The COOPER

Brand Guidelines

BOILERPLATE MESSAGING

Discover *The Cooper*

Embark on a journey where Lowcountry charm and Charleston’s natural beauty intertwine. Nestled on the emblematic Cooper River, The Cooper offers a unique haven where refined elegance, laid-back living, and impeccable service harmonize into a magnetic guest experience. Discover a revitalizing waterfront escape, where each moment resonates with authenticity and leaves an everlasting impression. All just a few steps away from the beating heart of downtown Charleston and its blend of contemporary and historic allure.

Logo Suite

Primary Logo

Logotype

The COOPER

Variations

Mark

Sales Office Logo

FOR PRE-OPENING USE ONLY

The COOPER HOTEL

Sub-Brands

Marina

Work in Progress

Boutique

Work in Progress

Event Lawn

Work in Progress

Residences

Work in Progress

Color Palette

Primary Color Palette

CODES TO BE USED FOR RGB (DIGITAL) AND CMYK COLOR MODEL (PRINT MATERIALS)

Sand

PMS 7535 C
C25 M21 Y31 K0
R182 G176 B166
HEX: #B6B0A6

Soft Taupe

PMS 7527 C
C12 M10 Y14 K0
R214 G211 B210
HEX: #D6D3D2

Gardenia

PMS 9043 C
C5 M4 7 K0
R240 G238 B231
HEX: #F0EEE7

Cooper Blue

PMS 2158 U
C65 M37 Y24 K0
R96 G113 B138
HEX: #658DA8

Endless Brook

PMS 533 U
C83 M73 Y42 K32
R33 G43 B70
HEX: #374059

Dark Oak

PMS Black C
C69 M62 Y69 K70
HEX: #282822
R40 G40 B34

Secondary Color Palette

CODES TO BE USED FOR RGB (DIGITAL) AND CMYK COLOR MODEL (PRINT MATERIALS)

Dark Oak

PMS Black C
C69 M62 Y69 K70
R40 G40 B34
HEX: #282822

Spanish Moss

PMS 5507C
C29 M19 Y24 K0
R182 G189 B186
HEX: #ABB4B1

Jasmine Leaf

PMS 5545
C64 M43 Y53 K16
R97 G155 B108
HEX: #556C5F

Cobblestone Gray

R241 G241 B241
HEX: #F1F1F1
(web use only)

Color Applications

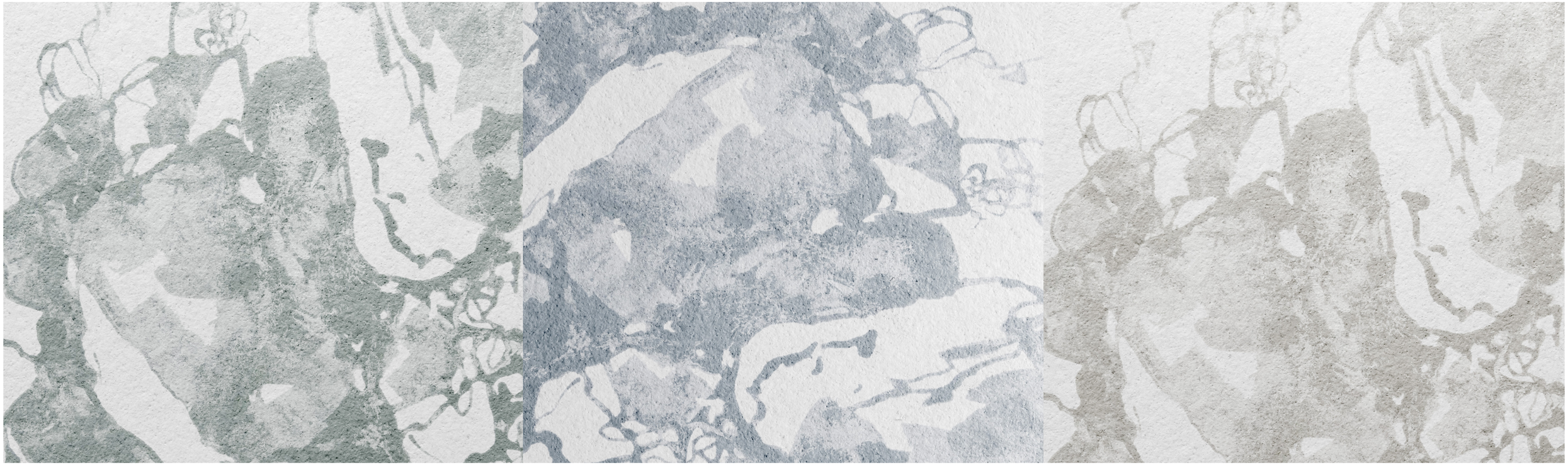
Color Applications

Textures

Linen + Gold

FOR DIGITAL USE ONLY

Marble Color Applications

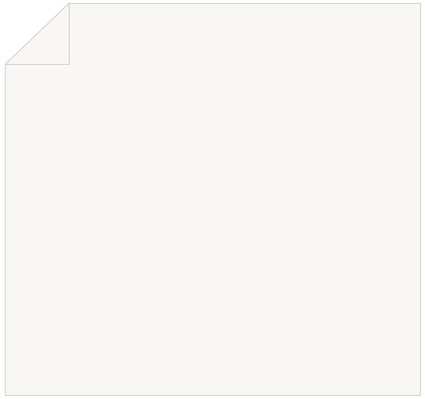


Paper + Print Guidelines

Brand Paper Selections

THESE PAPER SELECTIONS SHOULD BE USED FOR SALES AND MARKETING PRINT MATERIALS

STANDARD IVORY



PRIMARY STOCK
CLASSIC CREST BARE WHITE, EGGSHELL

80-100# COVER
- For luxe materials
- For letterpress, foil or debossing only

100# TEXT WEIGHT
- For letterhead, standard digital print materials

COOPER BLUE

LEGION LESSEBO STEEL BLUE

225-300 GSM
- For luxe materials
- For letterpress, foil or debossing only

ENDLESS BROOK

G.F. SMITH COLORPLAN IMPERIAL BLUE

270-350 GSM
- For luxe materials
- For letterpress, foil or debossing only

Typography

Light / *Light Italic*
Regular / *Regular Italic*
Bold / ***Bold Italic***

Emilio Is Our Headline font

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890-={}”?!@#$%&*()_+

Light / *Light Italic*
Regular / *Regular Italic*
Bold / ***Bold Italic***

HK Grotesk Is Used For Small Headers & Text Blocks

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890-={}″?!@#$%&*()_+

Regular

Fayetteville Is Used for Small Details

abcdefghijklmnñopqrstuvwxyz

1234567890-={}”?!@#$%&*()_+

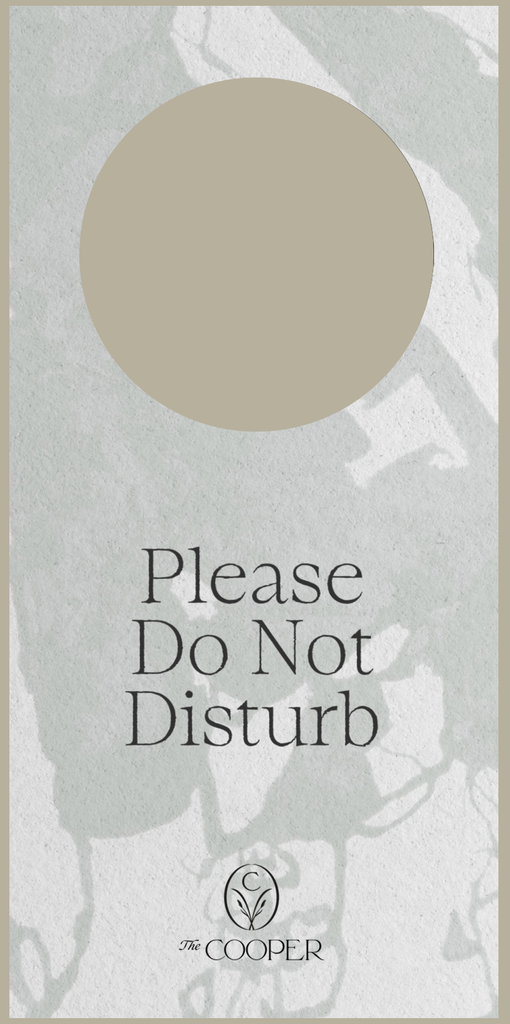
For Small Headers/Sub-Headers: HK Grotesque Regular In All Caps.

For Headlines: Emilio Light-Regular-Bold In "Title Case"

For Text Blocks: HK Grotesque In "Sentence Case".

For Small Details: ED Fayeteville Script

Brand Expression


Please
Do Not
Disturb
The COOPER

The COOPER
Welcome
to
Charleston

The COOPER

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COOPER
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Branded Gift Selections

Construction Wall Graphics