

FRAMES & BORDERS

The Park City brand has a distinct white border with a drop shadow that should be used for all framed/non-bleeding photography.

The border is 4pt in hand-held applications. For larger applications such as signs or billboards the frame weight should visually have the same weight ratio as a 4pt boarder. The simplest way to achieve this balance is to design large format layouts at a hand-held size with 4pt boarders, then scale the design according to output requirements.

The brand shadow is created using the same hand-held size philosophy and measurements are as follows: X offset 7pt (.01"), Y offset 7pt (.01"), Size 14pt (.2"), 20% opacity in black. The shadow should multiply onto the background.

The Park City branded photo strip uses the same 4pt white line and shadow guidelines.