Temple Square Hospitality

2018 Brand Style Guide

Prepared for Temple Square Hospitality by Fit Marketing in 2014
Revised in 2018 by Temple Square Hospitality
The Logo

Temple Square

The Temple Square Logo can be used in either Vertical or Horizontal layouts depending on size restrictions. The default logo is not black, but a warm dark grey. No matter what format the logo is used in, the Temple must remain white.
The Logos

Temple Square Hospitality

These guidelines for proper logo use will ensure the consistency and recognition necessary to establish the Temple Square Hospitality brand. Use these guidelines to all visual material produced and printed for and about TSHC entities.
Do not make the Temple any color other than white.

The logo may be used on approved colored backgrounds.

The color may be changed to an approved color as long as the Temple stays white.

Do not use non-approved colors for the Logo.

Do not change the order of the text.

Do not squash or distort the Logo.

Do not change the font.
Temple Square Hospitality

Logo Usage

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.
Joseph Smith Memorial Building

To reproduce the 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
For process refer to color page.

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

The Lion House

PREFERRED LOGO:
The Preferred use of The Lion House logo is the full color logo. There are two versions. One is for light colored backgrounds and the other version is for dark backgrounds.

The only difference between the two is the outline of the oval. On the version made for dark backgrounds, the black and yellow swap places to help it pop off the background.

ONE COLOR LOGOS:
In some instances, only one color is available in the printing process. There are two options in these instances. The PMS colors provided below are the only colors permitted in connection with this logo. Please do not swap any other color into the logo at any time.

QUIET SPACE:
Please try to always maintain a .25” clear space around the logo that is free from typography, graphics, etc.
The Roof Restaurant
To reproduce the 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
For process refer to color page.
Always leave at least .125” of space around the logo.

Nauvoo Café
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.
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.

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

The Lion House Pantry

PREFERRED LOGO:
The Preferred use of The Lion House Pantry logo is the full color logo. There are two versions. One is for light colored backgrounds and a the other version is for dark backgrounds.

The only difference between the two is the outline of the oval. On the version made for dark backgrounds, the black and yellow swap places to help it pop off the background.

QUIET SPACE:
Please try to always maintain a .25” clear space around the logo that is free from typography, graphics, etc.
The Lion House Bakery

The Preferred use of The Lion House Bakery logo is the full color logo. There are two versions. One is for light colored backgrounds and the other version is for dark backgrounds.

The only difference between the two is the outline of the oval. On the version made for dark backgrounds, the black and yellow swap places to help it pop off the background.

QUIET SPACE:
Please try to always maintain a .25” clear space around the logo that is free from typography, graphics, etc.

The Lion House Banquets

PREFERRED LOGO:
The Preferred use of The Lion House Pantry logo is the full color logo. There are two versions. One is for light colored backgrounds and the other version is for dark backgrounds.

The only difference between the two is the outline of the oval. On the version made for dark backgrounds, the black and yellow swap places to help it pop off the background.

QUIET SPACE:
Please try to always maintain a .25” clear space around the logo that is free from typography, graphics, etc.

Do not squish or distort the Logo.
Do not change the font.
Primary Colors

The following colors, based off the color palette of the current Mormon.org website are the only approved colors. Each color has a “Light” and “Dark” version. The logo may only be changed to the Light colors.

**Pantone 298 C**
C 71 M 13 Y 0 K 0
R 34 G 173 B 225
HEX #22ADE1

**Pantone 367 C**
C 46 M 0 Y 99 K 0
R 152 G 200 B 72
HEX #98C848

**Pantone 7468 C**
C 88 M 44 Y 22 K 2
R 82 G 67 B 51
HEX #12799F

**Pantone 7490 C**
C 63 M 26 Y 100 K 8
R 108 G 142 B 65
HEX #6C8E41

**Pantone 429 C**
C 38 M 31 Y 27 K 0
R 164 G 165 B 170
HEX #A4A5AA

**Pantone 4478 C**
C 69 M 63 Y 62 K 58
R 51 G 51 B 51
HEX #333333

**Pantone 219 C**
C 11 M 100 Y 11 K 0
R 213 G 28 B 128
HEX #D51C80

Secondary Color Palette

**C 3**
M 29
Y 100
K 0
HEX #F6B832

**C 31**
M 45
Y 99
K 8
HEX #AB8336

**C 2**
M 63
Y 99
K 0
HEX #ED7C32

**C 26**
M 71
Y 100
K 16
HEX #A5582C
Brand Colors
The colors in the Temple Square Hospitality palette have been selected to complement 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.

### Approved Colors

<table>
<thead>
<tr>
<th>Pantone 7544 M</th>
<th>Pantone 7545 M</th>
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<tbody>
<tr>
<td>C 45 M 31 Y 27 K 0</td>
<td>C 45 M 48 Y 41 K 12</td>
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<tr>
<td>R 148 G 160 B 169</td>
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<th>Pantone 5773 CVC</th>
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<td>C 55 M 37 Y 98 K 17</td>
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<td>R 158 G 163 B 116</td>
<td>R 158 G 163 B 116</td>
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<td>C 0 M 43 Y 7 K 0</td>
<td>C 0 M 100 Y 80 K 20</td>
</tr>
<tr>
<td>R 249 G 162 B 94</td>
<td>R 196 G 32 B 49</td>
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<table>
<thead>
<tr>
<th>Pantone 483 C</th>
<th>PMS 137</th>
<th>PMS 185</th>
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</thead>
<tbody>
<tr>
<td>C 30 M 96 Y 100 K 40</td>
<td>C 0 M 35 Y 90 K 0</td>
<td>C 0 M 91 Y 76 K 0</td>
</tr>
<tr>
<td>R 122 G 22 B 0</td>
<td>R 249 G 162 B 94</td>
<td>R 196 G 32 B 49</td>
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### Secondary Color Palette

<table>
<thead>
<tr>
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<td>M 3</td>
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<tr>
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<td>B 190</td>
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>M 27</td>
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<tr>
<td>Y 27</td>
<td>B 120</td>
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<tr>
<td>K 6</td>
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<table>
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<tbody>
<tr>
<td>M 25</td>
<td>G 130</td>
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<tr>
<td>Y 0</td>
<td>B 150</td>
</tr>
<tr>
<td>K 18</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>C 0</th>
<th>M 0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y 0</td>
<td>K 100</td>
</tr>
</tbody>
</table>
Temple Square Hospitality
Approved Logo Colors

Usage on White Backgrounds

TEMPLE SQUARE

Usage on Dark Backgrounds

TEMPLE SQUARE

TEMPLE SQUARE

TEMPLE SQUARE
Temple Square Logo Font

Only the approved fonts shown below should be used when displaying the logo and text in any advertising and marketing pieces.

**TRAJAN**

Trajan is the font used in the Logo. It is an uppercase font only, and should only be used for the logo, and headlines on print pieces. This is not a websafe font, and so Trajan should never be used on the website except with the logo.

```
1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Trajan Regular**

Improper Logo Usage

Use only approved reproduction art for all the logos in this document; 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.

Unauthorized use of the logos in this document or any of their elements is a copyright violation and subject to legal penalties.
Web Fonts
The below fonts are approved for usage on the website.

Playfair Display
Playfair is a websafe font that is similar to Trajan, but provides a modern look and feel. This font is to be used for headlines, and call out text.

Playfair Display Regular

Source Sans Pro
Source Sans Pro is a websafe font that is clean and modern and easy to read in a variety of sizes. It is used for body copy and call to action text.

Source Sans Pro Light