

Signature Colors

Color plays a key role in the Indian Wells visual identity. Consistent use and accurate reproduction of these core colors is vital in maintaining brand integrity.

Cabernet is the signature color for the City of Indian Wells. It is derivative of the natural surroundings such as the berries of the familiar fan palm or the rich color of the Santa Rosa mountains at sunset and communicates depth and warmth. Because it had already been used prominently and consistently for several years, it is an important equity color.

Platinum communicates stability, stature and refinement. It is the signature color that unifies all of the Indian Wells logos. Metallic 8002C is the preferred standard and should be used whenever possible.

Metallic foils and material finishes should always be specified as matte.

For best color reproduction, always specify coated or matte papers.

Pantone® inks and formulas should always be used to maintain color accuracy and consistency. The reproduction method determines the appropriate PMS specification standard to use.

If other materials are specified, a swatch test should be performed and/or samples obtained to determine the "best visual match" to the PMS Coated standard.

IW Cabernet Specifications:

PMS Coated:	222 C
PMS Uncoated:	222 U (NOT RECOMMENDED)
CMYK:	C17 / M100 / Y21 / K60
RGB:	R106 / G26 / B65
HTML:	6A1A41
PMS Textile:	19-1726 TC
Speciality Papers:	FiberMark "Touche®" Cover Burgundy
Cut Vinyl:	3M Scotchprint® Opaque "Burgundy" or "Dark Burgundy Metallic"



IW Platinum Specifications:

PMS Metallic:	8002 C
PMS Coated:	Warm Gray 5 C
PMS Uncoated:	Warm Gray 4 U
CMYK:	C11 / M13 / Y14 / K26
RGB:	R174 / G167 / B159
HTML:	AEA79F
PMS Textile:	16-1305 TC
Speciality Papers:	ReichPaper "Shine" Pewter
Cut Vinyl:	3M Scotchprint® Opaque "Light Silver Metallic"



** add secondary colors we have been using in the waves.*

** note ~~8001~~ for platinum when using as a solid w/ engraving. Switch to 8001 for platinum*



Typefaces

The typefaces have been selected to further unify Indian Wells identity and should be used in all communications.

Scripts are most effective when used very selectively—with single words or limited phrases—to add emphasis or visual interest to copy dense applications. It important to maintain legibility.

The use of all caps should be avoided.

Octavian MT OCTAVIAN MT SMALL CAPS *Octavian MT Italic*

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover. — Mark Twain

Octavian MT Italic — *Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover. — Mark*

headlines, subheads and primary body copy

FRIZ QUATRATA MEDIUM

titles, signage and select headlines

TRAJAN PRO REGULAR

headlines and subheads alternative

Vladimir Script D
Zapfino

headlines and decorative effects

News Gothic T Light

Appropriate for secondary copy such as pull quotes, captions and charts. Explore. Dream. Discover. — Mark Twain

Formata Light Condensed

Appropriate for secondary copy such as pull quotes, captions and charts. Explore. Dream. Discover. — Mark Twain

secondary copy and select decorative effects

City Logo

The logo is the primary element of the Indian Wells visual identity and consists of three critical components:

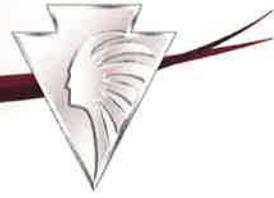
- ▼ Arrowhead symbol
- ▼ Indian Wells wordmark
- ▼ California descriptor

Each of these are custom elements and must not be altered in any way or redrawn.

The rendered logo is preferred and should be used whenever possible.

To maintain the integrity and legibility of the logo, the minimum reproduction size is .875" in overall width.

When the Indian Wells name appears in body copy, it should be referred to as The City of Indian Wells or Indian Wells, California. For internal applications only, it is acceptable to use the acronym IW.





Golf Resort Logo

The Indian Wells Golf Resort logo is an extension of the Indian Wells visual identity and consists of three critical components:

- ▼ Arrowhead symbol
- ▼ Indian Wells wordmark
- ▼ Golf Resort descriptor

Each of these are custom elements and must not be altered in any way or redrawn.

The rendered logo is preferred and should be used whenever possible.

To maintain the integrity and legibility of the logo, the minimum reproduction size is .875" in overall width.

The Indian Wells Golf Resort must be clearly identified either by using the logo or by including the name in body copy when using an image of the golf resort, including the courses. For internal applications only, it is acceptable to use the acronym IWGR.



rendered signature



2-color signature

↑
flat



1-color signature

↑
flat?