

THE STANFORD INN AT WILDERNESS ROAD

The Stanford Inn at Wilderness Road word mark is built using the Mrs Eaves font in the Roman All Petite Caps variation. This font is also used for display text in publications. The horse tying post mark is hand-drawn in raster format and may be removed in certain applications. The primary colors are PMS 419 U and PMS 400 U. PMS 130 U is to be used as an accent color only.



THE
STANFORD
INN AT WILDERNESS ROAD



PMS 419U



PMS 400U



PMS 130U

FONT STYLES

DISPLAY TEXT & HEADLINES

MRS EAVES - ROMAN ALL PETITE CAPS

BODY COPY

Mrs Eaves OT - Roman

Mrs Eaves OT - Italic

Mrs Eaves OT - Bold

Mrs Eaves OT - Bold Italic

SANS SERIF

Geogrotesque - Thin

Geogrotesque - Thin Italic

Geogrotesque - Light

Geogrotesque - Light Italic

Geogrotesque - Regular

Geogrotesque - Regular Italic

Geogrotesque - Medium

Geogrotesque - Medium Italic

Geogrotesque - Semi Bold

Geogrotesque - Semi Bold Italic

Geogrotesque - Bold

Geogrotesque - Bold Italic

KEY VERBIAGE

SMALL-TOWN CHARM

SLOWER PACE

ENJOY THE SIMPLE
THINGS

SOAK IN HISTORY

BIG CITY AMENITIES

SHARED EXPERIENCE

ALTERNATIVE

LODGING

RESTORATION

SPIRITUAL RETREAT

ALTERNATE



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