

# Old Bill's






F U N   R U N



Brand Guidelines



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# Our Brand



Human.  
Playful.  
Inclusive.  
Vibrant.

# Brand Statement

This run has no finish line. There are no podiums or medal ceremonies. It ends as it started, together, united in greater purpose. Here, every step, every pace, every individual spin of the wheel represents a collective spirit — a shared vision of a more vibrant and enriched community for all. Old Bill's Fun Run exemplifies the very best of Jackson Hole. In this marathon of generosity lies the opportunity for meaningful contribution, for altruism amplified by the kindness of others, and for the singular drive to make a difference.



# Our Logo









Our Logo

Old Bill's  
FUN RUN

Old Bill's  
FUN RUN

Old Bill's  
FUN RUN

Old Bill's  
FUN RUN

# Logo Mark

There are two basic marks for Old Bill's Fun Run. The primary mark is composed of the Old Bill's wordmark and the colored dots.

The secondary logo consists only of the Old Bill's wordmark.

Primary Logo



Secondary Logo





# Logo Etiquette

In order to keep the logo legible and allow it to best reflect Old Bill's Fun Run's brand and values, we expect that you follow these basic precepts should be followed whenever the logo is used.\*

\* All of these guidelines should also be applied to the secondary logo.



Always include clear space, or breathing room roughly equivalent to the height of the one 'B' around the logo.



The logo should never be smaller than 1" wide.



Do not subtract or reorganize any components of the logo.



Do not use the logo in any colors not in the OBFR Brand.



Do not stretch or scale the logo disproportionately.



# Our Colors

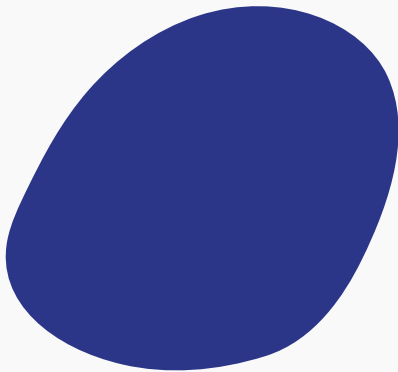




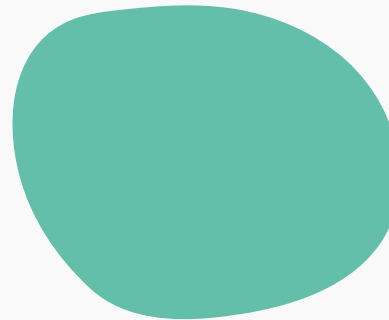
**Rgb** 250 | 194 | 17  
**Cmyk** 2 | 24 | 100 | 0  
**Pantone** 123 C  
**Pantone** 7404 U  
**Hex** #fbc311



**Rgb** 238 | 70 | 35  
**Cmyk** 1 | 88 | 100 | 0  
**Pantone** 2027 C  
**Pantone** 2028 U  
**Hex** ef4623



**Rgb** 44 | 54 | 136  
**Cmyk** 100 | 96 | 10 | 1  
**Pantone** 2126 C  
**Pantone** 072 U  
**Hex** #2c3688



**Rgb** 99 | 191 | 170  
**Cmyk** 60 | 2 | 41 | 0  
**Pantone** 570 C  
**Pantone** 570 U  
**Hex** 66c0ab

# Our Typography





# Tiempos Headline

The Tiempos Collection is a modern serif family for editorial typography. Tiempos is a serif typeface designed by Kris Sowersby and published through Klim Type Foundry. Tiempos Headline is skillfully designed for larger headline sizes, striking a balance between practicality and elegance.

We use Tiempos for setting large headlines and callouts, and occasionally for setting large body copy or pull quotes.

# Founders Grotesk

Founders Grotesk is a grotesque sans-serif typeface designed by Kris Sowersby and published through Klim Type Foundry. Founders Grotesk is a contemporary amalgamation of classic grotesks. Founders Grotesk is not intended as strict revival, it resolves the best details from the last century into a large family designed for modern typography.

We use Founders Grotesk Text for setting body copy and smaller headlines, as well as eyebrow type and footnotes.



Tiempos Headline Medium at 40pt  
0 Tracking, 48 Leading

# Large Headlines and Big Callouts

Founders Grotesk Text Medium at 9pt  
60 Tracking, 10.8 Leading

**Eyebrow**

Founders Grotesk Text Medium at 18pt  
0 Tracking, 21.6 Leading

## Primary Headers Sometimes Span Two Lines

Founders Grotesk Text Light at 14pt  
0 Tracking, 16.8 Leading

Cerumquos dolorupta qui volo cuptatem quati dolendi  
net eos iundero eos sinciminus nonsequi tet quiatiis  
audis ulla illic totatis at ut hil in el es sum quid utestione  
dolorestem alitendam, experum dolora in re pro estem  
enit atemodit occatur.

Tiempos Headline Mediu at 12pt  
40 Tracking, 14.4 Leading

**Pull Quotes and Accent Type i.e. CTA Buttons**

Founders Grotesk Text Regular at 7pt  
20 Tracking, 8.4 Leading

**Tiny Text and Footnotes**



# Our Naming Conventions

# Referencing Our Name

When referencing our name in marketing materials, the only acceptable usage of names are 'Old Bill's', 'Old Bill's Fun Run', 'Old Bill's 2022', or 'Old Bill's Fun Run 2022'.

Not acceptable: 'OBFR'.



