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INTRODUCTION

Brand new identity

This brand book serves as a testament to the essence of the Alpine edge – a cherished brand that brings together locals and visitors alike for days filled with excitement, entertainment, and camaraderie. From its humble beginnings to its current stature as a highlight of the annual calendar, the fair has evolved, yet its core values remain steadfast.

Within these pages, you will discover the pillars upon which the Alpine edge stands for: authenticity, inclusivity, and a commitment to excellence.

We delve into the history that shapes our identity, the traditions that bind us together, and the innovations that propel us forward.

Primary Logo



Color formats



1. Full Color Logo:

The vibrant full-color version of our logo is our primary representation. It exudes energy, vitality, and dynamism.



2. Monochrome Logo:

In situations where color may not be feasible or appropriate, our monochrome logo stands strong. Whether in black or white, it retains the integrity of our brand identity.

Logo Usage

1. Do not Distort the logo



X



X



2. Do not change the angle of the logo



X



X



3.Outlines should not be used on the text of the logo



4.The background should not be chaotic for the logo

(Eg: Too many lights in the background reflecting different colors is not going with the logo)

Logo Sizing



Make sure that the text or other design do not enroach on the logo
The marked space should always be given so logo can be free from any distraction.

Color Swatches

	CMYK	R G B	HEX
	0 / 68 / 100 / 71	74 / 24 / 0	#4A1800
	0 / 100 / 97 / 37	161 / 0 / 5	#A10005
	0 / 0 / 16 / 0	254 / 255 / 213	#FEFFD5
	0 / 63 / 83 / 5	241 / 90 / 41	#F15A29

Typography

(FOR BODY)

Font Name: Hoefler Text

HoeflerText BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz

I 2 3 4 5 6 7 8 9 0

Hoefler Text BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz

I 2 3 4 5 6 7 8 9 0

(FOR SUB-BODY)

Font Name: Bodoni 72

BODONI 72

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

BODONI 72 BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

BRAND BOOK

Alpine Edge Outdoors

“Through Adventure We Explore”