STYLE GUIDE

AMETHYST BAY
Resort & Spa

Address: 716 Amethyst Bay Boulevard, St. Thomas, VI 00802
Phone: 866-323-7070
Website: www.amethystbayresort.com

The following information is the approved branding materials for the Amethyst Bay Resort & Spa. Email your professor with any questions about how to properly use the material in this guide. Any variation from what is provided requires approval from the Marketing and Communications Department (which in this case would be represented by your professor).

Included in this document:
Logo Usage & Text
Color Scheme (Pantone/CMYK and Hexadecimal color values)
Fonts

Headlines

Arial Bold

Subheads

Arial Bold Italic

Body Copy

Arial

Primary

Pantone 268 Coated

C: 81%	R: 91
M: 100%	G: 43
Y: 12%	B: 130
K: 2%	

Hexadecimal: #4F2170

Pantone 332 Coated

C: 42%	R: 138
M: 0%	G: 226
Y: 24%	B: 209
K: 0%	

Hexadecimal: #A0E5CE

Secondary

Pantone Black 6 Coated

C: 81%	R: 17
M: 71%	G: 24
Y: 59%	B: 32
K: 76%	

Hexadecimal: #121C26

Pantone Cool Gray 6 Coated

C: 35%	R: 169
M: 29%	G: 168
Y: 28%	B: 169
K: 0%	

Hexadecimal: #B5B0AD