



# BOOGIE MOUNTAIN BRAND GUIDELINES

Please follow our guidelines when using the provided Boogie Mountain logo files and ensure they are used on all advertising, signage, marketing and communications content.

**Name** Our name is written as **Boogie Mountain** or **Boogie Mountain Sydney**. When referring to the location, the space can also be referenced as **Boogie Mountain at Potts Point Hotel**.

**Logo** The Boogie Mountain logo must be used on all public-facing advertising, signage and marketing content. The logo is made up of two parts - the triangle logo and the wordmark - that can be used independently or together as a full brand mark lock up.

Preference is always to use the full brand mark lock up where appropriate. The wordmark alone can be used within copy-based content, or in line with other word-based brand marks. The triangle logo alone can be used as a watermark on image-based content.

Guidelines for logo use include:

- **Colour:** the logo should only be presented in black, white and/or red - possible colour combinations are demonstrated below. Preference is for all-black on white backgrounds, all-white on dark backgrounds, and the coloured mix on coloured background.
- **Placement:** ensure logo is clearly present and dominant. Our preference is for the logo to appear across the top of the page in either the left-hand corner or the centre, or alternatively, at the bottom of the page in the right-hand corner.
- **Clear space:** minimum clear space surrounding the logo must be observed in all applications.



**Colour** Please ensure colour palettes meet the below colour codes, with the correct code selected for appropriate application.

**Dark**  
 CMYK: 10 10 10 100  
 RGB: 26 21 23  
 HEX: 1A1517

**White**  
 CMYK: 0 0 0 0  
 RGB: 255 255 255  
 HEX: FFFFFFFF

**Red**  
 CMYK: 7 89 78 0  
 RGB: 225 67 66  
 HEX: E14342