



**A BRANDING GUIDE for the  
PEAK INDAHAG CAMPAIGN**

**PEAK**

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# VISUAL IDENTITY

VISUAL  
IDENTITY



# BACKGROUND OF CAMPAIGN

In the city of Cagayan de Oro houses Barangay Indahag. With a mountain-view resort, a grape farm, and many waterfalls, Indahag is a place with lots of wonders and potential.

The campaign aims to show the nature and community of the area. “Peak Indahag” refers to how Indahag is where you can see the view from the peak of Cagayan de Oro, therefore Indahag is peaking.

# LOGO

The logo is meant to represent the topology of the mountains and hills seen in Indahag. It uses the colors of green and red, along with different shades for dimension. There is a grainy texture on the logomark and logotype. With all these elements combined, the logo is meant to represent Indahag's association with the mountains and greenery.

The entire logo is the campaign tagline of “Peak Indahag.”



# LOGO USAGE



Monochrome version  
for printing.



All black on light  
background.



All white on dark  
background.



All green variation.



Plain colors on light  
or dark background.



All red variation.

# DO NOT:



Distort the logo in any form.



Cut off any portion of the logo.



Use the logo in other colors.



Rotate the logo.

# COLORS

**#4f9880**

C: 71      R: 79  
M: 21      G: 152  
Y: 58      B: 128  
K: 3

**#294c3f**

C: 80      R: 41  
M: 47      G: 76  
Y: 71      B: 63  
K: 44

**#b9394b**

C: 21      R: 185  
M: 91      G: 57  
Y: 66      B: 75  
K: 8

**#fcfbe4**

C: 1              R: 252  
M: 0              G: 251  
Y: 12             B: 228  
K: 0

**#1d1515**

C: 68              R: 29  
M: 69              G: 21  
Y: 66              B: 21  
K: 80

# TYPOGRAPHY

# TYPEFACES

## Space Grotesk Bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890.,!?:;”’(){}

## PT Serif Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890.,!?:;”’(){}

Space Grotesk Bold is a sans-serif font mainly used for headers in this campaign. Space Grotesk Bold can also be used in a header and a body at the same time. PT Serif Regular is a serif-font exclusively used for bodies and miscellaneous text.

# USAGE

**We Peak in Indahag  
because Indahag is  
the peak.**

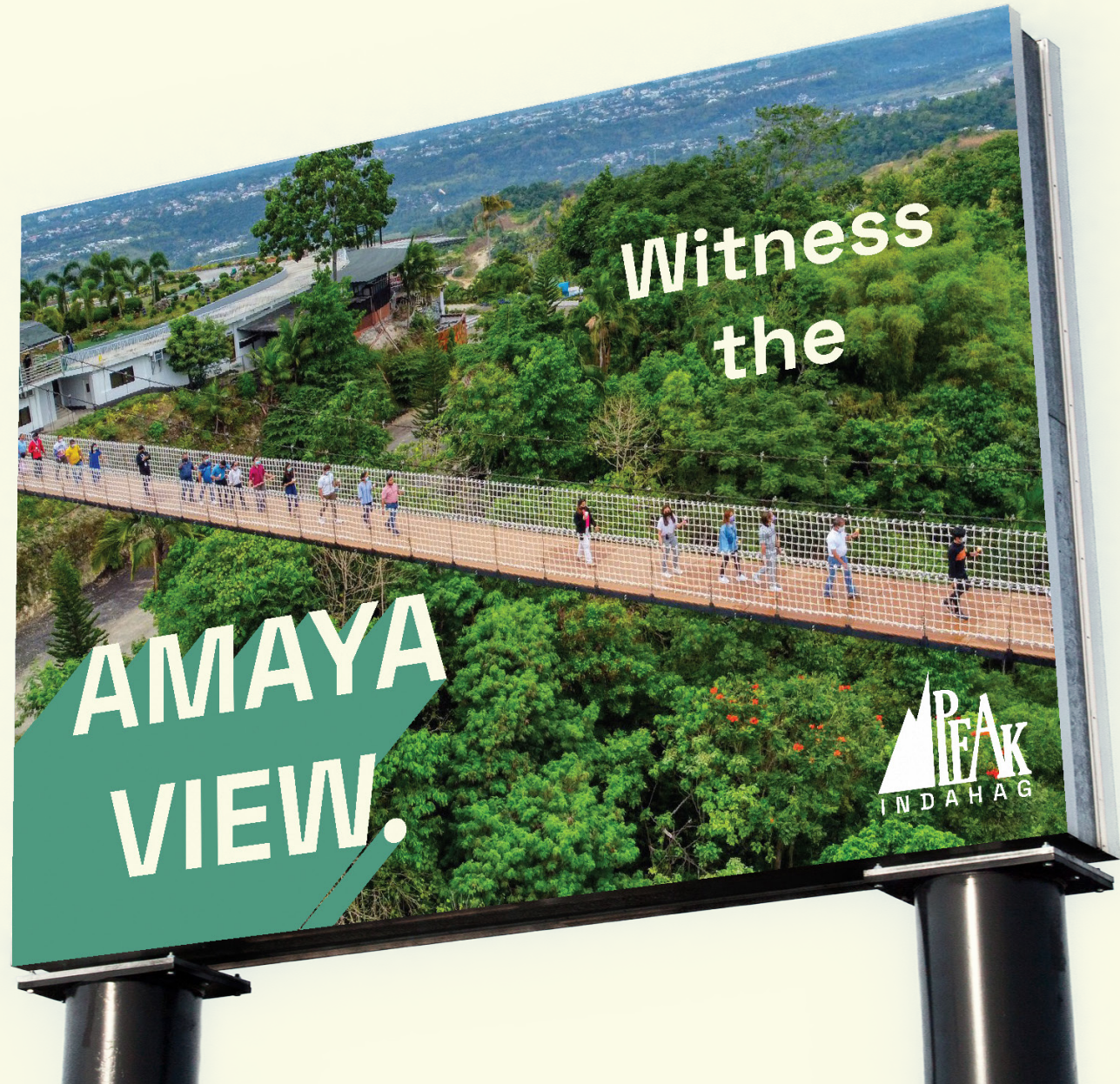
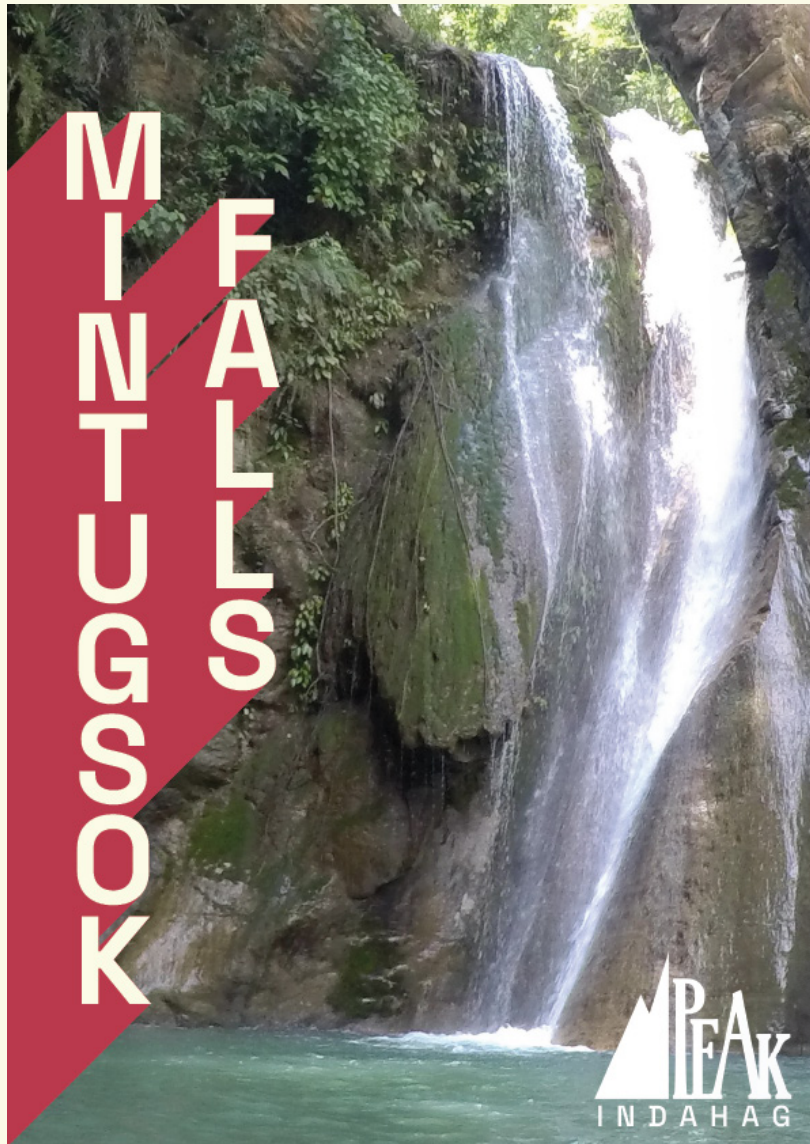
Lorem ipsum dolor sit amet. Et aliquid ipsa  
quo corporis sint ut omnis voluptatibus rem  
quod minima quo incidunt repellendus! Est  
excepturi do

SAMPLE TEXT

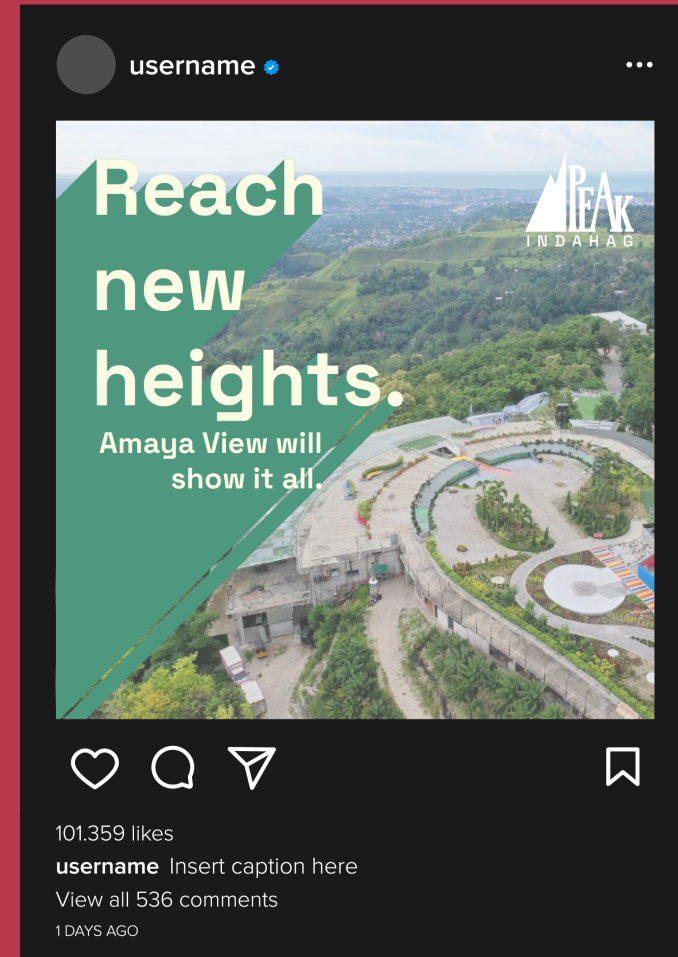
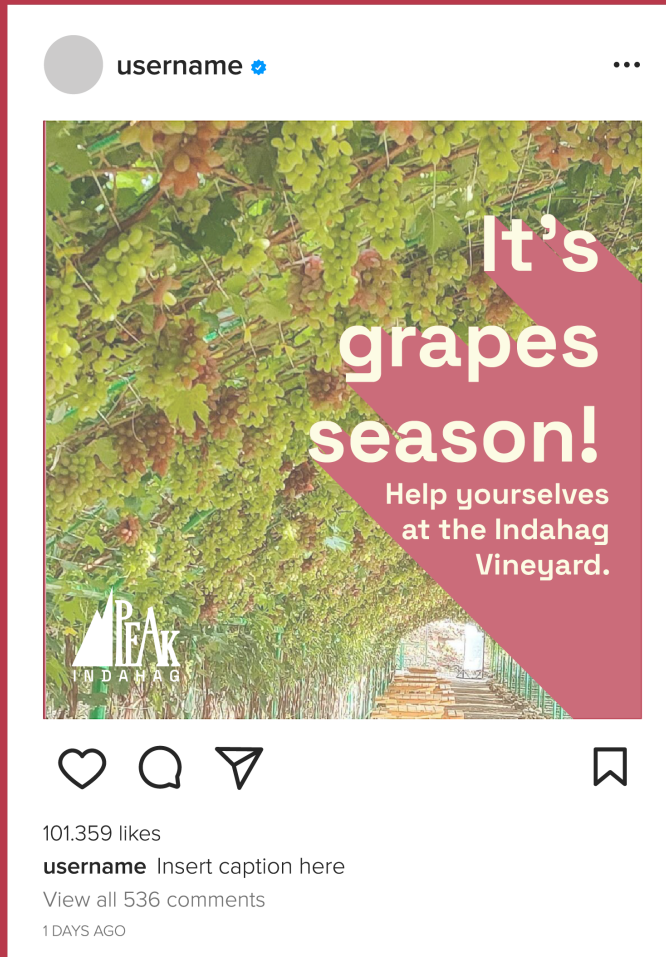
The ideal font  
combination is Space  
Grotesk Bold as a  
header and PT Serif  
Regular as a body. The  
header can be in any  
color fitting the palette  
while the body must be  
either black or white.

# APPLICATION

# POSTER & BILLBOARD



# SOCIAL MEDIA



# APPAREL



# OTHERS



I N D A H A G

prepared by

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