Dakota Ridge Farm

STYLE GUIDE

DAKOTA RIDGE FARM

THE DAKOTA RIDGE FARM STORY

Dakota Ridge Farm was established in 1990 when we obtained our first llama, Dakota, as a wedding present from Gary to Katrina. Since then, many more of these regal, magical and mystical creatures have arrived.

Llamas display a serenity and dignity that is regal, quiet, stress relieving, and awe-inspiring to say the least. What began as a hobby has provided immeasurable joy to us and our family of boarders. Our mission: To spread the word about these magical and mystical creatures....with love!

THE LOGO

Primary logo

The main logo is the brand's unique llama illustration paired with the name in "Walter Turncoat" font.

30px

107px

150px
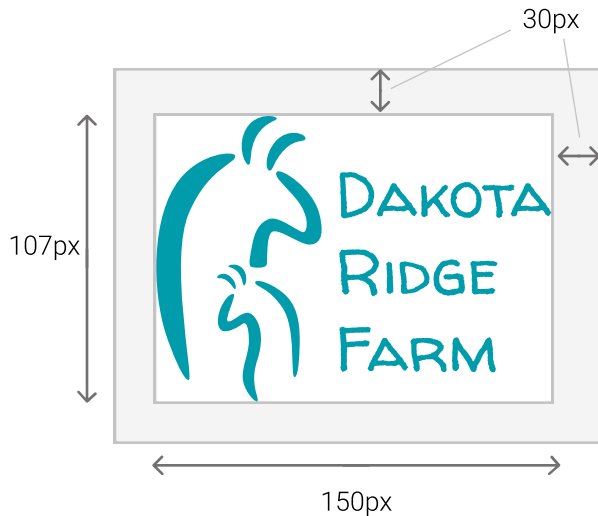
Logo size and spacing

The main logo should never be sized less than 150 pixels wide and there should always be at least 30px of spacing around the logo.

Alternate versions

The logo can be simplified using these alternate versions of the illustration part of the logo. They work great when a simple icon is needed for branding. The logo may also be used in white on dark backgrounds.

FONTS

PRIMARY FONT

WALTER TURNCOAT

Dakota Ridge Farm's primary font is **Walter Turncoat**

COMPLIMENTARY FONT

Dakota Ridge Farm's complimentary font is **Roboto**. This font is simple, versatile and easy to read. It can also be used in a wide variety of styles from thin to black to offer subtle contrast in the type.

HEADER 1	WALTER TURNCOAT / 36
header 2	**roboto medium / 24**
header 3	roboto light / 18 / letter spacing 10%
regular	roboto light / 12
small	roboto light / 11

primary colors:
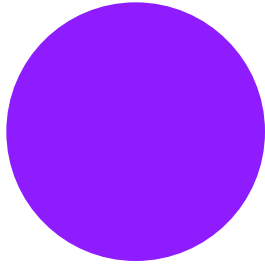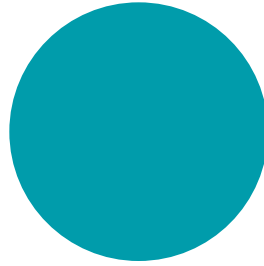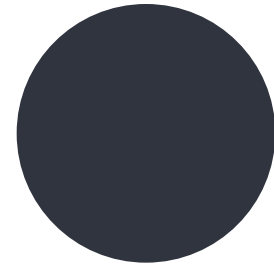
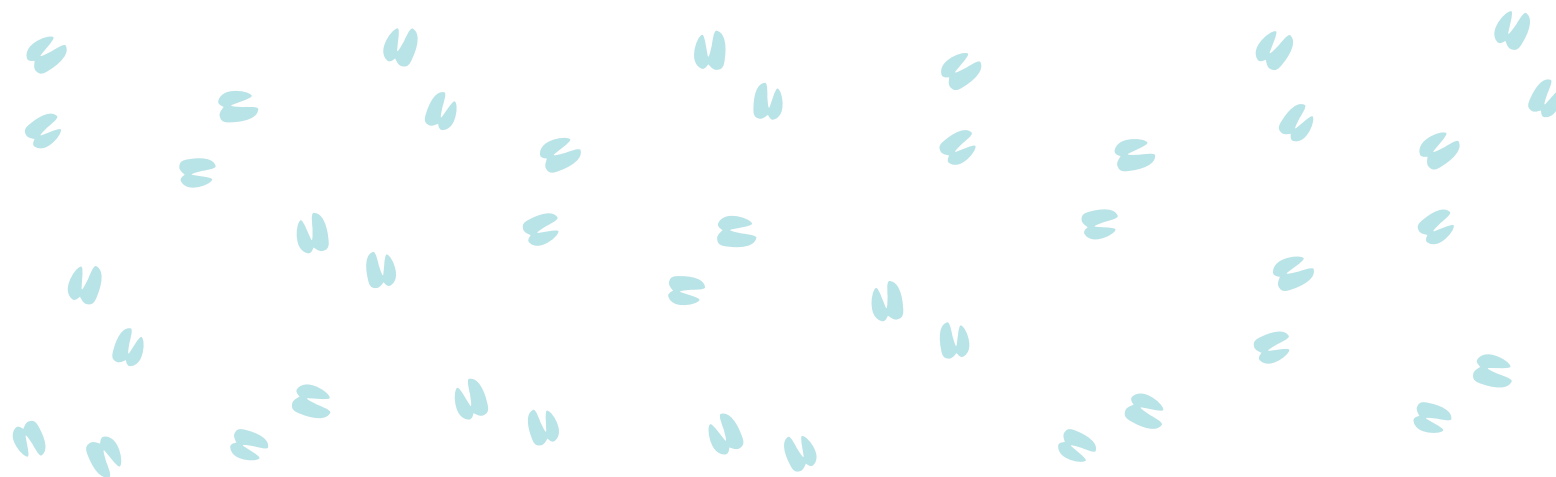| Purple	Teal	Gunmetal
#8E1CFF	#009CAB	#30343F

additional branding elements:

Teal llama footprints can be used to add decorative branding or background imagery.

UI ELEMENTS

buttons:

ACTIVE BUTTON

INACTIVE BUTTON

SKINNY BUTTON

INACTIVE BUTTON
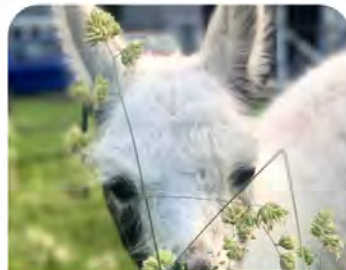
EVENT BUTTON SELECTED

EVENT BUTTON DESELECTED

article tag

Dakota Ridge Farm

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