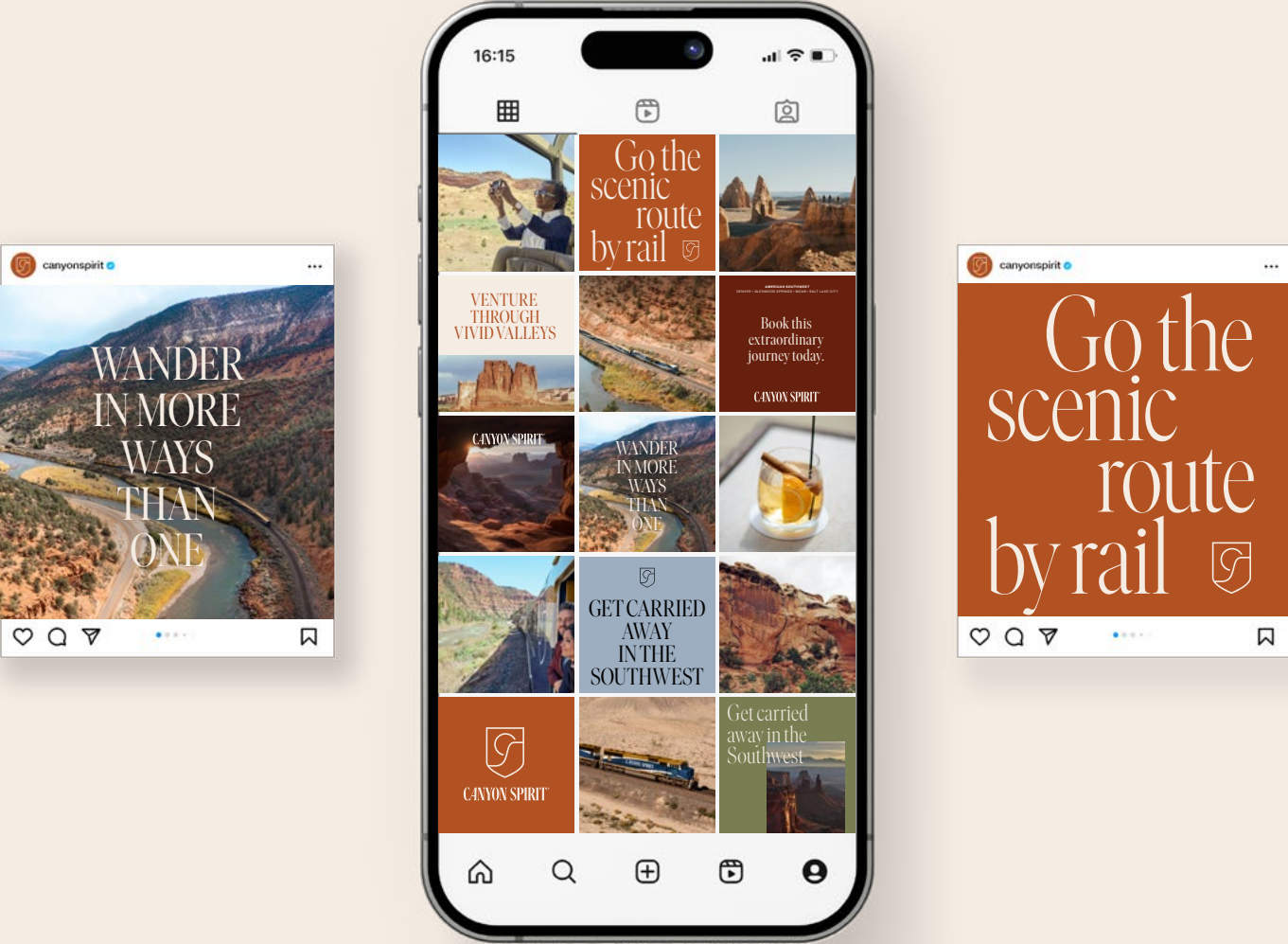


Brand Application Examples
Brochure



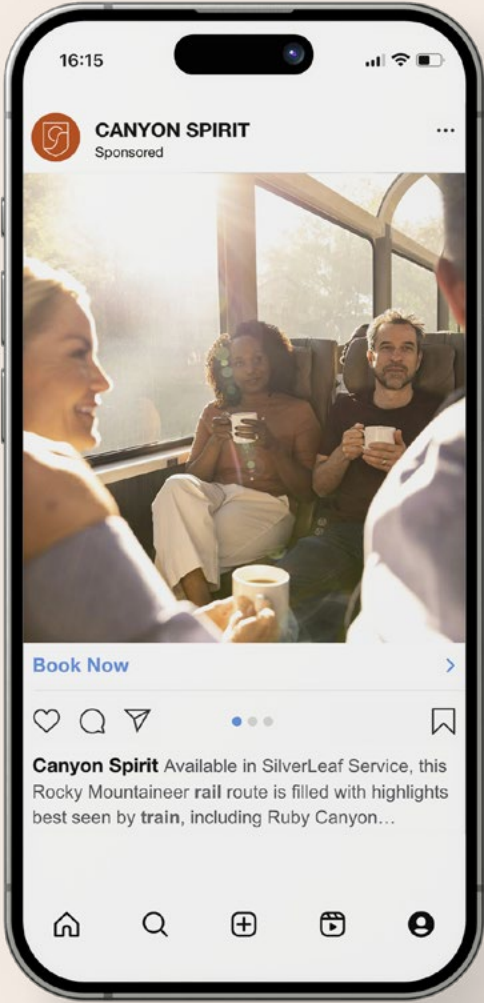
Brand Application Examples

Social Feed



Brand Application Examples

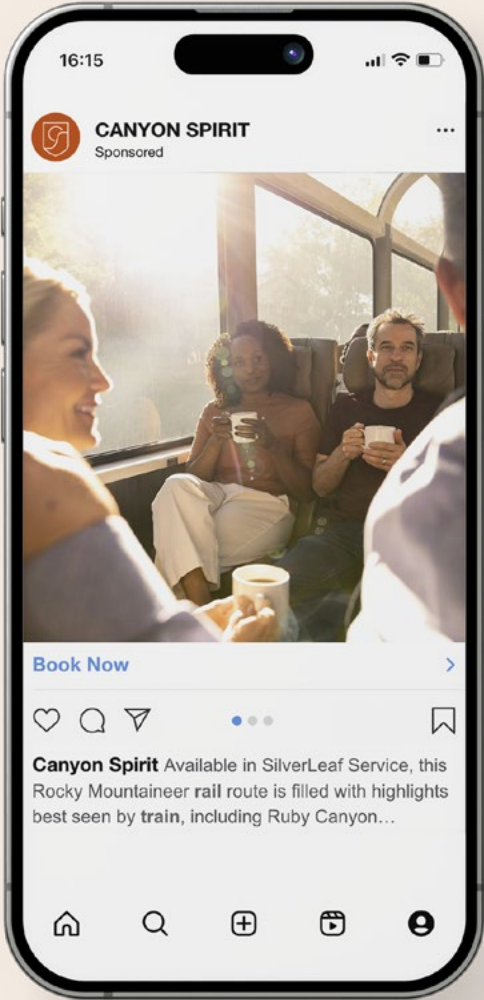
Social Carousel



Brand Application Examples

Social Icon

Monogram used for smaller applications.



Brand Application Examples

Digital Banner – Core Colors

Escape to extraordinary.



JOURNEY THE WONDROUS SOUTHWEST
DENVER • GLENWOOD SPRINGS • MOAB • SALT LAKE CITY

CANYON SPIRIT

LEARN MORE



CANYON SPIRIT

JOURNEY THE WONDROUS SOUTHWEST
DENVER • GLENWOOD SPRINGS • MOAB • SALT LAKE CITY

Wander in Wonder.

LEARN MORE

CANYON SPIRIT

Bask in the untamed beauty of the Southwest.

LEARN MORE





Brand Application Examples

Digital Banner – Alt w/Shadow

Escape to extraordinary.



JOURNEY THE WONDROUS SOUTHWEST
DENVER • GLENWOOD SPRINGS • MOAB • SALT LAKE CITY

CANYON SPIRIT

LEARN MORE



CANYON SPIRIT

JOURNEY THE WONDROUS SOUTHWEST
DENVER • GLENWOOD SPRINGS • MOAB • SALT LAKE CITY

Wander in Wonder.

LEARN MORE

CANYON SPIRIT

Bask in the untamed beauty of the Southwest.

LEARN MORE





Brand Application Examples

Digital Banner – Secondary Colors



Brand Application Examples

Website



Brand Application Examples

Website



Canyon Spirit Brand Identity
Summary



