Brand Guidelines

the **lakefront**
LITTLE ELM

This booklet defines styles and best practices for the Lakefront at Little Elm brand. It is not meant to be an exhaustive set of rules but rather a guide to keep the brand consistent and cohesive across channels.

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WHO
WE ARE

introduction

In the heart of Little Elm, Texas sits Lakefront at Little Elm — a family-friendly entertainment district on the shores of Lake Lewisville. With a pristine sandy beach and easy access to the lake, it's the perfect place to escape to during the hot Texas summers. But more than that, it's a year-round destination with great restaurants and fun activities for the whole family.

BRAND PRINCIPLES

Brand principles are central to the brand strategy. They're what sets Lakefront apart from other destinations and should be communicated in all that we do — from photography style to tone of voice to planning decisions and area events.

Life on the Lake, All Year Round

We're home to the sun on your face, drink in your hand, sitting outside laughing with your best friends kind of feeling that doesn't end when the summer fades. Being here is a state of mind that can make even the coldest Winter feel warm.

For the Family

This is a place where families come together — where they can leave behind their usually crazy schedules and just relax. With fun activities for all ages, it's a destination designed for the whole family.

An Escape

Lakefront is an escape from the norm — a chance to forget the hustle of living in the city and head to a place that seems to make all your worries disappear.

Entertainment Destination

Above all, Lakefront is a place to let loose and have fun. Our restaurants, events and activities provide unique experiences you won't find anywhere else.

Close Community

We have a small-town feel in the middle of a major metropolitan area. We support each other, support local businesses, and support town events and initiatives.

Brand
Elements

PRIMARY LOGO

The primary logo features the word 'Lakefront' with an accented sun shape as the letter O. Lakefront is the most prominent in order to communicate that this is a district within Little Elm, while the sun adds an element of playfulness and fun associated with the beach and water.
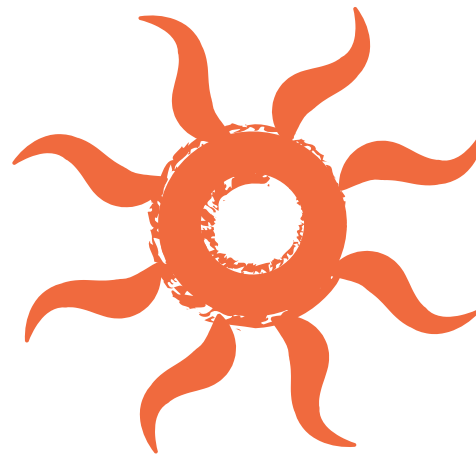

Minimum Size
The smallest the logo should be represented is 0.5" tall.

LOGO ELEMENTS

The sun can be used as an accent when the full primary logo is not necessary or in cases where the brand name is already displayed in plain text. For example, the sun could be used as a profile picture on social media since the username will be adjacent to it in plain text.

The sun can also be used in place of the primary logo when on signage. For example, the sun could be used on a small wayfinding sign in the district.

Minimum Size
The smallest the sun should be represented is 0.5" tall.

LOGO COLOR USAGE

The color usage for Lakefront at Little Elm is fairly minimal. The logo will mostly be used in yellow or white with a pop of color against neutral backgrounds (A & B). It can also be used in solid navy or white (C & D).

Any of these color formats can be used for the primary logo, seasonal logos or sun.

A.

B.

C.

D.

LOGO CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from other competing elements (such as other logos or copy) that might conflict with, overcrowd or lessen the impact of the logo.

The minimum clear space is defined as the height of the letter F. The minimum clear space should always be applied. Try to maximize clear space whenever possible.
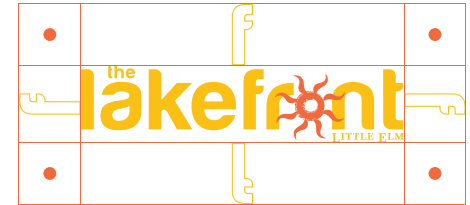
LOGO BEST PRACTICES

The following guidelines will ensure that the logo is always consistent across channels.

✓

Use approved logo assets.

✓

Provide correct clear space.

✓

Always contrast the logo from the background.

In order for the brand to stay consistent, avoid making the following mistakes:

Never stray from the color palette.

Do not modify the logo in any way, including spacing, proportions, alignment, or other design elements.

Do not add effects such as drop shadows or glows.

Do not contain the logo in a box when used on a background (unless part of other design elements).

SEASONAL LOGOS

When applicable, the following logos can be used in place of the primary logos.

Logos can be added to this collection. Designers should follow icon style and keep colors close to the approved palette.

COLOR PALETTE

The bright color palette is reminiscent of the area's scenery and mood. Yellow is often associated with **sunshine** and **happiness**, while navy is grounding force that represents **tranquility**. Together, along with the accent colors, they communicate that this place is an escape. Relevant textures, like waves, can also be used to add depth and personality.

Sunglow

CMYK: (4, 26, 85, 0)
RGB: (244, 189, 66)
Pantone: 136 C
Hex: #f5be43

Sunset

CMYK: (1, 73, 82, 0)
RGB: (240, 106, 63)
Pantone: 158 C
Hex: #f06a3f

Deep Blue

CMYK: (100, 84, 39, 31)
RGB: (20, 51, 89)
Pantone: 540 C
Hex: #143359

Charcoal

CMYK: (70, 64, 63, 64)
RGB: (45, 45, 45)
Pantone: 7540 C
Hex: #2d2d2d

Sky

CMYK: (30, 0, 9, 0)
RGB: (173, 223, 231)
Pantone: 635 C
Hex: #addfe7

TYPOGRAPHY

roboto slab bold

used for headings
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

roboto slab regular

used for subheadings
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

roboto regular

used for body copy
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

Photography Style

BRIGHT & FUN

Lakefront at Little Elm's photography style is bright and colorful. Images that have a unique perspective or show real people having fun in the area are favored in order to communicate the brand principles.

How We Talk

VOICE & TONE

Lakefront's tone of voice is casual, straightforward and easy- to-understand. It's not pompous — Lakefront is a place where everyone can come together. It sounds friendly, passionate and paints the picture of the Lakefront state of mind. It seems relaxed, chatty, and sometimes a little humorous.

Emojis can be used to enhance this feeling in the mind of the reader. Some common ones to use are the sun, water wave, beach with umbrella, tropical drink, and taco.

lakefrontlittleelm Cheers to getting work done on this Monday!!! 💪🏾
.
(Then heading straight to @margaritahut2go afterwards...) 🍹

lakefrontlittleelm You thinking what I'm thinking....Tacos 🌮

lakefrontlittleelm It's Friday and we're headed out to find some adventure ☀️🐬

Applications

DIGITAL

Official Website
lakefrontlittleelm.com

Facebook
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Instagram
instagram.com/lakefrontlittleelm

Pinterest
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Official Hashtag
#lakefrontlittleelm