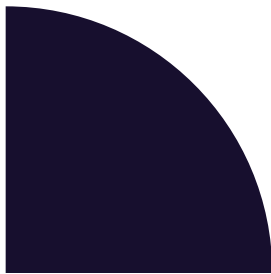




reedfly
STYLEGUIDE

COLORS



#12032E

RGB: 24, 15, 45

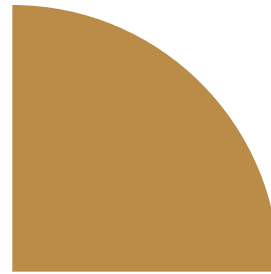
CMYK: 88, 89, 47, 66



#88B3BA

RGB: 136, 179, 186

CMYK: 48, 17, 24, 0



#BA8D4A

RGB: 187, 140, 72

CMYK: 25, 44, 83, 4



#231F20

RGB: 35, 31, 32

CMYK: 70, 67, 64, 74

DIDOT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Prestige Elite Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

H1 – Didot Regular

LOREM IPSUM DOLOR SIT.

H2 – Gill Sans Light

DONEC SCELERISQUE PELLENTESQUE CONSECTETUR

H3 – Didot Italic

LOREM IPSUM DOLOR

Body – Gill Sans

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPSCING
ELIT, ALIQUAM VITAE DIAM NEQUE, DONEC SCELERISQUE
PELLENTESQUE CONSECTETUR.

Vivamus aliquam tortor nulla, non fringilla nisl facilisis sit amet.

Aliquam ac rhoncus risus. In hac habitasse platea dictumst. In
dapibus tincidunt tortor maximus fringilla. Mauris facilisis pharetra
placeraat. Fusce a purus maximus orci malesuada maximus.

Sed ornare felis eu nisl finibus, in tincidunt felis fermentum. Aenean
egestas blandit efficitur. Aenean tincidunt ipsum sit amet ligula
faucibus convallis. Class aptent taciti sociosqu ad litora torquent
per conubia nostra, per inceptos himenaeos. Cras urna sem,
rutrum sit amet nunc nec, viverra lobortis tellus, Pellentesque
pellentesque, erat sit amet scelerisque placerat, justo mauris
imperdiet tortor, nec pharetra mauris arcu at tellus. Quisque
maximus nibh vitae sem viverra dignissim.

Callout – Prestige Elite Std Bold

JANUARY 7TH, 2019

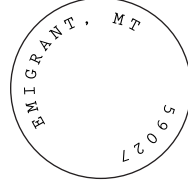
Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Aliquam
vitae diam neque. Donec scelerisque
pellentesque consectetur. Vivamus
aliquam tortor nulla, non fringilla
nisl facilisis sit amet.

Cras urna sem, rutrum sit amet nunc
nec, viverra lobortis tellus.
Pellentesque pellentesque, erat sit
amet scelerisque.



1. bitterroot
(MT state flower)

Labels – Didot Italic



Greetings Ben!

We look forward to your visit and want you to know that we will do everything possible to make your stay pleasant and enjoyable.

We will send another email two days prior to your arrival with information regarding the details of your house and property.



YOUR RESERVATION INFORMATION

| | |
|--------------------------------|--------------------------------|
| Reservation Number: #8899 | Reservation Type: Eagle's Nest |
| Name: Ben Borkowski | Number of Adults: 4 |
| Check In: Sat, Jan 15th, 2017 | Number of Children: 2 |
| Check out: Mon, Jan 18th, 2017 | Number of Nights: 3 |
| Estimated Arrival: 4pm | |

| | |
|---------------|-------|
| Charges: | \$825 |
| Cleaning Fee: | \$65 |
| Extra Items: | \$200 |
| Tax: | \$69 |
| Deposit Paid: | \$405 |
| Balance Due: | \$405 |

SPECIAL REQUESTS

<< LOREM IPSUM >>

HAPPIEST OF TRAILS!

Warmly,
Reedfly Farm and Rivers Bend

CANCELLATION

If your travel plans change and you must cancel your reservation, please contact us at least 30 days (1 month) prior to your arrival date to cancel your reservation.

Due to popular demand, all cabin/vacation homes require rebooking upon a cancellation and a \$50.00 cancellation fee in order to ensure a refund.

In the unlikely event that you must cancel with less than fourteen (14) days notice, shorten your stay or check out early, please understand that we must ask you to take responsibility for your entire reservation. If we can rebook your homes, a full or partial refund will be made.

Rates/policies are subject to change and vary during high impact periods, special events and holidays.

LOREM IPSUM

ALIQUM VITAE

In hac habitasse platea dictumst. In dapibus tincidunt tortor maximus fringilla.
Mauris facilisis pharetra placerat. Fusce a purus maximus orci malesuada.

Messaging Sample

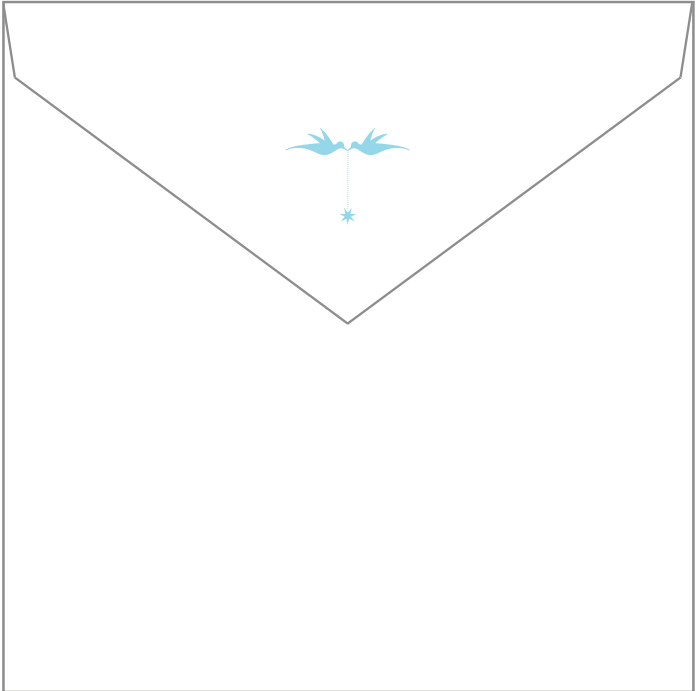
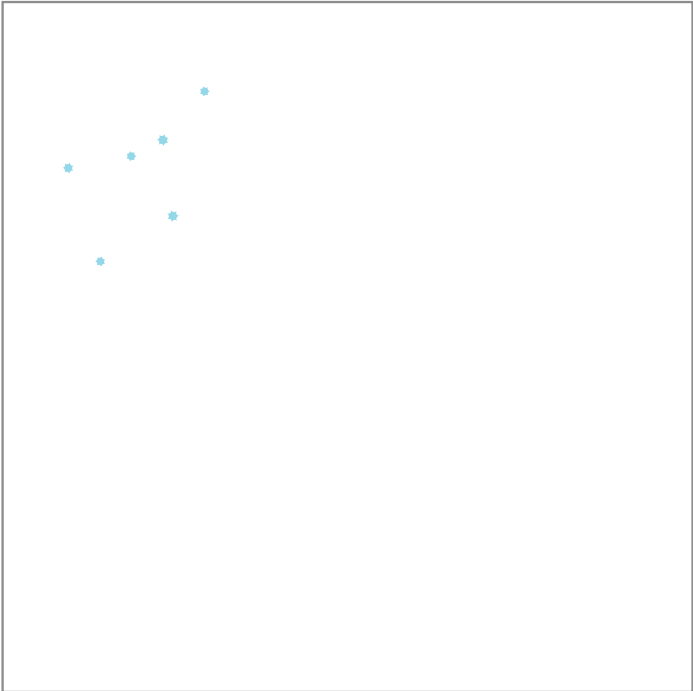


206.228.5448

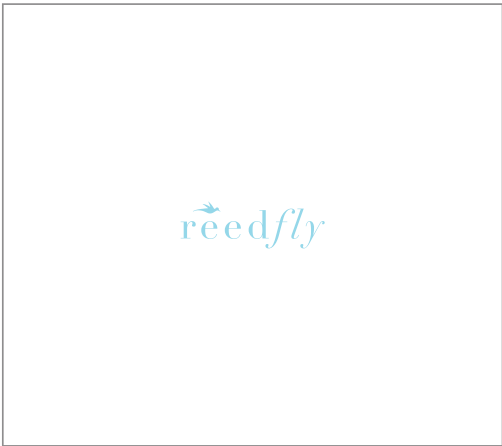
stay@reedflyfarm.com

REEDFLY FARM 2786 US HIGHWAY 89 SOUTH, EMIGRANT, MT 59027

BUSINESS PAPERS



BUSINESS PAPERS



LOGO

reedfly

LOGO USAGE



ALWAYS PROVIDE CLEAR SPACE AROUND THE REEDFLY LOGO.

The clear space should be equal to the cap height of the Reedfly logotype.

DO NOT ALTER THE APPEARANCE OF THE REEDFLY LOGO.

For example, do not:

Rotate

Distort proportions

Apply effects (drop shadows etc.)

Change spacing

Add or remove elements

ICONS

SEASONAL ICONOGRAPHY



SPRING



SUMMER



FALL



WINTER

ACCOMMODATION ICONOGRAPHY



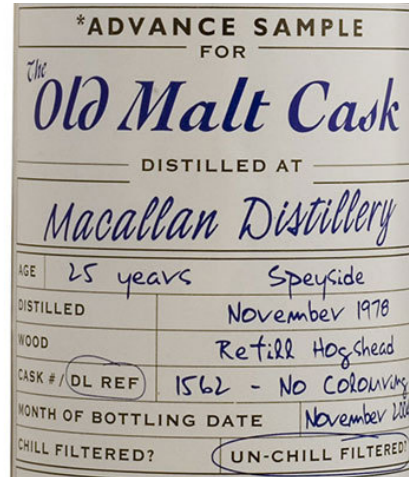
BRAND ICONOGRAPHY



PHOTOGRAPHY



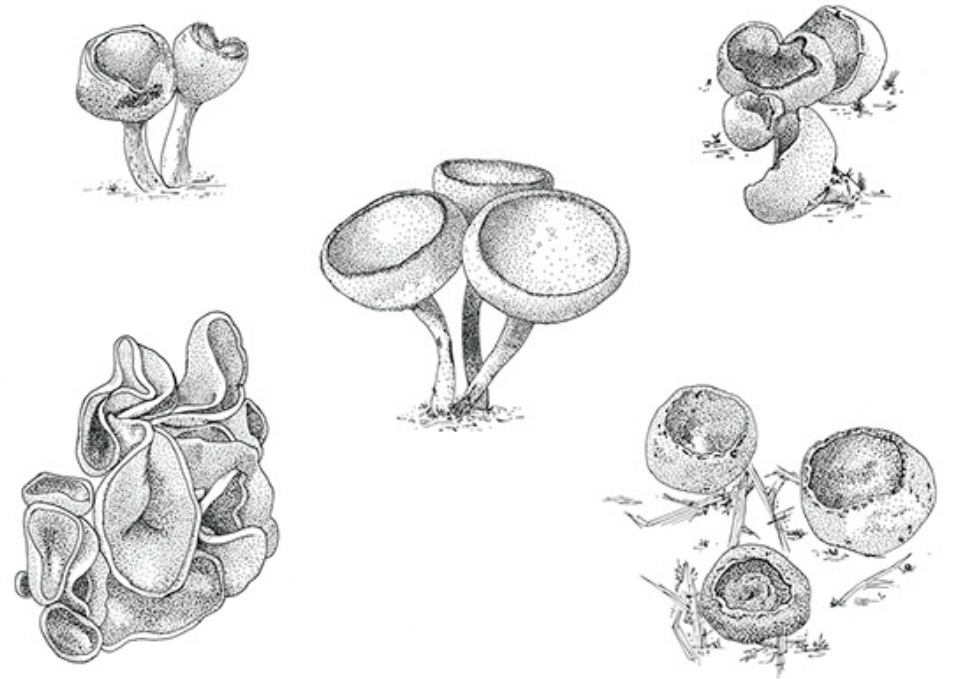
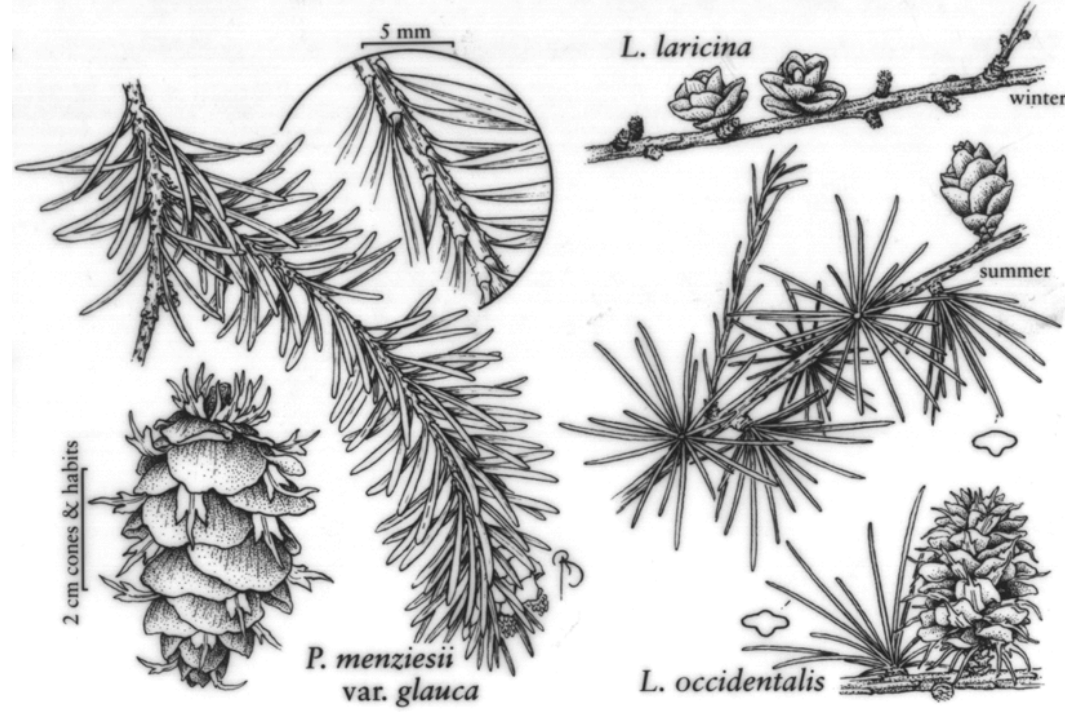
PRODUCT PHOTOGRAPHY



ILLUSTRATIONS

SCIENTIFIC ILLUSTRATIONS

Reedfly uses scientific illustrations to depict the Montana wilderness and its diverse range of wildlife.



THANK YOU

REEDFLY FARM
2786 US Highway 89 South
Emigrant, MT 59027

1.206.228.5448
info@reedflyfarm.com