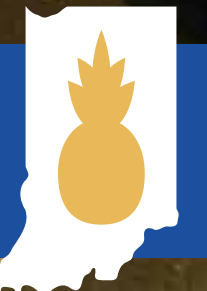


# Hospitality Indiana Brand Guide

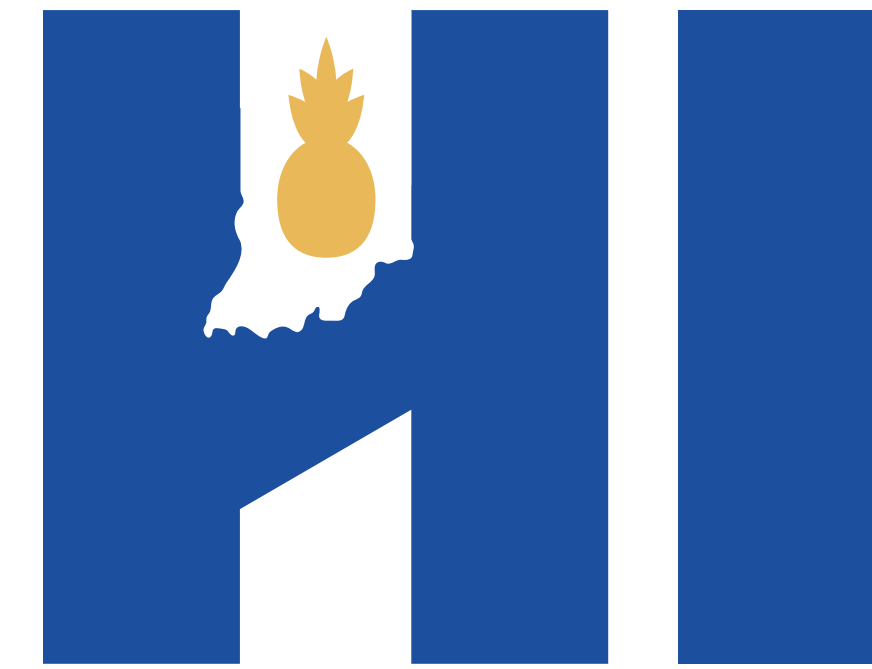
VERSION 1.0 | UPDATED DECEMBER 2025



Logos



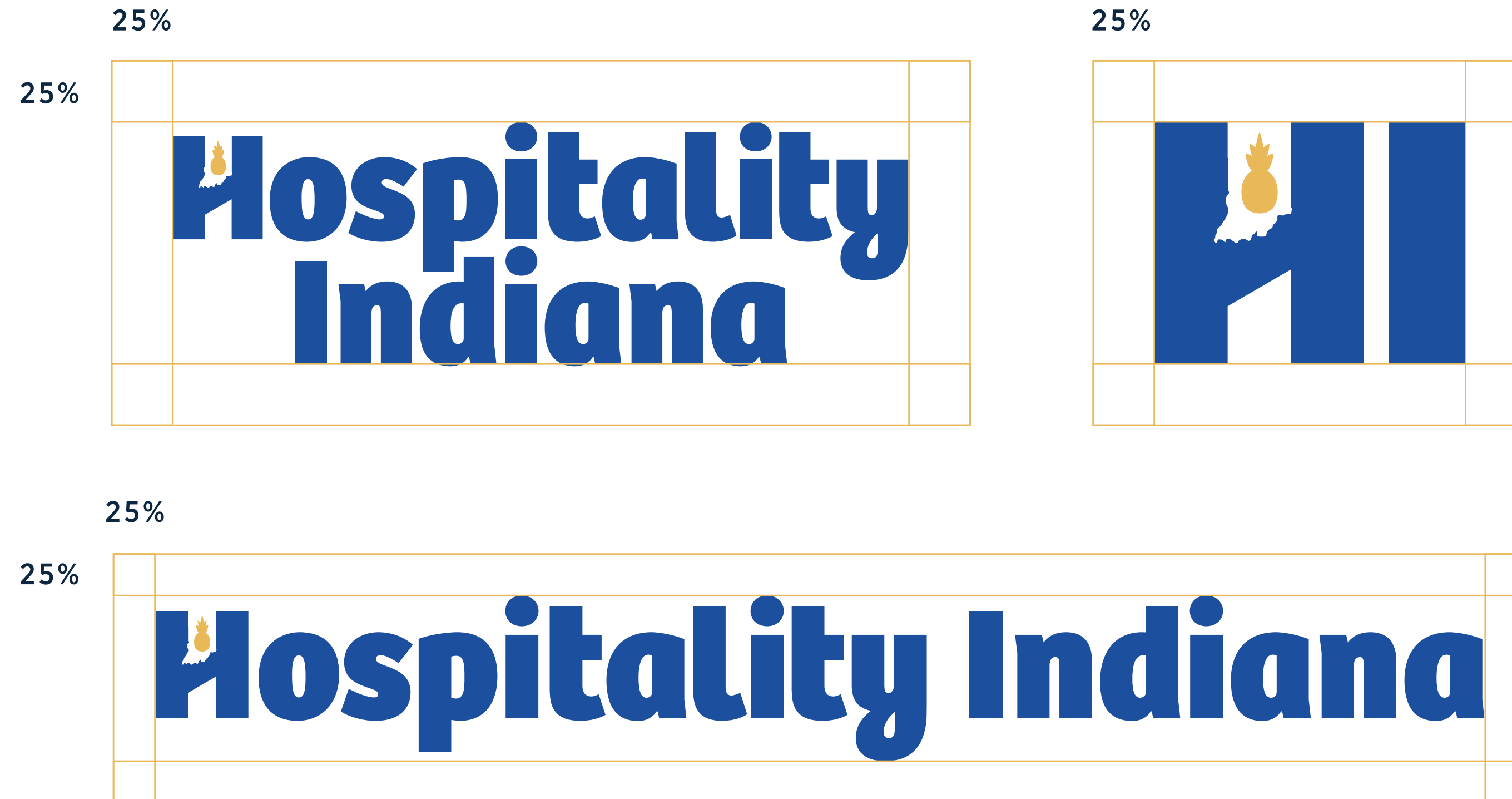
PRIMARY



SECONDARY



## Logo Clearspace



Clearspace is the designated space around the logo that is intended to be clear of any text, images, icons, or other items — keeping the logo area uncluttered and open so it can breathe.

Under certain circumstances the clearspace may be breached for design purposes (to call attention, merch, etc.)

Use 25% of the height of the logo as a guide to help ensure proper spacing.



## Common Errors



**Hospitality  
Indiana**

**DO NOT**  
change the logo  
typography



**Hospitality  
Indiana**

**DO NOT**  
stretch, squash, skew,  
or distort the logo in any way



**Hospitality  
Indiana**

**DO NOT**  
use non-brand colors



**Hospitality  
Indiana**

**DO NOT**  
outline the logo  
in any way



**Hospitality  
Indiana**

**DO NOT**  
place objects under  
logo/clearspace\*



**Hospitality  
Indiana**

**DO NOT**  
add obvious, dark or  
large drop shadows



**Hospitality  
Indiana**

**DO NOT**  
change the layout or  
relationship between logo  
elements in the lockup



**Hospitality  
Indiana**

**DO NOT**  
add overlays, logos or  
images on top of logo



**Hospitality  
Indiana**

**DO NOT**  
place the logo on  
a high-contrast pattern,  
busy photograph, or any  
background providing  
low contrast

\* Logo can overlay with layout elements when appropriate. FOR LIMITED USE ONLY.



## Brand Colors



HEX #0D2740  
RGB 13, 39, 64  
CMYK 100, 80, 46, 50  
PANTONE 295



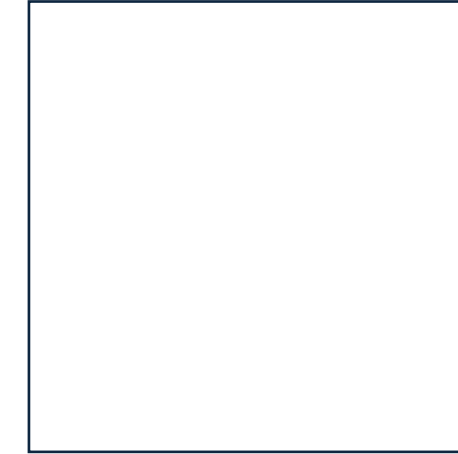
HEX #1D4F9E  
RGB 29, 79, 158  
CMYK 99, 76, 2, 0  
PANTONE 2388



HEX #6FAEDE  
RGB 111, 174, 222  
CMYK 60, 16, 0, 0  
PANTONE 284



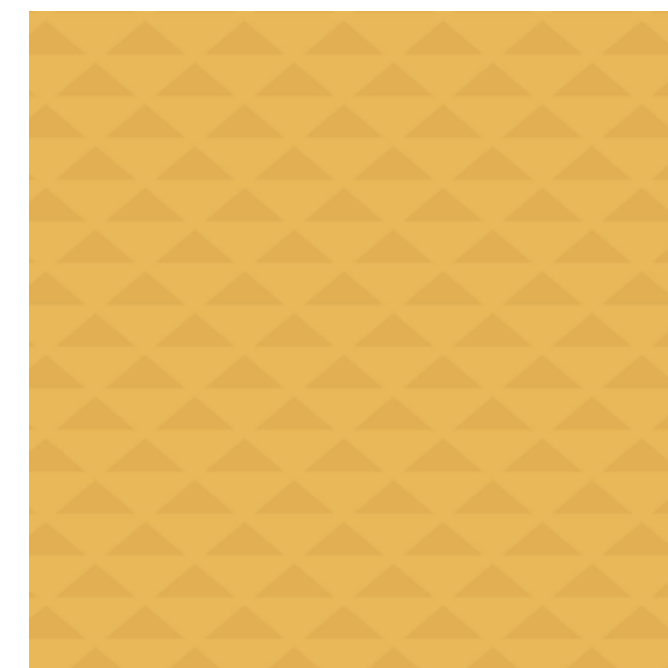
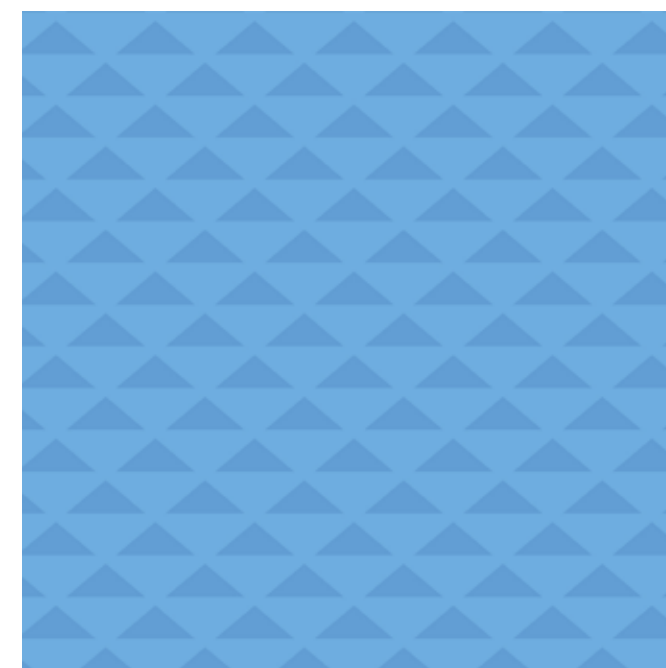
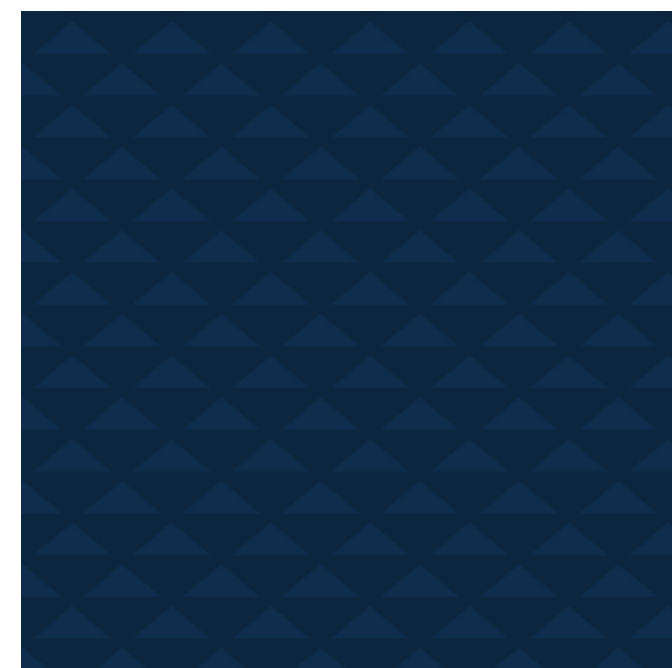
HEX #E7B859  
RGB 231, 184, 89  
CMYK 5, 30, 86, 0  
PANTONE 1225



HEX #FFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0  
PANTONE WHITE

Nearly all of the colors within our primary palette can be used in combination. Whenever possible, strive for legibility with contrast, especially when setting typography.

## Brand Patterns



## Brand Fonts

FLAME REGULAR is the Hospitality Indiana's primary brand font. It is best used with headlines, sub-heads and CTAs.

GOTHAM NARROW is also available to use. Light, Light Italic, Book, Book Italic, Bold, Bold Italic, Black, Black Italic

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy of information.

## FLAME REGULAR

aābccdðeéffghiiijklmñoopqoerstuüvwxyz  
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUvwXYZ  
0123456789{[(.,'";:)}]!/?&°ˆ˜˘˙˚˛˜˝˞˟ˠˡˢˣˤ˥˦˧˨˩˪˫ˬ˭ˮ˯˰˱˲˳˴˵˶˷˸˹˺˻˼˽˾˿˰˱˲˳˴˵˶˷˸˹˺˻˼˽˾˿

### Gotham Narrow Light

aābccdðeéffghiiijklmñoopqoerstuüvwxyz  
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUvwXYZ  
0123456789{[(.,'";:)}]!/?&°ˆ˜˘˙˚˛˜˝˞˟ˠˡˢˣˤ˥˦˧˨˩˪˫ˬ˭ˮ˯˰˱˲˳˴˵˶˷˸˹˺˻˼˽˾˿

### *Gotham Narrow Light Italic*

aābccdðeéffghiiijklmñoopqoerstuüvwxyz  
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUvwXYZ  
0123456789{[(.,'";:)}]!/?&°ˆ˜˘˙˚˛˜˝˞˟ˠˡˢˣˤ˥˦˧˨˩˪˫ˬ˭ˮ˯˰˱˲˳˴˵˶˷˸˹˺˻˼˽˾˿

### Gotham Narrow Book

aābccdðeéffghiiijklmñoopqoerstuüvwxyz  
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUvwXYZ  
0123456789{[(.,'";:)}]!/?&°ˆ˜˘˙˚˛˜˝˞˟ˠˡˢˣˤ˥˦˧˨˩˪˫ˬ˭ˮ˯˰˱˲˳˴˵˶˷˸˹˺˻˼˽˾˿

### *Gotham Narrow Book Italic*

aābccdðeéffghiiijklmñoopqoerstuüvwxyz  
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUvwXYZ  
0123456789{[(.,'";:)}]!/?&°ˆ˜˘˙˚˛˜˝˞˟ˠˡˢˣˤ˥˦˧˨˩˪˫ˬ˭ˮ˯˰˱˲˳˴˵˶˷˸˹˺˻˼˽˾˿

## Gotham Narrow Bold

aābccdðeéffghiiijklmñoopqoerstuüvwxyz  
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUvwXYZ  
0123456789{[(.,'";:)}]!/?&°ˆ˜˘˙˚˛˜˝˞˟ˠˡˢˣˤ˥˦˧˨˩˪˫ˬ˭ˮ˯˰˱˲˳˴˵˶˷˸˹˺˻˼˽˾˿

## *Gotham Narrow Bold Italic*

aābccdðeéffghiiijklmñoopqoerstuüvwxyz  
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUvwXYZ  
0123456789{[(.,'";:)}]!/?&°ˆ˜˘˙˚˛˜˝˞˟ˠˡˢˣˤ˥˦˧˨˩˪˫ˬ˭ˮ˯˰˱˲˳˴˵˶˷˸˹˺˻˼˽˾˿

## Gotham Narrow Black

aābccdðeéffghiiijklmñoopqoerstuüvwxyz  
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUvwXYZ  
0123456789{[(.,'";:)}]!/?&°ˆ˜˘˙˚˛˜˝˞˟ˠˡˢˣˤ˥˦˧˨˩˪˫ˬ˭ˮ˯˰˱˲˳˴˵˶˷˸˹˺˻˼˽˾˿

## *Gotham Narrow Black Italic*

aābccdðeéffghiiijklmñoopqoerstuüvwxyz  
AĀÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUvwXYZ  
0123456789{[(.,'";:)}]!/?&°ˆ˜˘˙˚˛˜˝˞˟ˠˡˢˣˤ˥˦˧˨˩˪˫ˬ˭ˮ˯˰˱˲˳˴˵˶˷˸˹˺˻˼˽˾˿



## Brand Graphics



For assistance with communicating the values and importances of Hospitality Indiana, feel free to use the following iconography. Icons should remain in their displayed colors, and never altered in appearance, skewed, or recolored.

