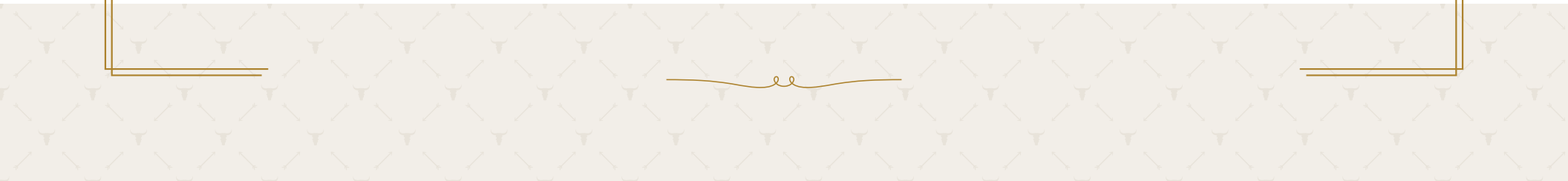


The Truax
BRAND



THE TRUAX
BRAND COLORS



THE TRUAX
BRAND LOGO

The Truax Hotel logo is a statement in subtle sophistication. Continuing the theme of duality, two fonts are used in the logo. For “Truax,” a strong, serif font exudes an air of class, while a modern, sans serif font in the article and descriptor gives the logo a contemporary feel.



THE TRUAX BRAND TYPOGRAPHY

AMERICANA

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
*abcdefghijklmn
opqrstuvwxyz*

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

*various weights • used for headlines, some body copy
accents • kern up to 100*

MODERNO

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
*abcdefghijklmn
opqrstuvwxyz*

*regular, light or semibold • use for body copy and as all-
caps in parts of headlines • kern up to 40*

TAGLINE

HEADLINE

Sample body copy in upper/lowercase Ciudadella. Odicae nonseque vit et posam volumquas debis pore conem fuga. Et magnit doloribus minvere ipsunt, odie totamus, velesed maximus, et debitumetur accum at. Unt et eum esequiat velluptate asimolu ptint, sandant quid lhit modit ma deliae. Nequo dolorepelit, eaquo omnis sitis dolum verrorovita et ipiendu cimuseci doloreces moditatur? Poriae simendu cienda de voluptatum, volorem porati cupatum se cupta id mi, sum nullaci tatur, exces doluptature volore porpos que nonem veliquatatum non expere.

California Roots. Temecula Soul.

PUDAES QUODI ATATIS // DELIQUA ERUMQUO QUATEM AUT ABO // FUGA. AT AD UTA AUTEM

CALIBRI When Ciudadella is unavailable, use Calibri with the same specs.

THANK YOU



SECOND WAVE
digital + creative agency