

June 2024

Brand Guidelines



Logo

Logo Type and Mark

“Little Kamper” logo type/mark should be in this horizontal format wherever possible and should be the primary logo used.

Clear Space

The clear space rule ensures there is enough empty space surrounding the logo mark and logo type to allow for more impact and give enough space between other graphic elements, text, and more.

The mark in “Little Kamper” is used on its side around the area to measure clear space.

Dos and Don'ts

Do not rotate or skew the logo in any manner. Do not place the logo on-top colors that are similar in contrast such as 50% gray resulting in low contrast between the logo and the background color. Avoid placing the logo on a busy background or pattern.

The logo may be placed on a light background (10% tint) from the palette. The preferable background color is light mint. A knockout (white) version of the logo may be placed on-top of a black or dark colored background (100% tint) from the palette.



Clear space



No



Yes



Typography

The preferred font family used in the Little Kamper branding is Monserrat. If Monserrat is unavailable please use an alternate font similar to Helvetica.

Font Family - Monserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Alternate font - Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Color

The Little Kamper color palette is bright, saturated, and vibrant yet harkens back to the grassroots of nature, forest, and wildlife conservancy.

The primary palette is reserved for the logo and propane tank use. For background and other design elements to accompany the logo and tank please use the secondary palette.

Primary



PMS - 322

C - 89
M - 40
Y - 46
K - 13

HEX
047179

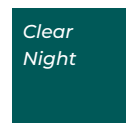


PMS - 355

C - 94
M - 0
Y - 100
K - 0

HEX
00A94F

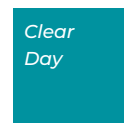
Secondary



*Clear
Night*

C - 100
M - 0
Y - 43
K - 60

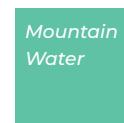
HEX
005958



*Clear
Day*

C - 90
M - 0
Y - 28
K - 22

HEX
00929F



*Mountain
Water*

C - 61
M - 0
Y - 45
K - 0

HEX
5EC2A5



*Light
Mint*

C - 30
M - 0
Y - 25
K - 0

HEX
B3DDCA



*Forest
Pine*

C - 67
M - 25
Y - 73
K - 10

HEX
5B8D62



Glade

C - 42
M - 0
Y - 67
K - 0

HEX
9ACE7E