



Rockies Repeat

Brand Guidelines



About the Logo



Our all-woman collective of Indigenous and settler artists travel by foot to revisit iconic sites in the Canadian Rockies painted by early Banff artist, Catharine Robb Whyte a century ago as a bell-weather for climate change.

Our logo captures that wild spirit where culture meets conservation and the past and present intersect.

Our Primary Palette

Our primary palette is simple, bold, and recognizable. It draws on the elemental textures of the Rocky Mountains.



● Golden Ochre #CCAD41



● Cloud #ffffff



● Slate #70747B

Charcoal #000000



Our Secondary Palette

Like the diversity of our artist palettes, our secondary colours may be used to add interest and atmosphere to presentations, documents, and social media content where Rockies Repeat is represented.



● Robin's Egg #42C1D8



● Rays #EF5726



● Sage #A7BB9B



● Wild Rose #B42B4B



● Alpen Glow #bfa886



● Silt #68BBB6

Our Font

Our Official Font

Aileron Regular


A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Exclusion Zones

The space around the logo in digital or print uses must allow for at minimum 0.25" breathingroom on all sides of the logo.

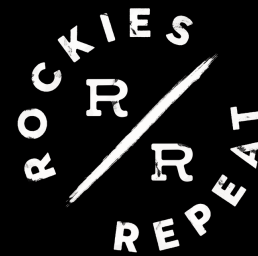
	CLEAR SPACE 0.25"	
CLEAR SPACE 0.25"		CLEAR SPACE 0.25"
	CLEAR SPACE 0.25"	

Logo Variations



Horizontal

The horizontal logo is our full logo. It should be used on official documents, contracts, presentations, merchandise, and credits.



Circle

The circle is our common short-form logo. It should be used as a watermark in the upper or lower corner of documents, presentations, and social media.

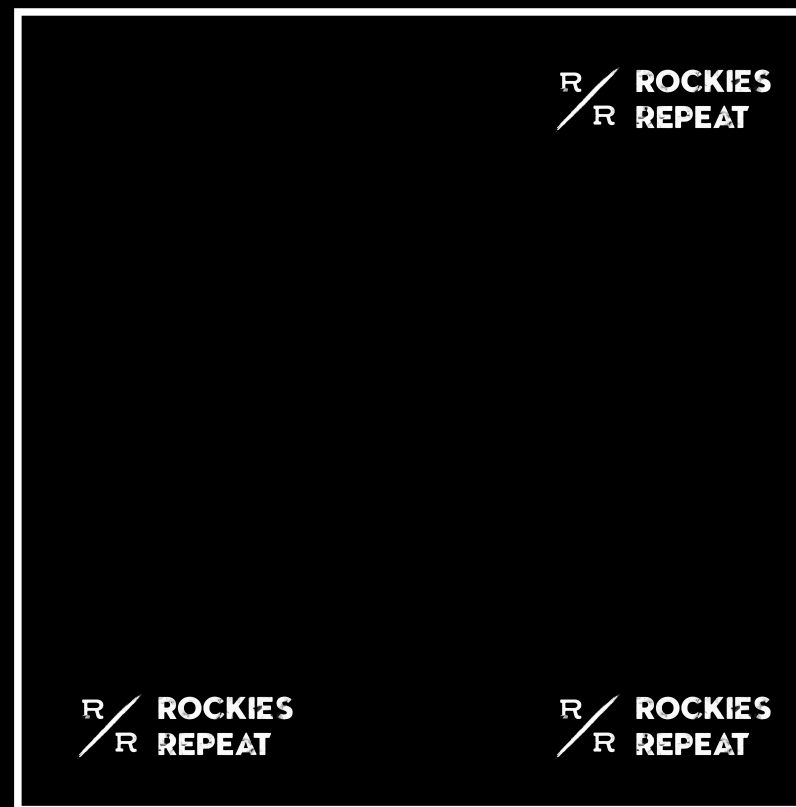


Icon Stamp

The icon stamp is our casual identifier that may be used on social media and on merchandise.

Logo Positioning

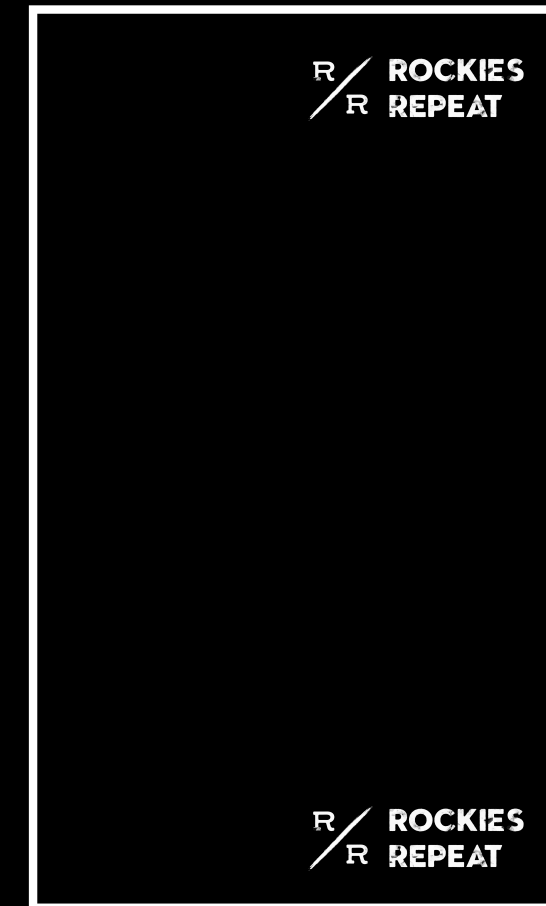
The logo should be anchored to a corner for consistent use. Depending on the orientation of the publication, the logo may be applied in different configurations



Square



Landscape



Portrait

Examples



Logo Use



DO NOT change the color.
Use only the colors in the palette.



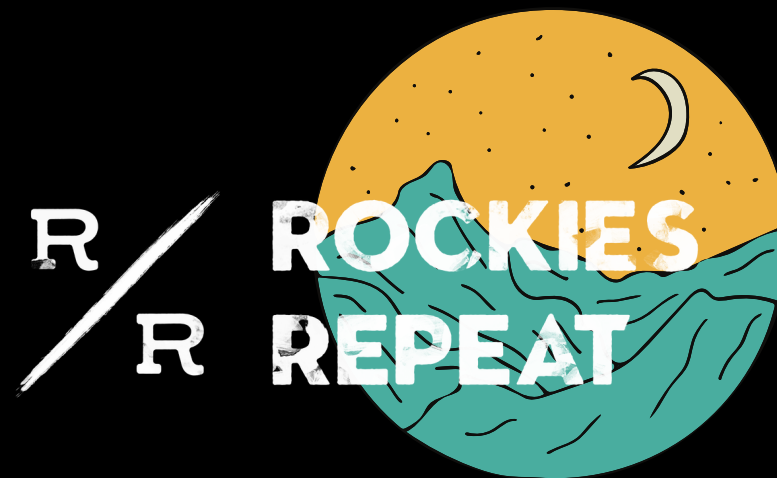
DO NOT crop
the logo.



DO NOT add shadows or
effects.



DO NOT rotate
the logo.



DO NOT put over another
illustration or a busy
photo.



DO NOT use tint
or opacity.





**Download
the Assets**
rockiesrepeatfilm.com