

PRONGHORN STYLE GUIDELINES

2006



LOGO COLORS



DARK BACKGROUNDS

When reproducing the Pronghorn logo against dark backgrounds and Pronghorn Brown, the logo should appear in Pronghorn Beige or Tan. If necessary, it can also appear in white.



MEDIUM BACKGROUNDS

When reproducing the Pronghorn logo against medium backgrounds and Pronghorn Tan, the logo should appear in Pronghorn Brown or Beige. If necessary, it can also appear in black.



LIGHT BACKGROUNDS

When reproducing the Pronghorn logo against light backgrounds and Pronghorn Beige, the logo should appear in Pronghorn Brown or Tan. If necessary, it can also appear in black.



PRONGHORN LOGO

The Pronghorn logo has been specifically created and should not be altered in any way. The logo is trademarked and should always contain the TM identifier in its designated space.

INCORRECT LOGO COLORS

Do not use any other color for the Pronghorn logo, unless specified in these guidelines.



LOGO WEAR

When applying the logo to clothing, you may use the Pronghorn logo colors noted on this page or you may use tone on tone to match the clothing. If using anything else, please have the Marketing Department at Pronghorn approve color use.

STANDARD COLORS

The colors shown below can be found in any Pantone Matching System (PMS) swatch book. Pantone Matching System is a registered trademark of PANTONE®, Inc. The reproduction below is not an actual Pantone chip and may not be an exact color match. Please reference a Pantone chip book when matching color.



Pronghorn Brown (Solid Coated)

PMS 1545
C:0%, M:53%, Y:100%, K:72%



Pronghorn Beige (Solid Coated)

PMS 7501
C:0%, M:4%, Y:20%, K:6%



Pronghorn Tan (Solid Coated)

PMS 7503
C:0%, M:12%, Y:35%, K:25%



Pronghorn Cream (Process Coated)

PMS 6-9 at 60% value of actual color
100% = C:0%, M:3%, Y:15%, K:3%
60% = C:0%, M:1.8%, Y:9%, K:1.8%

DESIGN ELEMENTS

Pronghorn uses various design elements to create a consistent, unique and recognizable brand. These elements should not be used as dominant or stand-alone images but rather as supporting platforms for typographic treatments or as accents. To keep these design elements consistent through various vendors, approval of artwork should be given by the Marketing Department at Pronghorn.

HEADLINE TREATMENT

Shown below is an example of a typographic headline treatment used within the Pronghorn brand.

HEADLINE FONT

Chevalier Regular lowercase
PMS 7503 C:0%, M:12%, Y:35%, K:25%

BACKGROUND COLOR

Pantone 6-9 at 60%
PMS 6-9 at 60% = C:0%, M:1.8%, Y:9%, K:1.8%



ACCENT HEADLINE FONT

ATSackersGothic Light
PMS 1545 C:0%, M:53%, Y:100%, K:72%

FULL-SENTENCE HEADLINES

When setting a sentence as a headline, choose one word or quality to emphasize. Typically there is accent font above and below the headline font.



TYPOGRAPHY

Pronghorn uses fonts that have heritage and traditional elegance. These fonts are available for purchase online at fonts.com, hoeflertypefoundry.com and emigre.com. To keep the typography consistent through various vendors, approval of artwork should be given by the Marketing Department at Pronghorn.

HEADLINE AND HEADLINE SUPPORT FONTS

CHEVALIER LP REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890?!,

SACKERS GOTHIC LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ| 234567890?!,

SACKERS GOTHIC MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ| 234567890?!,

SACKERS GOTHIC HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ| 234567890?!,

CEZANNE ALTONE

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890?!,*

CEZANNE ALTTWO

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890?!,*

SUBHEADS AND BODY COPY FONTS

PROFORMA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890?!,

PROFORMA BOOK SMALL CAP

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890?!,

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890?!,

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890?!,

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890?!,

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890?!,

PRONGHORN STANDARD FONT

Palatino or Palatino Linotype 11-point type should be used with all internal word document communication, email, faxes, etc. This is the standard brand font that should be used universally in business communication (marketing materials excluded).

PALATINO / PALATINO LINOTYPE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz1234567890?!,

PALATINO / PALATINO LINOTYPE ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890?!,

PALATINO / PALATINO LINOTYPE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890?!,

PALATINO / PALATINO LINOTYPE BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890?!,

PRONGHORN STANDARD EMAIL SIGNATURE BLOCK

In order to create a standard template for email communications, please use the following signature block on all email correspondence. Signature should be formatted in Palatino/Palatino Linotype 11-point typeface.

Signature Block:

Name (in bold 11pt)
Title (in italics 11pt)
 Pronghorn
 Address
 City, State, Zip
 Office: Phone
 Mobile: Phone
 Fax: Phone
 Email Address
 (line space here)
 www.pronghornclub.com

Example:

Pronghorn Employee
Pronghorn Employee Title
 Pronghorn
 830 NW Wall St.
 Bend, OR 97701
 Office: 541-312-9424
 Mobile: 541-280-0000
 Fax: 541-312-3199
 employee@pronghornclub.com
 www.pronghornclub.com

PHOTOGRAPHY

Pronghorn has a library of images for use. Shown below are a few samples. This library is constantly growing as the Pronghorn identity develops. The quality of Pronghorn's photography is an integral part of the Pronghorn image. The images have been meticulously crafted, and every attempt to retain their original quality should be taken. Do not manipulate. To keep the photography consistent through various vendors, approval of artwork should be given by the Marketing Department at Pronghorn.



PHOTO EDGES

Pronghorn has utilized photo edges and borders with photography as a design element, supporting the overall Pronghorn brand. Consider the three examples below as ways to enhance the photo. Notice how the edges do not overtake the photo itself. Please follow these guidelines to allow the integrity of the photo to be the overall hero and not the photo border.



PAPER

To keep the Pronghorn image consistent between vendors, specify the following papers for printed materials.

Please note that whenever possible, it is recommended that coated paper be used.

Please contact your paper rep for samples of the approved papers.

Final approval of all printed material should be given by the Marketing Department at Pronghorn.

SPECIALTY PAPER

SuedeTex® by FiberMark—Tan

Passport by Fraser Papers—Clove Felt

Synergy by Fraser Papers—Ivory Felt
(For flood printing)

Genesis by Fraser Papers—Birch Vellum

Eames by Neenah Papers—Architecture Eames White
(For fly sheets)

Savanna by Gmund—Mocca

Ever by Gmund—Tikal

UNCOATED WHITE

Cougar Opaque by Weyerhaeuser

COATED WHITE

Topkote Dull by Oji Paper

UNCOATED NATURAL

Cougar Natural by Weyerhaeuser

LETTERHEAD

Classic Crest Recycled Natural White 70# Text

BUSINESS CARDS

Teton Felt Weave Cover Warm White

PRONGHORN PROPER NAMES AND DESCRIPTORS

It is important to be consistent when describing Pronghorn and its various facilities.
Please see the official names and descriptors below for proper use.

Golf Resort Community vs Golf Community

The proper reference to Pronghorn is as

A premier golf community.

Do not use the word "resort" when describing the Pronghorn community.

Golf Courses — Proper Names

The Jack Nicklaus Signature Course

The Tom Fazio Championship Course

Example used in a sentence:

The 18th hole of the Tom Fazio Championship Course plays fast and firm.

Pronghorn Facilities

Proper use: The _____ at Pronghorn. Initial cap all but "at" or "and" in the name.

Examples:

The Residence Club at Pronghorn

The Villas at Pronghorn

The Spa and Wellness Center at Pronghorn

The Estates at Pronghorn

The Clubhouse at Pronghorn

Example used in a sentence:

Situated on the 18th green of the Jack Nicklaus Signature Course,
The Residence Club at Pronghorn enjoys views of eight peaks year-round.

Pronghorn Facilities — Exceptions

There are two facilities that do not follow the same guidelines as above.

Please note these in copywriting within marketing materials.

The Trailhead (The "T" in The and Trailhead should always be initial capped)

Trailhead Grill (restaurant inside The Trailhead)

Example:

Meet your friends at The Trailhead for a full day of activity. In the evening,
relax at the Trailhead Grill and enjoy casual fine dining in a relaxed atmosphere.

Official Name

The name of the development should be referred to as "Pronghorn." We are no longer using "Pronghorn Club" or "The Club at Pronghorn" when referring to who we are. We're simply "Pronghorn."

Please note this in correspondence in letters, emails and also when answering the phone.

Correct: Pronghorn

Incorrect: Pronghorn Club or The Club at Pronghorn

Products at Pronghorn

What we are selling and how we talk about it must be consistent through all media.

Please note each real estate product's proper name and what that product sells.

The Estates at Pronghorn — homesites (not lots)

The Villas at Pronghorn — luxury villas

The Residence Club at Pronghorn — co-ownership villa-style townhomes in 1/4, 1/6, 1/12 shares

ADDITIONAL LOGOS AT PRONGHORN

Below are examples of other logos used at Pronghorn. Please consult the Marketing Department at Pronghorn for appropriate use of these logos within any marketing materials or for use on logo wear.

Pronghorn Adventures



The Trailhead Restaurant



Camp Pronghorn

