

Logo & Logotype

Post Ranch Inn Logo

The stacked logo and symbol combination will be used with the "at big sur" addition only in when used formally to announce the resort (i.e. on report covers, porfolios, brochure covers, etc).

Horizontal Format

The horizontal format logo is used in situations when the stacked logo takes up too much visual space and there is a need to simplify a layout.



The Sans Semi Bold, Bold Plain ————— Post Ranch Inn **S**

The Sans Plain ————— A T B I G S U R **S**

The Sans semi Bold, Bold Plain —————

S **S**

Spacing

The spacing between key elements in the logotype are consistent. Note common spacing rules as indicated with the measurement (**S**)

The Sans Plain, spacing: 400 —————

Additional Naming

Sub-Divisions of the Post Ranch Inn would utilize the caps-usage similar to the above location treatment.

Post Ranch S P A

Post Ranch M E R C A N T I L E